



Economic Vitality Committee
Monday, May 15, 2023, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO

This agenda and the meetings can be viewed at www.Townofeagle.org.

PUBLIC WIFI – Eagle Guest

MEETING ACCESS

- a This is an in-person meeting with access via Teams.

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 248 644 704 086 | Passcode: HGhYw7

Or call in (audio only)

[+1 469-770-0416,,214490639#](#) United States, Dallas

Phone Conference ID: 214 490 639#

[Download Teams](#) | [Join on the web](#)

CALL TO ORDER AND ROLL CALL - 1:00 PM

APPROVAL OF MINUTES

- a April 10, 2023 Meeting Minutes

STAFF & OTHER UPDATES

- a Community Development Town Council Report
b Staff update
c Eagle Chamber and DDA updates

BUSINESS & DISCUSSION ITEMS

- a ReCode Eagle (Clarion)
b RRC Economic Vitality Dashboard proposal discussion and EVC approval
c EPS Economic Development Plan update
d Business Survey - progress on next steps?
e Plan to present survey results to Council
f Sub-committee organization - discuss "ad hoc" draft list

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

A handwritten signature in blue ink, appearing to read 'Jenny', with a stylized flourish at the end.

Jenny Rakow, CMC
Town Clerk

Economic Vitality Committee Meeting Minutes, April 10, 2023

In Attendance: Kari Schroeder, Mick Daly, Christina Hofman, Nick Sunday, Yuri Kostik, Larry Pardee, Melissa Daruna, Nikki Davis, Michelle Morgan

Kari motioned to approve the March minutes, Christina seconded, approved unanimously.

Community Development Update (Chad)

- We will revisit Recode Eagle at our next meeting.

Staff Update (Larry)

- Colorado Housing Initiative – Going to vote and will likely pass
 - o How can we adjust/amend and make sure Eagle has a voice?

Chamber/DDA

- DDA – Kat Connor has stepped down, Greg Schroeder to be voted in as Chair.

EPS/RRC

- RRC: Chris (principle) and Colin (Director of Data)
 - o Plan to track “mobility data” of constituents
 - Visitation patterns, land use patterns, composition of visitors
 - How is this useful for us? Is the question we need to answer
 - Business data to community data – as a priority
 - Utilize data to inform public policy and building as well as make sure we have a vibrant, healthy community
 - Gypsum has a large number of our Grand Ave traffic but the businesses don’t bring in a large amount of money
 - Nick - mobility data will help with EVTA
- Dashboard: plan 5-7 elements, where possible automatically updated; important that it has long-term relevance and value.
 - o Kari: goal for the Dashboard is to inform public policy, provide data to multiple groups. Elements:
 - Economic data, by geographic areas, including online
 - Census data?
 - EVC interested in the community as a whole, not just businesses; social aspects, including mental health; housing; recreation and transportation metrics (with mobility data) to help prioritize capital

projects and inform the public; remote workers (how to support them?); dual language and broader demographic outreach.

- Kari will email the EVC with her suggestions for RRC's proposal. A special EVC meeting will be required to approve the proposal so that Larry can include it on the agenda for the next Town Council meeting.
- EPS business survey and project report – see EPS ECONOMIC ANALYSIS & SURVEY RESULTS for full details.

ReCode Eagle

- Clarion to present status at our May meeting with full opportunity for feedback. We request a high level, executive overview, answering these questions - How does it:
 - Contribute to Eagle's Economic Vitality?
 - Expedite the application process?
 - Improve our workforce housing, attract qualified workers, address employer challenges?

Housing

- Housing inventory: several progressive steps under way, Haymeadow (Eagle County buying units), West Eagle, and ...
- North Broadway development (with significant affordable housing component) coming to P&Z on May 2nd
- Community Builders planning a toolkit seminar in early summer

Other Business

EVC ad hoc subcommittee and “keep and eye on” – EVC to provide feedback ahead of next meeting – see attached.

COMMUNITY DEVELOPMENT

April 2023

LONG RANGE PLANNING

- **ReCode Eagle – The Land Use and Development Code (LUDC) Update**
 - o The full draft of ReCode was shared with the community on 4/17/23 and can be accessed through this link: [ReCode-Eagle-LUDC-Update Public-Comment-Version \(townofeagle.org\)](https://townofeagle.org/ReCode-Eagle-LUDC-Update-Public-Comment-Version).
 - o The LUDC Update Committee gave feedback on the revised Local Employee Residency Program (LERP) during their meeting on 5/1/23. Clarion will incorporate the feedback into the draft. Staff hope to have a revised copy of the LERP standards to Town Council soon.
 - o Public outreach is in full swing. While most of the outreach events were held in late April/early May, there are still a couple more opportunities to bring awareness to the project and solicit feedback from the public. Outreach information has been shared through the Town's website, ReCode Eagle project page, social media, Eagle Today, Vail Daily, radio ads, print material and more. Upcoming events include:
 - Coffee & A Convo @ Color Coffee: 5/10/23
 - 2nd Friday ARTwalk 5/12/23
 - o Staff held a well-attended open house on 5/3/23 at the Pavilion.



- In addition to the above public outreach schedule, staff and Clarion have been reconnecting with various stakeholder groups including local developers & builders, Eagle Chamber, DDA & DBA, EVC, OSRAC, MEAC, Climate Action Collaborative, Eagle Police Department, Greater Eagle Fire Protection District, and Colorado Parks & Wildlife. Town Council and the Planning & Zoning Commission will continue to receive updates throughout their regularly scheduled meetings until adoption.
- o Adoption schedule:
 - Planning & Zoning Commission Recommendation hearing: 6/6/23
 - Town Council Adoption hearing: 6/27/23

LAND USE APPLICATIONS IN PROGRESS

For more information and to access project documents, visit the Town's [Active Land Use Applications Page](#).

- **SS23-01: North Broadway Subdivision Sketch Plan**
 - o A request to review a conceptual plan a high-density mixed-use community of 135 apartments and up to 257 dwelling units.
 - o Public hearing schedule:
 - Planning & Zoning Commission: 5/2/2023
 - Town Council: 5/23/2023

ADDITIONAL UPDATES:

- The Eagle River Watershed Council is hosting its 23rd Annual Community Highway Pride Cleanup on Saturday May 6, 2023. Jackie VanEyll is coordinating a group of volunteers to clean the section of highway closest to the Town of Eagle.
- Town of Eagle participated in Climate Action Week. Jackie VanEyll spearheaded a workshop to educate attendees on residential and commercial composting in preparation for the upcoming curbside compost pickup, a new service for Town of Eagle residents, rolling out this year. At the end of the presentations, attendees were able to decorate clay pots with eco-friendly paint, and take home seeds from Knapp Ranch and soil from Vail Honeywagon. A huge thank you to all who helped make our workshop a success! Community partners include Vail Honeywagon, The Ground Up, Walking Mountains Science Center, and Knapp Ranch.



MAJOR CONSTRUCTION PROJECTS

Business Name	Location	Status
Second Street Tavern	127 W Second St.	Building permit issued and construction in progress. Interior remodel of existing space and use of outdoor patio is deferred until additional restroom/fixture provided.
Foodsmith	318 Broadway	Permit issued. Asbestos abatement in progress. *Noteworthy: Retail food sales & cooking class.
Eagle Fire Station	425 E Third St.	In progress going through inspections. Approximately 95% complete.
Eby Creek Apts.	435 Eby Creek	In progress with all framing substantially complete. Trades contractors currently installing mechanical, electrical, and plumbing systems in walls and ceilings.
Hockett Gulch Apts.	16186 Hwy 6	Building permits have been issued for all buildings. Foundations complete on 4 of 6 buildings. Framing underway on 3 of 6 buildings.
410 Broadway Project	410 Broadway	In progress with exterior front brick wall covering just completed. Trades contractors currently installing mechanical, electrical, and plumbing systems in walls and ceilings.
City Market Remodel	0103 Market St	Interior work completed. Parking lot improvements (re-configuration) still pending.
Eagle River Park Pavilion	200 Fairgrounds Rd	Framing complete. Gutter/drainage system remains to be installed.
Flower Hound	115 E Second St	Temporary Certificate of Occupancy approved. Opening 5/9/2023.
Wanderlust Dog Ranch	45 Eagle Park East	Project completed.
Knapp Ranch	717 Sylvan Lake	Minor kitchen alteration.
Haymeadow	91 Mountain Hope Circle	All plan reviews complete. Issued foundation permits for Buildings A, B, and D.
Habitat for Humanity	3 rd Street	Pending – formal submittal forthcoming.
Stone Concepts Warehouse	85 Marmot Ln	Pending – formal submittal forthcoming.

The figures below show general activity levels not broken down by permit type (building, electrical, plumbing, mechanical, etc.)

TYPE OF WORK PERFORMED	EOY 2022	YTD 2023
Inspections (n/i Planning, Public Works)	1,308	574
Permits Processed	465	137

TOWN COUNCIL AND PLANNING & ZONING COMMISSION MEETING SCHEDULE:

May 2023
May 1 st (LUDC UC) • LERP Discussion
May 2 nd (Planning & Zoning Commission) • ReCode Eagle – Detailed Chapter Discussion • North Broadway Subdivision Sketch
May 9 th (Town Council) • ReCode Eagle Status Update
May 16 th (Planning & Zoning Commission) • ReCode Eagle – Detailed Chapter Discussion
May 23 rd (Town Council) • ReCode Eagle – Detailed Chapter Discussion • North Broadway Subdivision Sketch
May 30 th (Town Council Special Meeting) • <i>Tentative: ReCode Eagle Workshop</i>
June 2023
June 6 th (Planning & Zoning Commission) • ReCode Eagle Recommendation
June 13 th (Town Council) and June 20 th (Planning & Zoning Commission) • <i>Currently no land use files.</i>
June 27 th (Town Council) • ReCode Eagle Adoption

Town of Eagle Dashboarding Assistance with Associated Consulting



RRC
ASSOCIATES



PREPARED BY:
RRC Associates

RRC Associates
4770 Baseline Road, Suite 355
Boulder, CO 80303
www.rrcassociates.com



PREPARED FOR:
Town of Eagle, CO
Larry Pardee, Town Manager

RRC Associates Overview



RRC
A S S O C I A T E S

RRC Associates offers services in social science, mobile location data, market research, strategic analysis, economic impact, and data visualization. The company is composed of professionals with extensive experience in addressing the needs and challenges of various tourism, recreation, and planning departments. The motivation of our principals and staff, and their active

involvement in professional organizations at the state and national levels, ensure a high degree of professional skill and creativity.

RRC Associates strives for a pragmatic approach that balances innovation with working at a reasonable cost. The firm takes pride in our demonstrated ability to meet a project's time and budget requirements, and we offer a very personal level of service.

Firm Description. RRC Associates is a research and planning firm founded in 1983 and based in Boulder, Colorado. We have 17 persons on staff, representing a variety of disciplines and advanced degrees. The group has been blended to provide competent and cost-effective information gathering services and consulting to a wide range of clients. RRC Associates has many years of experience conducting research through a variety of methods and we are specialized in data analysis and visualization.

17

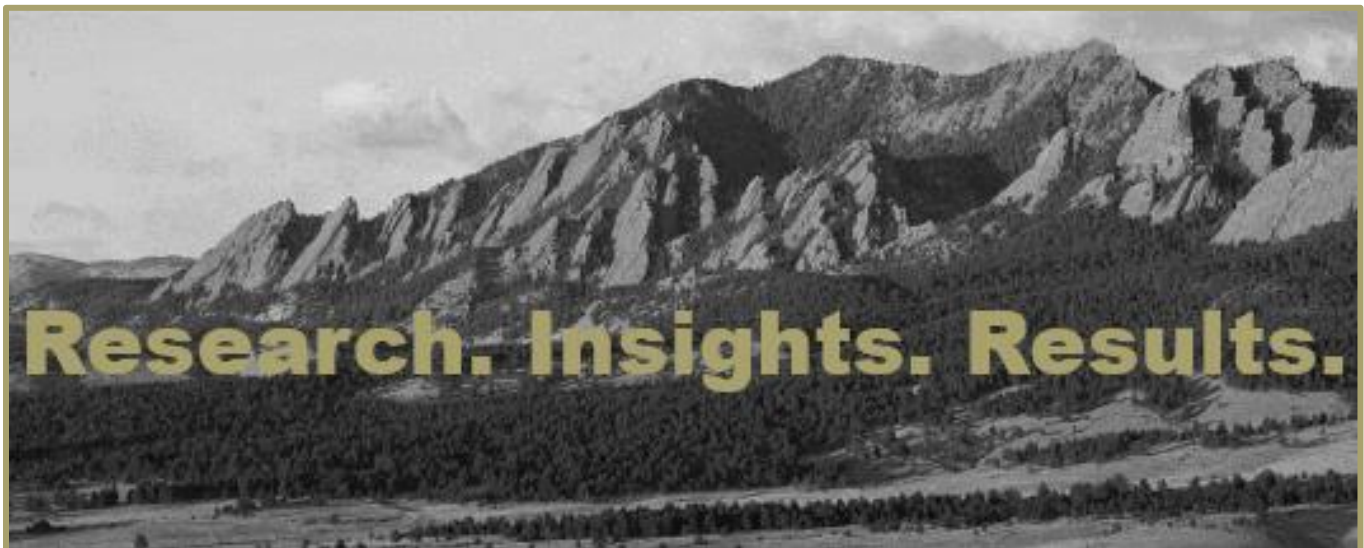
Dedicated staff
members

39

Years of expertise

1,000+

Successful projects



Project Approach and Personnel

Approach

RRC understands that the Town of Eagle would like assistance in creating a of selected economic (and potentially other) measures that will provide access to meaningful data for tracking and decision-making by staff, stakeholders and potentially the community as a whole. To address these objectives, the RRC team recommends a multi-step approach:

1. Evaluate currently or soon to be available data sources (from the Economic Study and other on-going discussions) for ability to help address identified topics and questions in a dashboard format.
2. RRC/EPS team participation in several Zoom meetings to understand and prioritize the objectives of interest groups in terms of information that is useful and available. We will actively participate in these discussions to help identify and prioritize what is most appropriate for potential dashboard presentations.
3. Evaluate available identified datasets to determine appropriateness for inclusion in a dashboard, and
4. Create a dashboard for data monitoring and display of selected metrics.

Our team has considerable experience working with data visualization, dashboarding, and interactive results. Based on initial discussions with Town of Eagle staff, important points to consider include:

- Are the data presenting us with information that are useful to draw conclusions?
- Are data available in a readily updateable format?
- How many data sources are most effective to track, and how many are appropriate and valuable to have in a dashboard format?
- At what frequency should the dashboards be updated?
- Who are the audiences for the dashboards?

At this point we do not yet know what data sources are most desired for inclusion in a dashboard. However, based on past experience, we anticipate that the dashboard might include (but are not limited to) the types of data sources listed below.

- **Economic Data:** These data are the primary focus of this project and the results from the Economic Study (EPS) and current mobility data work (RRC) will likely provide some of the information that is well suited to a dashboard.
- **Census Data:** For example, selected metrics from Households and Families 2017-2019 American Community Survey, and Housing Occupancy Characteristics.
- **Housing:** Examples include selected metrics on housing inventory, deed restricted units added per year since 2000, Annual Building Permit data, and pricing information.
- **Recreation:** Participation reports counting visitors and users of selected facilities over time.

Town of Eagle Data
Analysis and Dashboarding

- **School Enrollment Reports)**
- **Traffic Counts:** Data from various CDOT traffic counters including:
 - Eisenhower/Johnson Tunnel counts 2017-2022
 - Vail Pass Counts
 - Eagle and Gypsum area counts
 - Other locally available counts
- **Other Transportation Measures as Available**
- **Water Use:** For example, annual Billed Consumption 2018-2021
- **Occupied Lodging Rooms**
- **Estimated Employee inflow/outflow from Eagle**

Discussions of Desired Data Sources and Determination of Appropriateness for Dashboarding

Based on our team's experience and an initial evaluation of an approach that we believe will best serve Eagle, we recommend that the Economic Vitality Committee serve as the lead for identifying the measures that are most appropriate for inclusion in a dashboard. While we propose to be actively involved in these discussions (see discussion below), we typically find that decisions on metrics require local deliberations and customization to the priorities of individual communities. We also suggest that while discussions may start with 10 – 15 potential measures that could be of interest, the goal should be to narrow and prioritize the list. Ideally, an economics dashboard might have 5 to 10 measures maximum; that is the idea that we are suggesting to you at this time.

As noted above, the RRC team will participate in several discussions (up to four Zoom meetings are initially proposed) to elicit input on desired data sources and formats. From these meetings, the team will develop a "Prototype Dashboard" for initial discussion and input. It is anticipated that the Prototype will be used and evaluated by interested parties over an agreed upon time period. Then, RRC would edit the Dashboard to best meet the identified objectives of the local users of economic and other tracking data. The final deliverable from this phase of work will be a dashboard suitable for ongoing local use in the Town of Eagle.

At the conclusion of developing the dashboard, the team would provide recommendations with associated costs, for maintaining and updating the dashboard over time

Key Personnel

The Project Team consists of the following individuals from RRC. Additional analysts will be supporting the project but are not listed in this document.

Town of Eagle Data
Analysis and Dashboarding



Chris Cares, Principal in Charge

Chris possesses a diverse background in quantitative and qualitative research for a wide variety of clients. A founding partner of RRC Associates, he specializes in practical applications of research. Chris has extensive experience in the creation and analysis of community surveys. His research and recommendations have helped to shape community decision-making and the design, marketing and communications strategies of a wide

variety of clients.



Sean Maher, CEO

Sean will assist in managing this project and will provide additional analyst capabilities at the time that RRC reviews and presents results. Sean was long-time CEO for the Downtown Boulder Partnership and the Boulder Downtown Improvement District. He brings experience in identifying actionable findings in survey data and ensuring that the presentation of results are clear and intuitive for audiences of all types.



Colin Cares, Director of Data Innovation

Based in Carbondale, Colorado, Colin is a highly skilled data analyst and data visualist. At RRC, Colin has been an “in-house expert” in applying Alteryx, Tableau, SPSS, and other data analysis tools to create clear and compelling visualizations of data and help uncover research insights on a diversity of projects. Colin also has an in-depth background in the

analysis of mobile device geodata.

Preliminary Budget and Timeline for Discussion and Refinement

Our costs for services are broken into three different categories: 1) data evaluation, refinement and formatting, 2) facilitated discussions with local committees and staff on dashboard contents, 3) dashboard development and delivery of a final dashboard for local use. We recognize there may be changes to this format upon further discussions, and we are flexible to modify based on Town feedback. We anticipate starting this dashboarding process in during late spring 2023 and having a working dashboard within the summer timeframe depending upon Town needs and availability of local (committee) input on a timely basis.

Project Component	Cost per Component
1. Data Preparation and Development	\$4,000
<i>Creation of standardized data files for dashboard creation. Optimizing data format and function for future updating.</i>	✓
2. Data Source Evaluation	\$3,500
<i>Working with staff and committees in up to four zoom calls of approximately 90 minutes each, include three team representatives. Documentation and interpretation of input included.</i>	✓
3. Dashboard Creation and Analysis of Data	\$8,000

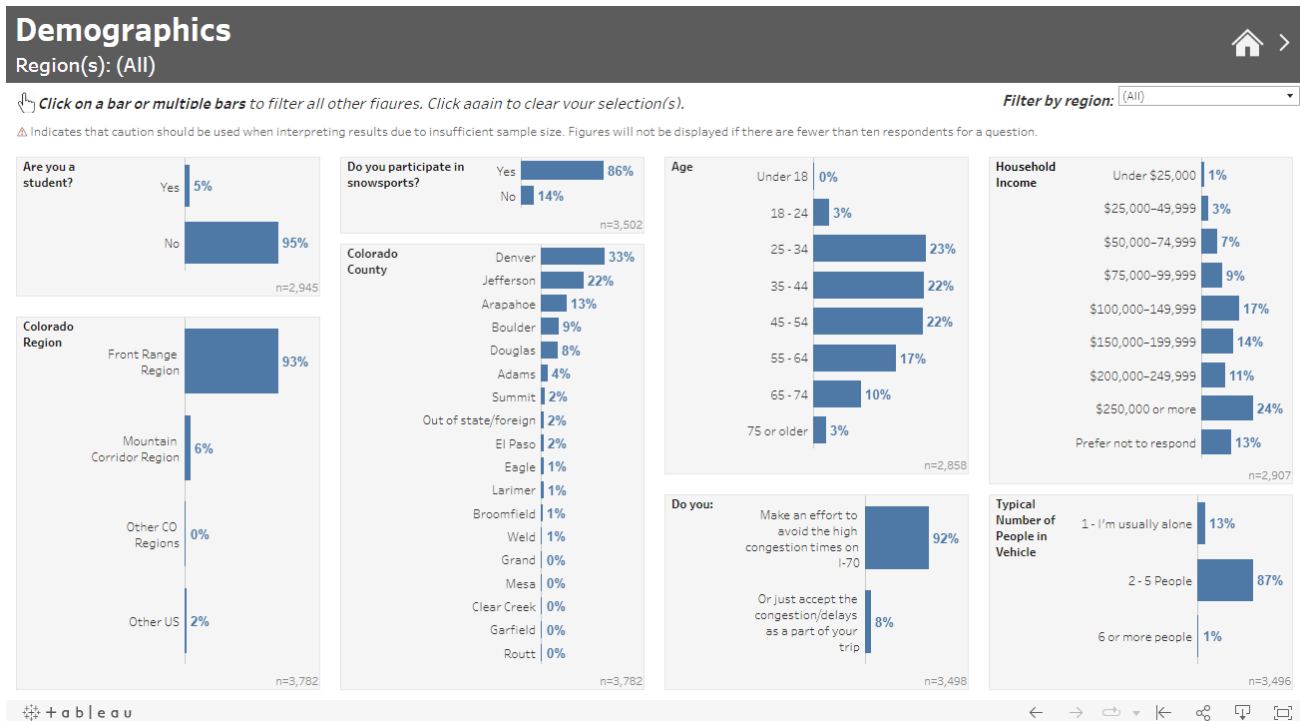
Town of Eagle Data Analysis and Dashboarding

Development of dashboard using existing data sources and formatting data update framework.	✓
Analysis of results to identify data trends and gaps.	✓
3. (OPTIONAL) Ongoing maintenance and regular updates	\$2,000-3,000 quarterly/seasonally
TOTAL	\$15,500 development and analysis \$2,000 - 3,000 quarterly/seasonal maintenance (if desired)

Examples of Data Dashboards

RRC has considerable experience using dashboards in a variety of settings. Below are examples of dashboards that are both internal and external facing, i.e. designed for staff/committee/decision-maker use, versus community-wide use. RRC builds easy to use filters, descriptions, and built-in navigation for all our dashboards. Further, these are 100% customizable and can work with a variety of graphic themes that the Town desires.

I-70 Coalition



Town of Eagle Data
Analysis and Dashboarding

Communication Strategies

Region(s): (All)



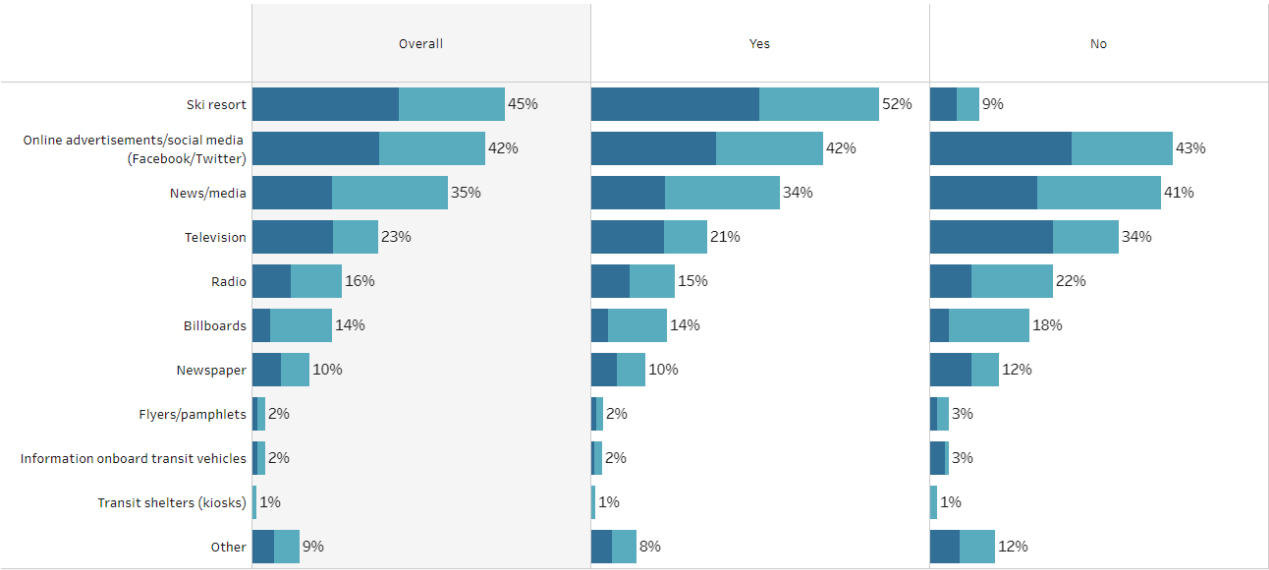
Filter by region: (All)

Segment responses by: Do you participate in snowsports?

What TWO methods would be best to communicate with you about the bus services in the I-70 Corridor?

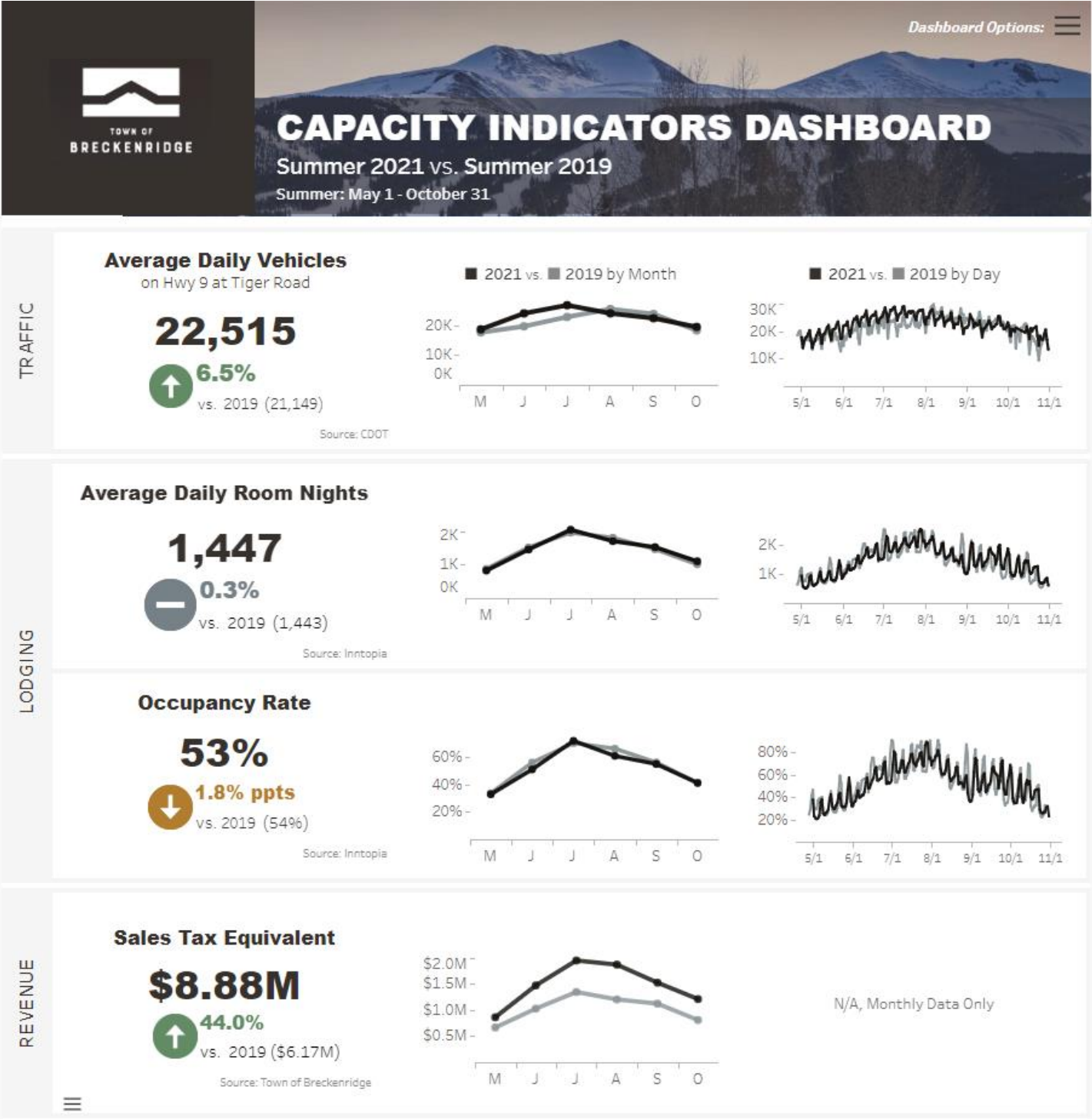
By: Do you participate in snowsports?

First rank
Second rank



+ a b l e a u





Town of Eagle Data Analysis and Dashboarding

Downtown Boulder Visitor Study

Demographics

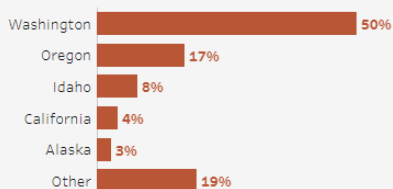
Intercept



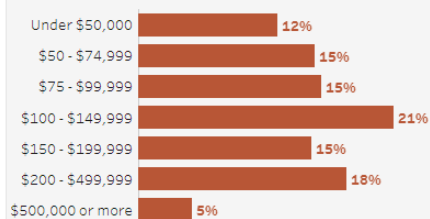
Click on a bar or multiple bars to filter all other figures. Click again to clear your selection(s).

Filter by data source: Intercept

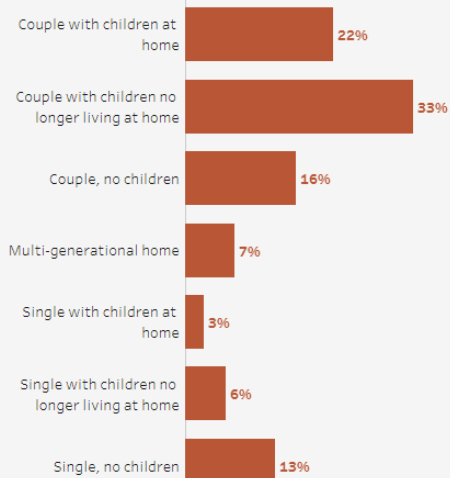
State



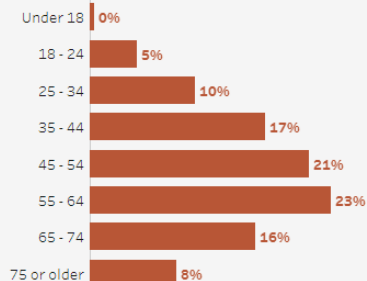
Household Income



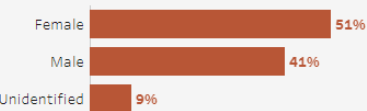
Household Type



Respondent Age

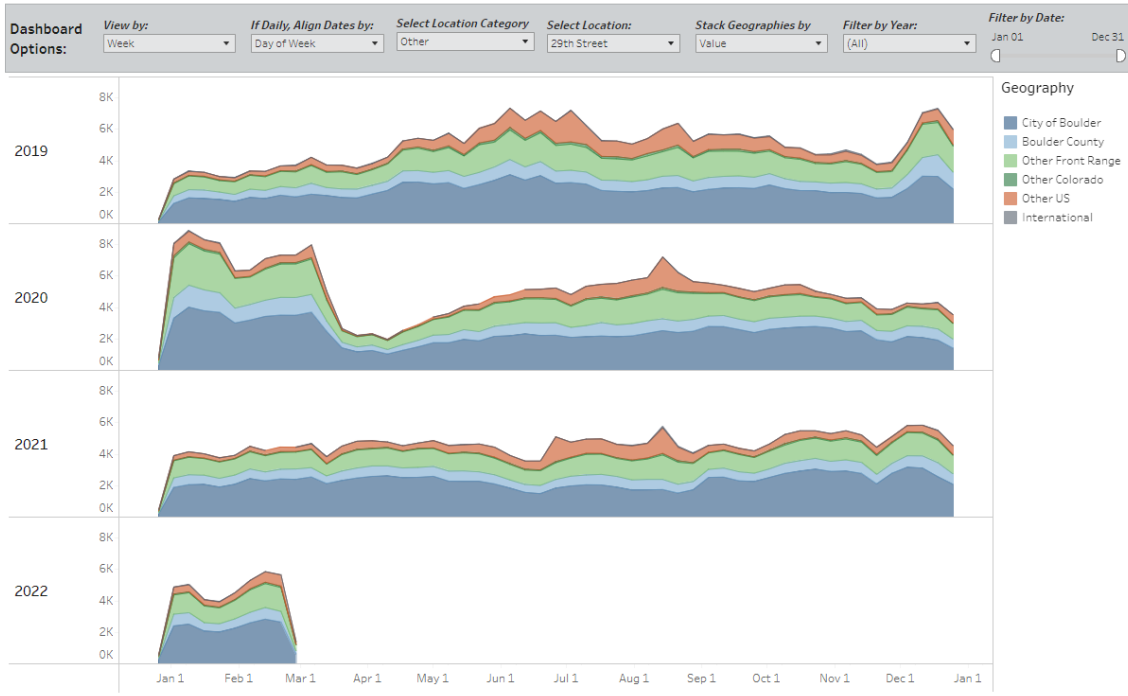


Gender



⚠ Indicates that caution should be used when interpreting results due to insufficient sample size. Figures will not be displayed if there are 10 or fewer respondents.

Geographic Origins Over Time



Town of Eagle Data Analysis and Dashboarding

CVB Events Dashboard: CU Football Game vs. Washington

Select an Event: CU Football Game vs. Washington

Sample Size: CU Football Game vs. Washington

Total Event Sample Size:

2021: **640**
2019: **285**

Event Sample Size by Date:



Geographic Origins

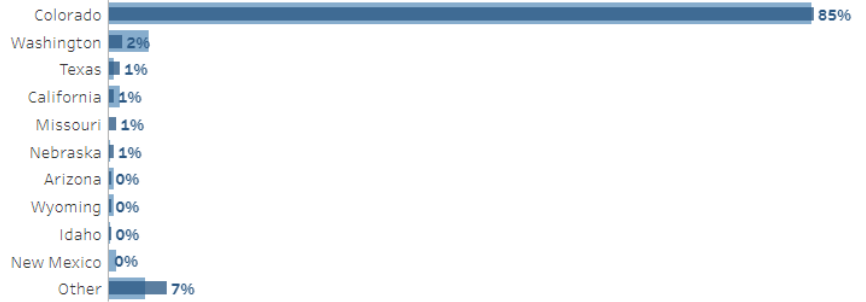
CU Football Game vs. Washington

Select a Geography Breakdown:

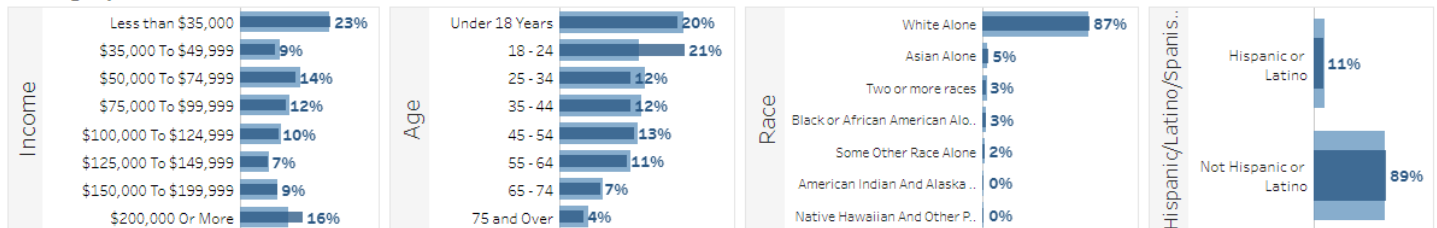
State/Country

2021 2019

State/Country



Demographics



Park Hill Golf Course Community Survey

Interactive Survey Dashboard | June 2021

Introduction

This dashboard will allow you to view the results of two surveys: a “mailed invite” and an “open online” survey.

1. The “mailed invite” was a paper survey mailed to households near the golf course. 100% of respondents live within one mile of the golf course.

2. The “open online” survey was available to the general public. 42% of respondents live in neighborhoods near the golf course.

Both surveys asked the same questions and were available in English and Spanish.

In addition to viewing overall results by survey, use the dropdown menus to segment survey responses by all demographic questions and selected other relevant survey questions. Multiple response and ranking questions 4 - 7 are not available as crosstabs in the dashboards due to their high number of variables and response options.

About the Surveys

About the Weighting



Table of Contents

Results are presented

- [Go to](#) Survey Demographics
- [Go to](#) Q3: Should the Site Remain 100% Golf?
- [Go to](#) Q4: On-Site Priorities (Multiple Response)
- [Go to](#) Q5: On-Site Priorities (Top 3)
- [Go to](#) Q6: Uses & Services (Multiple Response)
- [Go to](#) Q7: Uses & Services (Top 3)
- [Go to](#) Q8 & 9: Cost of Housing
- [Go to](#) Q10: Levels of Concern Related to Potential Changes
- [Go to](#) Q11a: Land Area Allocation
- [Go to](#) Q11b: Land Area Allocation Continued
- [Go to](#) Q12: Transportation Network
- [Go to](#) Q13: Level of Concern with Transportation Issues

*Note that dashboards may take several seconds to load.

Q 11: Land Area Allocation, Continued

Both Surveys Combined, Weighted Data



Display results as the:

☒ Average Percent of Land Allocated
 ☐ Percent of Respondents Allocating Some Land

Filter by data source:

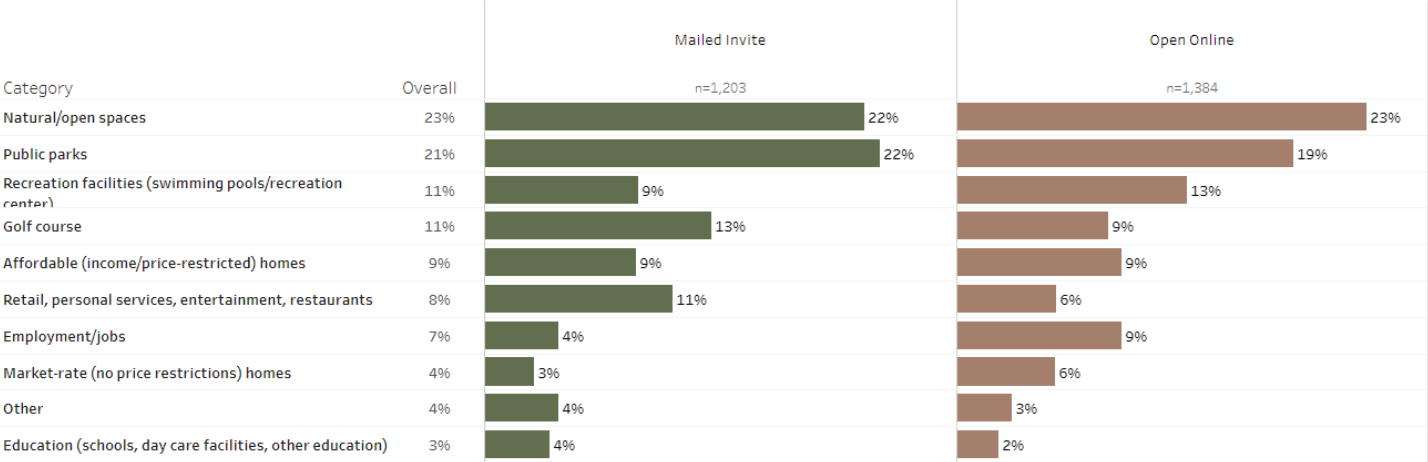
Both Surveys Combined

Segment responses by:

Survey

Q 11: “Approximately how much land area would you like to see allocated to each of the following?”

Average Percent of Land Allocated segmented by Survey



*Categories are sorted in descending order by the overall

Additional options:

NEXT STEPS

- Further refine economic data and incorporate additional data points
- Analyze the qualitative survey responses for additional findings and trends
- Cross tabulate survey results to identify industry and location specific findings
- Stakeholder engagement with focus groups and interviews
- Mobility data analysis findings
- EVC Meetings –
 - May brief update
 - June extended workshop/presentation

EVC “Ad-Hoc” sub-committees 2023

Instead of formal sub-committees, we agreed to form a small “ad hoc” sub-committee when needs arise, from those who have an interest and capacity to work between monthly meetings.

In addition, one member will be asked to ‘keep an eye on’ important matters and alert the full committee when discussion and/or action is appropriate.

Draft List (from previous sub-committee organization)

Economic Vitality Dashboard ongoing process

Business Survey

Community Survey

Economic Development Plan (EPS)

ReCode Eagle to stimulate and expedite new development

Comprehensive Affordable Housing Assessment – next steps

Grand Avenue and River Corridor Master Plan implementation

Advocate for the Town to pursue PUC approvals for Grand Ave. railroad crossings

DDA and connecting downtown to the river

East Eagle: Eagle Meadows & Red Mountain Ranch

West Eagle: Eagle County/ToE workforce housing