



STRATEGIC PLAN

4/20/2021

VISION:

Mt. Crested Butte will be a collaborative leader that preserves the region's natural beauty, delivers exceptional municipal services, enhances quality of life, champions sustainable tourism, and fosters an atmosphere where residents and businesses can thrive.

GUIDING PRINCIPLES:

1. Leads Collaboration Across the Valley
2. Promotes Environmental Stewardship
3. Plans for Responsible and Intentional Growth
4. Balances Full-time Resident, Part-time Resident, and Tourist Needs
5. Supports Recreational and Cultural Opportunities Accessible for All
6. Maintains a Fiscally Responsible Government

STRATEGIC GOALS:

LEADERSHIP	Cultivate and maintain a culture of continuous planning for the Town with an emphasis on Regional cooperation and shared success.
ENVIRONMENT	Take deliberate action to develop and advertise policies and projects that promote community-wide environmental stewardship.
HOUSING	Coordinate with regional partners to support and continually strive to create Community Housing to maintain a healthy balance between residents and visitors, housing types, and income levels.
TRANSIT	Coordinate with regional partners to maintain a convenient, reliable, intuitive, and efficient transit network.
INFRASTRUCTURE	Enhance mobility, public space, and digital infrastructure with an emphasis on minimizing impacts to the environment and roads.



2021 ACTION ITEMS:

Leadership

1. Develop a Mt. Crested Butte Master Plan, in conjunction with regional planning efforts, focused on placemaking, enhancing public services, and responsible and intentional growth.
2. Celebrate successes in the Valley through shared marketing efforts.
3. Continue Valley-wide coordination on how to mitigate the impact of increased tourism in the region, with an emphasis on encouraging current organizations to work together towards shared goals without overlapping efforts.
4. Invest in regional programs that support healthy, active, and balanced lifestyles, including physical and mental health services.
5. Encourage development of in-town essential services and supportive health services.
6. Perform an annual update of Admissions Tax grant criteria and allocations to ensure consistency with Strategic Goals.
7. Encourage increased participation in Town leadership positions.

Environment

1. Develop strategies to communicate our values and ethics as an environmentally conscious and responsible community.
2. Work with the Chamber to establish a "Green Business Award".
3. Consider purchasing green renewable energy and communicate where the energy comes from.
4. Invest in GV-HEAT for existing deed restricted housing to make homes more energy efficient, affordable, and safe for residents.
5. Invest in renewable energy technologies to reduce GHG emissions and utility bills for new Community Housing projects located in Town.
6. Consider renewable energy production on town-owned property.
7. Create building code updates and land use polices that address both the existing built environment and new construction to increase energy efficiency.
8. Consider incentivizing onsite renewable energy production on private property.
9. Inside town buildings, eliminate single use waste.
10. Create solutions for businesses, special events, residents, and visitors to reduce landfill waste.
11. Consider criteria for Admissions Tax Funding recipients that includes promoting sustainability.

Housing

1. Work with housing experts to meet goals in the *Housing Needs Assessment* by exploring partnerships, grants, and funding collaborations.
2. Assess land use policy and zoning to ensure it supports Community Housing and creative types and sizes of housing.
3. Identify opportunities and methods to encourage private construction of Community Housing and encourage landowners to build the housing required for mitigation rather than payment in lieu, when feasible.
4. Explore opportunities for the Town to build Community Housing.
5. Pursue incentives to build long-term rental ADUs on-site at Single Family homes.



6. Explore ways to increase rental housing opportunities.

INFRASTRUCTURE

Public Facilities

1. Pursue grant funding to upgrade Town park, playground, and Wedding Garden.
2. Continue to develop alternative modes of transportation and essential transportation infrastructure.
3. Continue to pursue options for a postal service pickup location for the 81225 zip code within Town limits, including free enterprise options.
4. Begin installing EV charging stations and work with partners to apply for grants.
5. Develop incentives to reduce single occupancy vehicle use.
6. Consider canopy solar gardens in town surface parking lots.
7. Work to protect, preserve and restore significant natural areas and corridors.
8. Increase mobility options to access Snodgrass outside of private vehicles.

Transit

9. Continue frequent engagement with Mountain Express and RTA on short- and long-range planning to improve ridership and operations, reduce organization emissions, and work towards ways to reduce emissions from the bus fleet.
10. Invest in regional marketing to visitors to promote the use of both Mountain Express and RTA bus systems.
11. Assess electric and alternative energy vehicles for Town use.

Parking

12. Assess use of technology to improve parking management.
13. Work with CBMR and the Town of Crested Butte on a regional parking plan to reduce private vehicle travel between Towns and CB South.
14. Work with CBMR on future parking needs.
15. Assess feasibility and value of regional park-n-rides.

Digital Infrastructure:

16. Work with Region 10 and other funding partners to complete broadband access and engage new ISPs to CNL building.
17. Find ways to improve cell phone signal and bandwidth of cellular network in the Upper Gunnison Valley.