

Strategic Thinking

This worksheet asks you to consider alternative strategies we should employ to achieve Eagles's derired economic outcomes. The desires are drawn from your existing draft vision, results of our stakeholder interviews and policy direction now included in your draft plan. Some of the alternative strategies may be mutually exclusive, but others may be complementary.

Rate each one using our handy rating system (♥ Love it!, ? Unsure, ⊘ No way!) and add notes as you see fit. Please work with your group members and come up with a consensus recommendation to share with the rest of the participants. Results will inform the strategies we recommend.

Source	Desire	Strategy	♥	?	⊘	Notes				
Draft Vision	<i>If...</i>	Eagle is going to have a strong and balanced economy,	<i>then...</i>				policy must encourage a robust services sector in addition to a thriving "traded" sector.			
			<i>then...</i>				we must allow for a wider range of manufacturing uses.			
	<i>If...</i>	Eagle is going to have a distinct downtown, with a mixed-use City center that includes both residential and commercial uses to provide a center for commerce, culture, and a social/citizen interaction (a true main street with small town charm),	<i>then...</i>				we must promote high(er) density residential development in downtown, including three and four story residential buildings.			
			<i>then...</i>				we must support mixed-use buildings with first-floor commercial and office and/or residential above.			
	<i>If...</i>	Eagle is going to be economically sustainable, with a focus on the ability for the city to continue to fund, improve and support itself, including infrastructure and parks, without relying on building permit fees, impact fees and zoning fees,	<i>then...</i>				we must make more office, industrial and manufacturing land available.			
			<i>then...</i>				we must consider increasing the city's property tax levy to comparable rates in the Treasure Valley to pay for quality services.			
Orientation Interviews	<i>If...</i>	Eagle's population is going to include a variety of ages and incomes,	<i>then...</i>				housing must be available to accommodate a workforce at all income levels and family sizes.			
			<i>then...</i>				we must seek housing solution for retirees seeking to downsize.			
	<i>If...</i>	Eagle's economy is to be focused on attracting high-tech and professional office markets,	<i>then...</i>				we must make our built environment attractive to Millennials and high-tech entrepreneurs.			
			<i>then...</i>				we must stimulate investment in high-powered broadband infrastructure to provide bandwidth for emerging technologies.			
	<i>If...</i>	Eagle is going maintain its unique sense of identity and sense of place,	<i>then...</i>				we must maintain our City's standards in building design, site planning and landscaping.			
			<i>then...</i>				policy must encourage investment in the "third place" to facilitate informal gathering and community-building.			
Steering Committee Recommendations	<i>If...</i>	Eagle is going to capitalize on its scenic and recreation opportunities of the foothills and Boise River corridor,	<i>then...</i>				we must prioritize and invest in public access to the water and outdoor amenities.			
			<i>then...</i>				we must protect natural resources, wildlife habitat and water quality with appropriate development buffers and adequate mitigation.			
	<i>If...</i>	Eagle is going to support small and local businesses,	<i>then...</i>				we must provide stronger business support including local incentives (e.g. facade grant program, prop. tax holiday).			
			<i>then...</i>				we must advocate for local start-ups and business incubation, supporting organizations providing resources to entrepreneurs.			
	<i>If...</i>	Eagle is not going to plan for "heavy" industry within the community,	<i>then...</i>				we must rely more on office, agriculture, light manufacturing, and/or retail and services to offset the loss of industrial jobs.			
			<i>then...</i>				we must acknowledge that many of Eagle's residents will need to work elsewhere, increasing demand on commuter corridors.			