



Economic Vitality Committee
Thursday, July 20, 2023, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO

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PUBLIC WIFI – Eagle Guest

MEETING ACCESS

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- a Minutes dated June 20, 2023

STAFF & OTHER UPDATES

- a Community Development's Town Council report. Questions for Chad?
b Staff update from Melissa
c Chamber and DDA updates (as appropriate)

BUSINESS & DISCUSSION ITEMS (EVC)

- a ReCode Eagle draft made public
Click here for more info: [LINK](#)
b RRC Mobility Data presentation
c Economic Vitality Dashboard plan and next steps.
d EPS Economic Development Plan update

- e Grand Avenue Stakeholder Committee and Plans (Town Manager report attached)
- f North Coast Originals closing - lessons?
- g Sub-committee organization - "ad hoc" sub-committees "keep an eye on" 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.



Nikki Davis
Economic Development & Housing Specialist

EVC Meeting Minutes June 20, 2023

In Attendance: Mick Daly, Kevin Brubeck, Nick Sunday, Christina, Hofman, Kari Schroeder, Eric Eves, David Gaboury, Melissa Lally, Chad Phillips, Nikki Davis, Yuri Kostick, Melissa Daruna.

Admin

Moving meetings to the 3rd Thursday of every month. Motioned by Mick, second by Christina, passed unanimously. **Next meeting will be July 20th at 1pm.**

Community Development Update (Chad)

- North Broadway – zoning plan prioritized to get federal funding. PUC crossings come later.
- West Eagle – Hoping to break ground by December, may be aggressive, land to be annexed
- Red Mountain Ranch – Working on design, high density residential, need water tank to complete, hope to have permits in 6 months.
- Re-Code Eagle
 - o Don't have draft on re-code, hopefully tonight. Hoping to have final draft to the public by Monday. July 18th meeting for public comment on new zone map
 - o Updated land use chart to P&Z
 - o Small adjustments in approval levels.

Economic Development and Housing (Nikki & Melissa)

- Pool – Moving forward on the pool with Mtn Rec and are looking at/ collecting proposals – completion summer 2025.
- Housing
 - o Habitat 3rd St. ground-breaking Thursday.
 - o LERP guidelines are being looked at – starting with town and council.
 - o Talking to valley home store to see how we fit into the 360 view.
 - o Housing summit in the works, hosted by ToE.
 - o Proposition 123 – 3-year commitment of us increasing our for rent and sale products. Minimum 3% annually or 9% - EVC recommends letting the county take the lead to save time and effort.
- Grand Ave Federal funding (supported by letters from EVC to our senators) – **staff will provide an update for next meeting.**

EPS & RRC Update

- RRC - Working on mobility data and will have more information at the next meeting.
- **Mick requested a meeting with RRC on the Dashboard before our next meeting.**
- EPS – reviewed progress from business study and focus groups. Powerpoint attached. EPS will present to Council on the 27th. Mick emphasized the importance of an economic development action plan that we can all work on over the coming months and years.

Other Business

- North Coast Originals closing July. The building is also for sale. **The EVC (the DDA and the Chamber) should learn the background to business closures. What lessons can be learned?**

Adjourn

Meeting Recording [HERE](#).

COMMUNITY DEVELOPMENT

LONG RANGE PLANNING

- **ReCode Eagle – The Land Use and Development Code (LUDC) Update**
 - On June 28th, staff released the Adoption Draft, which can be accessed here: <https://www.townofeagle.org/DocumentCenter/View/18789>
- Adoption schedule:
 - Planning & Zoning Commission Recommendation hearing: 6/6/23 tabled until 7/18/2023
 - Town Council Adoption hearing: 6/27/23 tabled until 8/8/2023

LAND USE APPLICATIONS IN PROGRESS

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

- **DR23-02: Alpine Lumber Shed**
 - A Minor Development Permit to replace an existing lumber shed along Eby Creek Rd with a new shed.
 - Public hearing schedule:
 - Planning & Zoning Commission: 6/20/2023 tabled to 7/18/2023
- **DR23.01: Stone Concepts Warehouse**
 - A Minor Development Permit to construct a new warehouse on the currently vacant lot at 85 Marmot Lane.
 - Public hearing schedule: To be announced.

ADDITIONAL UPDATES:

- Staff has received one application for the Planning Commission vacancy and will be presenting a recommendation to the Town Council at the July 11th meeting.
- Denise Cardoza joined the Community Development Department on June 20th 2023. We are excited to have her join our team. She began her career with the Town of Eagle in August 2022.

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 complete *Noteworthy: Retail food sales & cooking class.
Eagle Fire Station	425 E Third St.	In progress going through inspections. Approximately 99% complete. Hope to have final inspections by the end of the week.
Eby Creek Apts.	435 Eby Creek	In progress with all framing complete. First phase of rough-in inspections approved. All but half of Third floor insulated and 50% of drywall complete.
Hockett Gulch Apts.	16186 Hwy 6	Building permits have been issued for all buildings. Foundations complete on all buildings. Framing underway on 4 of 6 buildings. Plumbing rough inspections complete on Building 2 and Clubhouse. Partial inspections on other trades in progress.
410 Broadway Project	410 Broadway	In progress with exterior front brick wall covering just completed. Trades contractors rough-in inspections approved. Insulation approved. Drywall phase in progress for upper levels. Stucco installation in progress.
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.
Fresh Tracks	50 Chambers Avenue	Permits issued for tenant finish.

Vail Closets	50 Chambers Avenue	Permits issued for tenant finish.
Knapp Ranch	717 Sylvan Lake	Remodel complete.
Haymeadow	91 Mountain Hope Circle	All plan reviews complete. Issued full building permits for all buildings. Foundation for Building A nearly complete. Framing to start Monday 7/10. Building D foundation inspections in progress.
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	938
Permits Processed	465	224

TOWN COUNCIL AND PLANNING & ZONING COMMISSION MEETING SCHEDULE:

July 2023
July 11 th (Town Council) Planning Commission Appointment
July 18 th (Planning & Zoning Commission) ReCode Recommendation Hearing (tabled from 6/6) Zone Map Recommendation (tabled from 6/20)
July 25 th (Town Council) <i>Currently no land use files.</i>
August 2023
August 1st (Planning Commission) <i>Currently no land use files.</i>
August 8th (Town Council) ReCode Adoption Hearing (tabled from 6/27)
August 15th (Planning Commission) <i>Currently no land use files.</i>
August 22nd (Town Council) ReCode Adoption Hearing + Zone Map



To: Mayor and Town Council
From: Larry Pardee, Town Manager
Date: July 11, 2023
Re: Town Manager Report

Administration & Organization update

To date, the Town has successfully filled eighteen vital positions crucial to upholding and improving the quality of life in the Town of Eagle. These positions are fundamental in delivering essential municipal services that our residents rely on daily. We welcome our newly hired individuals with utmost confidence, knowing their abilities and expertise will significantly contribute to our ongoing commitment to excellence. I want to thank Lynette for her continued hard work and dedication in filling these vacancies.

Next, I am writing to provide you with an update on a grant funding opportunity with the Safe Streets and Roads for All (SS4A) program we have identified. The applications for this grant must be submitted by July 10, 2023.

The SS4A grant program aims to enhance roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries. It focuses on developing a comprehensive safety action plan encompassing all users of our highways, streets, and roadways, including pedestrians, bicyclists, public transportation users, motorists, personal conveyance and micro-mobility users, and commercial vehicle operators. By providing funding for the development of tools and strategies to strengthen a community's approach to roadway safety, this program aims to save lives and prevent serious harm.

Working closely with our grant consultant, KLJ Engineering, we are actively preparing to apply for a Safe Streets and Roads for All (SS4A) planning grant on behalf of Eagle. The primary goal of this grant is to complete a community-wide, publicly available Comprehensive Safety Action Plan (the Master Plan). The Town firmly believes that this Plan is an essential initial step in assessing roadway safety issues and identifying projects and strategies to reduce or eliminate roadway fatalities and serious injuries.

Our proposed approach involves the development of a community-wide, publicly available Comprehensive Safety Action Plan that not only fulfills the SS4A self-certification criteria but also opens doors for potential implementation funding in the future. This Plan will aim to achieve the following objectives. Lead to a significant reduction or elimination of roadway fatalities and serious injuries involving various road users. To utilize low-cost, high-impact strategies to improve safety over a wider geographical area. Involve engaging various public and private stakeholders to help shape our Eagle Plan.

To ensure a comprehensive and effective plan, the completed Comprehensive Safety Action Plan will include the following key components:

1. The development and solidification of official public commitment to the eventual goal of zero roadway fatalities and serious injuries. Well-defined goals, timelines, and target dates will accompany this commitment.

2. Review of committee membership and recruitment process to ensure appropriate oversight of the Plan's development, implementation, and monitoring.
3. Conducting a safety analysis of existing conditions and historical trends to establish baseline crash data, identify systematic and specific safety needs, and pinpoint higher-risk locations.
4. We plan to implement robust public engagement strategies to gather valuable information and incorporate public input into the Plan.
5. We are considering equity in the analysis and development of proposed projects and strategies.
6. Assessing current policies, standards, and plans to identify opportunities for improvement or revision.
7. We are identifying comprehensive projects and strategies based on data analysis, best practices, stakeholder input, and equity considerations.
8. We are establishing methods for measuring progress, including collecting outcome data and ensuring ongoing transparency with community members and partners.

By pursuing this grant opportunity and developing a comprehensive plan that aligns with the SS4A program's goals, we will enhance roadway safety and position ourselves for potential future funding opportunities. Your continued support will enable us to take proactive steps toward making our roadways safer and preventing unnecessary fatalities and serious injuries.

During my recent performance review with the Council, I shared with you all its time for the Town of Eagle to focus on developing a comprehensive Culture and Leadership program. Recognizing the significance of this endeavor, I reached out to Dr. Karah Maloley, an expert in facilitation and leadership development, here in the Eagle County area on Wednesday, July 5. We discussed a few ideas and possible ways to start a partnership for her services to lead the development of our efforts.

We aim to design a 3 to 5-year strategic program to continue developing culture and leadership within the Town of Eagle organization. At the core of this initiative lies the creation of our very own Town of Eagle Culture Statement, which will embody our organization's ideals and aspirations. To ensure a holistic approach, we intend to involve a diverse cross-section of Town team members in developing this statement.

Building an organizational culture that genuinely represents Eagle necessitates collaboration and input from all team members, and every voice matters. We can foster a cohesive and thriving culture by combining positive behaviors, ethical practices, shared values, efficient workflows, clearly defined goals, effective management strategies, and reasonable expectations. A strong organizational culture that resonates with our employees' beliefs and aligns with their expectations can significantly enhance our overall performance and the quality of life for our community.

Through this Culture and Leadership program, we are committed to creating an environment that promotes employee engagement, empowers individuals to reach their full potential, and inspires innovation and excellence. We will lay the foundation for a united and forward-thinking Town of Eagle by cultivating a culture of openness, trust, and respect for all.

Together, we will embark on a journey that nurtures our collective strengths, values our diversity, and propels us toward a brighter future. The time has come to begin shaping the Town of Eagle's current and future culture. With our dedicated team and a strategic focus on culture and leadership, we will undoubtedly achieve remarkable success.

We plan to have the details and cost estimates ready for discussion with Council during the draft 2024 budget process.

Economic Development:

We scheduled to meet Chris Cares from RRC on Tuesday, July 11, to discuss the next steps on mobility data work and the Economic dashboard. The dashboard will be valuable for the Town of Eagle Council, business owners, and community members, enabling us to monitor and enhance economic development. It will also support informed decision-making to promote economic growth and prosperity for all residents.

Outreach & Meetings – This report will provide an overview of recent participation in community outreach opportunities and regional and project-specific meetings. These events offer valuable opportunities to collaborate with stakeholders, stay informed on the latest developments, and contribute to the local community.

The Eagle Grand Avenue Stakeholder Committee Kickoff meeting took place on June 27, bringing together a diverse group of committee members and town representatives. The committee members included Dan Brown, Shane Dickman, Kim Fritzler, Anne McKibbin, Kristen Miller, Tony Powell, and Kevin Sharkey. Representing the Town of Eagle were Ellen Bodenhemier, Martha Miller, Tom Gosiorowski, Chad Phillips, and Larry Pardee.

During the meeting, the Stolfus team outlined the expectations for the Grand Avenue Stakeholder Committee. These expectations included active participation in four meetings from the preliminary design stage to the end of the year. The committee's primary responsibilities were to provide recommendations to the Town Council on advancing the Corridor Plan, advocate for the community's best interests, and foster a positive and collaborative environment.

The meeting addressed the leadership roles within the committee. Kevin Sharkey was nominated as the Chair, with Kristen Miller nominated as the Vice-chair. Following this, Stolfus presented the purpose and vision for the Grand Avenue corridor. The key objectives included addressing traffic congestion, improving mobility, enhancing safety, creating attractive public spaces, and enhancing the overall aesthetics of the corridor.

The discussion then focused on the guiding principles that shaped the corridor plan. These principles encompassed improving mobility along Grand Avenue, establishing better connections to accommodate future growth in Eagle, promoting sustainable solutions, supporting existing and future businesses, celebrating diversity, fostering stewardship of the area, and making wise investments.

Stolfus provided an overview of the corridor plan's progress until then. Key elements identified for the Plan included two lanes in each direction, strategic landscaping, medians, buffers, roundabouts, reduced speeds, dedicated cycling tracks, pedestrian sidewalks, designated bistro zones, inviting gathering spaces, effective access management, parking adjustments, urban design elements, lighting, street furniture, signage, and wayfinding measures.

The final discussion area centered around the project's value engineering goal. The committee aimed to identify cost-saving opportunities without compromising the project's goals, values, and purpose. The objective was to strike a balance between project cost and functionality while enhancing safety, traffic flow, mobility for all road users, sustainability, and the overall aesthetics of the corridor.

This kickoff meeting set the stage for the Grand Avenue Stakeholder Committee's work in the coming months. With a dedicated and diverse group of members, the committee will actively contribute to shaping the corridor's future, ensuring it meets the community's needs while adhering to the guiding principles and goals established.

I wanted to provide you with an update regarding the requested presentation by the Eagle Valley Transit Authority (EVTA) for the Town of Eagle. Tanya Allen and Bill Ray reached out on July 5, expressing their interest in providing an EVTA update to Council, which will occur at the August 22 Council meeting.

WORK SESSIONS:

To help the Town Council keep track of upcoming work sessions, below is a table of topics to discuss over the next several months. Preparing in advance is helpful since it takes planning to execute a work session. Staff will keep this table in this report and make changes as needed. The topics are subject to change:

Date	Topic
July 4, 2023	<i>(Meeting Cancelled)</i>
August 8, 2023	Affordable Housing items to discuss on guidelines for LERP
September 5, 2023	2023 – 2027 Capital Improvement Plan – Work Session
October 3, 2023	2023 – 2024 Operating Budget – Work Session
November 7, 2023	
December 5, 2023	
Request for Additional Work Sessions	Topic



ASSISTANT TOWN MANAGER

June 2023

Economic Development

- Continued the work with EPS on the Economic Development Plan. Reviewed business survey data and assisted in preparing presentations for EVC and Town Council.
- Worked with DCI and the DDA to review financial projections for the DDA. The group also established roles for DCI and Town staff to support the DDA through the remainder of 2023.
- Staff attended webinar on economic development ideas.
- Coordinated regular monthly EVC meeting and provided meeting support.

Housing

- Staff began discussing updates to the LERP Guidelines to align with updates from ReCode.
- Continued research on qualifying for Prop. 123 funding through the state. Requested technical assistance, connected with the County on their experience applying and established a timeline for bringing recommendations to Town Council in September.
- Worked on outreach to Eagle Villas property owner to discuss future opportunities with the property.
- Attended the 3rd Street Housing project groundbreaking.

Sustainability

- Staff helped coordinate presentations from the Climate Action Collaborative on EV infrastructure ideas to Town Council and the DDA. Staff provided the Town's grant consultant with various EV charging and EV fleet funding opportunities.
- Staff met with the Adam Palmer Fund to discuss next steps in advancing the Net Zero Action Plan and furthering our partnership.
- Staff posted the Sustainability Specialist position with a first-round review deadline of July 7th.

Communications & Marketing

- Staff are coordinating the Town's communications and establishing more streamlined processes to allow for more consistent communication to residents. Staff are also working on an overall communications and marketing strategy for the Town.
- June's communications were heavily focused on Flight Days and other event updates.
- Staff are continuing work on a "website refresh" with our main website vendor.

Pool Replacement Project

- Town staff and Mountain Rec. Staff continued our regular monthly meetings as well as collaborating on public communications about the pool project.
- Staff posted an RFQ for an owner's representative for the project and received 8 responses, many local. Town and Mountain Rec. Staff reviewed each proposal and met to discuss top candidates. The joint team selected 3 firms to interview in early July. A recommendation for a final firm will be presented to Council for consideration at the second Town Council meeting in July.

ECONOMIC DEVELOPMENT MOBILITY DATA ANALYSIS

Town of Eagle



Economic & Planning Systems, Inc.
The Economics of Land Use



RRC



MOVEMENT
Mobile Data Consulting

303.449.6558 ■ www.rrcassociates.com
303.623.3557 ■ www.epsys.com

SUGGESTED AGENDA

- **Introduction to Mobility Data and its application to Eagle Economic Questions**
- **Review of Town-wide data and the Dashboard for navigating data**
- **Segmenting the data using Dashboard filters – the Eagle Town Business areas**
- **Applying the data to questions related to Economic Topics (Example questions are provided below in this packet)**
- **Next steps and follow-up items for RRC to address from the EVC Discussion.**

INTRODUCTION TO MOBILITY DATA

Eagle Mobility Data Analysis

Introduction and Description of Mobile Location Data

Mobile location data provides unparalleled insight into visitor and resident movement and patterns. RRC Associates Movement group was selected to provide data to augment the information collected by EPS. The research team employed RRC's mobility data analysis process to vet and understand the trends and patterns that are not accessible via any other metrics and this information is now being introduced in a work session on July 20th.

For this project, the research team used the entire Town of Eagle municipal boundary as one of the ways of organizing and analyzing the available data. However, additional data was purchased that extends out into adjacent areas of Eagle County, and it extends to the Eagle Valley Airport in Gypsum, so additional analysis may be possible in the future upon request.

Mobile location data refers to passively collected information from cellular devices. This data comes in the form of "pings" which are essentially individual cases that involve three key data points:

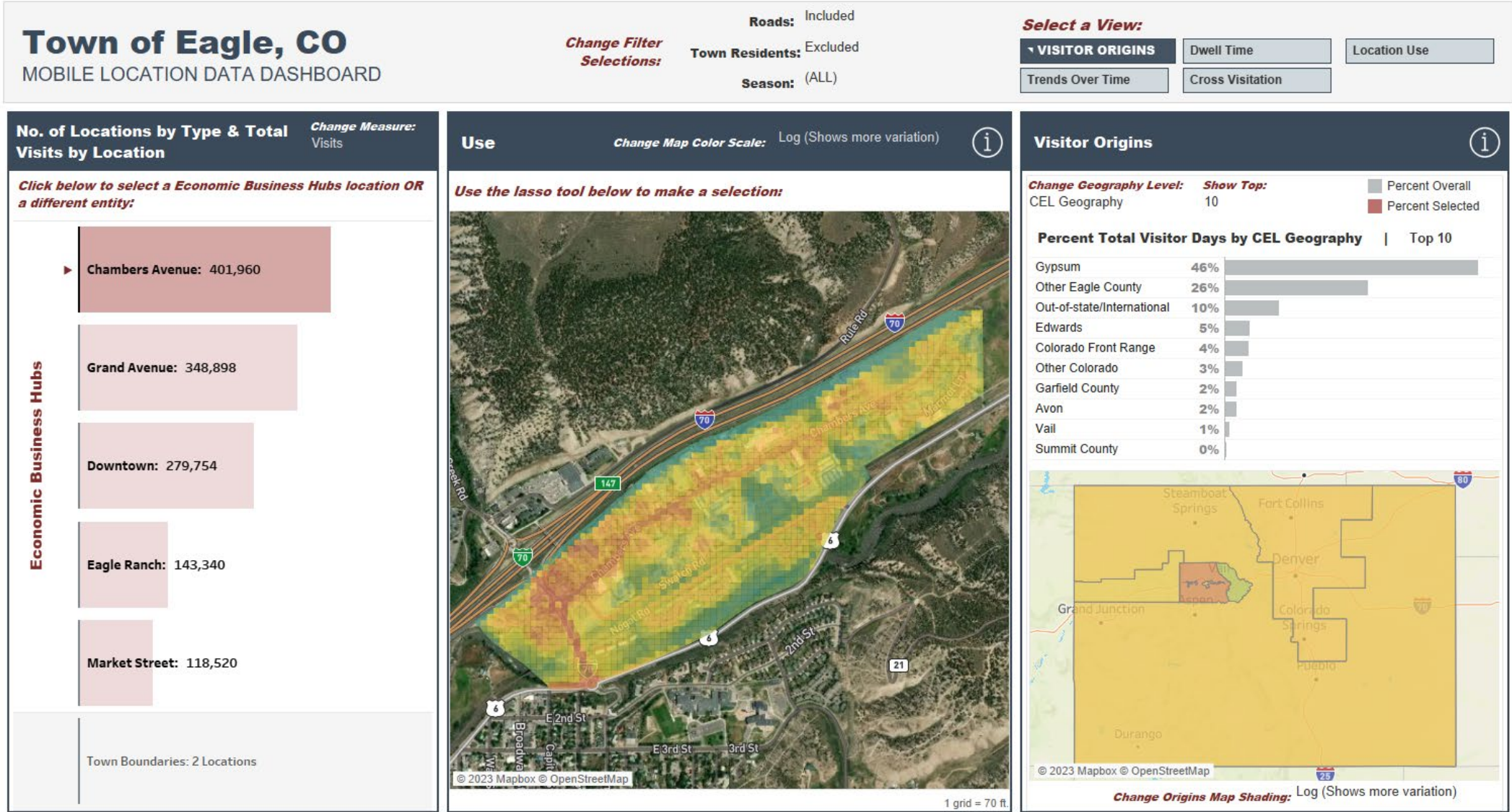
- A randomly assigned and anonymous device ID.
- The exact date and time the device was observed at that location.

A variety of information can be gleaned from these pings, akin to GPS data but with much more depth and in greater sample sizes. For instance, the following metrics can be generated:

- Device movement patterns in a study area.
- Dwell time in an area (length of time spent in specified location).
- Geographic origin (i.e., home) of users.
 - 1) Inferred from the device's common location in the evenings for 3+ months at a time.
 - 2) Allows for metrics to be split among locals/non-locals; instate/out-of-state, etc.
- The precise location of that device (latitude and longitude).
 - 1) Allows overlaying origin information with Census and other geographic data.
- Temporal patterns by time of day, day of week, month (e.g., highest use periods and trends over time).
- Spatial interaction with other onsite geographic data.

Within the incorporated town, devices were sampled if they cross the boundary, no matter where they stay. Therefore, locals, commuters, and visitors alike are captured based on the device activity in the town and immediate surrounding area. A variety of cleaning procedures are used to further validate the data and eliminate any possible issues of inaccurate data.

DASHBOARD EXAMPLE



QUESTIONS FOR DISCUSSION

Mobility Analysis Questions for Eagle Discussion

- How does each business hub perform for residents, employees, and guests?
 - a. Relative percentage of residents, employees, and guests by area



QUESTIONS FOR DISCUSSION

Mobility Analysis Questions for Eagle Discussion

- Where are workers commuting from? Has this changed over the past 3 years?
 - a. Specifically, for workers, what is the proportion from Eagle, Gypsum, Edwards and surrounding, Avon and surrounding, Vail and surrounding, Summit, Garfield, other Colorado, and outside Colorado?
- In terms out-commuting patterns, where do Eagle residents work?
 - a. Specifically, what is the proportion that work in Eagle, Gypsum, Edwards and surrounding, Avon and surrounding, Vail and surrounding, Summit, Garfield, other Colorado, and outside Colorado?

QUESTIONS FOR DISCUSSION

Mobility Analysis Questions for Eagle Discussion

- What is the impact of outdoor recreation (use of trails, open space, and river park) on Eagle's economy? How much use of the trail system occurred? The wave (as geofenced by the River Park)? The Ball Fields? Is there a good way to track mountain biking?
- What is the attendance of each festival for Eagle residents, Eagle County residents, and other guests?



QUESTIONS FOR DISCUSSION

Mobility Analysis Questions for Eagle Discussion

- What proportion of Eagle Ranch Town Center visitors are from the residential area of Eagle Ranch? What is this proportion for each residential area in Eagle?

EVC Goals & Priorities 2023

Goals

1. By end 2023, EVC will have measurably improved Eagles; Economic Vitality by helping to reduce or remove impediments and obstacles to, and helping to open up opportunities for, economic growth (metrics included on the EV Dashboard.)
2. Facilitate/encourage collaboration between the EVC, DDA and Chamber.
3. Make measurable progress on specific tasks undertaken during the year.

“Ad-Hoc” sub-committees

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. So far:

- Chamber/DDA/EVC collaboration and (post EPS project) report to Council (Kari)

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:

- Economic Vitality Dashboard ongoing process - Kari
- Business Survey - Mick
- Community Survey - Melissa
- Economic Development Plan (EPS) - Mick
- ReCode Eagle to stimulate and expedite new development and growth - Eric
- Comprehensive Affordable Housing Assessment next steps - Christina
- Grand Avenue and River Corridor Master Plan implementation - Kari
- Advocate for the Town to pursue PUC approvals for Grand Ave. railroad crossings - Yuri
- DDA and connecting downtown to the river - Kevin
- East Eagle: Eagle Meadows & Red Mountain Ranch - Eric
- West Eagle: Eagle County/ToE workforce housing – Christina
- Eagle Open for Business; a business- and development-friendly reputation - David