



**Town Council
200 Broadway
Public Meeting Room
Thursday, August 6, 2020**

*This agenda and the meetings can be viewed at www.Townofeagle.org.
Times listed are approximate and are subject to change.*

WORK SESSION CALLED TO ORDER - 4:00 P.M.

WORK SESSION ITEMS

1. Town Council Strategic Plan Review

ADJOURN – 6:00 P.M.

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.

Jenny Rakow, CMC
Town Clerk

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Town of Eagle Strategic Business Plan Retreat Notes and Information

Friday, June 26th, 2020

The Process

The process used to update the Strategic Plan involved personal interviews and conversations to determine three main things:

- Where is the Town of Eagle now?
- Where does the Town of Eagle want to be in the future?
- How will the Town of Eagle get from where we are now to where we want to be?

While this was an update of the existing written document, it was also an opportunity to ensure all the Town Council understood the plan and had the opportunity to input their ideas into a new update. Additionally, it was an opportunity for more discourse on the most important issues in Eagle, as well as the chance to build consensus around those most important issues.

The staff for the Town of Eagle will take this policy level guidance and direction and create an Implementation Plan that will have specific details and steps to accomplish the Major Objectives. That Implementation Plan will be regularly updated and brought back to the Town Council for additional guidance, direction, and input.

A strategic plan is a living document and as such, should be regularly evaluated and updated, especially with a change in Council members or a significant change within the Town of Eagle, such as legislation, economy, or environmental changes. With regular review, updates, and implementation the strategic plan becomes a critical piece of the culture of the Town of Eagle, and a guiding light in the road map to success.

The first step was to review the conversation and interviews as it related to any themes or trends:

Themes from the Interviews

Economic Resiliency

Thoughtful Growth/Development

Who are we?

Connectivity

Organization strength (internal)

- Culture



Trends Mentioned

Demographics
Recreation
Housing
Work from home
Tourism
Quality of life
Sustainable energy
Cool cultural vibe

Vision Conversation

The Strategic Business Plan is focused on accomplishing Major Objectives that will lead to the future of Eagle – so the Vision is the driving force behind the plan. The team had a great conversation about the future of Eagle: what does it look like? What does it feel like? The Vision Statement itself is a short and inspirational view of that future, but the details are equally important, especially when making decisions about land use, housing, the amount of open space, recreational opportunities, and types of business development in Town.

Vision: What does the Town of Eagle Look Like?

- More people than cars
- Connectedness/connectivity
- Connected downtown to River Park
- Compact
- Surrounded by open space
- Clean
- Open
- Bikes & Kayaks everywhere
- People out and about
- Visual quality
 - Built environment surrounded by vistas
 - Natural environment
- Quirky/Xmas lights
- Unique
- Architecturally
 - Infill & signage height
- Dense town center
- Visual diversity
- Authentic
- Eclectic
- Artistic
- Prosperity



- Heritage
- Historic presentation
- Active
- Outdoorsy
- Recreation
- Well planned/laid out
- Happening downtown
- People
- Pedestrian mall on Broadway
- Partying problem on Broadway

Vision: What does the Town of Eagle Feel Like?

- Diverse roots
- Old time West
- Youthful/hip/fun
- Heritage
- Well thought out
- Smart
- Inclusive
- Vibrancy
- Open
- Tech connectivity
- Active
- Welcoming
- Prosperity
- Thriving
- Unique and quirky
- Home
- High energy vibe
- Lifestyle based/progressive
- Small town
- Authentic
- Visionary
- Attractive
- Community cares
- Safe
- Cozy
- Familiar
- See people
- Activity/earthy
- Casual
- Diverse
 - Boots
 - Flipflops



Vision Tweaks

The team talked about the Vision Statement in the Plan and how to improve upon it. There was some discussion among the Council that the Vision Statement did not mean anything, and we needed to do the following:

- Identify how we want to reuse it to support what we do today (revisit after work)
- Add a section about strategic vision in a paragraph
- Align the strategic business plan Vision with the comprehensive plan Vision

The team reviewed the current Vision Statement and the Elevate Eagle (comprehensive plan) introduction statement, which has a vision for the Town of Eagle. The team then created a final Vision Statement that will be included in the updated plan.

Current Vision

- The Town of Eagle is a vibrant community that respects & includes all residents, neighbors, and visitors.

Final Vision Statement

The Town of Eagle is a vibrant mountain community that is diverse, inclusive, and unique.

Mission Conversation

The Mission Statement is the purpose of the Town, why the Town exists. There was only one proposed change to the existing Mission Statement.

Mission Tweaks

- Add the word "the"

Final Mission Statement

Maintain and enhance the quality of life for everyone in our community.

Current Business Plan Feedback

The team went through the existing plan to capture any major updates that were noticed. Any typos or demographic information that is outdated will be handled automatically in the update.



Like

- ✓ Do not want to lose the implementation focus & engagement
- ✓ Short/condensed
- ✓ Most of it
- ✓ Staff did action items (bullet points)
- ✓ Specific time horizons
- ✓ Like the 2 sets
- ✓ The M/V/V/CSF
- ✓ Major Objectives
- ✓ Public safety and the environment included through out

Improvements

- (2 Dates)
- Vision Statement – to what end? How do we use this? Not explanatory enough
- Expectations
- Statement needs to include the purpose of the plan
- Too many priorities
- How are we supporting and implementing our objectives?
- External/Internal clarity
 - Paragraph shorter
- Vision as the core
- Maybe re-word the 2nd set of values
- Incorporate the road map from Brandy
- Mistake (TOC error)
- Mission is generic: what does it do for us (common)
- Vision: too generic, does not mean anything
- Need a strategic Vision
 - Competitive advantage
 - Best at/unique
- Prioritization
- Aligning deadlines w/resources
- Remove tactical items

Major Objectives

Long List of Potential Objectives for the Town

To ensure the team had adequately discussed the most important issues facing the Town, the team brainstormed a long list of potential objectives. The purpose of this brainstorming was to include all ideas from the Councilmembers, especially since some of them had not been a part of the strategic plan conversations prior to their Council tenure. These were then matched back to the original list in the plan (and as listed above) to ensure we had covered all the categories.



- Enhance the final health of the town
- Enhance and maintain management
 - #4 Emphasize recreational, outdoor, open space connectivity
- Stimulate eco vitality and development
 - Resiliency (diversity and strength)
 - Business
- Public Safety
 - School crosswalk
 - Transportation
 - Public works
- Technology
- Infrastructure
 - Water
 - Sewer
 - Roads
 - Facilities
 - Trails
 - Broadband
- Improve housing availability/affordability diversity
- Regulations (land use)
 - Land use code
- Sustainability:
 - Energy, economy, environmental
- Brand management
 - Marketing
- Events
 - Growing, facilitating
- Organizational strength
- Home rule

The team then reviewed the list of Major Objectives in the current plan, taking each in order and determining if it should remain a Major Objective. There were four criteria applied in this decision process:

- 1) Has the objective been completed? If yes, it was not moved forward to the new plan.
- 2) Is the objective now a part of ongoing work (and therefore would not rise to the level of a major objective? If yes, it was not moved forward to the new plan, but would be reflected in the ongoing implementation work.
- 3) Does this Council feel that this area is important enough to remain a Major Objective? If yes, it will remain on the list for discussion.



- 4) What was the importance of the Major Objectives on the remaining list, chosen by dot voting? The highest number of votes is reflected below and will remain/be created in the new strategic business plan.

Economic Resiliency

(13)



- Health of the Town
- Vitality
- Business
- Eco Dev

Emphasize parks and recreation, open space

(7)



- Open space Trails

Organizational Culture Capacity

(7)



- Strength
- Retention

Home Rule Implementation

- This is a tool, has been finished, will become an ongoing project.

Sustainable

(6)



- Environ
- Energy
- Economy

Business responsive regulations

- Reputation/Customer Service
- Simplification
- Clarification
- Customer service



- Housing
- Land Use

Marketing Branding

X P

- Attract visitors/tourists
- Events Brand Logo
- Wayfinding
- Tourism

Infrastructure

(5) P



- Water
- Sewer
- Trails
- Sewer
- Roads
- Broadband
- Technology

Public safety

(4) X P



- Police
- Transportation
- Crosswalks

Proposed Major Objectives

After completing the review of the Major Objectives in the plan, and brainstorming the possible challenges and opportunities facing the Town of Eagle, the team agreed to the following list of Major Objectives to be included in the plan. These are listed alphabetically for ease of reading.

Attracting Visitors

Business and Community Responsive Regulations

Economic Resiliency

Environmental and Energy Sustainability

Intentional Infrastructure

Open Space and Recreation

Organizational Strength and Culture

Public safety



The team then took some time to ensure everyone knew what might be included in the Major Objectives. That allows staff to create the Implementation Plan and bring Action Steps back to the Town Council that match each Major Objective.

There will always be linkages and integrations within the Major Objectives. For example, if the Town accomplished some items under the Attracting Visitors Major Objective, it would likely improve Economic Resiliency. It is a best practice to continue to have conversations around the Major Objectives to ensure that they are the most important issues moving forward – and the budget and staffing should reflect these are priorities.

Attracting Visitors

- Engaging Community
- Culturally diverse events
- Brand: results in August
 - Visual language
 - Spread out schedule of events – winter
 - Logo: consolidation of the logos
- Code enforcement
- Image and culture of Eagle
- Creating a sense of place
 - Community entry/gateways
- Wayfinding Signage Plan
- Arts & culture
- Strava competition
- What are we doing for local people?
 - Shop local
- Murals on building along I-70
 - Pull people off
- Engage community
- Hunting population
- Tag on current BDR
- Motorcycle culture
- Well rounded
- Collaborate w/regional tourism & marketing

Business and Community Responsive Regulations

- Customer Service
- Simplification
- Golf carts
- Clarity
- C Service
- Predica



- Entire code overhaul is in progress
- Corridor Plan
 - LU Code
- Reviewing policies for admin approval
- New, innovative technology for town
 - Automation
- Entertainment Districts
- Adopt zoning or overlay districts to meet this outcome

Economic Resiliency

- Tools to implement
- Tool kit through taxes
- Not through taxation
- Goals/Initiatives
 - Zoning
- Making property more valuable
 - Update property
 - DDA
 - Property tax
 - Change in density
 - Diversify revenue streams
- ID/Implemental economic diversification
 - Recreation
 - Light man
 - Cottage bales
 - Recruit them
 - Housing stock
 - Workforce living Eagle
 - Transportation
- Understand internet sales tax
- Utilize revenue and streams
 - Lodging tax
 - Property tax
 - PIL fee
- B.I.D.
 - Highway 6, etc.
 - Extend or create
 - Maximize
- Take advantage of Hwy 6

Environmental and Energy Sustainability

- Natural resources
- New electric utility
 - Revenue bond



- Solar
 - Cell back
- PRV turbines
 - Include in land use code
- Collaboration w/Holy Cross
 - Evaluate option
 - Set goals for energy reduction for town or community
- Greenhouse gas
- Clean air
- Clean water
- Habitat
- Healthy pop of wildlife
- Wildfire protection
- Healthy forest
- Water conservation/quality
- Bag fee?
 - Consider
- Stormwater
 - Not funded, need SMP
 - Collaborate w/ER Wildlife comm
- Philosophy
 - Encourage?
 - Require?
 - What is reasonable in our community?
 - Population growing, etc.

Intentional Infrastructure

- Bike/ped audits, ID improvements
 - Maybe study will help
- System for reporting maintenance issues
- Broadband as an enterprise
 - Smart city applications
- Sustainable finances/revenue
 - Evaluate impact fees – study
- Quality of life initiative
- Maintain what we have before building new
- Sidewalk/pathway maintenance fund
 - w/Pavement Mgmt. Plan
- Critical incident management/recovery plan
- Multi-modal transportation plan

Open Space and Recreation

- Parks (mainly maintenance)



- Programming
 - Need staff (add)
- Trails
- Open Space & Trails Master Plan
 - Completions (on already)
- CIP for open space & parks
- Sustainable revenue source for open space
 - Identify
- Annexation of the fairgrounds
- Purchase lands
 - Acquisition
- More bike friendly
- Strava competition
- No one on staff to do rec programming

Organizational Strength and Culture

- Building Capacity
 - New positions
- Council support
 - Top down
- Mentorship
- Comp/benefits
- Teambuilding
- Maintaining morale
- Can grow in strength by collaborating w/groups
- ID Key deliverables
 - KPI's
 - Outcome
 - Dashboard
 - Measurables
- Staff tell us
 - Systems innovation
 - Technology
 - Filing
- Retention
- Cross Training
 - History – pass on
 - SOP's
 - Know the "why"
 - Buy in "F&Q* yes"

Public safety

- Put on a higher level
- Previous plan (see)



- Staff bring back ideas
- Police
- Public works?
- Infrastructure
- Quality of Life
- Cars unlocked/houses unlocked

Agreements

The Council made some decisions and agreements that were not specifically related to the strategic plan but are important in terms of communication and processing.

- How are decisions made at the Council meetings?
 - Support
 - Explain
 - Subsequent votes
- How do we revisit issues?
 - Expectation in home rule charter
- How do we set the agenda; how do items get put on the agenda?
 - Council meetings – can bring up items and ask to add
 - Can call Scott or other Council members to talk
 - Tuesday meeting with Scott and Brandy
 - Friday Agenda

Parking Lot

The parking lot is an area to write down ideas or issues that may not have been discussed during the update of the plan but are important to capture.

- More vetting (see below, the Council is planning on this)
- Comp Plan Vision Statement (captured in the final Vision Statement)
- Tactical (this is addressed in the process; staff will create an Implementation Plan)
- Major Objective #1 and how it fits (was determined during meeting)
- Update to home rule (determined that Home Rule was now integrated)
- Brand/logo (captured under Visitor Attraction)
- Ongoing issues (this was relative to the current issue of the pandemic)
- WTP (captured under the Infrastructure Major Objective)
- Eco Devo (captured under the Resilient Economy Major Objective)
- Work session? (the Council determined to have some separate conversations)



- Philosophical/policy (would be covered in those separate conversations)
- Key differences for Vision (see recommendations below)
 - 10?
 - 15?
- Who do we want to be? (see recommendations below)

Recommendations

We would recommend the following:

- 1) That the Town Council continue to build their team internally as well as continue to build the teamwork with Town staff. Having the DISC assessment and conversations is a great foundation. Practicing those Values listed in the plan will ensure that the Council members feel heard, respected, and included when offering opinions.
- 2) That the Town Council continues to have a conversation about specific areas under the Major Objectives. The conversation should be designed to be open and flowing, with few process-oriented points and more focus on getting ideas, thoughts, and feedback from the team. The idea would not be to create direction for staff, but to reach a general understanding and possibly of some agreement of where each Council member, and the Council as a whole, may be regarding the more important issues. Some of those issues could be:
 - a. Transportation
 - b. Renewable energy issues (shopping bags)
 - c. What the Town wants to preserve about the current situations as it pertains to demographics, business diversity, and other identity issues.
 - d. Staffing – the need for staffing is driven by the strategic plan and the Major Objectives. If there are new Objectives given to the staff by the Council, staff may need to ask for additional resources (staff, consultants, technology) to complete those Objectives.

Note: it will be important, if the Council wants to capture any of these discussions, that the meeting be facilitated to the extent that you will need a note taker, a time keeper, and someone to ensure that all voices are heard.



TOWN OF EAGLE STRATEGIC BUSINESS PLAN

Updated June, 2020

ABOUT THE TOWN OF EAGLE

The Community - Located on the western slope of the Rockies, halfway between Denver and Grand Junction, the Town of Eagle has a population of approximately 6,600 and is one of Colorado's best kept secrets. Eagle offers access to epic mountain biking, trail running and hiking, golf, kayaking, snowmobiling, hunting, and gold-medal fly fishing. In addition to a variety of public parks, there are over 1,000 acres of town-owned public open space. Located a short drive from Vail and Beaver Creek, residents also enjoy world-class amenities provided by these resorts. The Eagle County Regional Airport is located just five miles west of town and serves both commercial and private aviation. Eagle is a thriving recreational community and is a great place to live, work, or visit.

Eagle, the county seat, is a traditional town with a main street lined with shops and cafes. Eagle boasts a variety of great neighborhoods, excellent parks, over 100 miles of single-track trails, concerts in the park, an Arnold Palmer golf course, a county-fair venue, and a variety of restaurants. The community has an authentic western flavor and friendly vibe, attracting top notch events and outdoor adventurers. Its population includes a variety of age groups and income levels. Eagle enjoys a mountain climate with warm dry summers and moderate winters. Average temperatures range from 35 degrees in January and highs up to 85 in July. Typical snowfall is 10-12 inches per month in December through April, yet Eagle boasts over 290 days of sunshine per year.

The Town's Organization - Established in 1887, incorporated in 1905, the Town of Eagle became the County seat in 1921 and adopted a home rule charter in 2020. The Town is a council-manager form of government led by a 7-member Town Council elected for four-year terms. The Town Council appoints the Town Manager, Town Attorney, and Municipal Court Judge. The Town has a staff of approximately 40 dedicated employees with an average longevity of 10 years. Eagle provides a full range of services including police protection, water and wastewater services, streets and parks maintenance, community and economic development, and events planning. Fire service is provided by the Greater Eagle Fire Protection District.

The mayor, council members, and employees of the Town are committed to maintaining and enhancing the quality of life for everyone in the community. The following Strategic Plan reaffirms the values of the Town and outlines the major objectives designed to guide Eagle's future.



PURPOSE OF THE TOWN'S STRATEGIC PLAN

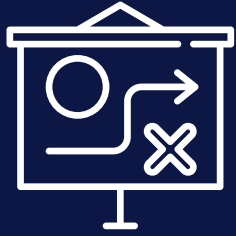
This Strategic Plan has been updated for the community of Eagle by the Town Council and staff during an annual retreat. It establishes a common language and proposes strategies designed to ensure a bright future for Eagle. Specifically, this Plan creates the following outcomes:

- Establishes a 5-year planning horizon, and provides the basis for an ongoing dialogue between the staff, Council, and the community regarding the direction of the Town and specific objectives
- Identifies the major challenges and opportunities likely to arise during the planning horizon and proposes specific objectives to address these challenges
- Increases confidence among Eagle's Town Council, community leaders, and residents that the Town is appropriately addressing, opportunities, future risks, and needed investments
- Ensures that proposed strategies and activities are consistent with the Town's mission and values, especially the commitment to enhance quality of life
- Provides sufficient information to allow the Town's staff to develop more specific actions and tasks, and ultimately fulfill Eagle's Vision for the future

It is important to emphasize that this Strategic Plan does not approve or communicate final policy decisions on specific issues or objectives. Rather, it provides a framework for an ongoing dialogue about maintaining and enhancing the quality of life in Eagle. Each of the Major Objectives in this Plan will require additional collaboration by the Town's staff, advice from experts, and input from the community before the Town Council makes final policy or investment decisions. Outreach efforts on the River Park project and upcoming outreach on the new water treatment plant are examples. The Town will provide ample opportunities for citizens to be engaged as specific issues are addressed.



ELEMENTS OF THE STRATEGIC PLAN



FOUNDATION

The Town's Vision, Mission and Values establish a foundation for meeting the needs of the community, and defining how the employees of the Town will conduct business.



GUIDING PRINCIPLES

The Town's Guiding Principles describe specific commitments to protect the interests of the residents and businesses in Eagle, for example reliable and cost-effective services, economic development, sound financial management, and transparency. These principles provide the framework for identifying more explicit standards and for engaging with the community on important issues.



MAJOR OBJECTIVES

The Major Objectives outlined in this plan identify significant challenges, opportunities, or investments likely to arise during the planning horizon. In general, these objectives do not address tasks associated with normal daily operations. The information provided in each objective is designed to provide a foundation for future collaborations between the Town Council, employees, community leaders, and the residents of Eagle. These collaborations will likely result in one or more policy decisions by the Town Council to address the stated problem or opportunity.

The Implementation Plan is a separate document, created by staff and approved by the Town Council that captures the strategies and tactics used to accomplish the Major Objectives. The Implementation Plan is consistently updated and the results are captured and reported back to the Town Council. Each implementation step has been linked to the Major Objectives and the Guiding Principles as well as to the Mission and Vision of the Town of Eagle.

FOUNDATION

VISION

The Town of Eagle is a vibrant mountain community that is diverse, inclusive, and unique.

MISSION

Maintain and enhance the quality of life for everyone in our community.

VALUES

We are guided in our daily decisions and activities by these values:

Integrity

We are open, honest, and ethical in all our communications and actions.

Respect

We thoughtfully consider each other's differences and opinions.

Commitment

We give our individual best to get the job done right.

Responsibility

We are accountable for our behaviors, action, and use of public resources.

Collaboration

We listen and openly share our ideas to achieve better decisions and outcomes.

Leadership

We are proactive in advancing the interests of our communities.



GUIDING PRINCIPLES

Guiding Principles describe the Town's commitments to advance the interests of Eagle's residents and businesses. The Town's Guiding Principles establish a framework for developing more detailed standards, assessing risks, identifying issues, and evaluating and implementing solutions. These Guiding Principles also enable the Town to clearly communicate the value of its activities and proposed investments. In addition to the Mission Statement, the Town's commitments to provide value are as follows:



**Sound Planning and
Appropriate Investment**



**Reliable and Cost
Effective Services**



Economic Development



**Sound Finances and
Increasing Efficiency**



**Protecting Public Health,
Safety, and the
Environment**



**Transparency and
Community Engagement**

The following narrative provides more information on the Town's Guiding Principles and articulates some of the Town's specific standards

Sound Planning

The foundation for providing reliable services and quality of life is planning. The Town focuses on adequate resources, reliable infrastructure, compliance with regulations, and a local economy that supports a high quality of life for Eagle residents.

Appropriate Investment

Providing reliable services requires funding that covers today's financial needs and supports investments in the Town's vision for the future. The Town must also invest in a highly effective, motivated, and well-trained workforce.

Reliable and Cost-Effective Services

A key responsibility for the Town is to provide essential services, whether it be reliable water and sewer services, trash and recycling services, or support with respect to permitting, zoning, planning, and other basic needs. Meeting the needs of customers also requires that the Town adopt standards of service that make it easy for people to do business with the Town.

Protecting Public Health, Safety, and the Environment

The Town is committed to protecting the well-being of its people and the community. This means supporting dynamic and diverse neighborhoods, maintaining a strong framework for business opportunities, being good stewards of the environment and addressing the problem of greenhouse gasses.

Sound Finances and Increasing Efficiency

The Town's financial capabilities and standards ensure that it has the financial strength and resources to provide the reliable and high-quality services that residents expect. The Town's finances must be resilient to economic downturns, cover the full cost of operations, provide adequate funding to maintain financial reserves, and support capital investment.

Economic Development

Eagle's economy is the engine for quality of life. Eagle is fortunate to have a variety of natural and developed assets, including its location on Interstate 70, proximity to world class ski resorts and the regional airport, and access to multiple outdoor activities, including hiking, mountain biking, fishing, river rafting, kayaking, snowmobiling, and hunting.

Transparency and Community Engagement:

By providing easy access to information and timely responses to customer inquiries, the Town creates an environment that fosters public trust and allows Eagle's residents and business owners to understand the Town's values, priorities and Strategic Plans. The Town is committed to maintaining an ongoing, meaningful, and substantive dialogue with the community that is based on clearly defined standards and compelling arguments for proposed policies and investments.



MAJOR OBJECTIVES

Eagle's Strategic Plan employs several criteria for assessing future challenges and opportunities. These criteria include the following:

- Ensuring that the Town is adhering to its mission statement and aggressively pursuing its vision
- Continuing to enhance the Town's workforce and performance
- Anticipating and planning for changes in regulations or legal requirements
- Responding to economic trends and evolving needs of Eagle's residents and businesses

Based on the criteria above, the Town has developed a series of Major Objectives. The following Major Objectives describe the most significant areas, challenges, and opportunities likely to come before Eagle's Town Council within a 5-year planning horizon. As stated above, they do not represent final decisions by the staff or Town Council, rather they provide enough detail for the Town's staff to develop specific action steps, continue clarifying the issues, collaborate with experts, and inform the public. Each Major Objective adheres to Guiding Principles and is designed to align with the Town's vision and mission statement, which is to maintain and enhance the quality of life for everyone in Eagle. These objectives and associated activities may have implications well beyond the planning horizon, consistent with the need to have a long-term view. The following Major Objectives address these fundamental realities in an integrated manner. They are listed in alphabetical order, as they are all equally important to the community.

LIST OF MAJOR OBJECTIVES



ATTRACT VISITORS AND ENGAGE THE COMMUNITY

The Town will capitalize on the unique heritage and outdoor amenities to attract visitors to Eagle. Proximity to I 70 and regional airports along with special events will encourage a wide and diverse range of tourists, bringing an investment which will improve the economy and quality of life for everyone.



ENHANCE THE ECONOMIC RESILIENCY OF THE TOWN GOVERNMENT

The Town is fiscally responsible, and revenues received are balanced against current and future needs of the community. Diversified sources of revenue are allocated to provide a high quality of life while ensuring ongoing maintenance and operation of current amenities.



FOCUS ON OUTDOOR ACTIVITIES, RECREATION, AND OPEN SPACE

The Town of Eagle is a destination for outdoor recreation, and residents and visitors participate in a wide range of opportunities and activities. Open space and community buffers will continue to promote a high quality of life and the unique location that is a strong value for the community.



IMPROVE COMMUNITY RESPONSIVE REGULATIONS

The Town will adopt policies and regulations to be responsive to changes in the business environment, which will encourage thoughtful growth and development. Community interaction and engagement will inform decision making by the Town Council.



INVEST IN ENVIRONMENTAL AND ENERGY SUSTAINABILITY

The Town is focused on environmental impacts of decision making and will ensure that projects and policies reflect a focus on improving and sustaining natural resources.



MATCH INFRASTRUCTURE TO QUALITY OF LIFE IN THE COMMUNITY

The Town will invest in and implement infrastructure improvements that increase the high quality of life and vibrant economy without creating an undue burden on the residents of the Town.



STRENGTHEN TOWN ORGANIZATION AND CULTURE

The Town staff are highly competent, empowered, motivated and collaborative and enjoy working with and for the Town of Eagle. The Town optimizes this potential by creating a work culture that is inclusive, respects employees, and values contributions at all levels. Training, benefits and pay are competitive and result in attraction and retention of high-quality employees.



STIMULATE ECONOMIC VITALITY AND DEVELOPMENT IN THE COMMUNITY

The economic impact of visitors and business investments result in positive benefits in terms of amenities, job creation, increases in wages, infrastructure and the overall quality of life. The Town will focus on development that follows the Elevate Eagle Comprehensive Plan to ensure results that maximize the economic benefits.



CONCLUDING REMARKS

The execution of this plan will begin by assigning the Town staff to research each of the Major Objectives and create specific action steps and implementation items. The staff will return to the Town Council to offer recommendations, present updates, and continue to discuss the Strategic Plan. The financial implications of implementing the Major Objectives will be reflected in specific policy proposals, discussions with the community during outreach efforts, and included in the Town's operating and capital budgets. In addition, as important policy issues come before the Council, the supporting information provided by the staff will reference the relevant Major Objective from this Strategic Plan.

The Town is committed to ensuring that the implementation of this plan reflects the mission, vision, and values of the Town as defined by the staff, the Town Council, community leaders, and members of the public who choose to provide input. If at any time the Town's staff or Council feel that this Plan is at odds with prevailing sentiments in the community, then the Plan will be altered accordingly. The Town anticipates this Plan will be subjected to a formal update in 2-3 years. This will not be a re-creation of the plan, but an update that reflects progress, new insights, and feedback received during outreach efforts.

For more information about this plan, please visit the Town of Eagle website at www.townofeagle.org or contact the Town Administrator at

📍 PO Box 609
200 Broadway
Eagle, CO 81631

☎ 970-328-6354

🖨 970-328-5203