

VISIONING EVENTS

Summary



INTRODUCTION

As part of the community outreach process for *Elevate Eagle*, the Eagle Comprehensive Plan and Development Code Update, the Town of Eagle held a Planning Visioning Week in January of 2019, giving interested members of the community an opportunity to review the five vision statements drafted based on the first round of public outreach. This Planning Week consisted of several Planning Pop-Ups around Town. These pop-ups offered participants the opportunity to comment on the draft vision statements by rating them and filling out “mad libs” vision statements of their own. Over 300 people were able to participate in these pop-ups.

The purpose of the pop-ups was to not only inform the public about the Comprehensive Plan and Development Code Update, but to:

- stimulate community-wide interest in the project;
- solicit candid feedback from those who know the community best;
- show the community how their previous input has affected the planning process; and
- generate feedback on the draft vision statements that will help inform the basis for the 2020 Plan and Code Update.

HOW WILL THIS INFORMATION BE USED?

The information and feedback provided at these pop-ups will be integrated into final vision statements, ultimately guiding the new Comprehensive Plan. Along with providing direction for the Comprehensive Plan, the visioning process has generated a list of opportunities and areas of improvement within the Town. The ideas heard in this phase of outreach will carry over into our next outreach phase, Opportunities.

OUTREACH COMPLETED TO-DATE & ONGOING OPPORTUNITIES

Elevate Eagle will offer multiple opportunities for the public to discuss key issues and opportunities.

Below is a timeline showing each phase of the process - there will be at least one opportunity in each phase for public contribution.

Stay tuned on more ways to get involved by regularly checking www.ElevateEagle.com for event summaries, online surveys, upcoming events, and more!



THANK YOU FOR YOUR PARTICIPATION!

OUTREACH TO-DATE

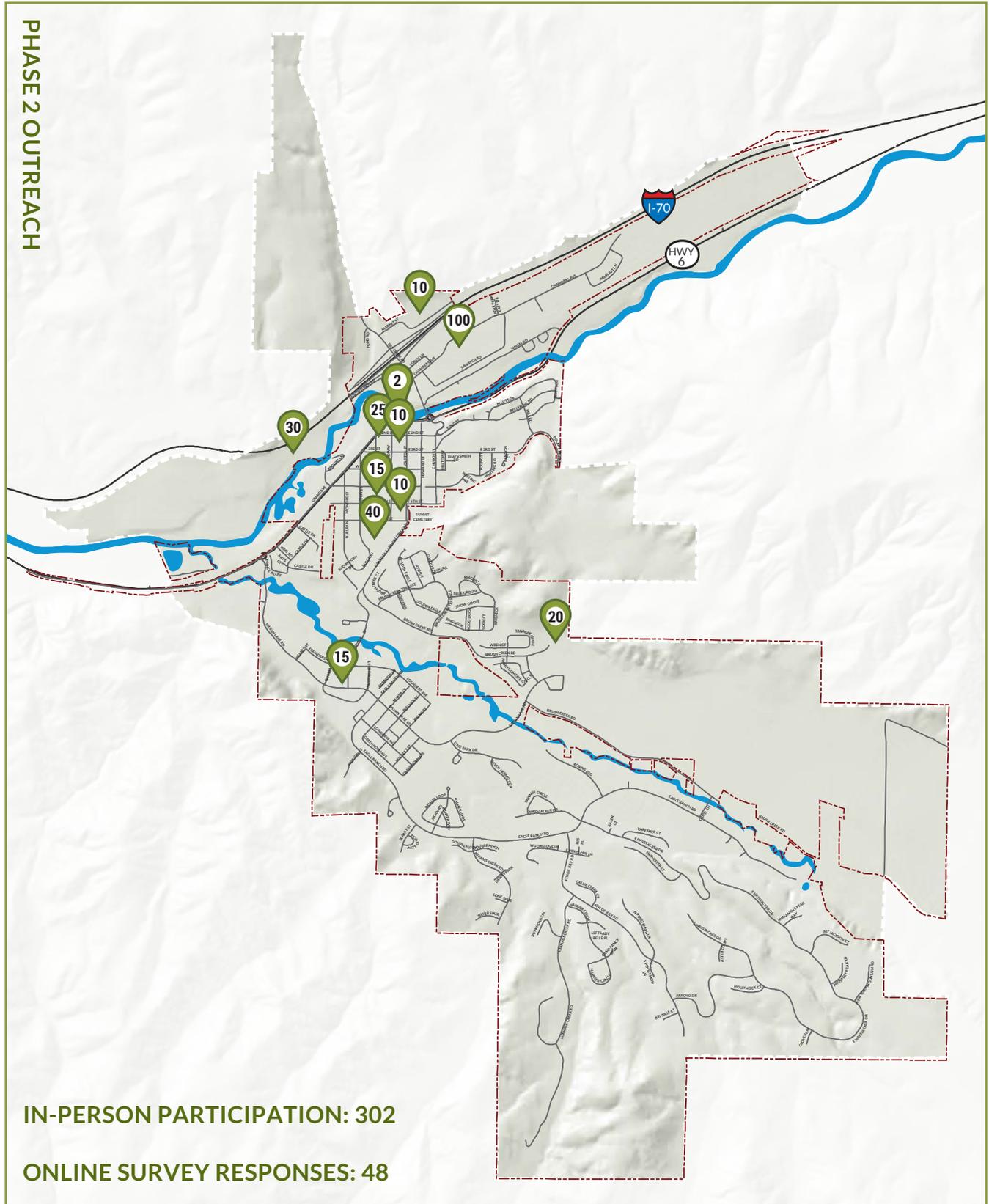
PHASE 1 OUTREACH:

Date	Event	Attendance
October 8 - 10	Stakeholder Interviews	14
October 8 - 9	Small Group Meetings	21
October 10	Kickoff Social Event	60
October	Online Values Survey	20

PHASE 2 OUTREACH:

Date	Visioning Pop-Up Location	Attendance
January 29	Yeti's Grind	10
January 29	Golden Eagle Community Center	40
January 30	Color Coffee	15
January 30	City Market	10
January 30	Eagle Pool + Ice Rink	20
January 30	Eagle Climbing + Fitness	100
January 31	CO Workspace	25
January 31	Eagle Public Library	10
January 31	Bonfire Brewery	25
January 31	County Building	2
January 31	City Hall	15
February 16	Family Fun Fair	30
January - February	Online Visioning Survey	48

WHERE DID WE GO?



VISION FEEDBACK SUMMARY

PLANNING POP-UPS

At each pop-up event, ten draft vision statements (two for each theme) were presented and participants were asked to rate them on an “emoji scale” as good, bad, or anywhere in between. Participants were also given space to add comments, questions, and suggestions written on post-it notes. The main point of this activity was to make sure the community’s values and hopes from the first round of outreach were accurately captured.



VISIONING MAD LIBS

Along with the draft vision statements exercise, participants were asked to fill out a visioning “mad libs” activity. This allowed participants to author their own vision. Responses can be found on page 10. The blank vision statement was:

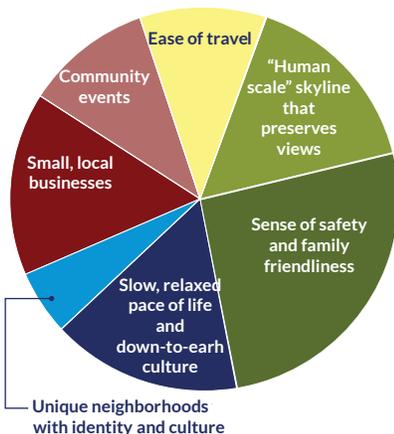
“In the year 2040, Eagle will be a _____ community that is anchored by _____ and full of _____.
Above all, we value our _____. The best thing about Eagle in 2040 is _____.”

ONLINE PARTICIPATION

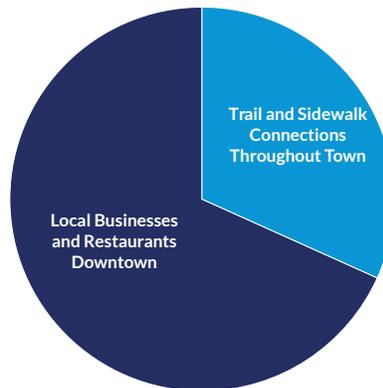
For those who could not make it to a pop-up event, there were several ways to engage online. The Town of Eagle posted weekly quick polls on www.ElevateEagle.com, alongside an online visioning survey that offered similar activities to the in-person events. The quick polls were promoted on Facebook and asked questions important to the visioning process (results below).

QUICK POLL RESULTS

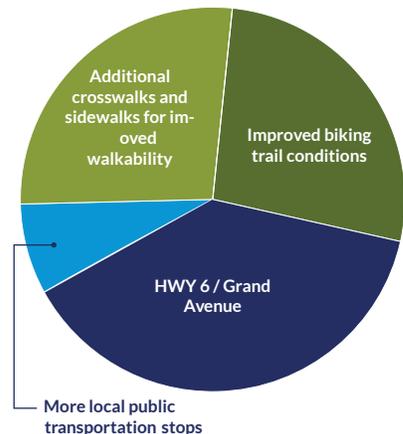
What is the most important attribute of Eagle’s small-town feel?



What do you think makes Eagle a stronger community?



Which of the following modes of transportation would you prioritize for improvement?



ELEVATING OUR INCLUSIVE CULTURE

Below are the combined ranking results from the online survey and in person outreach

1. Eagle is a town with a clear feeling of community that offers a resilient economy with viable housing, high-quality services, and employment choices for a diversity of ages, incomes, and household compositions.



2. Eagle is an authentic, down-to-earth town with a strong year round, family-oriented population anchored within our deep spirit of diversity and inclusion.



WHAT WE HEARD

Overall, the favorite vision statement for *Elevating our Inclusive Culture* was Vision #2 which ranked at a 1.7 on a scale of 1 to 5 (1 being the best and 5 being the worst).

- Vision Statements seem too “lofty” and out of reach
- In order to have more attainable housing options, we need to have better paying careers
- The vision statements are too long and not memorable



ELEVATING OUR UNIQUE CHARACTER

Below are the combined ranking results from the online survey and in person outreach

1. Eagle thrives off a collection of unique neighborhoods and is anchored by our thriving downtown which includes unique local businesses and a strong sense of place that highlights our heritage, artistic community, and frequent town events and activities.



2. Eagle is a diverse community made up spectacular mountain views, human-scaled development, and distinct neighborhoods ranging in character from a vibrant and quirky downtown to formalized and fresh new neighborhoods and everything in-between.



WHAT WE HEARD

Overall, the favorite vision statement for *Elevating our Unique Character* was Vision #2 which ranked at a 2.2 on a scale of 1 to 5 (1 being the best and 5 being the worst).

- Include more specific examples such as Historic Downtown, Castle Peak, and Eagle River
- Less detail, less “generic buzzwords”
- If this is our goal, we should focus on keeping new development unique



ELEVATING OUR ADVENTUROUS LIFESTYLE

Below are the combined ranking results from the online survey and in person outreach

1. Eagle offers year-round, world-class recreation opportunities and expanding network of local businesses that draw attention regionally and globally.



2. Eagle is a complete community anchored by a world-class outdoor playground, surrounded on all sides by open space and the natural environment.



WHAT WE HEARD

Overall, the favorite vision statement for *Elevating our Adventurous Lifestyle* was Vision #2 which ranked at a 2.0 on a scale of 1 to 5 (1 being the best and 5 being the worst).

- Eagle isn't and shouldn't be recognized globally
- Remove "world-class"
- Add in more about the types of adventure Eagle has to offer



ELEVATING OUR RELATIONSHIP WITH THE ENVIRONMENT

Below are the combined ranking results from the online survey and in person outreach

1. Eagle exists in a perfect balance with our surrounding mountain landscape, and we're mindful of our growth and impact on the environment.



2. Eagle leads the valley in innovative new practices to preserve our wildlife, watershed, and natural landscape, and we are dedicated to celebrating and preserving the unique connection we have to our environment.



WHAT WE HEARD

Overall, the favorite vision statement for *Elevating our Relationship with the Environment* was Vision #1 which ranked at a 2.5 on a scale of 1 to 5 (1 being the best and 5 being the worst).

- “Perfect” in vision 1 is an unattainable goal
- Keep things about mindful growth and celebrating/preserving our environment and wildlife
- Eagle doesn't need to, or want to, “lead the valley”



ELEVATING OUR CONNECTIONS

Below are the combined ranking results from the online survey and in person outreach

1. Eagle offers residents and visitors a choice to move efficiently and safely using a variety of new and emerging modes on comfortable, complete streets, a walkable downtown, and pathways that connect us internally and regionally.



2. Eagle is a thriving model for regional transportation, located near a major interstate, highway, and transit route, we are characterized by seamless connectivity to both the natural and technological environment to ensure limitless access to every resident and visitor.



WHAT WE HEARD

Overall, the favorite vision statement for *Elevating our Connections* was Vision #1 which ranked at a 2.3 on a scale of 1 to 5 (1 being the best and 5 being the worst).

- Statements are too long
- Reference the airport and street network issues (only one way in and out of town)
- Visions are unrealistic



MAD LIBS VISIONING

In 2040 Eagle is a(n)

thriving · family-oriented · vibrant · mountain · rad · integrated · healthy · year-round · cohesive · adventure · large · efficient · growing · outdoor · close · progressive · modern · self-sustaining · small · rural · great · welcoming · prosperous · awesome · diverse · beautiful place to live in · mid-sized · independent · great · booming · activity-based · resort · progressive · tourist-friendly · mecca · well-connected · safe · successful · popular · robust

community anchored by

respect for others · sustainability · recreation · professional industries · physical and social connections · our outdoor playground · people · the outdoors · limited growth boundaries · freedom and outdoors · surrounding natural environment · friendship and family · active families · creative businesses · diversity and progress · a small town feel and values · more housing · year-round, outdoor adventures · commercial shops · dining · healthy and athletic families · new businesses · working families · education and equality · a supportive town government · goodwill · beautiful views · good schools · commitment to retaining its quality of life with many strong health and educational offerings · a strong supporting community · mountains and senior living · full-time residents · close-knit and friendly neighborhoods · people of various ages that want to keep our area evolving · our connections · locally-based and thriving businesses · innovation · Main Street and Broadway · nature · a busy downtown · a funky vibe · a deep respect for our lands · a diverse population · family, fun, and friendship · tourism · regional amenities and experiences

and full of

exciting things to do and learn · community-oriented people and volunteers · engaged citizens · eclectics · energy and pride · healthy lifestyle options · outdoor activities · frequent town events · fun · open space · happy residents of all ages · small businesses · love · culture · fun and easy transportation options · flying cars · vibrant happenings and activities · recreational opportunities · great places to eat · retail businesses · long-time residents · wonderful people · easy access by all ages · paved roads with sidewalks and curbs · vitality · flowers · awesome and enjoyable people · seniors · community pride · cheaper water · inspired, honest and good people · thoughtful and sustainable residential development · families · neighborhood support and coexistence with nature · visitors and locals · fans and advocates · good family restaurants · thriving businesses · millionaires · bicycles and puppet parades · unique areas · growth · economic culture and diversity · energy · protected trails and open space · amenities that aren't high-priced · diverse ages, incomes, and demographics



Above all, we value our

people · employees · wildlife · community · open space and recreation opportunities · uniqueness · vitality · environment · diversity · clean water · resources · rivers · night sky · opportunity · families · planet · local business · kindness · fun · visitors · innovation · stability · openness · lifestyle · proximity to the outdoors · helpful businesses · natural beauty · living in a rural area · seniors · independence · pioneer spirit · character · great outdoors · small town values · educational and medical resources · independence · safety · space · education system · senior center · small town feel · beauty · clean air · ability for friendship · helping others · nature · clean air · space · outdoors · surrounding mountains · quality of life · residents and businesses · their deeds and aspirations · housing · streets and sidewalks

The best thing about Eagle in 2040 is

all of the friendly folks and fun adventures awaiting all · a low-impact, resilient, interconnected community · that it is still a small town where neighbors help neighbors · the smart and sustainable built environment · the climate and public lands · the people · fun downtown, events, and beautiful wild backyard · growth is intentional and deliberate in alignment and goals · it is beautiful, affordable, safe, and friendly · it is full of good, hard working people · the trail system · meeting new friends and family · how close our community is · our continued family, small town values · the beautiful community · year-round recreation · commercial shops · dining · quality of life · simplicity · that it is a caring community · access to more restaurants and stores · a busy, alive community · the beauty of the area · wholesome living · that my family still calls it home · people are respected for their opinions · that it will be a model community for all age groups · diversity and inclusivity · it still feels like a small town · we are a stable community with grass roots · the beauty of the mountains · a second ice rink · nicer shops · that it has remained a place that we are all proud of · the overall lifestyle it provides for residents, visitors, and employees · the family-friendly active community · our planned growth · great energy and feeling of community · our visionary approach to sustainability · our strong community spirit · an unparalleled system of trails and bike paths · controlled growth balanced with the environment and recreation · that you don't have to lock your doors · the unique character · self-sustaining economic diversity and vitality · this is the place where all locals want to live in the Valley · loving people who cherish the small town environment · it is fun!



WHAT'S NEXT? REFINED VISION STATEMENTS

Our next steps focus on refining the vision statements based on comments received. Preliminary refinements are included below, but be sure to stay tuned to the website for updates and final statements!

ELEVATING OUR *Inclusive Culture*

The Town of Eagle is built on a clear feeling of community, as illustrated by our deep spirit of inclusion.



ELEVATING OUR *Unique Character*

The Town of Eagle thrives off a collection of unique neighborhoods framed by views of Castle Peak, historic downtown, Eagle Ranch downtown, and the Eagle River.



ELEVATING OUR *Adventurous Lifestyle*

The Town of Eagle offers the opportunity to adventure, live, and work in a community supported by our world-class outdoor playground.



ELEVATING OUR *Relationship with the Environment*

The Town of Eagle exists in balance with our surrounding mountain landscape, celebrating and preserving the unique connection we have to our environment.



ELEVATING OUR *Connections*

The Town of Eagle offers residents and visitors a choice to move efficiently and safely using a variety of modes that provide seamless access to both the natural and technological environment.

