

**TOWN COUNCIL
GOAL SETTING STATEMENT
ADOPTED APRIL 15, 2019**

Following the re-election of the Mayor and Councilmembers, the Town Council revisited their policy objectives and community goals in January of 2019. This goal setting process was unique because there was no turnover amongst elected leaders in the November 2018 election. This consistency provided the “2019” Council an opportunity to review their previous goal statement, evaluate the work that had been done toward the goals since adoption, and set goals for the future. The Town Council was very mindful that an updated Comprehensive Plan was adopted in December of 2018 and used the strategic initiative outlined in the Comprehensive Plan as part of the goal setting framework.

As a result of this process, the Town Council reaffirmed its responsibility to be a nimble steward of our existing community character and again embraced the continued need to recruit and retain effective professional town staff who lead, uphold the Town’s values, and help create a high-quality governance structure. The Council recognizes that our Town is a fun, community focused, family-friendly Village. As our community inevitably evolves and changes over time, the Council wants to ensure we remain a thriving, charming, fun, resilient, safe, and emotionally connected community. As we take steps toward our future, we recognize we are not a traditional town, but rather a unique Village. We choose to embrace this uniqueness by looking for creative resolutions to address the many opportunities before us, and we further recognize that high quality creative approaches require taking reasonable risks. Fundamentally, the Council still aims to stay true to the values of the Village and create positive momentum for the community and resort.

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 in the Village
- 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

TOWN COUNCIL IDENTIFIED VALUES OF THE VILLAGE

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

TOWN COUNCIL AREAS OF CONCENTRATION

Affordable Workforce and Senior Housing

Creating and providing affordable housing continues to be a top priority for the Town Council. Providing a variety of affordable housing options 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. Specifically, the Council commits to a near-term strategy that will update housing regulations, actively identify opportunities and partners to address senior housing needs, and incentivize the creation of an additional 200 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.

Community Engagement

The Council will strive to continue to increase effective community engagement. This includes creating opportunities to receive feedback, to improve Council visibility, and to increase the number of listening opportunities for Council on a broad array of subjects. As a top priority, the Council desires to strengthen its communication with its citizen Boards and Commissions. The Council will work to improve lines of communication with Boards and Commissions by asking for more guidance and feedback from them in a manner that is comfortable for the volunteer boards. The Council will explore ideas for improvement that may include streaming Boards and Commission meetings and/or creating Council liaisons to each Board and Commission.

Community Building

A major component of community building is creating more community oriented spaces and to ensure a high quality utilization of these spaces by programming them with community focused activities that create vitality. These community places need to be conveniently connected such that “a flow” between them is evident and high levels of vitality can be enjoyed throughout the Village. Town Park is one such community oriented space that needs to have a master plan designed so that improvements can be set into motion.

Safety, Connectivity, Parking and Transit

Maintaining a safe environment is critical. The Town needs to continue focusing its energy on making the community physically connected and as safe as possible. The Town Park Crossing is a successful design. Intersection improvements at Owl Creek, Faraway and Sinclair along Brush Creek will be pursued and remain a high priority. These designs must include improvements for pedestrians, individuals with mobility issues, transit users, and bike riders. The physical connections in the Village, especially between the Mall, Base Village, and the Center need to be intuitive, creative (e.g. alpine garden), and efficient. Effective integration of the Village Shuttle and parking assets must be incorporated into connectivity solutions. Safety improvements also include efforts to create respectful and safe utilization of our multi-use trail system by all of those that enjoy it.

A Continued Commitment to Resiliency

A truly resilient community is committed to being proactive in 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. Community economic development efforts will continue to embrace innovative approaches such as public / private partnerships, new business models, and will further continue to work with existing cornerstone organizations. 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.

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.