

Vision 2050 Communications & Community Outreach Summary 2024

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Summary

Pitkin County Vision 2050

Community engagement is a core aspect of the Vision 2050 project and provides the foundation for the completed work. The objectives of the initial outreach and engagement phase, which took place from August to December 2024, were to provide an overview of the project and gain initial insights and feedback from the community. This included background information on the Community Growth Advisory Committee (CGAC) recommendations that initiated this effort—additionally, the phase aimed to address community questions and gather feedback on the project's current direction.

The website and foundational materials presented key project pillars:

- Articulation of the four core guiding values that will inform the county's future path as defined in the updated Comprehensive Plan and revised Land Use and Building and Energy Codes.
- Awareness of the Community Growth Advisory Committee's recommendations and the work they did to get to those recommendations and why it's important.
- Understanding of the values-driven process and the associated outcomes it produced.
- Education about what Vision 2050 is and what it means for Pitkin County's future.

Building on the initial project communication content, the project team presented the Comprehensive Plan update as the first step of an intentional roadmap for implementation of the CGAC recommendations, reflecting on the core community values to inspire action and guide decision-making, answering the following questions:

What is Vision 2050: Where are we now and how did we get here?

- Present communications and engagement activities based on the progress made through the CGAC process and its recommendations. Assess the existing conditions related to various elements of the Comprehensive Plan, and clarify the roles of the Workgroup and stakeholders. This will help establish a foundational understanding of key community issues and opportunities.
- Educate and inform the broader community about the CGAC work and comprehensive planning process.

Where do we want to be?

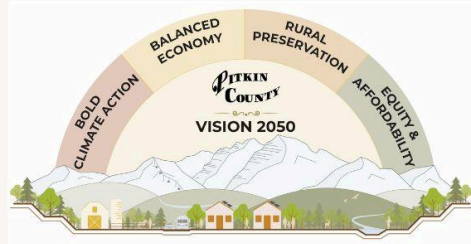
- o Leverage the Vision 2050 vision and goals to confirm community values and articulate collective direction for the Comprehensive Plan.
- o Create consistent messaging and language that reflects the shared vision for the future of Pitkin County.

How will we get there?

- o Incorporating recommendations and work from the CGAC, feedback from the Workgroup, community, project stakeholders, and data from the studies into a draft Comprehensive Plan that provides the necessary framework and actionable strategies to balance community goals.

The first window of outreach and engagement activities is detailed below. Activities included digital outreach via the website, newsletters, surveys and social posts, in-person actions such as pop-ups, flyering, and a community open house and targeted engagement i.e. the Workgroup and focus groups.

Outreach + Engagement | 2024



Digital

Website



815 - Page Views
358 - Active Users
Users 6/1 - 12/4/24

Newsletters - 4



4: July-October
Audience: 137
Open Rate: 79%

Surveys - 2



Pulse Survey #1: 102
Energy & Building Code : 66

Social Posts - 6



Facebook
Instagram

Press Releases - 2



7/25/24
10/24/24

Newspaper Ads - 9



Weekly Ads:
• Each Workgroup
August Weekly Ads:
• Vision 2050 Project
10/23-30/24:
• Open House

APR Underwriting



• 10/10-22/24
Vision 2050 Project
• 10/23-30/24
Open House

Engagement Activities and Events

Pop-ups - 2



1: 8/13/24 Pitkin County Offices
2: 8/21/24 Pitkin County Library

Flyering | Materials Distribution

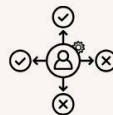
~80 locations



Aspen
Snowmass Village
Old Snowmass
Woody Creek
Basalt
Willits
Redstone



Community Open House & Comprehensive Plan Breakout Sessions | 10/30/24



38 attendees - breakouts
40 attendees - open house

Workgroup - 4



1/24/24 - 17 attendees
6/3/24 - 13 attendees
9/4/24 - 22 attendees
11/13/24 - 16 attendees

Focus Groups - 3



9/18/24 - 29 attendees
• Energy + Building Code
10/16/24 - 17 attendees
• Net Parcel/FAR
11/18/24 - 31 attendees
• GMQS + TDRs

Outreach + Engagement

Digital Platforms

Engagement efforts included digital methods, including a project website, news releases, community newsletters, and online surveys. These methods focused on getting the word out to the community about the project and providing an opportunity for the community to provide initial project feedback.

WEBSITE - pitkincounty.com/vision2050

Launched: June 2024

The website was updated at least bi-weekly, and more often when events and activities such as the survey and Workgroup resources required an immediate timeline.



PITKIN COUNTY VISION 2050 NEWSLETTERS

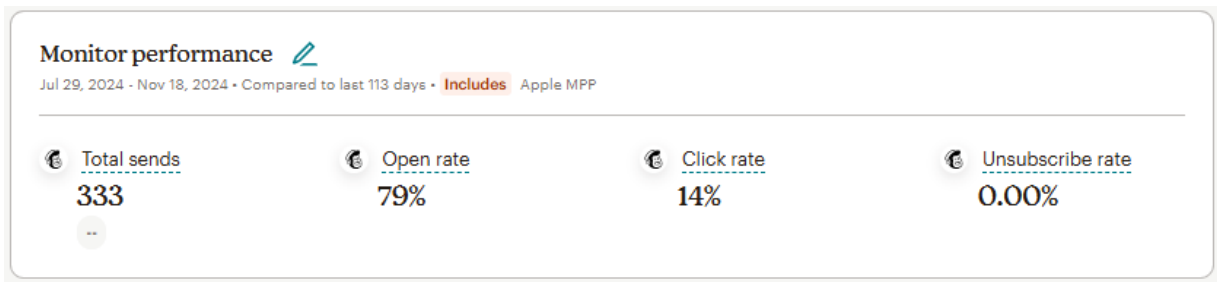
- Oct 24, 2024 - [Pitkin County Vision 2050 | October 30 Open House](#)
- Sept 25, 2024 - [Pitkin County Vision 2050 September Project Update](#)
- Aug 12, 2024 - [Pitkin County Vision 2050 August Engagement Activities](#)
- July 29, 2024 - [Pitkin County Vision 2050 Newsletter #1](#)

Audience (as of 11/19/24)

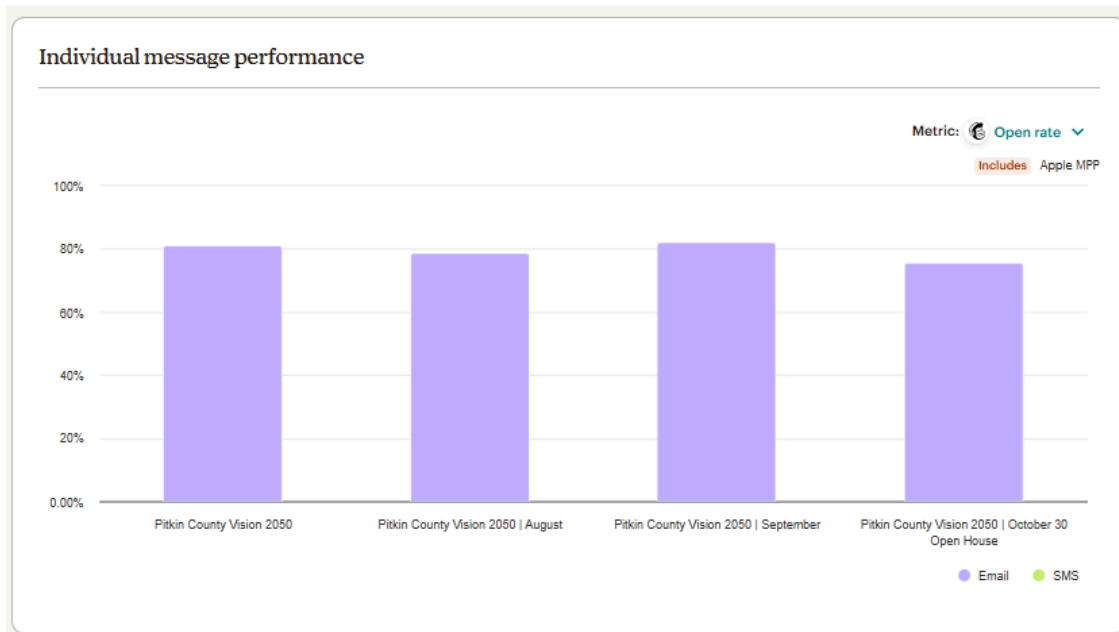
- 137 total contacts
 - Contacts were gathered via a sign-up link on the website sign-up in social posts, at the August pop-ups, and from the postcards and flyers posted and distributed.

Performance

- Average open and click rate for all four newsletters



- Open rate for individual newsletters



PITKIN COUNTY NEWS & PRESS RELEASES

- October 24, 2024
 - [Vision 2050 Open House Kicks Off Pitkin County Comprehensive Plan Public Process](#)
- July 25, 2024
 - [Pitkin County Launches Vision 2050 Project](#)

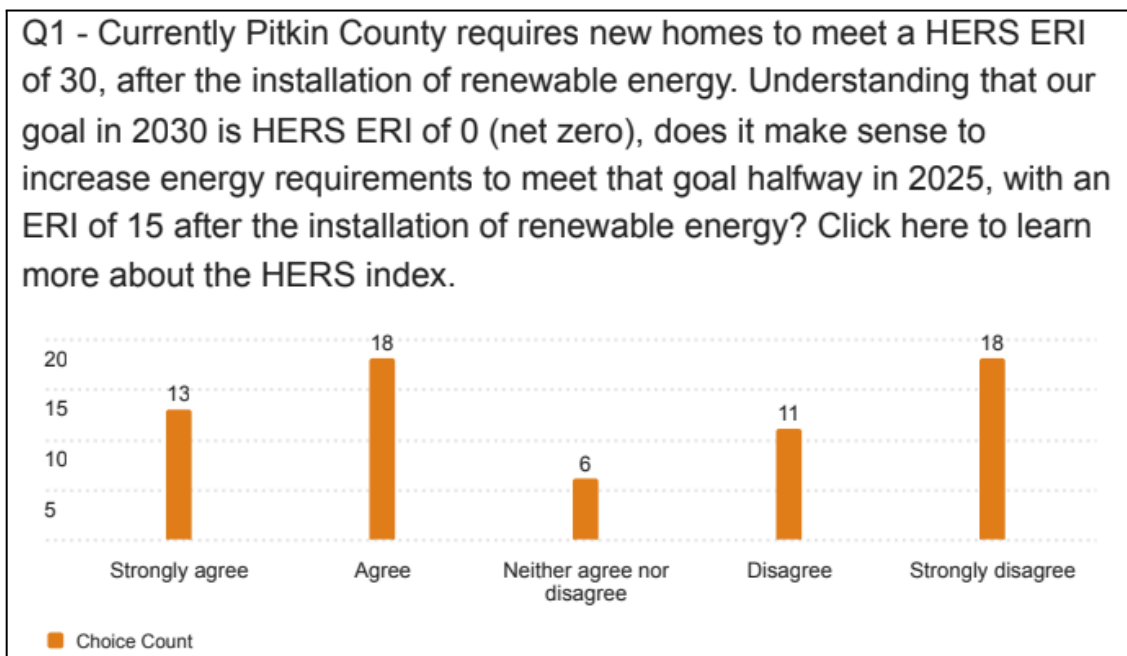
Both releases were posted to the Pitkin County website, the Vision 2050 webpage and distributed to local media sources.

SURVEYS

Two surveys were completed as part of this initial engagement. The first was a survey specific to potential Building and Energy Code updates, and the second was a general Vision 2050 survey. These surveys enabled the community to share general feedback about the Vision 2050 process and the identified Core Values (Pulse Survey #1) and specific feedback about potential changes to the Building and Energy Code (Building & Energy Code Survey).

BUILDING & ENERGY CODE SURVEY | Open from 8/6 – 11/13/24 | 15 Questions | **66** responses | English only

In early August, an energy code survey was distributed to professionals in the design/build sector to gather insights on the future direction of the county’s energy code. The results of this survey informed the Building Department’s plans for a focus group held in September.



Engagement Activities and Events



POP-UPS

Pitkin County Offices 8/13/24 & Pitkin County Library 8/21/24

Description: tabling to introduce the Vision 2050 Project to the public

Content Shared:

- project overview materials (flyers, posters, postcards)
- newsletter sign-up (QR code or sign-up sheet)
- pulse survey #1 (QR code & paper versions Spanish & English)
- values exercises & comment collection

Takeaways: General support for the core values, with the strongest support for Bold Climate Action



Values Exercise Votes at Pop-ups

Bold Climate Action	Balanced Economy	Rural Preservation	Equity & Affordability
21	8	15	16



MATERIALS DISTRIBUTION & 1-1 CONVERSATIONS

~ 80 Locations - Throughout August 2024

- Aspen
- Snowmass Village
- Old Snowmass
- Woody Creek
- Basalt
- Willits
- Redstone

Takeaways: Core Values were affirmed, and the greatest concern voiced was growth and intensity with a desire to lessen both.



MATERIALS

Values Poster

PITKIN COUNTY VISION 2050

Our quality of life is defined by more than just our beautiful natural environment. It is also shaped by our people, sense of community, and shared values.

Pitkin County Vision 2050 is a comprehensive approach that integrates four core guiding values to set a vision and path ahead for our community for the next 30 years by updating the County's Comprehensive Plan and revising Land Use and Building and Energy Codes to provide a roadmap of progress toward a sustainable, and equitable community.

We are in a climate emergency that requires **Bold Climate Action**. Our climate and community goals demand dramatically more energy-efficient and high-performing homes while reducing our energy and consumption needs. We have the opportunity to lead the way by empowering our community to create a more resilient, carbon-free future.

To meet our climate action goals and be sustainable, we must have a **Balanced Economy**. This means finding a balance between job offerings and workforce, between workforce and housing, between rural and urban areas, and between the pace of growth and the ability of our civic and social infrastructures to keep up with that growth.

Rural Preservation is integral to our community's character; maintaining our rural lifestyle and protecting our wild lands are values essential to most residents and visitors of Pitkin County. Preservation promotes the benefits of agriculture and open space as a limited resource of environmental, cultural, visual, and economic value for future generations.

Supporting **Equity and Affordability** is crucial for building a thriving community and protecting our quality of life. By finding solutions that positively create social and economic benefits, we can work collaboratively with our partners to ensure Pitkin County continues to be a place where all people can live, work, and play.

Visit the Project Website

Flyer

PITKIN COUNTY VISION 2050

Our quality of life is defined by more than just our beautiful natural environment. It is also shaped by our people, sense of community, and shared values.

Be Part of the Conversation: Help Guide Pitkin County's 30-Year Vision

Pitkin County Vision 2050 is a comprehensive approach that integrates four core guiding values to set a vision and path ahead for our community for the next 30 years by updating the County's Comprehensive Plan and revising Land Use and Building and Energy Codes to provide a roadmap of progress toward a sustainable, and equitable community.

Sign up for the Newsletter

Postcards: English and Spanish

PITKIN COUNTY VISION 2050

Nuestra calidad de vida se define por más que solo nuestro hermoso entorno natural. También está conformada por nuestra gente, nuestro sentido de comunidad y los valores que compartimos.

56 parte de la conversación. Ayuda a guiar la Visión de 30 años del Condado de Pitkin

Pitkin County Vision 2050 is a comprehensive approach that integrates four core guiding values to set a vision and path ahead for our community for the next 30 years by updating the County's Comprehensive Plan and revising Land Use and Building and Energy Codes to provide a roadmap of progress toward a sustainable, and equitable community.

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Sign up for the Newsletter

PITKIN COUNTY VISION 2050

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Be Part of the Conversation: Help Guide Pitkin County's 30-Year Vision



COMMUNITY OPEN HOUSE & COMPREHENSIVE PLAN BREAKOUT SESSIONS | 10/30/24



On October 30th, the Vision 2050 team held a Comprehensive Plan Open House from 5-7 p.m. at the Pitkin County Library to kick off the Comprehensive Plan update, educate the public about the Community Growth Advisory Committee (CGAC) recommendations that led to the Vision 2050 project, and provide information on existing conditions and project timeline. The goal was to engage with the community about the five plan elements: Built Environment, Natural Environment, Economic Health, Community Health and Regional Approach and discuss the policy themes the updated Comprehensive Plan will address.

In addition to the Comprehensive Plan Open House, deeper dive breakout sessions with community partners, residents, and the development community were held before the Open House. The Stakeholder Breakout Sessions had 38 attendees and the Open House had approximately 40 attendees with the poster boards detailing specific data, questions and CGAC recommendations for each topic area.

The Breakout Sessions included discussions on the Built Environment, Natural Environment, and Economic and Community Health.

Overarching themes across all the sessions:

- Overall agreement with goals from the CGAC and affirmed some of the assumptions of the areas that need to change/ be updated to meet goals of 2050.
- Focus growth in the County; Housing beyond the UGB is going to be necessary, but how, where and the level will need to be carefully considered in tandem with the other values (i.e. wildlife, rural preservation, existing developed areas).
- Need for future infrastructure planning to address implications for water and sewer service and roads/intersections, location of transit stops, first and last mile connections to transit.
- Prioritizing rural preservation is a long-standing community value and is consistently supported by Caucus Master Plans.

- Restrictions versus incentives are important to explore when drafting policies and regulations.
- The many strengths of the valley's economy create opportunities, challenges and disparities across public and private sectors for diversifying a sustainable, year-round economy and workforce.
- The high cost of living in the valley creates an inherently temporary feeling for the majority of the County's workforce and a sense of being one life change away from "survival mode" and displacement
- Need for regional coordination. One jurisdiction cannot do it all from transportation to housing to climate and will require a unified valley-wide collaboration.

Community Open House Key Themes

Feedback from participants:

- Leverage the strengths of our economy to Incentivize equity and affordability
- Focus on Affordable Housing in nodes with/ access to services and infrastructure
- Recognize inherent tensions and tradeoffs (find balance) between competing community goals

Workgroup



The purpose of the Vision 2050 Workgroup is to serve as a representative sample of the community, providing input and feedback to the project team to implement the recommendations of the CGAC including the Comprehensive Plan update and developing and drafting land use and building code changes. The project team seeks feedback from the Workgroup and its members based on both individual and community perspectives as various elements are presented. This feedback will help assess how the recommendations align with or differ from the CGAC recommendations, Caucus Area Master Plans, and other relevant county plans. The goal is to leverage the experience and community expertise from the Workgroup to ensure that the final Comp Plan Update and code amendments brought forward to P&Z/BOCC are representative of the diverse perspectives in our community.

Pitkin County Vision 2050 Workgroup Meetings

- November 13, 2024 (16 of 29 in attendance)
 - Workgroup Role & Expectations
 - Vision 2050 Open House Summary
 - Building/Energy Code Update
 - FAR/Net Parcel Update - abbreviated
- September 4, 2024 (22 of 29* in attendance) *caucus reps joined
 - Project Update
 - Comp Plan Roadmap
 - Roundtable Discussion - Recommendations: concept to code: *What tensions do you identify in the Comprehensive Plan's five elements?*
- June 3, 2024 (13 of 24 in attendance)
 - Project Update
 - Opportunities for Engagement & Workgroup Role
 - Intro to the Comprehensive Plan Update
 - Approach to Data Studies and Research
- January 22, 2024 (17 of 24 in attendance)
 - Overview: Project Team, Process and Timeline
 - Workgroup Role: Tasks, Structure and Governance
 - Discussion: How Data Components Align with CGAC Recommendations

Focus Groups



The first three focus groups were presented with information from the existing conditions and future trends analysis to assist in identifying community issues, tensions, challenges, and opportunities. These focus groups focused on technical aspects of the Vision 2050 Project to layer in additional technical perspectives with the CGAC Recommendations Report. Each focus group included an overview of the Vision 2050 process and the CGAC recommendations and included an open conversation about those recommendations.

Focus Group Meetings

September 18, 2024

Energy Code

- In-person Participants: 29
- Staff: 7-8

Following the Focus Group, discussions with BOCC and emerging recommendations from the State, staff have developed the following recommended changes to the Energy Code, targeting 2025 Q1 code adoptions.

1. Creation of tiers to incentivize smaller development
2. Creation of more stringent requirements for larger development
3. Lowering of baseline HERS ERI score from 60 to 50 & reducing the post renewable HERS ERI requirement for larger homes to incrementally meet NetZero standards.
4. Requiring Battery Energy Storage with Solar PV
5. Addressing Existing Buildings - requiring assessments for additions/alteration above 1000 sq. ft

October 16, 2024

Net Parcel/Floor Area Ratio (FAR)

- In-person Participants: 12
- Virtual Participants: 5
- Staff: 5-6

November 18, 2024

Growth Management Quota System/Transferable Development Rights (GMQS/TDRs)

- In-person Participants: 6
- Virtual Participants: 25
- Staff: 5

Conclusion | Next Steps



The initial round of activities focused on two main engagement strategies. The first centered on educating the general public about the CGAC Recommendations, the Vision 2050 Comprehensive Plan, and the associated Code Updates. The second involved collaborating with technical stakeholders and community representatives, including the Workgroup, to define the visions for the Comprehensive Plan elements. This collaborative effort was guided by the Vision 2050 Core Values and included discussions organized by specific topics.

After the engagement activities are completed in 2024, several aspects of the Comprehensive Plan drafting process will begin. This includes work on plan chapters and supplemental material. During project team discussions, initial policy recommendations can be outlined as the team reviews materials for land use discussions in Window #2 in Phases II and III.

Engagement Window #2 will concentrate on refining the plan based on input from the community and stakeholders. During this phase, the project team will collaborate with the Workgroup and Focus Groups to identify and refine policy recommendations. There will also be ongoing education about the CGAC recommendations and the associated processes, laying the groundwork for the Vision 2050 technical work. The following roadmap highlights key community engagement milestones as they relate to the overall plan.

Pitkin County Vision 2050 Roadmap + Milestones | Phases II - IV

Building the Recommendations (Fall 2024 - Spring 2025)

Phase II

Phase III

Phase IV

Goals

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> Overall: Continue to educate/affirm CGAC recommendations and caucus master plans Comp Plan: Draft Comp Plan area challenge questions and success metrics Comp Plan: Draft sample Comp Plan policy statements Technical: Advance data analysis and case study efforts for future implementation | <ul style="list-style-type: none"> Comp Plan: Establish link between CGAC, caucus work and Comp Plan development Comp Plan: Draft policy recommendations (based on Phase II feedback) Technical: Identify additional inputs needed (in relation to code updates) Technical: Complete relationship analysis and integration of data | <ul style="list-style-type: none"> Comp Plan: Share and refine draft Comp plan Technical: Complete scenario planning Technical: Advance Code Language Updates (Phase V) |
|---|--|--|

Inputs

Milestone #1, #2 (Jan. 15, Feb. 5 - technical)
Workgroup Meeting
Milestone #3 (Jan. 21) **#4** (Feb.11)
P&Z - Comp Plan progress
Milestone #5 (Ongoing)
Data Studies + Research
Milestone #6 (Feb)
Focus Groups - Workforce - planning
Milestone #7 (Dec.-Apr.)
Community Engagement
Milestone #8 (TBD)
Comp Plan

Milestone #9, #10 (Mar. 5, Apr. 2 - technical)
Workgroup Meeting
Milestone #11 (Mar. 18,) **#12** (Apr.15)
P&Z - Comp Plan progress
Milestone #13 (TBD)
Data Studies + Research
Milestone #14 (TBD)
Focus Group - TBD
Milestone #15 (TBD)
Community Engagement
Milestone #16 (TBD)
Comp Plan

Milestone #17, #18 (May 7 Jun 4 - technical)
Workgroup Meeting
Milestone #19 (May 20) **#20** (Jun.17)
P&Z - Comp Plan progress
Milestone #21 (TBD)
Data Studies + Research
Milestone #22 (Feb.)
Focus Group - Transportation Intensity
Focus Group - Economic Intensity
Milestone #23 (TBD)
Community Engagement
Milestone #24 (TBD)
Comp Plan
Milestone #25 (TBD)
Code

Outcomes

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Technical: Data dashboard/scorecard for goals Technical: Energy code adopted (related effort) Technical: Data studies Completed Overall: Workforce engagement plan | <ul style="list-style-type: none"> Technical: Data studies (mostly) complete Technical: Populated data dashboard/scorecard | <ul style="list-style-type: none"> Comp Plan: Incorporate final feedback into Comprehensive Plan for P&Z final adoption / BOCC approval Comp Plan: Draft Comprehensive Plan |
|---|--|---|