



# Community Vitality

## 2020 – 2022 Strategic Plan

**Mission:** We support the people's pursuit of a shared vision of place through the management of Boulder's special districts, administration of parking and access services, and cultivation of economic resiliency for the entire community.

**Vision:** To facilitate an economically resilient community through stewardship of vibrant public places, excellence in service delivery, and support of opportunity and social mobility for all.

**Values:** Integrity, Collaboration, Innovation, Customer Service, Respect.

### Strategic Goal #1: Access for People

**Definition:** To support inclusive, multi-modal access to neighborhoods, businesses, and institutions throughout the City to facilitate economic activity and support quality of life. We do this by managing programs, policies, and public infrastructure, including parking structures, and related enforcement operations.

**Objective 1.1:** Pursue new products and program changes and expansions that enhance multi-modal access, improve the customer experience, and provide ease of access to key economic centers.

**Objective 1.2:** Lead a parking pricing assessment and program changes to improve access, increase mobility options, and reflect industry standards.

**Objective 1.3:** Increase proactive outreach and communications to stakeholders, residents, the University, and visitors in the pursuit of greater compliance and improved customer experience.

**Objective 1.4:** Invest in existing infrastructure to enhance and extend life of district-owned assets and develop a strategic asset plan for future opportunities.

**Objective 1.5:** Set and achieve customer service enhancements such as, reducing in-person wait times, setting standards for responsiveness to customer issues, and further development of partnerships.

### Strategic Goal #2: Vision of Place

**Definition:** To facilitate a shared vision among Boulder's centers of economic activity to enhance culture, connection, and community. Supporting the stewardship of public assets within managed districts and other economic centers for the purpose of fostering connections between people and place.

**Objective 2.1:** Utilize existing programs to contribute to the city-wide Vision Zero goals; safety enhancements for pedestrians, bikes, and vehicles.



# Community Vitality

## 2020 – 2022 Strategic Plan

**Objective 2.2:** Enhance investment and partnerships in projects that improve the look and feel of centers of economic activity, including, but not limited to, public art, creative lighting, wayfinding, and other infrastructure that contributes to positive environmental design.

**Objective 2.3:** Contribute to the success of inclusive signature special events that enhance the cultural opportunities within special managed districts through shared coordination, partnering on communications, and proactive contact with event organizers.

**Objective 2.4:** Partner with other city departments and external stakeholders to test solutions to the challenges of curbside management and enhanced regional transit service.

### Strategic Goal #3: Pursuit of Vitality

**Definition:** To facilitate a diverse and dynamic economy where residents, the University and businesses grow and succeed together through strategic partnerships (internal and external), policies, and programs. To support an environment for innovation and cultivating a skilled and diverse workforce through sponsorships, outreach, research, education, and planning in advancement of financial security, economic opportunity, and social mobility for all.

**Objective 3.1:** Revamp and enhance existing business programs and sponsorships to better support goals of financial security, economic opportunity, and social mobility for all. Including leading the direct support of targeted business (i.e. women, minority-owned, etc.) through grants, technical assistance, and access to affordable commercial space.

**Objective 3.2:** Serve as primary point of contact for prospective and existing businesses in key sectors, the University and School District, top-tier employers, and/or targeted businesses to assist in problem-solving.

**Objective 3.3:** Create and advance a city-wide retail strategy that prioritizes retention and promotes inclusive goods and affordability through recruitment, policies, and other new programs (including piloting affordable commercial activities).

**Objective 3.4:** Cultivate partnerships to strategically strengthen opportunities for redevelopment and revitalization in alignment with city goals and desired community outcomes.

**Objective 3.5:** Assisting in the tracking of key economic indicators and serve as a conduit for producing proactive information to assist in community response to important trends including aligned projects with EV partners and the University of Colorado.