

**SNOWMASS VILLAGE
TOWN COUNCIL
GOAL STATEMENT
ADOPTED FEBRUARY 16, 2021**

The Town Council is dedicated to maintaining and advancing the positive momentum the community has created over the last several years. This will be achieved, in part, by keeping a commitment to the Town Council identified values of the Village:

Fun, community focused, family-friendly, thriving, charming, resilient, safe, emotionally connected, nimble, adaptable, balanced, and unique

Progress will be made by a pledge to work with the community to develop the detail necessary to implement the strategic initiatives outlined in the 2018 Comprehensive Plan.

STRATEGIC INITIATIVES OF SNOWMASS VILLAGE

- Preserve and protect open spaces and our environment
- Promote environmental and economic sustainability and resiliency
- Focus on improved access and safety to make Snowmass Village more walkable and bikeable
- Continue to improve the multi-modal connections between Base Village, the Mall, and the Center
- Manage parking and transit to encourage efficient, effective, and sustainable mobility choices
- Focus new development and/or redevelopment within the identified CPAs
- Encourage the update and renovation of older buildings Village-wide
- Strengthen local economic opportunities to assure vibrancy
- Continue to support a viable workforce and our commitment to workforce housing by exploring opportunities that best balance the character and resources of the Town

It continues to be recognized that we are not a traditional town, but rather a unique Village. As the Town changes and grows, the Town Council will embrace and protect this uniqueness by looking for creative solutions to address the many opportunities before us. The Town Council clearly understands that utilizing high quality creative approaches requires taking reasonable risks. The Town Council also recognizes that continuing to recruit and retain effective professional staff remains a critical component to the Town's success.

Progress on the Strategic Initiatives will be made through these specific Areas of Focus:

TOWN COUNCIL AREAS OF FOCUS

Affordable Workforce Housing

Creating and providing affordable workforce housing continues to be a top priority for the Town Council. Providing a variety of affordable workforce housing options, that serves diverse ages, within the Village not only enables community members to contribute to the local economy, it also helps to build a strong, well connected, and engaged community with a viable workforce. The Council remains committed to a near-term strategy that will actively identify opportunities, creative approaches, and partnerships to address housing needs, and incentivize the development of an additional 185 units. The Town Council will work collaboratively to create solutions and will diligently commit the time, money, and political will to implement a successful strategy. The Council is committed to clarifying this strategy to ensure it is innovative, quantified, and meets the needs of the community.

Community Engagement

The Council will strive to continue to increase effective community engagement. This includes creating many types of opportunities to receive feedback, to improve Council visibility, and to increase the number of listening opportunities for Council on a broad array of subjects. Informal meeting formats will be utilized to expand citizens' access to the Council and to elevate community conversation and collaboration. As a top priority, the Council desires to always have high quality communications with its citizen Boards and Commissions. The Council will do this by asking for guidance and feedback from them in a manner that is comfortable for the volunteer boards. The Council will explore ideas for enhanced communication that may include streaming Boards and Commission meetings.

Public Spaces and Facilities

The Town Council will strive to capitalize on the community's existing iconic treasures with the intention of creating and improving public spaces and facilities that promote health, safety, education, happiness, and well-being in order to meet community needs. Understanding there are many iconic treasures within the community, this Town Council will remain open to all opportunities, but is committed to focusing on three specific projects. The Town Council will:

- 1) Adopt a Master Plan for Town Park that will guide future physical improvements and will actively implement the creation of the community-oriented space.
- 2) Explore an enhanced use of the Little Red Schoolhouse to provide an improved and enlarged childcare/early learning facility.
- 3) Study the potential for reinvigorating the concept for building an Ice Age Discovery Learning Center.

Safety, Connectivity, and Transit

Maintaining a safe multi-modal transportation network is critical; this includes efforts to establish respectful and safe utilization of our multi-use trail system by all of those that enjoy it. The Town Council commits to adopting a Community Connectivity Plan that focuses on making the community physically connected for both commuters and recreational users; especially between the Mall, Base Village, and the Center and along the Highline, Owl Creek and Brush Creek corridors. The identified solutions need to be intuitive, creative, and efficient and should include opportunities such as art walks and alpine gardens. Knowing that the effective integration of the Village Shuttle is integral to multi-modal solutions, the Council is committed developing a high-quality Transit Station at the Mall.

A Continued Commitment to Environmental Activism and Resiliency

The Town Council is devoted to protecting our environment and actively addressing climate change. As such, the Council will adopt an updated Sustainability Plan and actively work to implement it. As a resilient community, the Town shall remain committed to proactively protecting its assets. This requires addressing environmental, fiscal, economic, safety, and transportation topics. Efforts to improve resiliency will require strong leadership from the Town Council and efforts from the community at large. Said efforts will continue to embrace innovative approaches such as public / private partnerships, new business models, and will continue to work with existing iconic organizations. Because educational efforts and more public involvement with disaster preparedness and recovery will be critical, the Council will work to ensure broad community involvement, through HOAs and other organizations, to address specific identified hazards such as wildfires.

The Town Council also understands that our local economy is especially susceptible to climate change and has been heavily impacted by COVID. The Town Council will invest in COVID focused economic recovery efforts and simultaneously explore ways to improve resiliency, through strengthening the internet and telecommunication services available to the community and pursue advances in technology to make the Community adaptable, resilient, and nimble to whatever the future may hold....

Regionalism

The Town is committed to being proactive and participating in regional approaches for topics that face the entire Roaring Fork Valley including, but not limited to, transportation, workforce housing, senior housing, recreation, and public health matters.