VISION AND CORE VALUES

The comprehensive plan has a solid foundation that has been widely supported by the community since the 1970s. Its core values cover long-standing community values and are updated periodically to introduce newer values. In addition, this plan update is an opportunity to present the plan's vision in more compelling (graphic, storytelling) ways to convey Boulder Valley's planning history and future community aspirations.

The values articulate the community's commitment to sustainability and meeting its **environmental, economic, and social goals** as noted below.

- Sustainability as a unifying framework to meet environmental, economic, and social goals
- A welcoming and inclusive community
- Culture of creativity and innovation
- Strong city and county cooperation
- A unique community identity and sense of place
- Compact, contiguous development and infill that supports evolution to a more sustainable urban form
- Open space preservation
- Great neighborhoods and public spaces
- Environmental stewardship and climate action
- A vibrant economy based on Boulder's quality of life and economic strengths
- A diversity of housing types and price ranges
- An all-mode transportation system to make getting around without a car easy and accessible to everyone
- Physical health and well-being

What have people suggested to update the core values?

The BVCP survey conducted in the fall of 2015 (further information available at: **www.bouldercolorado.gov/bvcp/bvcp-survey**) asked several questions about the core values of the plan. Respondents generally agreed that the plan's values are consistent with community values. One commenter wrote, **"If we can accomplish (them all)... that would be truly amazing. Let's try."**

People also suggested adding or clarifying the following values:

- Diverse and inclusive community (age, incomes, ethnicities, etc.)
- Representative and responsive government - "good governance" concept
- Resilient, prepared community
- Safety, as basic community value
- Well-maintained infrastructure (and assets)
- University community, progressively leading
- Managed and/or limited growth

- Arts and culture
- Cohabitation of people and wildlife
- Strong partnerships (e.g., city and county with University of Colorado, Naropa, Boulder Valley School District, RTD, Boulder Community Health, business community, neighborhoods)

Most frequently mentioned values in need of clarification include:

- A diversity of housing types and price ranges,
- "Compact" community (i.e., is there a better description?)
- "All mode transportation system"
- Climate action (i.e., add goals from Climate Commitment and clarify city's role).

Initial Draft of Core Values Update

Better Alignment with the Sustainability Framework

The community's core values are based on long-standing policies and concepts of the comprehensive plan. They reflect strengths and challenges of the Boulder Valley.

Proposed revisions to the values reflect input heard from the community, create greater alignment with the city's **Sustainability Framework,** and add resilience principles. The sustainability framework consists of seven categories that address environment, economy, and social equity goals together across the city organization in decision-making.

The revised values are intended to enhance the current values and are a guiding philosophy for planning, development, and budget decisions moving forward. They are the precursor for policies later in the plan.

Other Recommendations to update the Vision and Introductory Chapter

A **creative** more **compelling** approach to the Boulder Valley Vision might include elements of the past, present, and desired future in a series of **"big idea"** statements, including graphics and illustrations to fully convey the desired future vision. Additional suggestions include:

- Add more historic references – more of a story with pictures, not just a list of milestones
- Add graphics, photos, and quotes
- Highlight the long-standing unique aspects of the community's character, shape, and environmental, social, and economic goals.

The Boulder Valley community honors its history and legacy of planning while striving together to achieve a truly great, sustainable, resilient community – better and more beautiful for future generations.

BVCP Refined Core Values

The core values are reorganized below to reflect the sustainability principles, with the idea being that the plan may be reorganized to reflect the seven categories and address cross-cutting policies and goals.

(Note: Bullets in black are current core values, red are suggested additions.)

The Boulder Valley values…

A Safe Community

- Continued safety (a basic community value) and a climate of safety and social inclusiveness
- Resilience and preparedness

A Healthy and Socially Thriving Community

- A welcoming, diverse, and inclusive community that leads by example
- Health and well-being, and
- A thriving arts and culture

A Livable Community

- Its unique identity and sense of place
- Managed growth through compact contiguous development, and infill that supports evolution to a more sustainable urban form
- Great neighborhoods and public spaces
- A diversity of housing types and price ranges
- Well-maintained infrastructure, facilities, and assets

An Accessible and Connected Community

- An all-mode transportation system to make getting around without a car easy and accessible to everyone
- Maintain a connected infrastructure network

An Environmentally Sustainable Community

- Environmental stewardship and open space preservation
- Climate action, adaptation, and resilience

An Economically Vital Community

- A healthy, resilient economy with high levels of services and amenities
- A culture of creativity and innovation

Good Governance

- Strong city and county cooperation
- A tradition of representative and responsive government
- Engaging the community in all civic matters
- Strong partnerships between public, private entities, and the community

Question: How would you suggest refining the draft core values? What themes are important to you?