AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Gunnison County Strategic Plan Implementation Upda

Action Requested:

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Please see the attached submitted by Cathie Pagano

Fiscal Impact:

Submitted by: Josh Ost for Cathie Pagano **Submitter's Email Address:** jost@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 5/4/2018

○ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 45

Agenda Date: 5/8/2018

Revised April 2015

Gunnison County Strategic Plan

Community & Economic Development Updates

May 2018

C. 1. By December 31, 2017, a Sustainable Tourism and Outdoor Recreation Strategic Committee and organizational framework will be established to collaboratively set priorities, plan, and implement improvements in outdoor recreational assets.

STOR Committee began meeting in December 2017 and has met monthly since then. There are 23 regular members of the Committee. Staff and members of the Committee have also applied for a grant from GOCO as part of the Colorado Outdoor Stewardship Coalition Statewide Stewardship Initiative. GOCO is expected to award two to three grants totaling $1.2 million sometime in June.

The Committee has been working to develop a strategic plan for the past several months.

DRAFT STOR Committee Strategic Plan

Goal 1: Ensure the Valley's tourism sector of the economy is resilient, vibrant, and supports our community values.

Strategic Results

1. **By (date), support and enhance a sustainable, diverse and adaptable array of tourism and recreation offerings and opportunities.**

Team: Mallory Logan, John Norton, Erica Mueller, Paul Merck, Christie Hicks, Tim Kugler

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Identify current offerings for all seasons. Benchmarking Destimetrics & public perception. Rank offerings by marketing priorities.	May 2018		J. Norton
2	Determine how to rank offerings: • Is it a big market? • Is it something we could do well? Be better than others? • Will it enhance our community and valley? • Will it help Western attract and retain students? • Is it environmentally sustainable? • Brings a positive economic impact?	May 2018		Group

3	Develop a Master spreadsheet: who/what/where /when/why Rank Offerings. Identify areas for additional opportunities. Identify weakness/strengths of current offerings. Rubric- measurement of success. Geographic opportunities for occupancy.	May/June 2018		Chris Haver
4	Review and identify if support is appropriate. New recreation proposals (i.e. ski area expansion, new trail networks, campgrounds, etc.)	Ongoing		

Required Resources:

- No resources required at this time.

Goal 2: Foster a resident and visitor culture that demonstrates respect for our community, culture and environmental stewardship.

Strategic Results

1. **By (date), the STOR Committee will communicate a consistent sustainability and stewardship message, including elements of Mountain Manners, SHIFT principles, Stay the Trail, and Leave No Trace, as measured by:**

   - ____% of residents and visitors will be educated about our community stewardship ethic using survey data from Chambers, Crested Butte Conservation Corps, and Mountain Manners
   - By (date), maps, signage, websites, print and digital media will be cohesively branded.
   - By (date), communication materials will be integrated with federal and state land agencies messaging and materials.
   - By (date), information will be easily accessible for residents and visitors about where and how to do recreation activities.

Team: Scott Borden, Ben Breslauer, Bruce Allen, Sandy Snell-Dobert, Joellen Fonken, Noel Durant, Chris Parmeter, Erica Mueller

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Cross-reference existing stewardship program's messaging and define common stewardship principles	July, 2018		Chris Parmeter

	to create a simple, consistent, set of principles for communications.			
2	Develop & contract for a comprehensive Brand/logo/tagline for County recreation amenities that includes stewardship principals	Aug 1, 2018		
3	Develop "toolbox": includes ethic principals, messaging and background, logo/ branding/ tagline, and physical resources like brochures, stickers, links to existing organization's resources for curriculum, and maps showing where and how to recreate responsibly.	Oct 1, 2018		Team
4	Work with schools, existing education programs, and organizations to incorporate STOR stewardship message and principals into programs (utilize toolbox)	Nov. 2018		Extension office?
5	Advance long-term volunteer stewardship through coordinate programming of opportunities and coordination of efforts (see SSI Concept Paper)	Dec 2018		Cathie Pagano
6	Develop centralized community calendar	May be in progress already with KBUT		
7	Work with tourism related businesses to train employees in STOR ethic and distribute STOR message to visitors. (utilize toolbox)	Nov, 2018		MEM student?
8	Gunnison Sustainable Tourism and Outdoor Recreation Day: celebrate success stories, recruitment op., ethic messaging	March 2019		

Required Resources:

- Funding for brand/ logo/ ethic tagline development
- Funding to add brand/ tagline to signage
- Shared server or website for virtual toolbox
- Funding for physical toolbox resources: brochures, swag, educational resources
- ? MEM to spread ethic message and train business employees- develop methodology to measure success of messaging on perceptions
- Location and funding for Outdoor Recreation Day activities
- Contact list of tourism and recreation based businesses
- Contact list of educational program managers from agencies and school contact for coordination of STOR messaging in existing programs

Goal 3: Support collaboration between federal land agencies, local government, nonprofit and user groups to improve management of recreation and natural resources.

Strategic Results

1. **By (date), create a funding plan and budget for STOR Committee projects.**

   Team: Frank Kugel, Paul Merck, John Messner

	Task	Estimated Completion	Date Completed	Lead
1	Develop partnership with National Forest Foundation	Dec, 2018		County Commissioners, NFF
2	Establish bi-annual meeting for grant collaboration and coordination amongst STOR members and others—could tie into special event meeting	Sept. 2018		Community Development Staff
3	Identify if STORC will offer letters of support for vetted grant applications or if that needs to come from individual agencies	May 2018		STORC

Required Resources: TBD

2. **By (date), STOR Committee members will continue to engage at state and federal level to advocate for our community on related funding and policy decisions.**

Team: Kevin Alexander, John Messner, Navid Navidi

	Task	Estimated Completion	Date Completed	Lead
1	Gunnison County and STOR Committee members shall continue to participate in relevant local, State and Federal processes and rulemaking.	Ongoing	Ongoing	County Commissioners
2	Continue to foster relationships with elected officials at the State and Federal level.	Ongoing	Ongoing	County Commissioners

3	Work with other communities to learn from their experiences and challenges in addressing sustainable tourism and outdoor recreation	Ongoing	Ongoing	Community Development staff

Required Resources: None at this time.

Goal 4: Be proactive in management of private and public natural and recreation assets to minimize degradation and enhance quality.

Strategic Results

1. **By (date), develop a management, maintenance, and implementation plan for recreation infrastructure to ensure a sustainable and high-quality experience.**

Team: Christie Hicks, Tim Kugler, Noel Durant, BLM, Navid Navidi, Ben Breslauer, Kevin Alexander, Chris Parmeter, Dave Octs, Bruce Allen, Aaron Drendel, John Messner

	Task	Estimated Completion	Date Completed	Lead
1	Develop Pilot Management Program in the Slate River Drainage (including Peanut Lake area)	Dec. 18		Subcommittee
1a	Develop plan for installation of sanitary facilities at key locations	Dec. 18		CBLT
1b	Develop parking management plan (winter and summer) at Peanut Lake Road and Slate River Rd	July 18		GC Public Works
1c	Collaborate with communication group on signage for winter and summer access and reduced vehicle traffic on Peanut Lake Rd. Wayfinding strategy from 4-way stop or other key location to trails (easier to walk/ride than drive).			Discuss w/ Comm. group
1d	Collaborate with communication group on plan for communicating changes to existing access/policies (i.e. access at Gunsight Bridge, river use)	July 18		CBLT w/ Communication group
1e	Collaborate with Gunnison Trails and CB Conservation Corps to develop plan for outreach and education in these areas. Identify needed support. Advance long-term volunteer stewardship through coordinate programming of opportunities and coordination of efforts (see SSI Concept Paper)	June 18		Gunnison Trails
2	Develop a multi-jurisdictional map that identifies recreation and natural resource assets. Include locations of sanitary facilities, boat ramps.	May 18		GC GIS
3	Support efforts to develop opportunities (public-private partnerships?) for development of private campgrounds closer to municipalities	Dec. 18		BLM and County

4	Identify locations of future expanded use when recreation/camp sites are at capacity	Dec. 18		
5	Expand and financially support Conservation Corps model in Gunnison, CB and Taylor Park utilizing volunteer stewardship model	March, 2019		

Required Resources:

- Funding for sanitary facilities
- Funding for signage and any associated design work
- Outreach and charrette meetings may be needed for parking management
- If we received GOCO grant for CO Stewardship Coalition work this all may be very feasible.
- Continued County GIS support for updating recreation map
- Staff time from each lead entity to develop plans and implement.

D. 1. By December 31, 2017, the perception of at least 50% of respondents to the biennial Citizen Survey will be that land use and planning services are good or excellent.

The Biennial Citizen survey results in 2017 showed that 46% of respondents rated land use planning services as good or excellent. Community Development staff continues to do outreach with customers to improve services. Outreach has included:

- Contractor/builder stakeholder groups to review and discuss updates to building codes.
- Outreach to real estate community in advance of real estate transfer title policy related to OWTS regulations.
- Annual spring construction kickoff meeting and had over 40 people in attendance.
- Upcoming opportunities for public engagement include the Shady Island project and Lot 22 housing site in the City of Gunnison.

D. 2. By December 31, 2018, Gunnison County's Land Use Resolution will be reviewed to ensure regulations are streamlined and efficient, reducing any potentially unnecessary barriers to sustainable development, while also promoting health, safety, general welfare, the environment, and a prosperous community.

Review of our regulations is an ongoing effort in the Community Development Department. In 2017 and 2018 the following changes and updates were made:

- Essential housing fees were amended to allow construction of a deed restricted unit in lieu of payment of the linkage fee
- Staff will be reviewing updates to the linkage fee based on the 2016 Needs Assessment and 2018 AMI data within the month with the BOCC
- Adoption of the 2015 IRC and IBC Building Codes
- Proposed adoption of revised OWTS regulations in spring of 2018
- Staff has collaborated with CB South POA to review and amend Commercial Area Master Plan to incentivize village commercial development.
- Staff will be proposing shared cost agreement for sewer line installation to BOCC for policy consideration
- Staff will be reviewing option for adoption of transportation impacts fees with BOCC in next 1-2 months
- Upcoming amendments scheduled for review and discussion in May which include the following:
    - Section 5-102: Projects Classified as Administrative Review Projects That Require Land Use Change Permits
    - Section 5-104: Administrative Review Project Application
    - Section 9-201: Individual Manufactured and Mobile Homes
    - Section 9-301: Applicability and General Standards (Commercial and Industrial Uses)
    - Section 9-509: Camping on Individual Parcels
    - Section 9-604: Incentives to Provide Essential Housing

- Deletion of Energy Conservation section because it is out of date and redundant with Energy Code.