

**PRIORITY VAIL TOWN COUNCIL GOALS FOR 2023**

CATEGORY	GOALS	NEXT STEPS	WHO
Housing	<p>The Town of Vail will acquire 1,000 additional resident housing deed restrictions by the year 2027 as compared to 2017. By October 1, 2023:</p> <ol style="list-style-type: none"> <li>Complete the Residences at Main Vail.</li> <li>Initiate the entitlement process for the Timber Ridge and West Middle Creek housing developments.</li> <li>Acquire the East Vail CDOT parcel and initiate the design process.</li> <li>Initiate the acquisition process for one additional parcel of land to create a significant regional housing development.</li> </ol> <ol style="list-style-type: none"> <li>5. Amend the commercial linkage requirements and adopt residential linkage</li> </ol>	<ol style="list-style-type: none"> <li>Execute management agreement with RMV property manager. Complete.</li> <li>We are negotiating a development agreement with Triumph on Timber Ridge and there is more demand than units for this project. A pre-development agreement is completed.</li> <li>Regarding West Middle Creek-geotechnical work has been completed, a site plan has been developed, and an RFP for developers has been issued. Transportation Commission has also approved disposing of its land to facilitate this development.</li> <li>Staff is presenting purchase &amp; sale agreements to Town Council August 1, 2023 to acquire CDOT parcels off the north frontage road at West Middle Creek and Timber Ridge.</li> <li>Staff is working with CDOT staff on the acquisition of the East Vail CDOT parcel.</li> <li>TOV and other stakeholders have begun working with the State Land Board on the Dowd Junction property.</li> </ol>	<p>Housing Director lead, supported by Town Manager &amp; Deputy Manager, Finance Dept, Public Works, Com Dev, Econ Dev</p>
Civic Hub and Town Hall	<p>By November 1, 2023:</p> <ul style="list-style-type: none"> <li>Determine a program, budget, and critical path to renovate Dobson Ice Arena so that it will continue to serve Vail for another 40 to 50 years.</li> </ul> <p><i>By no later than September 1 of 2024, (Modified by council on July 18, 2003)</i></p> <ul style="list-style-type: none"> <li><i>the town will Determine whether to renovate or relocate Town of Vail offices and if relocated determine best location(s), a budget, and a timeline for relocation or renovation and determine the preferred community uses to be developed at the Civic Hub. “</i></li> </ul>	<ol style="list-style-type: none"> <li>Executed design contract with Populous. Two scenarios have been developed and costed. The two options are over the estimated revenue available. The Town has hired Cumming Group as an owner’s representative. Cumming will work on prioritized improvements to build an option meeting the budget. Soils testing is underway as well as hiring a survey company to provide an updated topographic survey.</li> <li>Develop alternative scenarios for locating and/or refurbishing Town offices and provide recommendations to Town Council. An RFP has been issued to look at the entire Civic Area, including the municipal site for best uses, potential development scenarios. <a href="#">Contract awarded to 4240/Design Workshop/EPG to conduct spatial, floor planning, and economic analysis on Civic Hub site, Municipal Complex, and Public Works Site</a></li> <li><i>(Recommended additional task):</i> Facilitate a discussion on high priority cultural/community uses and how they can be financially sustained over time and bring forward recommendations to the Town Council.</li> </ol>	<p>Public Works Director - Dobson/ Town Manager &amp; Com Dev Director, Econ Dev</p>
Excellent Customer Service	<p>By November 1, 2023:</p> <ol style="list-style-type: none"> <li>Create a clear definition for providing excellent customer service to our residents and guests for town services and a means of measuring to what degree we are providing excellent customer service.</li> <li>Identify and implement metrics for objectively measuring organizational effectiveness and health so that a baseline is developed which can be improved on in future years.</li> </ol>	<p>Work with leadership team to develop customer service goals and metrics. Leadership retreat scheduled for June 15 to help define “excellent customer service”. Data points and surveys currently used have been gathered to provide metrics for future measurement of success.</p>	<p>Town Manager and Leadership Team</p>
Land Use Regulations Support Town Goals	<p>By November 1, 2023: Review and analyze Title 12 Zoning, the Official Zoning Map, Title 14 Development Standards, and other pertinent land use policy language including the Town of Vail Comprehensive Plan. Bring forward</p>	<ol style="list-style-type: none"> <li>Staff is completing an exhaustive set of recommendations to align the zoning code and administrative policy with the goal of creating affordable housing.</li> <li>Staff will convene focus groups with builders, housing advocates to also solicit feedback on aligning the development review process to support the Town’s housing goals.</li> </ol>	<p>Community Development Director, Public Works Director, Fire Chief</p>

	recommendations for amendments to help foster the creation of affordable housing and improved efficiency of the development review process.		
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### Vail Town Council Action Plan

	PROJECT	MILESTONE UPDATES	POINT of CONTACT
COMMUNITY	West Vail Master Plan Implementation	<ul style="list-style-type: none"> <li>• Phase 1, Housing: Implementation of recommendations in Chapter 3, WVMP. <a href="#">Ordinance No. 19 adopted 10/07/23 May 2022 – October 2023.</a></li> <li>• Phase 2, Commercial (West Vail Center): <a href="#">Implementation of recommendations in Chapter 2, WVMP. Overview and proposed next steps, December 2023.</a></li> <li>• Phase 3, Transportation &amp; Mobility: Implement recommendations in Chapter 4, WVMP. Coordinate implementation timeline in context of town-wide Transportation Master Plan.</li> </ul>	Matt Gennett, Community Development Director
	Timber Ridge Apartments Redevelopment	<ul style="list-style-type: none"> <li>• Aug. 1, 2023 Updated market study, design development, and entitlement approval process to redevelop Timber Ridge Village Apartments.</li> <li>• Spring 2024 Construction begins.</li> <li>• Feb. 1 – Apr. 1, 2025 New units expected to be completed and available for phased occupancy.</li> </ul>	<a href="#">George Ruther</a> , Director of Housing
	Ford Park Master Plan Amendments	Ford Park Master Plan Amendments. <b>An update was provided to Town Council on July 18; The plan has many elements with potential for implementation over a number of years, dependent upon funding and prioritization.</b>	<a href="#">Todd Oppenheimer</a> , Capital Projects Manager
	Short Term Rental Policy Amendments	Jan. 1, 2023 Effective implementation date of Ordinance No. 11, Series of 2022. Feb. 28, 2023 STR license renewal deadline.	<a href="#">Carlie Smith</a> , Finance Director
	Early Childhood Initiatives	Funding in 2023 (\$250,000) for Council supported areas including: <ul style="list-style-type: none"> <li>• Community Tuition Assistance - ongoing grants for incomes below 450% of federal poverty</li> <li>• Workforce Retention – grants to 2 programs for 2023</li> <li>• Expansion and Sustainability of ECE programs <ul style="list-style-type: none"> <li>– infant subsidy and facility/lease support</li> <li>– pursuing expansion opportunities via in-home and/or new spaces</li> </ul> </li> <li>• Capital support – facility maintenance support ongoing &amp; future capital support TBD</li> </ul>	<a href="#">Krista Miller</a> , Human Resources Director
	Cultural Heritage Preservation & Programs		<a href="#">Lori A. Barnes</a> , Library Services Director
	Permanent Location for Children’s Garden of Learning	Lease at temporary location expires 2026 or earlier pending 180 days’ notice. Staff are working to identify potential sites.	<a href="#">Matt Gennett</a> , Community Development Director <a href="#">Kathleen Halloran</a> , Deputy Town Manager

	Wildland Urban Interface Code Amendments	<ul style="list-style-type: none"> <li>• <b>May 2023</b> Town Council update on 2022 Fire Free Five grant program.</li> <li>• <b>May-October 2023</b> Implement 2023 Fire Free Five grant program.</li> <li>• <b>Spring 2024</b> Fire Free Five code adoption consideration.</li> </ul>	<a href="#">Mark Novak</a> , Fire Chief
ENVIRONMENT	USFS Booth Creek Fuels Reduction Project	<ul style="list-style-type: none"> <li>• <b>July 2023</b> USFS Record of Decision issued</li> <li>• Winter 2023/2024 Identify costs and funding sources. <b>Cultural clearance.</b></li> <li>• <b>2024-2030</b> Implementation - timeline is variable due to external factors.</li> </ul>	<a href="#">Mark Novak</a> , Fire Chief
	Identify Alternative Fuel Solutions	2022 - First boiler replacement operational. Collecting data on usage. Town is under contract with the <b>Grey Edge Group, to study feasibility of a networked geothermal system for decarbonizing the snowmelt system. Experts toured Vail infrastructure on May 8<sup>th</sup>.</b>	<a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Sustainable Strategic Plan	Jan. – Dec. 2023	<a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Wildlife Crossing at Dowd Junction	Feasibility and design RFP in 2023 to identify additional crossing opportunities in addition to Dowd.	<a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Global Friendship   Peer Resort Exchange Programming	Staff to return to town council in Q3 with proposal for areas of alignment with key peer resort and international community exchanges. St. Anton delegation of 11 visited Vail June 6 - 10 with official tours and meetings and a proclamation at the June 6 <sup>th</sup> Town Council meeting and ending with participation at the Go Pro Mountain Games. Staff will begin working on next steps, such as an employee exchange program and potential visit next summer to St. Anton.	<a href="#">Mia Vlaar</a> , Economic Development Director. <a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Cultural Heritage Preservation & Programs	2023 Budget is \$25,000. <ul style="list-style-type: none"> <li>• March 21, 2023 – Resolution No 4 passed for the Naming or Commemoration of town-owned properties. Town’s website has been updated to include an online application.</li> <li>• Partner on Trailblazer Award process.</li> <li>• <b>Continued work in 2023 - Summervail Archives – meeting held in September with Summervail Board, VPL staff and EVLD staff to reconnect and pave the way for future work on the project ; Vail Valley Voices (Tony Mauro worked on Vail Mayors project – Dave Chapin, Kent Rose and captured Kevin Foley prior to his end of term on Council) ; Library’s 40<sup>th</sup> Anniversary (celebration first announced in March ; historic display on Hauserman table May-December 2023; Galleria Display exhibit August-December 2023; July 4<sup>th</sup> Book ‘n Bake Sales (Theme was “This Library is Your Library – 40 Years Strong”) ; Eagle County celebrates 140 years (Library hosted the traveling photography exhibit in April) ; CHC website was further updated to include cultural initiatives from other departments ; CHC committee meets bimonthly.</b></li> </ul>	<a href="#">Lori A. Barnes</a> , Director of Library Services
	Open Lands Plan	2022-2028 - Biodiversity study to kick off in late summer 2022. <b>Field work begins June 15</b>	<a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Building Code Regs	May 2022 Phase 1 complete – Adoption of 2021 ICC Codes with additions for solar and EV readiness 2023.	<a href="#">Matt Gennett</a> , Community Development Director

	Climate Action Plan Implementation	<a href="#">Roadmap to Zero, strategies to reduce town-wide and community greenhouse gas emissions. Specific program to address outdoor energy uses- snowmelt offset program currently in review by the Planning and Environmental Commission</a>	<a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
ECONOMY	<b>2. Dobson and Civic Area Plan Implementation</b>	Dobson Ice Arena – By November 1st, 2023, determine cost for Dobson; by November 2024 determine location for Town Hall services. <b>Dobson: Architect/design firm and owner’s rep presented conceptual designs for Dobson Ice Arena renovations during a Joint meeting with VRD and Town Council on July 18. Conceptual designs were adjusted based on feedback. Town Council presentation on August 1<sup>st</sup> responding to seating capacity questions and asking to continue moving forward with the recommended design and funding plan. August 15<sup>th</sup> contract for schematic design awarded to Populous team and moving forward with the \$55M option.</b> Civic Area – Contract awarded to 4240/Design Workshop/EPS to conduct spatial, floor planning, and economic analysis on Civic Hub site, Municipal Complex, and Public Works Site.	<a href="#">Matt Gennett</a> , Community Development Director <a href="#">Greg Hall</a> , Public Works Director
	<b>4. Zoning Review</b>	Propose changes to zoning regulations to enhance or encourage workforce housing: <a href="#">Ordinance No. 17 approved on 09/19/23 which allows development on steep slopes in H district. First reading of Ordinance Nos. 24 &amp; 25 on 11/07/23 to make certain strategic amendments to the H district and allow higher retaining wall heights for housing development in the proposed H and H2 zone districts.</a>	<a href="#">Matt Gennett</a> , Community Development Director
	Special Events Funding Model Alternatives Initiative	As part of the reimagining and restructure of the economic development department as a destination marketing organization (DMO), a new structure for special events funding will be explored. <b>Carl Ribaudo is providing consulting services to address the town’s reorganization into a Destination Marketing Organization including marketing, special events, welcome centers, and business development and funding models options are being considered.</b>	<a href="#">Mia Vlaar</a> , Economic Development Director
	Vail’s Stewardship Roadmap	<b>Adoption of plan by resolution by Vail Town Council occurred June 20<sup>th</sup> and initial implementation of ten year plan was built into 2024 departmental budgets. Ongoing monitoring to implementation goals and timeline will continue in 2024 and online dashboard will be created to provide transparency into progress against goals.</b>	<a href="#">Mia Vlaar</a> , Economic Development Director <a href="#">Kristen Bertuglia</a> , Environmental Sustainability Director
	Next Steps for TIF Funding	Estimated funds available between 2022 and 2030 total approximately \$45 million. Timeline: 3 - 5 years <b>Current plan is to use remaining \$45M toward the \$55M Dobson Ice Arena renovations.</b>	<a href="#">Kathleen Halloran</a> , Deputy Town Manager
	Economic Development Strategic Plan Update	Following the reimagining and restructuring of the department as a destination marketing organization (DMO), the economic development strategic plan will be wrapped into the overall new TOV Strategic Plan set for development in 2024. <b>Funding alternatives will also be considered with the goal of reducing reliance on the general fund for tourism promotion and related functions.</b>	<a href="#">Mia Vlaar</a> , Economic Development Director
	EXPERIENCE	<b>3. Excellent Customer Service</b>	By November 1, 2023, achieve the following: <ul style="list-style-type: none"> <li>• Create a clear definitions of excellent customer service to our residents and guests and a means of measuring to what degree we are providing excellent customer service.</li> <li>• Identify and implement a metric for objectively measuring organizational effectiveness and health so that a baseline is developed which can be improved on in future years.</li> </ul> <b>Presentation to Town Council November 7 of a high-level summary for implementation of Excellent Customer Service Plan. November 7 also included a presentation by RRC &amp; Associates with the summary results of post-visit guest surveys from Winter ‘22/’23 and Summer ‘23. Vail Business Survey is live as of Feb 2, 2024!</b>
Go Vail 2045 – Vail Mobility & Transportation Master Plan		July 2022 – May 2024. Completed existing conditions public outreach/analysis and Noise Study update. Team is in the process of drafting initial recommendations which will be presented to the public and Council this summer for initial comment and feedback. <b>Presentations made to Town Council August 1, August 15; Next round of presentations coming in November.</b>	<a href="#">Tom Kassmel</a> , Town Engineer

Public Works Shops Expansion and Access Improvements	March 2021 – June 2022. - Access Improvements: Engaged design team to provide a scope to provide additional steps to provide access to the upper level of the public works shop building.	<a href="#">Greg Hall</a> , Public Works Director
E-Vail Courier Implementation	Oct. 1, 2022 - Full implementation began. Council was updated on May 16 <sup>th</sup> on the success of the program and lessons learned. Town Council passed an ordinance in October for an expansion of the program to include large couriers such as FedEx/UPS. The town is currently fighting litigation by these two carriers. PD is working with Environmental on first steps for removing trash trucks from the Village Core.	<a href="#">Ryan Kenney</a> , Police Chief
Regional Transportation	Ballot measure passed in Nov. 2022. Town Council member Barry Davis is serving as the town's representative on the RTA board. This first year will be spent establishing the new RTA. Updated Town Council on August 1st	
Public Parking Initiatives	New parking rates and passes were implemented at the start of the 2022/23 winter season. On April 18, Town Council approved recommendations by the Parking Task Force to implement changes to summer parking overnight rates and event parking rates at Ford Park. Parking Task force met July 21 to continue discussions for the upcoming winter parking program. Town Council approved the winter parking plan on August 15 <sup>th</sup> . Parking Task Force set to meet in the coming month to recap the summer parking program and learnings from new initiatives (carpool, etc)	<a href="#">Greg Hall</a> , Public Works Director
Guest Experience Initiatives	PrimaVail and PrimaService programming will continue through September. Early winter will see the reactivation of PrimaVail guest service training and PrimaService employee support and recognition for the winter season.	<a href="#">Mia Vlaar</a> , Economic Development Director