

Memo

To: Town Council
From: Jessie Burley, Sustainability + Parking Manager
Date: 4/5/2022
Subject: SustainableBreck Plan Update – Project Kick-Off

Background

On February 22, 2022, Town Council gave the green light to move forward on updating the SustainableBreck Plan. Adopted in 2011, the Plan has been the guiding document for the Town’s sustainability initiatives related to 10 key sectors:

<ul style="list-style-type: none"> 1. Resource Conservation 2. Local Economy 3. Transportation 4. Water 5. Recreation and Open Space 	<ul style="list-style-type: none"> 6. Forest Health 7. Housing 8. Land Use 9. Child Care 10. Wildlife
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Since the adoption of the SustainableBreck Plan, there have been several other documents adopted by Council that further outline strategic priorities in specific areas including but not limited to the Water Efficiency Plan, Climate Action Plan and EV readiness Plan.

Since the adoption of the Plan in 2011, the Town’s experience, growth, and attention to issues around sustainability have grown including hiring staff, appropriating resources, and reorganizing to create a Mobility Division. With this increased focus comes a need to revisit past efforts, realign goals and timelines, and redefine roadmaps for implementation. Also missing from the previous Plan was a concrete cost/benefit analysis that takes into consideration not only the economic investment, but also the return and co-benefits of policy decisions. This type of analysis helps staff answer the question “what is the biggest bang for our buck” when prioritizing policy proposals and making appropriation requests.

Purpose

The purpose of this worksession is to:

1. Introduce Council to the project team, scope, timeline, and deliverables
2. Lead Council through a visioning exercise to help inform the project
3. Understand specific deliverables the Council would like to see included, and
4. Identify stakeholders the Council would like included in outreach

Project Kick-Off

After two rounds of RFPs, Staff selected AECOM and partner Western Urban Sustainability Advisors to complete the project. The project timeline is expected to last seven months, and it includes two public open houses, stakeholder interviews/focus groups, a public survey, and two Town Council check-ins.

On Wednesday, April 13th at 5:30 PM, the team will be hosting the first Public Open House at Colorado Mountain College. Additionally, seven stakeholder interviews will take place during the day to garner input. The Open House will provide food, supervised children's activities for ages 5+ (max 25), and Spanish interpretive services. [Registration is required as space is limited.](#)

Through a variety of exercises, Staff plans to ask the following initial questions of the Public:

1. What changes have you seen in Breckenridge over the last ten years – good or bad?
2. How do you feel about those changes?
3. How important is it to address in the next SustainableBreck Plan?
4. What should we do to address the “bad” changes?
5. Should the Town continue to base its sustainability planning in the ten topic areas in the 2011 Plan? (Should any be dropped, renamed/refocused, combined?)
6. Should any new topic areas be added? Why?

The goal of the public meetings is to re-engage the community in our effort to become a leader in environmental stewardship. This outreach will place a priority on engaging disproportionately impacted communities, including those who work in town but may live elsewhere. It will further seek to understand the degree to which the community is open to programs and policies that are highly effective but politically difficult verses those that are less effective but more politically palatable.

Council is invited to attend the Public Open House. Doors open at 5:00 and the program will start around 5:30.

Council Discussion

Staff would like to ensure regular updates to Council as well as early and frequent input on the direction of the Plan. To that end, the team will give a brief presentation on the overall project scope, timeline, and deliverables. We will then take Council through the same visioning exercise planned for the Public the following evening and open it up for additional discussion.

There is no Council action requested at this time.