

**Town of Estes Park 2026 Strategic Plan
Vision/Mission/Outcomes/SPS**

Vision: The Town of Estes Park will be an ever more vibrant and welcoming mountain community.

Mission: The Mission of the Town of Estes Park is to provide high-quality, reliable services for the benefit of our residents, guests, and employees, while being good stewards of public resources and our natural setting.

THERE IS NO RANK-ORDERING OR PRIORITIZATION IN THIS PLAN. ALL NUMERICAL DESIGNATIONS ARE FOR REFERENCE PURPOSES ONLY.

For the purposes of Strategic Policy Statements, "We" refers to the Town organization, led by the Town Board of Trustees.

KEY OUTCOME AREA (Alphabetical order)	STRATEGIC POLICY STATEMENTS	GOALS (MULTI-YEAR)	OBJECTIVES (ONE-YEAR)
Exceptional Community Services - Estes Park is an exceptionally vibrant, diverse, inclusive, and active mountain community in which to live, work, and play, with housing available for all segments in our community.			
	<ol style="list-style-type: none"> 1. We support a wide range of housing opportunities with a particular focus on workforce and attainable housing. 2. We support the needs of our senior community. 3. We support the needs of families in our community. 4. We support a wide range of childcare opportunities with a particular focus on infants and toddlers. 5. We expand and improve the durability, functionality, and efficiency of open space and public park infrastructure. 6. We have an up-to-date Comprehensive Plan and Development Code that reflect the will of the community. 7. We are committed to improving community accessibility for residents and guests from diverse cultures, and residents and guests with disabilities. 8. We enact policies that support all demographic segments of the community. 		

9. We value the Estes Park Museum's work to preserve, share, and respect the unique history of Estes Park, and incorporate that history into our decision-making processes.

10. We support public art and creative endeavors.

Governmental Services and Internal Support - We provide high-quality support for all municipal services.

- 1. We maintain a well-trained and educated Town Staff.**
- 2. We attract and retain high-quality staff by being an employer of choice, including offering highly competitive benefits and wages, and encouraging work-life balance.**
- 3. We match service levels with the resources available to deliver them.**
- 4. We strive to ensure that the membership of our Boards and Commissions reflects the diversity of the community.**
- 5. We strive to gain meaningful input and participation from all community members.**
- 6. We prioritize and support a culture of customer service throughout the organization.**
- 7. We support a culture of continuous improvement in our internal processes and service delivery.**
- 8. We operate with transparency, maintaining open communication with all community members and proactively making Town information available to the public.**
- 9. We monitor for, and protect against, cybersecurity threats.**

- 10. We maintain a robust, transparent, accessible, and user-friendly public-facing website.
- 11. We ensure that our facilities are well-maintained and meet the needs of Town Departments and the community.

Outstanding Guest Services - We are a preferred Colorado mountain destination providing an exceptional guest experience.

- 1. We value broad collaboration in providing outstanding guest services.
- 2. We provide and support high-quality events that attract guests to the Town.
- 3. We strive to balance the impacts of visitation with the needs and quality of life of our residents and our key outcome areas.
- 4. We balance data-driven decisions with community values when serving our guests and residents using up-to-date and relevant data.
- 5. We contribute to an exceptional guest experience through a high-quality Visitor Services Division.
- 6. We work to ensure that Estes Park is a sustainable tourism destination.

Public Safety, Health, and Environment - Estes Park is a safe place to live, work, and visit within our extraordinary natural environment.

- 1. We are committed to safeguarding the lives and property of the people we serve.
- 2. We support environmental stewardship and sustainability through our policies and actions.
- 3. We are committed to fairness and support for victims of crime and disasters.

4. We value the importance of maintaining a local emergency communication center to serve the Estes Valley.

5. We strive to enhance the safety of emergency responders.

6. We believe in and support restorative practices as a way to build and repair relationships, as well as increase understanding about the impact of crime in the Estes Park Community.

7. We train and prepare to fully and immediately respond to community emergencies.

8. We are proactive in our approach to wildfire planning and mitigation in response to elevated fire risks in the Estes Valley and the surrounding area.

9. We recognize the importance of behavioral health in our community and work with local and regional partners to improve mental health safety, treatment, and awareness.

Robust Economy - We have a diverse, healthy, year-round economy.

1. We foster an inclusive, robust, and sustainable economy based on a triple-bottom-line model, considering economic, social, and environmental impacts and benefits.

2. We create and sustain a favorable business climate.

3. We support a diverse economy, attracting and serving a broad range of current and potential stakeholders.

4. We recognize the importance of a vibrant, attractive, and economically viable downtown.

5. We support investment and revitalization in all of the Town's commercial areas.

6. We support economic and workforce development efforts led by other organizations.

7. We recognize the benefits of shopping locally and will actively support our local businesses and the local economy.

Town Financial Health - We will maintain a strong and sustainable financial condition, balancing expenditures with available revenues, including adequate cash reserves for future needs and unanticipated emergencies.

1. We maintain up-to-date financial policies, tools, and controls that reflect the financial philosophy of the Board.

2. We make data-driven financial decisions.

3. We will consider the most effective financing strategy for large capital projects on a case-by-case basis, ensuring that each financing package is appropriately tailored to the project under consideration.

Transportation - We have safe, efficient, and well-maintained multimodal transportation systems for pedestrians, cyclists, motorists, and transit riders.

1. We value the development and maintenance of a sustainable, accessible, and efficient multimodal transportation network.

2. We will maintain a high-quality network of streets for our community.

3. We will address traffic congestion and improve traffic and pedestrian safety throughout the Town.

4. We effectively communicate with residents and guests about the Town's parking and transportation options.

5. We consider strategic, data-driven investments in technology that promote the financial and environmental sustainability of the Town's parking and transportation assets.

6. We identify and leverage local, regional, and national partnerships that strengthen and extend the Town's parking and transportation system.

7. We consider the potential impacts of technology changes, including electric and autonomous vehicles and repurposing of parking structures, in all transportation planning.

8. We will develop and maintain sidewalk and trail connectivity in the Estes Valley in partnership with other entities.

Utility Infrastructure - We have reliable, efficient, and up-to-date utility infrastructure serving our community and customers.

1. We ensure high-quality, reliable, and redundant water service.

2. We ensure high-quality, reliable, and sustainable electric distribution service.

3. We encourage and support renewable energy sources and storage.

4. We are proactive in our approach to mitigating flood risks.

5. We ensure access to high-speed, high-quality, reliable Trailblazer Broadband service.

6. We partner with the three other owner communities to advance Platte River Power Authority towards our goal of a 100% noncarbon energy mix.