

PROPOSED FOCUS ON LONGMONT ACTIVITIES FOR 2008

Promote Community Identity and Cultural Inclusion



The Multicultural Action Committee is in its sixth year of implementing the Longmont Multicultural Plan, which is the community's road map toward reaching Longmont's vision as a caring and inclusive community that is proud to embrace, respect and celebrate all members of our community. Community members participate on committees that address the areas of health, education, cultural awareness, housing and community involvement.

For more information and/or to learn how to become involved in one of the committees contact Karen Roney, Community Services Director, at 303.651.8633.

Support Education as a Community-Wide Value

The Education Task Force is planning to launch a year-long Lifelong Learning Campaign throughout Longmont to inspire and motivate all segments of our community to take individual and collective action that supports lifelong education. In addition, the Task Force will continue to operate the www.LifeLongmontLearning.com website that connects Longmont residents with educational resources available in their own backyard.



For more information and/or to learn how to become involved on one of those committees contact Karen Roney, Community Services Director, at 303.651.8633

Promote a Healthy Business Climate

The City will be partnering with the community to implement strategies and action steps outlined in the Economic Vitality Plan. As part of this effort, the City will establish an ongoing Economic Vitality Advisory Group in early 2008 that will help guide plan implementation. In addition, the City will soon be appointing three members to serve on the Board of Directors for the newly formed organization that will be promoting Longmont tourism. This new organization will be developing and implementing a plan to promote Longmont and generate tourism trade using the Lodger's tax revenues.

For more information and/or learn how to become involved, contact Doug Bene, Economic Development Manager, at 303.651.8403

Enhance the Natural Environment



The City will continue to implement Integrated Environmental Plan strategies in the areas of renewable energy/energy efficiency, recycling, water quality and conservation, open space and sustainable building. The City plans to sponsor an Environmental Summit in 2008.

For more information and/or learn how to become involved, contact Dale Rademacher, Public Works and Water Utilities Director, at 303.651.8355 or Tom Roiniotis, Director of Longmont Power & Communications, at 303.651.8385.

Focus on Downtown

The City will continue to work with private sector partners to successfully explore mixed use development and downtown revitalization opportunities.

For more information and/or learn how to become involved, contact Phil DeVecchio, Community Development Director, at 303.651.8318.



Focus on Longmont: Share your Vision, Create our Legacy 2007 Report to the Community

In 2006, the Longmont City Council adopted *Focus on Longmont*—a strategic plan designed to move the City towards a sustainable future as it approaches build-out within its planning boundaries. In this plan, a “sustainable future” means two things: achieving a balance between the resources and expenditures needed to sustain the City's capacity to provide the desired levels of municipal services and a healthy, balanced community whose economic, environmental and social needs are met. *Focus on Longmont* contains five strategic directions:

- 1) Promote a Healthy Business Climate
- 2) Support Education as a Community-Wide Value
- 3) Enhance the Natural Environment
- 4) Focus on Downtown
- 5) Promote Community Identity and Cultural Inclusion

These strategic policies are intended to serve as overarching directions to guide the City Council in actions it should take in the future if the City of Longmont is to remain a healthy, balanced community for many years to come.

Over 500 Longmont community members helped develop this strategic plan through participation in individual interviews, community conversations, the community summit and/or policy deliberation sessions. As *Focus on Longmont* reflects the community's vision and priorities for and an investment in Longmont's future, the City remains committed in reporting its progress back to the community and in seeking ongoing involvement in future *Focus on Longmont* actions.

This *Focus on Longmont* Community Report contains a summary of actions that have been taken on each of the five strategic policy directions throughout 2006 – 2007 (pages 2 and 3) and highlights of some strategic plan actions to be taken in 2008 as well as ongoing and new opportunities for community involvement (page 4).



FOCUS ON LONGMONT POLICY DIRECTIONS

Promote a Sense of Community Identity and Cultural Inclusion

- Place a continued and enhanced emphasis on neighborhoods as the primary building block of the city.
- Involve youth in planning and conducting new and revitalized programs and activities, and create an environment where youth feel valued in the community.
- Continue to promote meaningful, purposeful citizen involvement and engagement opportunities to hear many voices in City programs and initiatives.
- Support and encourage culturally inclusive community gathering and events.

Actions taken:

- Received designation by the National League of Cities as an Inclusive City
- Established a World Beat Stage and World Market in the City's annual Rhythm on the River Event.
- Received designation by the National Civic League as an All-America City, that recognized Longmont for identifying its most challenging issues and working collaboratively with the community to create innovative and effective strategies for problem-solving.
- Initiated an annual "Inclusive Communities" event that features the many cultures that are a part of the Longmont community.
- Expanded the number of organized neighborhood groups by 22% and offered new training opportunities to Homeowner Associations.
- Continued to implement Longmont's Multicultural Plan, which focuses on making sure that Longmont is a caring and inclusive community.
- Involved Longmont youth in several community planning events, such as Homelessness Awareness Week, Education Summit, Tobacco Prevention activities and Middle School Youth Summit.

Focus on Downtown

- Promote the downtown area as a community-wide destination and gathering place for civic, retail, arts and culture, and entertainment uses in a manner that enhances Longmont's unique identity. Continue to strengthen downtown' role as the civic center of the community so that everyone in Longmont feels welcomed and included in civic activities.
- Foster balanced economic development opportunities that encourage economically viable businesses to locate and prosper in the downtown area and the greater Central Business District (including the north and south Main Street corridors), and encourage a diverse mix of uses to strengthen its economic base.

Actions taken:

- Worked with LDDA on a mixed-use structure for the Downtown District. The project will integrate public, retail and residential uses.
- Partnered with other public and private entities to bring more community events to the downtown area.
- Remodeled old City Hall and old Museum buildings to revitalize a section of the downtown area.

Enhance the Natural Environment

- Improve the City's trail system to achieve a city-wide grid system that strengthens community connections for non-recreational as well as recreational purposes.
- Promote expanded open space opportunities through additional targeted acquisitions, including agricultural preservation areas, and enhanced use opportunities for existing open space.
- Continue to focus on standards for the built environment, with an emphasis on quality, energy-efficient materials, quality architecture, and appropriate landscaping that reinforces community and the environment.
- Encourage/enhance public transportation opportunities by working proactively to promote an increased level of transit service in Longmont that meets the needs of all members of our community.

Actions taken:

- Partnered with Eco-Cycle to make Rhythm on the River a zero-waste event. 96% of waste generated was recycled.
- Conducted first-ever Neighborhood Energy Efficiency Sweep in partnership with Boulder County, providing more than 200 residents with 1,496 free compact fluorescent light bulbs along with energy efficiency, water conservation and pollution prevention information.
- In 2007, Longmont received about 22% percent of its total electric supply from non-fossil fuel resources.
- Added an ultraviolet disinfection system to the wastewater treatment plant that eliminates the use of chlorine and mitigates a potential environmental hazard.
- Voters approved extension of the 0.2 cent Open Space sales and use tax through 2033.
- Approved Green Building code for new residential construction.
- Included green building features in plans for the new fire station to be built in 2008.
- Obtained almost 4% of the electricity used by Longmont homes and businesses from new renewable generation resources.
- Expanded rebates on the purchase of ENERGY STAR® clothes washers and dishwashers and rebates for replacing old toilets with low-flow toilets, to year-round availability.



Support Education as a Community-Wide Value

- Promote and support community activities to support education.
- Promote partnerships between public and private sectors that enhance educational opportunities, from pre-school through college and life-long learning.

Actions taken:

- Organized an Education Summit, "Learn Today, Change Your World Tomorrow," where over 600 participants came together to help transform Longmont into a "learning city" where all children and adults can succeed in school and throughout their entire lives.
- Launched a new "wiki-style" community website, www.LifeLongmontLearning.com, which connects entities offering educational resources with those interested in furthering their own and/or their child's education, and also connects those wishing to give a little of themselves to the community with educational agencies who need their assistance.
- Initiated the Mayor's Book Club, which helps 3 - 4 year-old children develop a love for reading and learning at an early age.

Promote a Healthy Business Climate

- The City shall work proactively with the private sector to create opportunities for a continuum of appropriate jobs for all residents.
- Ensure that both private and public development and redevelopment activities are in alignment with the community's vision.
- Create a "business-friendly" and receptive environment for Longmont in the community, both locally and beyond.
- Emphasize a balance between locally-owned and non-local businesses at a range of sizes and scales.

Actions taken:

- Developed a new "one-stop" development services center to streamline development processes.
- Hired a new Economic Development Manager.
- Provided support for small business development.
- Created an Economic Vitality Plan.
- Provided support to local tourism initiatives.