

Workshop Results

Economic Strategy Comments

October 18, 2016; Eagle City Hall



Introduction

During the afternoon of Wednesday, October 18, 24 members of Eagles’ Comprehensive Plan Steering Committee plus staff and facilitator met to economic development strategy for the City’s Comprehensive Plan. The meeting focused on understanding Eagles’ current economic “baseline”, evaluating vision statements and policy concepts informing strategy options for the City’s 2016/17 comprehensive plan update. Following a short presentation, committee groups participated in a two exercises:

1. Real-time response to questions using an “Automated Response System”, otherwise known as key/pulse-pad polling. The facilitator asked questions to participants such as reasons why Eagle is great for business and how Eagle might realize its vision of an “economically strong and balanced community.” A final question asked participants to consider which of ten choices should be the top priorities for Eagle’s long-term economic health.
2. The second exercise asked small groups to consider alternative strategies which Eagle should employ to achieve its desired economic outcomes. “Desires” were drawn from the Comprehensive Plan’s draft vision, results of stakeholder interviews, and policy direction now included in the draft plan. Participants were asked to react to each statement as a “Love it” (♥), “Unsure” (?), or “Don’t like it” (☹). Participants were also asked to make notes explaining their responses.

The tables below provide each of the questions and responses offered during the pulse-pad exercise. Part two tables include vision and policy statements, note and total the number of non-verbal rankings, and transcribe each of the written comments.

Consultants used these results to inform draft revisions to the Economic Development Chapter.

Part One: Pulse Pad

Questions / Responses

1. Where do you like to go for food in Eagle? (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Bardenay	48.00%	12
Smoky Mountain Pizza	12.00%	3
Buster’s Bar & Grill	12.00%	3
The Albertson’s Deli	8.00%	2
Other	20.00%	5
Totals	100%	25

2. In 2014, according to the US Census, the largest age cohort (generation) living in Eagle was: (Multiple Choice)

Responses		
	Percent	Count
Gen Z (6 – 15 years old)	4.35%	1
Millennials (16 – 36 years old)	4.35%	1
Gen X (37 to 55 years old)	56.52%	13
Baby Boomer (56-71 years old)	34.78%	8
Greatest Gen (75+ years old)	0.00%	0
Totals	100%	23

3. Eagle is a great community to live (and do business) in because of access to the outdoors and recreation amenities. (Multiple Choice)

Responses		
	Percent	Count
Wholeheartedly Agree	25.00%	6
Somewhat Agree	41.67%	10
Neutral	29.17%	7
Somewhat Disagree	4.17%	1
Wholeheartedly Disagree	0.00%	0
Totals	100%	23

4. Eagle is a great community to live (and do business) in because of the small town atmosphere and unique downtown. (Multiple Choice)

Responses		
	Percent	Count
Wholeheartedly Agree	25.00%	6
Somewhat Agree	41.67%	10
Neutral	29.17%	7
Somewhat Disagree	4.17%	1
Wholeheartedly Disagree	0.00%	0
Totals	100%	24

5. Eagle is a great community to live (and do business) in because of the range of housing types and neighborhoods. (Multiple Choice)

Responses		
	Percent	Count
Wholeheartedly Agree	8.33%	2
Somewhat Agree	20.83%	5
Neutral	20.83%	5
Somewhat Disagree	33.33%	8
Wholeheartedly Disagree	16.67%	4
Totals	100%	24

6. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **allow for a wide range of economic activities, including manufacturing and industrial use. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	8.33%	2
Somewhat Agree	37.50%	9
Neutral	16.67%	4
Somewhat Disagree	12.50%	3
Wholeheartedly Disagree	25.00%	6
Totals	100%	24

7. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **seek fiscal balance through increases on the property tax levy rate. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	25.00%	6
Somewhat Agree	25.00%	6
Neutral	20.83%	5
Somewhat Disagree	16.67%	4
Wholeheartedly Disagree	12.50%	3
Totals	100%	24

8. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **provide affordable housing throughout the community. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	20.83%	5

Somewhat Agree	29.17%	7
Neutral	20.83%	5
Somewhat Disagree	12.50%	3
Wholeheartedly Disagree	16.67%	4
Totals	100%	24

9. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **invest in public transit to support and economically diverse workforce. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	41.67%	10
Somewhat Agree	4.17%	1
Neutral	12.50%	3
Somewhat Disagree	25.00%	6
Wholeheartedly Disagree	16.67%	4
Totals	100%	24

10. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **increase activity downtown with a wider mix of commercial use, infill development, and higher density housing. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	70.83%	17
Somewhat Agree	8.33%	2
Neutral	12.50%	3
Somewhat Disagree	8.33%	2
Wholeheartedly Disagree	0.00%	0
Totals	100%	24

11. For Eagle to achieve its vision of an “economically strong and balanced community,” the City must **prioritize non-motorized connectivity through walkability standards (e.g., walk-score) and proximity to amenities. (Multiple Choice)**

Responses		
	Percent	Count
Wholeheartedly Agree	50.00%	12
Somewhat Agree	33.33%	8
Neutral	8.33%	2
Somewhat Disagree	8.33%	2

Wholeheartedly Disagree	0.00%	0
Totals	100%	24

12. In addition to the current “mix” of commercial activities, what should the City seek for the future? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Retail and services only	0.00%	0
More retail and services with some offices	34.62%	9
More offices with some additional retail and services	38.46%	10
More manufacturing and some additional offices	19.23%	5
More manufacturing and industrial only	0.00%	0
Other	7.69%	2
Retail and services only	0.00%	0

13. What are the top five priorities for Eagle’s long-term health? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Improve and invest in downtown	16.67%	19
Support small businesses and entrepreneurs, including local retail and professional services	13.16%	15
Attract and retain medium to large technology based companies	14.91%	17
Attract and retain “big box” and suburban retail	1.75%	2
Attract and retain large-employer manufacturing and industries	2.63%	3
Improve and promote access to the Boise River greenbelt and foothills	16.67%	19
Creation of authentic “placemaking,” non-motorized connectivity, and access to amenities	10.53%	12
Decrease traffic congestion	12.28%	14
Preservation of rural lands	10.53%	12
Other	0.88%	1
Totals	100%	114

Part Two: Strategy

Economic Development Strategy

	?	⊖	Strategy	Comments
6	0	0	<i>Policy must encourage a robust services sector in addition to a thriving "traded" sector.</i>	<ul style="list-style-type: none"> • Depends on intensity and location • Need good access to technology
1	5	0	<i>We must allow for a wider range of manufacturing uses</i>	<ul style="list-style-type: none"> • Has not been recently supported • "Those people" stereotype • "Light" types • City could ID types of manufacturing they want and locations for those • Define manufacturing, don't want heavy manufacturing • Light and general; not dependent on heavy transportation
4	2	0	<i>We must promote high(er) density residential development in downtown, including three and four story residential buildings.</i>	<ul style="list-style-type: none"> • Increased walkability • Limited • Up to 3 stories
5	1	0	<i>We must support mixed-use buildings with first floor commercial and office and/or residential above.</i>	<ul style="list-style-type: none"> • Yes but not required! • Horizontal mixed-use
2	4	0	<i>We must make more office, industrial, and manufacturing land available.</i>	<ul style="list-style-type: none"> • Increase commercial base, limited industrial, MFG • Light types (like HP) • Land is not the barrier • Define manufacturing • Light and general manufacturing; not in favor of industrial
4	2	0	<i>We must consider increasing the city's property tax levy to comparable rates in the Treasure Valley to pay for quality services.</i>	<ul style="list-style-type: none"> • Other options? Local OP tax, LIDs, or... • If services need improvement and funding is inadequate • If they consider the increase the City needs to show where the money is going • Would like the City to have other sources, LID
4	2	0	<i>Housing must be available to accommodate a workforce at all income levels and family sizes.</i>	<ul style="list-style-type: none"> • With standards and requirements for construction • Should and need jobs and things to do for all ages • Not just housing
4	1	1	<i>We must seek housing solutions for retirees seeking to downsize.</i>	<ul style="list-style-type: none"> • Not typical in Eagle
6	0	0	<i>We must make our built environment attractive to Millennials and high-tech entrepreneurs.</i>	<ul style="list-style-type: none"> • Not just Millennials and hi-tech entrepreneurs • More activity placemaking see Paris, France

	?	⊖	Strategy	Comments
6	0	0	<i>We must stimulate investment in high-powered broadband infrastructure to provide bandwidth for emerging technologies.</i>	<ul style="list-style-type: none"> • Not area that is readily available
6	0	0	<i>We must maintain our City's standards in building design, site planning and landscaping.</i>	<ul style="list-style-type: none"> • Get rid of berms as a requirement
5	1	0	<i>Policy must encourage investment in the "third place" to facilitate informal gathering and community building.</i>	<ul style="list-style-type: none"> • Want better understanding of context • Pedestrian mall "BODO"??
6	0	0	<i>We must prioritize and invest in public access to the water and outdoor amenities.</i>	<ul style="list-style-type: none"> • Must be done together (with following strategy) • Within limits • Manage access
6	0	0	<i>We must protect natural resources, wildlife habitat and water quality with appropriate development buffers and adequate mitigation.</i>	<ul style="list-style-type: none"> • With appropriate necessary measures (crossed out development ... mitigation)
2	3	2	<i>We must provide stronger business support including local incentives (e.g. façade grant program, prop. tax holiday).</i>	<ul style="list-style-type: none"> • Consider looking at a streamline process • See Meridian Village example • Need people/ more sense of place/ activity
4	1	0	<i>We must advocate for local start-ups and business incubation, supporting organizations providing resources to entrepreneurs.</i>	<ul style="list-style-type: none"> • Yes!! • What resources?
5	0	0	<i>We must rely more one office, agriculture, light manufacturing, and/or retail and services to offset the loss of industrial jobs.</i>	<ul style="list-style-type: none"> • What alternatives can we promote • Where's commercial? Tax benefit? • Shouldn't apply
1	2	2	<i>We must acknowledge that many of Eagle's residents will need to work elsewhere, increasing demand on commuter corridors.</i>	<ul style="list-style-type: none"> • Depends on "heavy" industry and what/ it is an industry • "Increase demand?" • Shouldn't apply
77	24	5		