

# V. Consensus Action Plan

## Overview

The citizens of Longmont have expressed their vision of Longmont in the Year 2020 around nine themes. They are:

- Economic Stability and Diversity
- Healthy and High Quality Environment
- Recreation
- Family Orientation
- Arts and Culture
- Personal Development and Life Long Education
- Cultural Diversity
- City Appearance
- Small Town Atmosphere

Using these themes as a focus, citizens detailed 85 projects to be accomplished by 2020. The project list was narrowed further to 29 priority projects, which are highlighted in a table that follows. Each priority project has a 1995 milestone; several have a 1992 milestone. The consensus action plan details how to accomplish each priority project.

Several unifying themes emerge from the set of 29 priority projects.

- **Economic Stability & Diversity.** A cluster of priority projects aim to position Longmont to attract a wider complement of businesses,

with particular emphasis on tourism, high technology and retail. Pertinent actions include not only marketing but also the provision of complementary community amenities, such as a golf course and amphitheater, construction of a wider range of housing, and retraining opportunities for residents to re-tool their skills to match new opportunities.

- **Healthy and High Quality Environment.** Five priority projects relate directly to improving Longmont's environment. These projects address water conservation, alternative transportation modes, solid waste, landscaping, and building standards. Although the city is expected to take a leadership role in each project, implementation responsibilities are spread among homeowners, developers, businesses, and the city.
- **Recreation.** Longmont citizens want to broaden the recreation opportunities offered in the city, including construction of a multipurpose recreation center, extensions to the trail network, and a broad mix of outdoor recreation facilities. Collectively,

these priority projects represent a significant commitment of revenue.

- **Family Orientation.** An underlying theme through many priority projects is an emphasis on the family. One key project is a series of neighborhood community centers which would provide a wide range of educational, social, and recreational services in each neighborhood. The business community is encouraged to reexamine its focus on the family. Affordable housing for all families is another key project. This theme is closely aligned with the theme, Personal Development & Life Long Education.
- **Arts and Culture.** Longmont citizens intend to construct a series of facilities and offer a series of programs that enhance its emphasis on the visual and performing arts. Priority capital projects include an outdoor amphitheater, a new library, a visual arts center, museum and college specializing in arts and humanities. One series of companion programs is designed to bring regional and national attention to Longmont; another series of programs is designed to

enhance residents' enjoyment of the Arts.

- **Personal Development and Life Long Education.** Although this was not an expected theme, it generated the largest volume of individual ideas since the subject is so pervasive. Longmont citizens did narrow their focus down to three priority projects, each of which has a different focus. One priority project is designed to instill the concept of community service into school age children; a second project is designed to provide continuing training programs for adults at a new community college. The third project introduces an international perspective, whereby Longmont would sponsor an international exchange program.
- **Cultural Diversity.** Longmont citizens recognize and intend to celebrate their cultural diversity. Citizens recommend the retention of a cultural services coordinator who works within the community to introduce a variety of training awareness programs, cultural events, and cultural education into the business, educational and social fabric of the city.

- **City Appearance and Small Town Atmosphere.** While citizens recognize that the city will grow, there are attributes that they cherish and wish to retain. A range of priority projects will help retain Longmont's "small town" atmosphere; these include efforts to revitalize downtown, sponsor annual events, encourage voter turnout, convert school facilities into neighborhood centers, and boost general community involvement.

## Management

While no single organization is expected to assume a lead role on a majority of the priority projects, the city of Longmont is expected to take or share a lead on 13 of the 29 projects. The Chamber of Commerce/EDAL is expected to take or share a lead role on 7 projects; the Saint Vrain Valley School District is expected to take or share a lead role on 4 projects, and; the Council for the Arts is expected to lead 3 priority projects.

**LEADERSHIP ASSIGNMENTS: ENVISION 2020 PRIORITY PROJECTS**

ORGANIZATION	LEAD ROLE	CO-LEAD ROLE	TOTAL
City of Longmont	9	4	13
Chamber of Commerce/EDAL	5	2	7
St. Vrain Valley School District	1	3	4
Council for the Arts	3	0	3
Others	4	3	7

Longmont citizens are requesting each proposed implementing agency to review its work program and incorporate Envision 2020 priorities into its agency agenda. Members of the Citizen's Task Force will be working with each implementing organization to encourage its participation.

**Costs**

Among the 29 priority projects, 16 require no or minimal public capital investment, 4 require modest capital investment, and 9 require a major capital investment.

**"Signature" Capital Investments**

Longmont citizens have expressed their intent to see that seven significant capital facilities are built in Longmont. These projects are:

- a multi-purpose recreation center,
- a series of neighborhood community centers,
- an outdoor amphitheater,
- a new library,
- a community college,
- a visual arts center, and;
- a new museum.

Although these capital projects emerged from the envisioning process in a disaggregated manner and over a series of months, there is a distinctly consistent theme of recreation, culture, and education.

Construction of this set of projects will make an impressive and lasting statement about Longmont. This list suggests that the city convene a major projects task force to plan the location, financing and scheduling of this set of projects so their inter-relationships can be addressed.

SUMMARY OF PRIORITY 2020 VISIONS			
PRIORITY VISION	LEAD ORGANIZATION	EXTENSIVE PUBLIC CAPITAL REQUIREMENT ?	1995 MILESTONES SUMMARY
<b>A. Economic Stability and Diversity</b>			
1. There is an expanded variety of retail stores.	Chamber of Commerce	No	Incentives package in place; Residents spend more money here.
2. The City contains more quality white collar jobs.	EDAL	No	Recruit 1 corporate headquarters; Longmont is "the place to be"
3. The Charter bond issuance constraint lifted.	Citizens	No	Vote passed; complete.
4. The local economy is more diversified with tourism & high technology firms.	Chamber of Commerce	No	2nd Welcome Center open; Tourism Commission
5. There is a wider variety of housing, especially high-end.	Board of Realtors	No	Sites located; methods to encourage high end identified.
6. Training and retraining opportunities for residents in new fields are available.	Center for Industry & Training	No	Significant improvement in "outcommuting"
<b>B. Healthy &amp; High Quality Environment:</b>			
1. A comprehensive water conservation program is operational.	City	No	Ordinances in place; 50% of old homes have meters.

**SUMMARY OF PRIORITY 2020 VISIONS**

<b>PRIORITY VISION</b>	<b>LEAD ORGANIZATION</b>	<b>EXTENSIVE PUBLIC CAPITAL REQUIREMENT ?</b>	<b>1995 MILESTONES SUMMARY</b>
2. Longmont has enhanced its use of alternative modes.	City via a Transportation Advisory Board	Possibly	Trails acquisition; triple ridership on busses.
3. Longmont is solid waste management leader.	City or the Chamber of Commerce	No	Weekly curbside recycling; double recycled materials; materials screening facility built.
4. Longmont's landscaped environment is enhanced.	City	Minor capital costs	2,500 trees planted; wetlands inventory; entryways enhanced.
5. Building regulations incorporate environmentally sound standards.	City	No	Regulations adopted; incentives adopted; 200-400 homes retrofitted.
<b>C. Recreation</b>			
1. A multipurpose recreation facility is complete.	City	Yes	Sales tax election passed; facility built.
2. The hike/bike and horse trail network is extended.	City & Boulder County	Minor capital costs.	Complete trails within city limits, to Union Reservoir & to Hygiene.
3. A wider variety of outdoor recreation activities are available.	City & Developers	Minor capital costs.	3 athletic fields built; significant city/user group cooperation
<b>D. Family Orientation</b>			
1. Neighborhood community centers are open.	School District & City	Yes	2 pilot centers operational.
2. Longmont employers are supportive of family needs.	Chamber of Commerce	No	Program implemented; 25% business participation

SUMMARY OF PRIORITY 2020 VISIONS			
PRIORITY VISION	LEAD ORGANIZATION	EXTENSIVE PUBLIC CAPITAL REQUIREMENT ?	1995 MILESTONES SUMMARY
3. Affordable housing is available in each neighborhood.	City	Yes, but not local revenues.	Revolving loan program.
<b>E. Arts &amp; Culture</b>			
1. An outdoor amphitheater is operational.	Council for the Arts	Yes	Cultural Commission formed to explore feasibility.
2. The new library becomes a central place for exchange of ideas.	City: Library Staff	Yes	Library built and adult programs operational.
3. Longmont sponsors annual international symposiums on timely topics.	City: Library Staff	No	Program running for 2 years.
4. Longmont contains a college specializing in arts & humanities. [Also see F3.]	Council for the Arts	Yes	Coalition established and land purchased.
5. A visual arts center is built in collaboration with Loveland.	Council for the Arts	Yes	Steering committed in place, land acquired, financing secured, operator identified.
6. A nationally renown western museum featuring Northern Colorado is built.	Longmont Museum	Yes	Plans complete.
<b>F. Personal Development &amp; Life Long Education.</b>			
1. Longmont sponsors an international exchange program.	Chamber of Commerce	No	Form an international club.
2. The School District offers community service programs for its pupils.	St. Vrain Valley School District	No	All students must complete 60-90 hours of community service.

**SUMMARY OF PRIORITY 2020 VISIONS**

PRIORITY VISION	LEAD ORGANIZATION	EXTENSIVE PUBLIC CAPITAL REQUIREMENT ?	1995 MILESTONES SUMMARY
3. A higher education facility provides programs in personal development and life long education. [Also see E4.]	Chamber of Commerce & St. Vrain School District.	Yes	Longmont branch of Front Range Community College is operational.
<b>G. Cultural Diversity</b>			
1. A cultural diversity services coordinator is hired and active in the community.	City: Human & Cultural Services Department	No	Coordinator hired
<b>H. City Appearance and Small Town Atmosphere</b>			
1. Longmont has retained and enhanced its small town atmosphere of helpful, friendly and civic minded people.	Neighborhood groups	No	Increase community activity; downtown pedestrian friendly; schools are neighborhood centers; higher voter turnout.
2. Longmonters live here, work here, shop here, attend school here, and play here.	Work: EDAL; Shop: City; School: School District Play: Civic Clubs	No	Shop: Revitalize downtown. Play: Civic clubs sponsor annual event.

## Implementation

Completing this document is the beginning of Envision 2020. Now the work begins!

Implementing the 29 priority projects of Envision 2020 must be a collaborative effort. Envision 2020 workshop participants identified 36 different organizations to assume lead or supporting roles in implementing Envision 2020. In addition to the city of Longmont, workshop participants recommend that the Chamber of Commerce, EDAL, the St. Vrain Valley School District, the Council for the Arts, the Housing Authority, Welcome Wagon, foundations, developers, civic clubs, neighborhood organizations and others assume key responsibilities.

During the remainder of 1991, Steering Committee members will be working with these organizations individually to encourage their adoption of relevant portions of the Envision 2020 plan. Workshop participants look forward to Envision 2020 priorities penetrating the agendas, work programs and budgets of the city, the Chamber, and the school district, and other implementing organizations.

In January, 1992, the Envision 2020 Steering Committee will compile an implementation program which documents how each organization has accepted the Envision 2020 challenge and refines or reaffirms 1995 milestones.

In January, 1994, the Envision 2020 Steering Committee plans to revisit the implementing organizations and prepare a "State of Envision 2020" which details expectations for the next 24 months.

In 1995, the Envision 2020 plan will be revisited. Progress on each priority project will be evaluated; priorities will be refined or reaffirmed.

## II. Community Outreach

*Throughout the envisioning process, it became apparent that many citizens were concerned that the planning, creation and implementation of Envision 2020 might become a "blue ribbon" committee or city initiative. In order to achieve a real "grass roots," citizen effort, the committee placed top priority on achieving the widest possible dissemination of information about the process and issuing a community-wide invitation to participate in the process. It was decided that the residents of Longmont needed to be informed and updated about the Envision 2020 process on a regular basis.*

To assure community ownership of the Envision 2020 process, representatives from all neighborhoods, community organizations, business groups and backgrounds were invited to participate in the process. Invitations were extended through articles and advertising in the Longmont Times Call, talk shows on KLMO Radio, utility bill inserts, Chamber of Commerce newsletter inserts and articles, the utilization of the three city entrance marquees on

Third Street and special mailings.

### Collateral Materials

Community outreach was one of the biggest challenges the citizens' group faced. A graphic identity (both logo and tagline), was designed to raise awareness and recognition of the process and to recruit citizen involvement and participation.

A citizens' subcommittee met in the fall of 1990 to review ideas for a logo and tagline. The input suggested that the logo convey the opportunities for unlimited potential in Longmont, as well as create a sense of excitement among citizens. The final graphic identity was selected for several reasons: it illustrates both the present and the future, it captivates the audience's attention, and it makes the audience look ahead to what the future might hold.

The first "20" of the design is very traditional and reflects the history and background of the community of Longmont. The second "20" is more elusive and contemporary, symbolizing the community's capability to mold and create a future of its own choice. The bright green color in the logo symbolizes calm and continuity, and highlights the long-standing history in the community.