TOWN OF ERIE
1874

ERIE
COLORADO

ELEVATE ERIE
Planning Our Future Together



ELEVATE ERIE

Planning Our Future Together

Comprehensive Plan & Transportation Mobility Plan

Board of Trustees Study Session with Planning Commission | January 17, 2023

Meeting Overview

- Introductions
- Project Overview
- Community Outreach Strategy
- Discussion on Key Issues & Opportunities
- Next Steps & Closing

Meeting Goal:

Kick-off the Elevate Erie planning process in a productive and collaborative way!



Introductions

- Board of Trustees
- Planning Commission
- Project Team

Mentimeter Warm-up

- www.mentimeter.com
- Real time responses
- Anonymous responses

What excites you most about Erie's future?

What excites you the most about Erie's future, over the next 20 years?

New commercial growth at I-25

Maturing into exciting opportunity

Looking forward to Erie having a commercial town center and more employment options nearby.

The prospect of making places for community to be enriched, such that people wish to visit, live, work and play in Erie!

Commercial growth to catch up with residential growth; i.e Town Center

The possibilities of Erie growing and evolving as a well rounded community (with parks, amenities, diverse housing that welcomes multiple generations with easy access to transportation and a world class trail system) of the growing Denver metro.

The sky is the limit - growth can bring a lot of positive benefits

I see Erie as being a vibrant community and economic hub for the northern front range, including a small town community feel, as well as economic development along the I-25 corridor

Long term, planned growth that keeps the citizens interest at its core in all of the decisions

What excites you the most about Erie's future, over the next 20 years?

Erie, has the potential to have its dreams realized by the input provided by current and future residents in an inclusive and constructive manner

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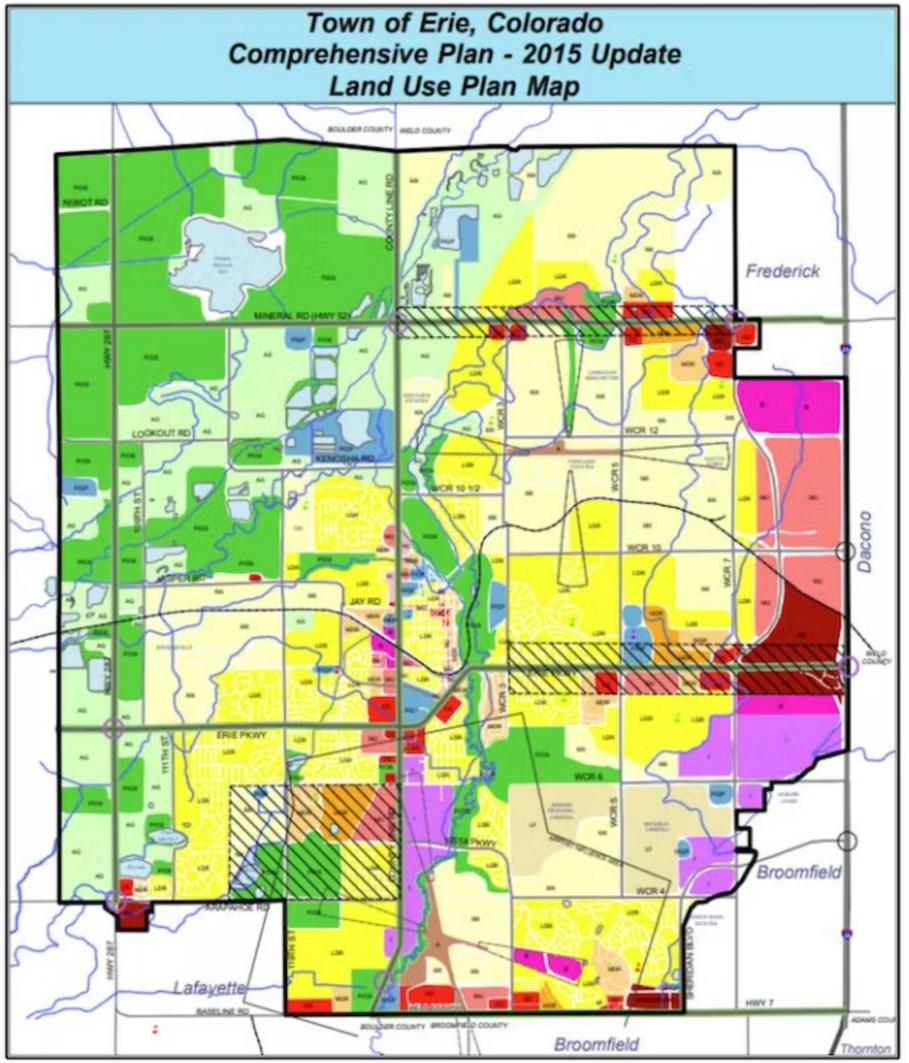
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Project Overview

Plan Purpose

- Community vision for the future
  - Assists in decision making
  - Provides information
  - Enhances coordination
- Comprehensive Plan
  - Growth Framework
  - Policy Framework
  - Implementation & Action Plan
- Transportation Mobility Plan
  - Goals for Multimodal network
  - Prioritization & Funding
  - Implementation &Action Plan



Project Overview

Project Launch

- Initiate Project
- Develop project brand
- Project Management Plan
- Community Outreach Strategy
- Establish TAC & PAC

Q4 2022

Analysis

- Existing conditions reporting
- Auditing exiting plans, policies
- Market analysis
- Issues & opportunities
- Transportation data

Q4 2022 – Q1 2023

Visioning

- Develop vision & guiding principles
- Scenario planning
- Policy framework
- Land use & transportation network maps
- Indicators
- Monitoring

Q2 2023 – Q4 2023

Realizing the Plan

- Draft plans
- Plan adoption hearings
- Training
- Implementation

Q4 2023 – Q1 2024

Community Engagement

Focus for the Update

- Establish shared vision for the Town
- Incorporate new topics & concepts (previously identified)
  - Mobility & enhanced transportation options
  - Sustainability & resilience
  - Affordable housing
  - Diversity, equity & inclusion
- Test growth & mobility scenarios
- Create implementation & monitoring program
- Ensure robust engagement!

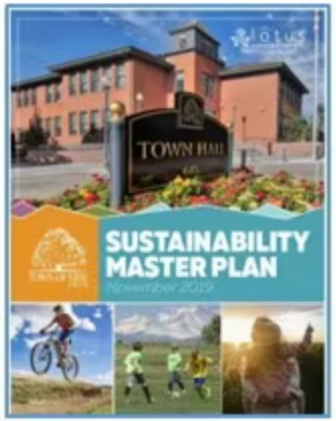
Data & Information Gathering

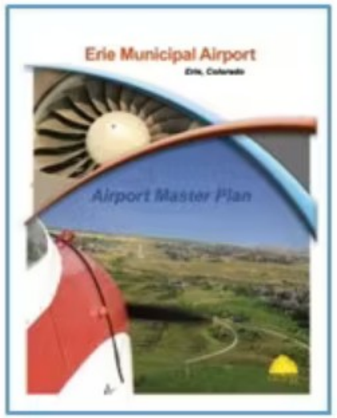
- Community Character
- Demographic & Growth Trends
- Land Use & Zoning
- Housing
- Transportation & Mobility
- Parks, Recreation, Trails & Open Space
- Economy
- Public Facilities & Services
- Education
- Community Health
- Other

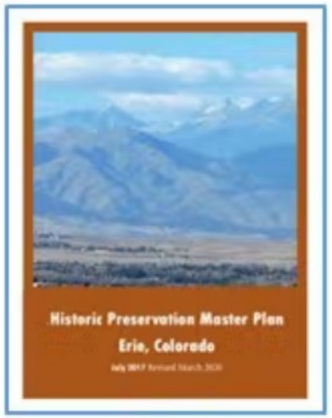
- Plan Audits

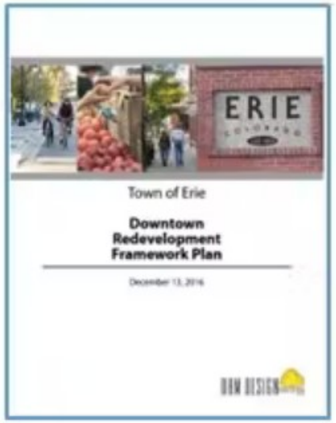












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Initial Community Outreach Strategy

Outreach Goals

- Develop a solid understanding of the community's needs & interests
- Engage all affected stakeholders & create an inclusive approach to incorporate community voices.
- Build on outreach & engagement efforts currently underway.
- Gather community input & utilize it to shape the final plan.



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Groups to Engage With

- Erie residents & community at large
- Planning Commission & Board of Trustees
- Other advisory boards
- Business community
- Advocacy & non-profit groups
- Regional partners & neighboring jurisdictions
- Development community
- Affordable housing providers
- Recreation providers
- Arts & cultural providers
- Transportation providers
- Youth



Who else should be included in this process?

Who else should be included and how?

Groups representing youth and young leaders, Scout Leaders, Leadership and government groups and classes at the high school, etc…

St Vrain Valley School District Soccer and Football leaguesDaycare providersHOAs

Every HOA and Property owner in the Town. Groups that meet regularly at the Community Center.

55+ community

Cities of Broomfield, Lafayette, Frederick, DaconoBoulder County NAACPChurches in townBBNONE Committee

Business owners, EEDC, non-profit groups, development community, school boards, HOAs, residents who have lived in Erie > 10 years, 55+ community, new residents < 2 years living here, all boards and commissions

Residents of the mobile home parks in old town, landowners of properties that are in the unincorporated areas within the Erie Planning area, Seniors, Teens and Young adults, Potential Employers all through direct engagement and surveys.

Seniors through the Parks & Rec program and outreach (senior housing).First responders (EPD, MVFPD, other).Business staff, not just owners... goes to transportation and housing needs.

Work with both BVSD, SVVSD school districts, CU-Boulder (many residents are employees to discuss transit needs. Make sure to reach out to older populations to build trust due to upcoming changes. Also reach out to Boulder County United Soccer.

Who else should be included and how?

DEBA, EEDC, Erie Chamber, for guidance of economic growth. AEDBA for airport growth

Project Committees

- **Plan Advisory Committee (PAC)**
  - Coordinate with other town initiatives
  - Provide input on overall project strategy
  - Facilitate community engagement
  - Identify issues & opportunities
  - Provide feedback on interim work products
- **Technical Advisory Committee (TAC)**
  - Provide technical expertise, data, resources
  - Align with other initiatives
  - Review & comment on interim work products
  - Weigh in on big decisions
  - Share & gather information from respective work groups



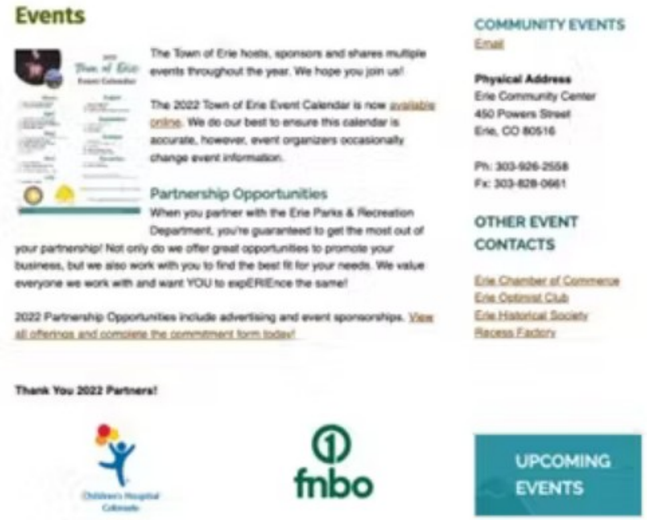
Outreach Tools



Engage Erie Webpage
Social Media



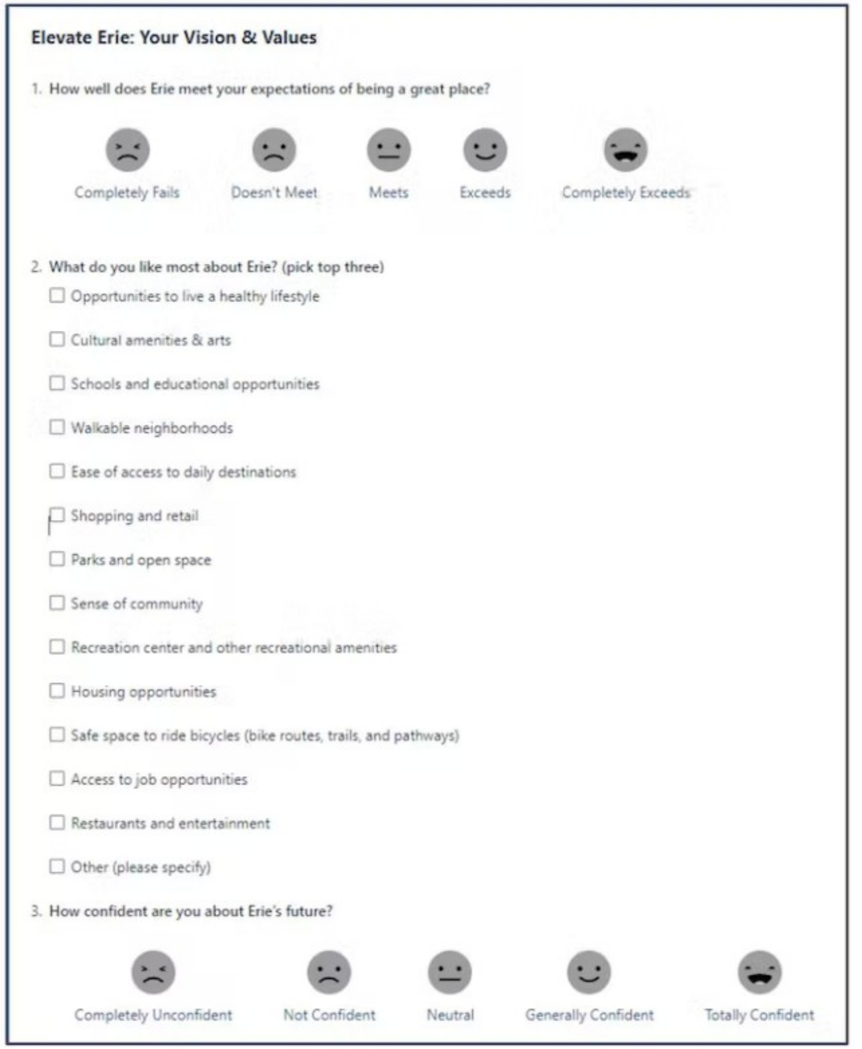
Newsletter & Mailers
Surveys



Community Events

Initial Engagement Activities

- Vision & Values Questionnaire
- Stakeholder Interviews/Focus Groups
- Collaboration with other initiatives
  - Home Rule Commission
  - ADA Self-Evaluation & Transition Plan
  - Regional Collaboration
- Employment Engagement
- Opportunities for Youth Engagement



Elevate Erie: Your Vision & Values

1. How well does Erie meet your expectations of being a great place?

Completely Fails | Doesn't Meet | Meets | Exceeds | Completely Exceeds

2. What do you like most about Erie? (pick top three)

- ☐ Opportunities to live a healthy lifestyle
- ☐ Cultural amenities & arts
- ☐ Schools and educational opportunities
- ☐ Walkable neighborhoods
- ☐ Ease of access to daily destinations
- ☐ Shopping and retail
- ☐ Parks and open space
- ☐ Sense of community
- ☐ Recreation center and other recreational amenities
- ☐ Housing opportunities
- ☐ Safe space to ride bicycles (bike routes, trails, and pathways)
- ☐ Access to job opportunities
- ☐ Restaurants and entertainment
- ☐ Other (please specify)

3. How confident are you about Erie's future?

Completely Unconfident | Not Confident | Neutral | Generally Confident | Totally Confident

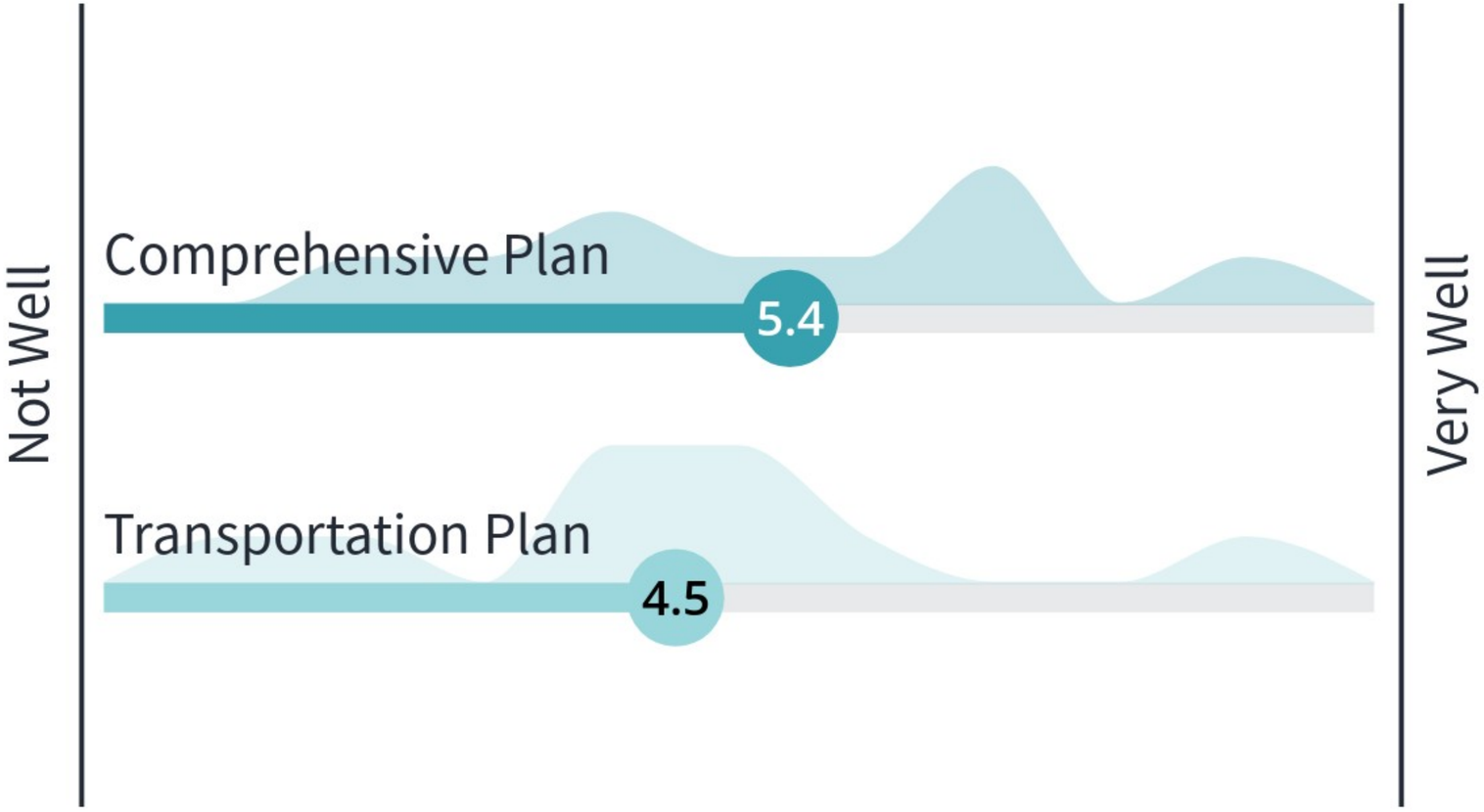
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Discussion on Key Issues & Opportunities

1. How well do you feel like our existing plans have served the Town?



2. In just a few words, what would make this planning process a success?



3. What is important to ask the community?

How much growth is too much?

What are the priorities that the Town should focus that will make Erie a more complete town and how it can be different from neighboring communities in a thoughtful and meaningful way.

How important is commercial growth?

What do you want your community to look like? What in our town is important to you?How do you want to grow?

How do you feel about growth thus far? Too much? Just right?

What do you believe is working most successfully related to community planning and/or transportation, such that we can continue to build upon?

What does the community look like in 20 years, and what steps would you like the Town to take to get there?

What commercial opportunites do you want to see?

What is your understanding of what the town can do to guide, limit, or encourage growth, both commercial and residential and other?

3. What is important to ask the community?

What do you want your hometown to look like? What's working now? What's not working? What are some needs we maybe haven't considered? Are you represented in these questions/leadership?

Why do you live in Erie? What should change? What should stay the same?

What is your vision of our Town's future

Most important is to really ask, not push-polling or manipulating. Avoid political or academic language. Ask their concerns.

How much open space is realistically atainable and managable?

TAC Identified Key Challenges

- Climate change and water
- Housing affordability and diversity
- Growing beyond a small town
- Financial sustainability
- Jobs and economic development
- Moving away from auto dependance



4. What are the top long-term issues you hear from residents?

We don't have enough primary employement in town

Housing can't keep paying the way

Too much growth

How will we be able to maintain and sustain our infrastructure as time goes on?

We are giving up large areas of commercial opportunity for more housing.

Open space concerns

Metro districtsHousing affordabilityPrioritize being a friendly, diverse and inclusive community

Growth that appears to be not fully thought out or planned. Curiousity about what new commercial projects will come to town.

Concerns about oil and gas development near homes. Mobility concerns for our older adults. Housing affordability. Services. Water conservation concerns.

4. What are the top long-term issues you hear from residents?

The Town is not listening to the residents.

Lack of transparancy from the Town

Too much oil and gasToo much developer influence

When will the growth stop? Why don't we have more transportation options? How will we accommodate all the traffic and parking? Why don't we have business A, B and C?

Cost of living is making it hard to get by. Difficult to find childcare and schools are overcrowded. Youth programs fill up in 30 seconds after reg opens. Infrastructure lagging behind growth. Town spending a lot of money.

Metro districts.

Managed growth - vs unplanned growth

1) Water and energy concerns, 2) Physical community connection,. 3) Rapid Growth 4) Sustain Economic stability-balance between residential and business growth, 5) Housing affordability, 6) Transportation limitations. Diverse amenities. 7) Work-Live

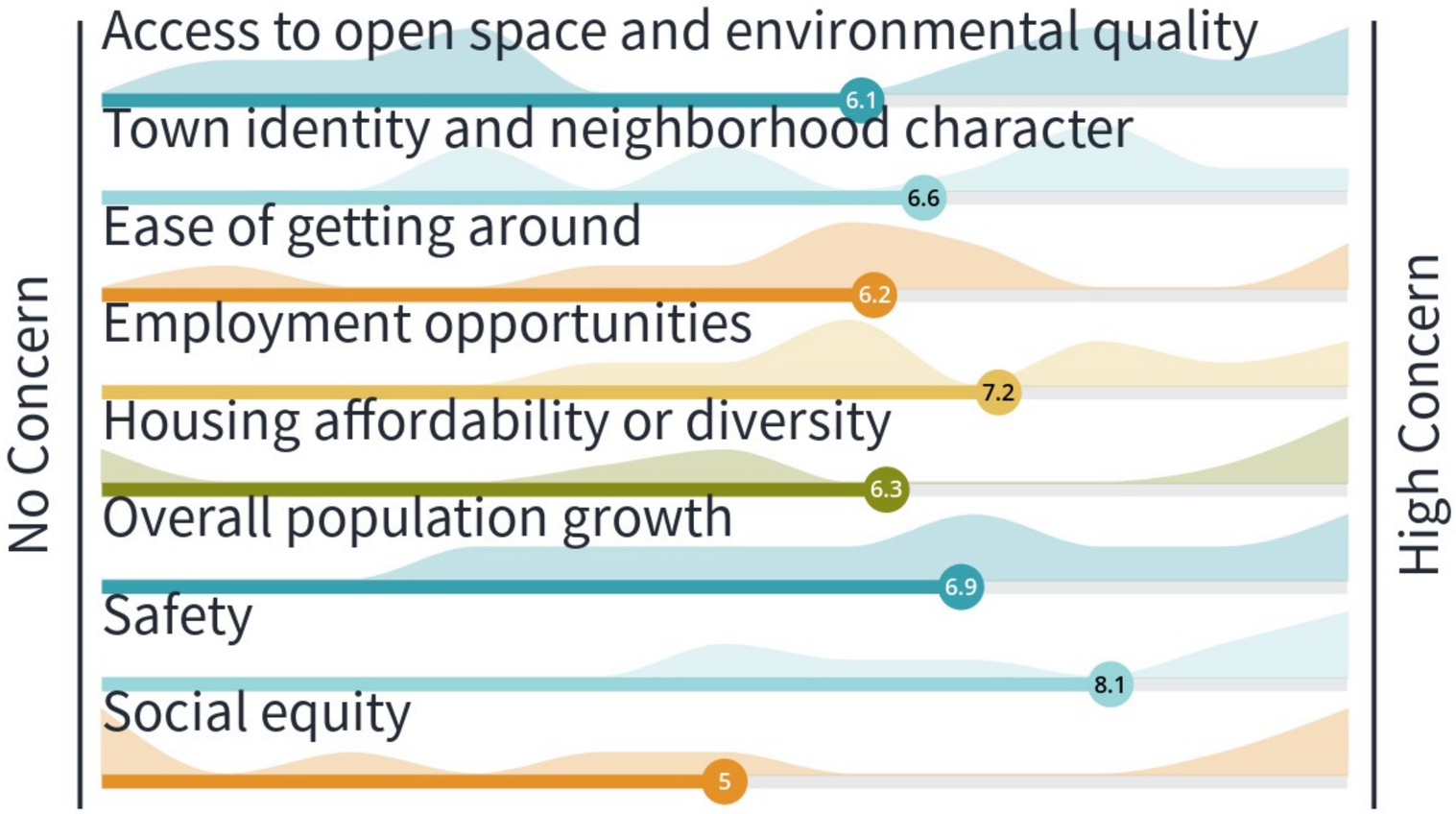
How long will the landfill be open? Trucks are a menace.

4. What are the top long-term issues you hear from residents?

The landfill

Commercial rent is prohibitively expensive

5. What concerns you the most about Erie's future, particularly over the next 20 years?

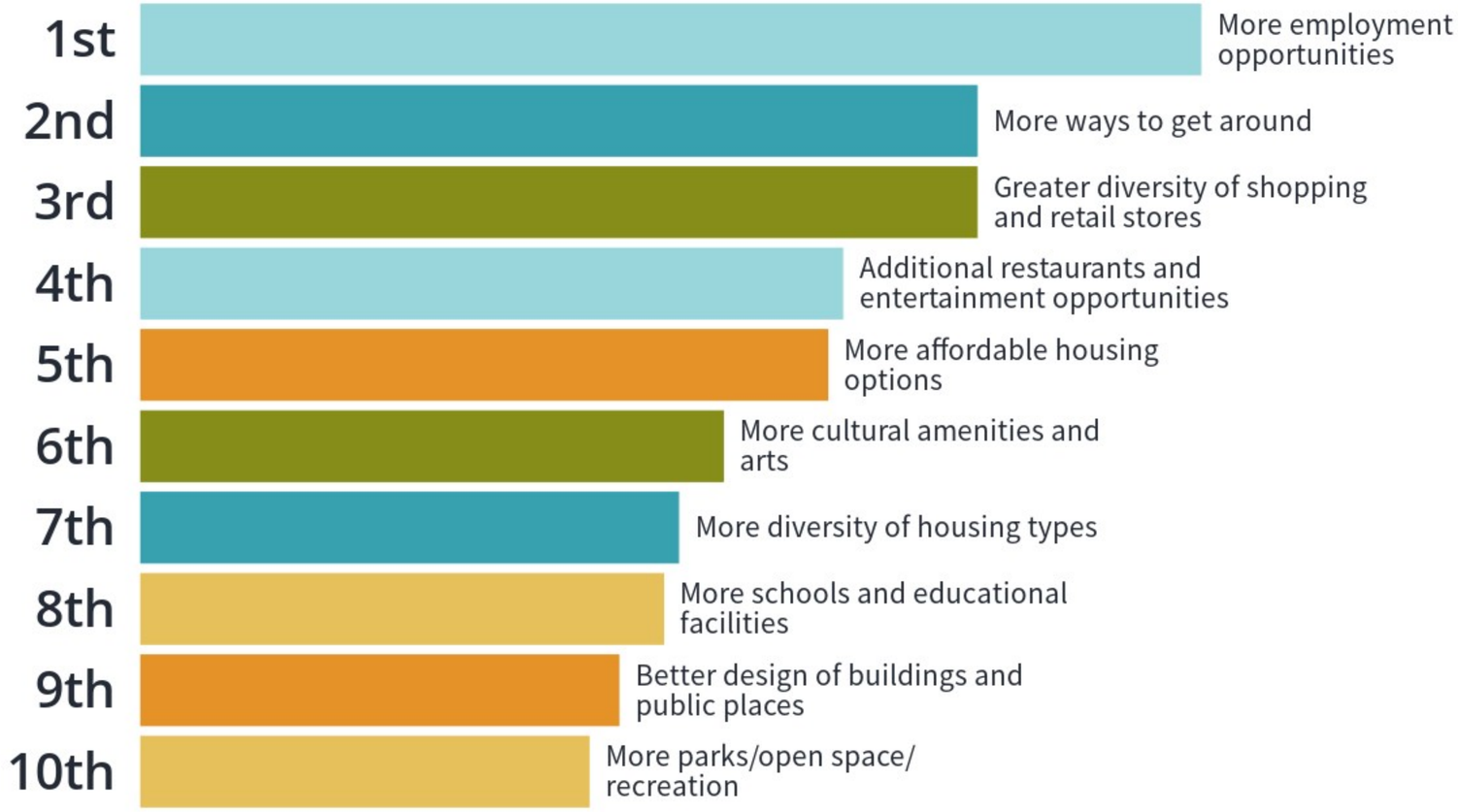


TAC Identified Key Opportunities

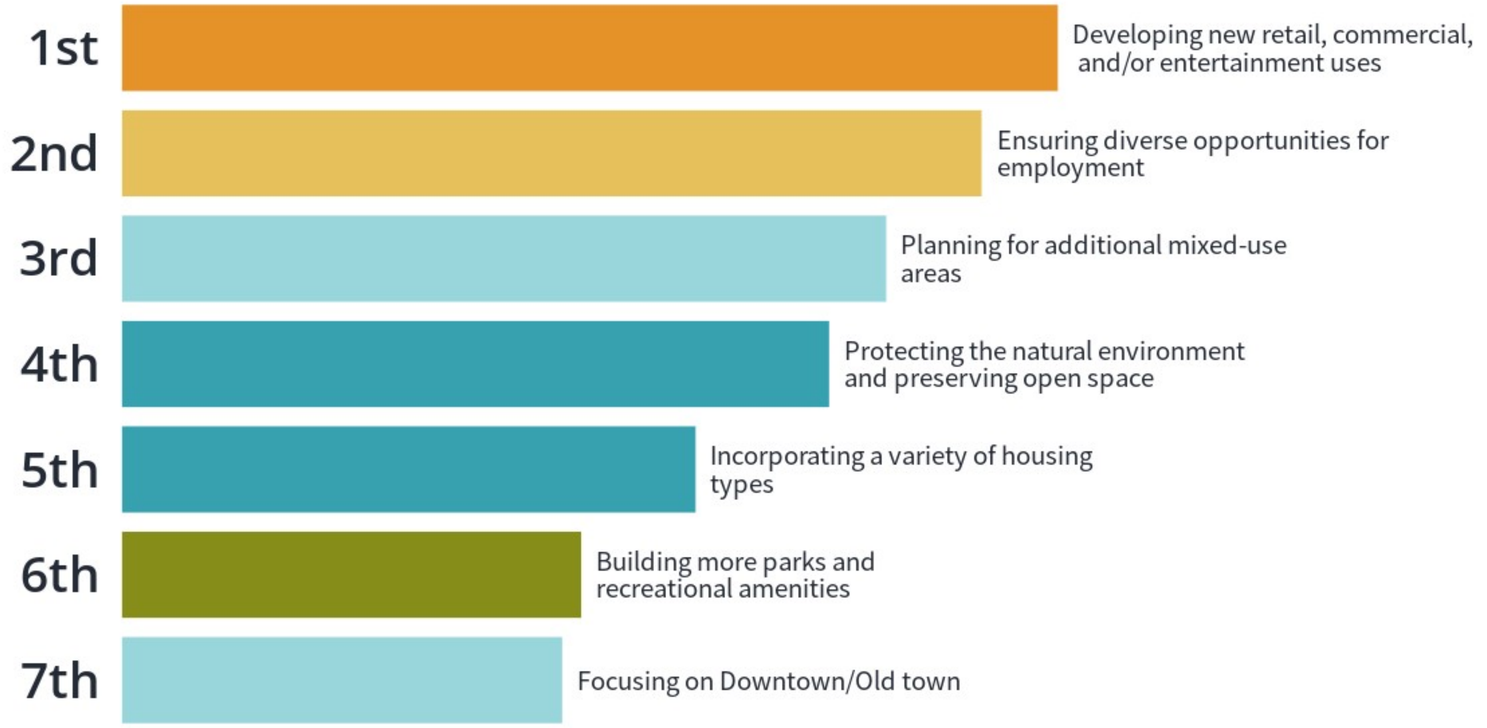
- Continued development of unique local culture and community identity
- Inclusive and affordable housing
- Highly connected and multimodal network
- Economic development with non-residential land uses
- New Implementation Strategies



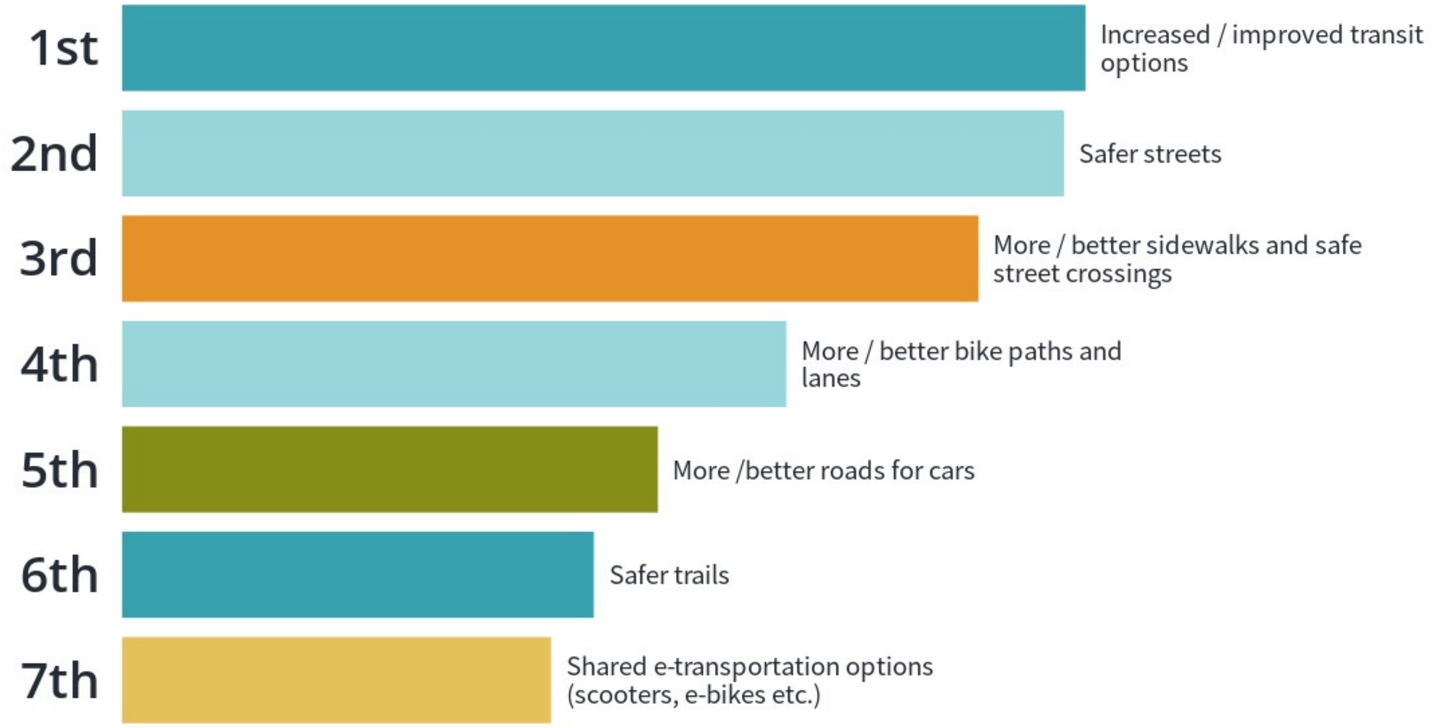
6. What is the most important change you'd like to see in Erie in the next 20 years?



7. In thinking about Erie overall, how would you rank the following elements in terms of supporting placemaking over the next 20 years?



8. In thinking about transportation in Erie, how would you prioritize improvements to our system over the next 20 years?



9. What are your top innovative ideas for Erie's future?

Annex as much surrounding land as we can NOW

Economic incubatorsAn intergenerational housing plan

Erie Gateway is a huge opportunity to give cause for the Front Range to visit, work and play, while also creating a huge opportunity for high-density housing that does not take away from the sense of Town Charm West of WCR7. Erie has room for all!

Look at what Superior has done with as small as they are.

combine parks and recreation with commerce. Some of the most successful business districts have opportunities for families to play, work, run errands as an outing.

Attract more commercial development and streamline commercial applications

1) Make Erie Airport more transit oriented and not just an airport. Utilize the land more effectively. 2) Become a transit innovation hub for new transit solutions, testing ground. Transit incubation solution generation.

Connecting the community to each other, to town leadership, to resources, to services,… bringing everyone along so we are moving together into the future to meet our goals (sustainability, parks and open space, diversity equity and inclusion, …)

Balloon festival;Center and destination for non-mountain oriented activities: disc golf, bicycle park, trailheads that head in all directions, airpark

10. What else do you want the project team to know?

Our Comprehensive and Transportation plans need to have a priority for the Town of Erie, but be undertaken as a member of the greater Front Range Community. Our plans need to work and play well with others such that we are not recreating the wheel.

Each Planning Commissioner, or Trustee has work or lived experiences that can be of assistance when it comes to tackling the challenges of how Erie evolves. The Erie staff is amazing in managing those different ideas and leveraging best practices.

Old town residents need to be heard as well. And to reiterate, one individual can read a question very differently then the next. It's important to include context.

Is there a place in the comprehensive plan for technological needs and innovations (vis-a-vis Mayor Pro Tem Loflin's comments on broadband, cell tower, other needs?

All of this growth and conversations about how we grow are great, but we have to have mechanisms to pay for it and infrastructure to support it, so questions about how much our community is willing to pay for are important.

We need input on how the Airport will fit into the transportation and economic growth model for the Town.

Don't let special interests highjack the process. This should be the Town citizen's plan.

I hope these plans will allow for change and not be so prescriptive that our future selves are hamstrung, but can pivot to meet opportunities we can’t even imagine.

Erie's greatest resource is its families. The Town has historically been one of the most family friendly places in Colorado. We need to meet the needs of families, but also maxi.mize that virtue for place making and to draw visitors.

10. What else do you want the project team to know?

Make this a living document - outlining exactly how/who/when should it be reviewed/updated. Aggregate all annexation agreements to understand what our future growth looks like & plan for the future base on the information we have!

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Next Steps

Next Steps

- Vision & Values Survey
- Convene the Plan Advisory Committee (PAC)
- Conduct Focus Groups
- Continue working with Technical Advisory Committee (TAC)
- Complete Data & Information Gathering
- Continued Engagement with Board & Commission

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Questions & Discussion

https://erieco.us/comp-plan-and-tmp/