

05/18/10

## Consolidated Feedback – Phase 1

The community provided many new ideas during the March kick-off events, during focus groups, at presentations, and online. Some of the recurring themes are listed below. They are grouped under the Plan Fort Collins categories that now more closely align with the City's Budgeting for Outcomes results categories. Please see the feedback from each event for more detail.



### ***Economic Health***

- Retain, grow, incubate, and attract employment especially targeted industries. Jobs are an important part of the economic health equation! Be thoughtful about companies to recruit, selecting those that will stay.
- Jobs/housing balance important.
- Businesses: Address entitlement process, possible special process for desired businesses? Targeted industry focus. Plan for vacant big box areas and mall.
- Develop a qualified workforce (e.g., for manufacturing related to clean energy), but training may be a better role for other organizations.
- Create sustainable economic development/fiscal sustainability (i.e., sales tax as funding mechanism does not create jobs. Evaluate alternatives to sales tax model, such as property tax, income tax, user fees, etc.) Be creative about how we finance the future. Address alternative means to pay for infrastructure needs.
- Seek more public/private partnerships.
- Support arts as part of the economic strategy.
- Foster better, higher quality retail mix – stem retail “leakage”.
- Support research and development (align City/CSU, education).
- Incentives: City has limited ability to use; if used should be for certain businesses or geographic areas of the community. Be careful of reducing development standards that impact quality of life.
- Retailers: Recognized as revenue driver, at least for now, and probably not changing soon. Focus on mall and buy local to counter regional trends.
- Resourcing Our Future: Important to consider options for revenue.
- Measure “healthy economy” with indicators.
- Don't lose momentum or vision of economic development issue in past five years.

### ***Environmental Resources***

- Prepare for changing energy needs. Due to major changes occurring worldwide affecting access to, production of, and distribution of energy, the community needs to decide how far to go towards the leading edge while maintaining a secure and reliable energy system.
- Address Poudre River flow, water quality and quantity – instream flow (amount of water needed in the river to adequately provide for downstream uses occurring in the river) and riparian habitat. Loss of in-stream flows have potential impacts on river and water quality, costs for water treatment, and water supply for parks, recreation, etc.
- Address water conservation and City's level of effort in promoting.
- Support recycling (incentives, increased opportunity, education, efficiency, etc.)

- Plan in a time of uncertainty relating to climate change, energy, water – minimize risks and promote adaptability and resiliency.
- Promote energy efficiency in buildings, including retrofitting today's buildings (but finding the right balance of incentives and mandates and building codes). Extend/expand incentives to promote energy investments by small businesses. Create an entrepreneurial atmosphere to encourage development and deployment of green technologies. Engage the community as part of the solution.
- Complete the Stormwater Program repurposing, incorporating ordinances into the City Code.
- Acquire “gaps” in the open lands network. Maintain City open lands, including promoting restoration and stewardship. Promote interdepartmental cooperation on beneficial projects (e.g., utilities, natural resources, planning, parks).
- Address air quality, especially in mobile emissions and transportation programs (see below).

### ***Community and Neighborhood Livability***

- Study infill/redevelopment and how it affects areas outside of Downtown. Recognize that many areas of the community are ripe for redevelopment. Address different standards for different areas – don't use one size fits all approach.
- Focus on the “middle” part of the City. The City has previously focused on the renewal of Downtown, the gateways, and the edges, but not the middle.
- Foster public acceptance and understanding of higher density (relationship to transportation, housing affordability, etc.).
- Create meeting places (districts) that are like Downtown. Other places in the community should take on those characteristics.
- Address appropriate levels of development along river, possibly by districts (e.g., some development on one side of the river might balance habitat, access, and aesthetics and avoid urbanization of the river.)
- Look at multiple uses for commercial buildings that are not occupied, including housing.
- Address big picture continuum of housing within more specific categories (e.g., for seniors).
- Promote mixed-use development with density to support housing affordability.
- Expand the housing land bank program (i.e., reserving land for future affordable housing needs).
- Address need for affordable housing rental units (especially for less than 30% of Area Median Income (AMI), which is the greatest need) and affordable senior housing.
- Better define “preservation” goals for Downtown and surrounding east and west side neighborhoods.
- Provide flexibility to allow unique identity and creative development.
- Foster additional cooperation between the City and developers for redevelopment, especially midtown.

### ***Safety and Wellness***

- Do more with limited resources and be creative to address funding gaps.
- Maintain current ratio of police and fire providers.
- Enhance City relationship with non-profits/human service boards to improve effectiveness of providing services. Recognize and build on existing community initiatives as part of the plan.
- Explore comprehensive network of dental, mental health, education for lower-income people.
- Sustain and improve transportation to recreation facilities.
- Ensure diverse community involvement, including hard-to-reach populations.
- Acquire farm land and easements and promote food production. Consider organic, local food production and year-round farmer's market.
- Address the growing senior population and their needs.

### ***Culture, Parks, and Recreation***

- Foster a creative culture, and creativity as a community value.
- Expand arts and culture options beyond Downtown – citywide.

- Support green streets and “linear” parks (transforming irrigation ditches and channels to trails and other multi-purpose recreation uses).
- Maintain the qualities that make Fort Collins unique.
- Support collaboration for better use of resources and facilities.
- Address funds for operations and maintenance (O&M) of existing parks (need for sustainable funding source), for trails, and to complete the Master Plan (future facilities). Look at public/private partners, sponsors, other opportunities (districts) to address funding issues.
- Monitor recreation trends and senior center needs

### ***Transportation***

- Maintain street infrastructure, including bicycle and pedestrian facilities.
- Develop a permanent/sustainable funding source for transportation. Make the public aware of the need for dedicated funding to be able to effectively plan and finance transportation projects.
- Promote public transit – it plays an important role in the whole system and in serving different population needs, such as youth and seniors.
- Develop a clear transportation vision for the future that allows for change and adaptability.
- Optimize the system to accommodate: regional commuters; access to highways and airports, personal transportation vehicles, new traffic control methods, access to employment centers, new modes of transportation, and conversion of vehicles to alternative fuels.
- Make transportation fun (e.g., make the journey as appealing as the destination).
- Diversify the transportation system (e.g., convenient mass transit, parking, freight, vehicle sharing).
- Address transportation needs of youth and seniors.
- Promote bicycle programs, education, connections, and safety.
- Improve trails as part of the transportation system, including to northern parts of City and to open spaces and recreation facilities.

### ***High Performing Government***

- Improve the Budgeting for Outcomes process to focus more on community priorities.
- Increase monitoring of utilities and other programs (e.g., action plan for supply and quality, replacing aging infrastructure).
- Promote regional thinking and planning.
- Promote education, making the community part of the solution.
- Foster “be local” actions.
- Show comparisons with other cities and more data; more fact-based decision-making.
- Refocus on the definition of Sustainability for Fort Collins. Create sustainability indicators and improve scorecard metrics (e.g., for bicycle, transportation, air quality, walking, VMT).
- Grow wisely – have and use better monitoring data and modeling tools.
- Work with CSU, Front Range, and school district to promote the World Class City vision.