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WINTER CITY STRATEGY

EXECUTIVE SUMMARY

ABOUT WINTERMISSION LEADVILLE

The Leadville Winter City Strategy lays out a bold vision and path for improving winter life in the City of Leadville. This strategy is the culmination of Wintermission Leadville, a two-year project that set out to make it easier, more comfortable, and more fun for Leadville's residents to live, move, and play in winter.

Wintermission is a nationwide initiative led by 8 80 Cities, a Toronto-based nonprofit organization, in partnership with Children and Nature Network and National League of Cities. The project is funded by the Robert Wood Johnson Foundation and CAF America. In the fall of 2018, 8 80 Cities put out a call for program partners and challenged American cities to assemble diverse teams that would advance the goal of reducing social isolation during winter. The response was astounding, with 62 cities of all sizes submitting applications. Leadville, Colorado, along with Buffalo, New York and Eau Claire, Wisconsin were selected as the three winning cities

The Wintermission Leadville is led locally by representatives from the City of Leadville, Get Outdoors Leadville!, and Lake County Recreation Department. Over the past two years, Wintermission Leadville's project activities have included:

1. Convening with the Buffalo and Eau Claire Wintermission teams at the Winter Cities Shake-Up Conference in Saskatoon, Canada. Through this convening, participants were able to workshop winter city ideas with leaders from other cities and get inspiration for their own winter city work.
2. Engaging over 600 diverse residents on how to improve winter life in Leadville through a comprehensive community consultation process.
3. Testing out community ideas for enhancing public life in public spaces during winter through a series of short-term pilot projects.



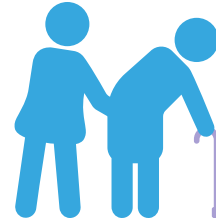
VISION

Combining everything learned throughout the convene, engage, and test phases, the Leadville Winter City Strategy responds to the city's unique challenges and opportunities. The following vision guides all the goals and recommendations outlined in this strategy:

In Leadville, we envision an inclusive and positive winter experience for all. We will address current and emerging winter challenges by building an inclusive winter culture, spreading winter knowledge and awareness, creating innovative community-led programs, activating public spaces, and ensuring everyone can move around safely and comfortably. We will allocate resources to ensure everyone in Lake County—regardless of age, gender, ability, ethnocultural or socioeconomic status—is able to take advantage of our natural beauty, participate in public life, and enjoy our beautiful winter community.

Winter City Strategy

Community members identified four priority areas for increasing social and physical activity in winter, forming the four pillars of the winter city strategy: Winter Mobility, Winter Warmth and Comfort, Winter Culture and Connection, and Winter Activation. Each pillar has its own vision, set of goals, and associated action items to achieve those goals.



Pillar I: Winter Mobility

Vision: Leadville will become a place where residents can move around safely and easily in the winter to access basic services and recreational opportunities. We are committed to working together to promote mobility equity in the winter, centering the needs of our most vulnerable community members who face heightened challenges getting around in winter.

Goal 1: Improve snow removal services to create safer and more accessible winter streets and sidewalks.

Recommended Actions:

1.1 Plow municipal sidewalks: Leverage municipal and community partners to ensure that sidewalks are cleared quickly, efficiently, and consistently.

1.2 Adopt a winter parking bylaw to aid with snow removal: Restrict parking on alternate sides of local roads and streets between November 1 to April 1 each year.

1.3 Establish a volunteer shovel corps: Launch a program that connects seniors, individuals with mobility issues, and other vulnerable community members with volunteers who will shovel snow from public sidewalks.

Goal 2: Fill in winter transportation gaps for those who cannot drive or do not have access to a private vehicle.

Recommended Actions:

2.1 Implement a free winter shuttle bus service: Test out a shuttle bus service with connections to downtown Leadville and local resorts to increase access to essential services, jobs, and recreational opportunities.



Pillar II: Winter Warmth and Comfort

Vision: We will take steps to make the cold and snow more manageable by identifying public and private as well as indoor and outdoor spaces that have the potential to provide residents with a reprieve from the cold. With some design and infrastructure changes, such spaces can become warmer and more welcoming for people to enjoy year-round.

Goal 3: Increase opportunities for residents to warm up in outdoor spaces throughout winter.

Recommended Actions:

3.1 Develop a fire pit policy and program: A formal fire pit policy and program encourages more residents, businesses, organizations, and public space managers to install and operate fire pits throughout the city.

3.2 Create warming shelters in parks and public spaces: Add more warming shelters at strategic locations such as Dutch Henry Hill, Huck Finn Skate Park, other local parks, school play yards, and bus stops to encourage people to spend more time outside.

3.3 Install winterized bathrooms in parks and public spaces: This will make it easier for people to stay longer in parks and public spaces, provide people with a temporary place to warm up during the winter, and promote public health and handwashing during a pandemic.

3.4 Provide support for home warming: Create home heating grants and programs focused on distributing information and/or materials to install draught proofing, insulation, and mobile home insulated skirting.



Pillar III: Winter Culture & Connection

Vision: Leadville will become a leader in developing intercultural and intergenerational approaches to improving winter life. We will find creative ways to expand opportunities for our diverse resident population to feel connected to and reflected in Leadville's winter culture.

Goal 4: Develop programs and resources that are specifically geared towards newcomers and residents who are less acquainted with winter.

Recommended Actions:

4.1 Implement a “Wintergration” program to help newcomers adapt and thrive in winter: Pair winter mentors with newcomers to Leadville, helping them adjust to living in a winter city by providing information and resources on various topics.

4.2 Support culturally responsive programming for equity-seeking groups: Support community-led programs inspired and created by individuals and groups who don't see themselves reflected in existing winter social and recreational offerings.

4.3 Expand the Wintermission Leadville team to include more diverse perspectives and lived experiences: As Wintermission Leadville moves forward with implementing the Winter City Strategy it is essential that currently public safety for groups underrepresented communities have a seat at the table to ensure initiatives are implemented in an equitable and inclusive manner.

4.4 Reexamine public safety for equity-seeking groups: Work closely with residents and community organizations to explore how to

improve public safety for groups that currently feel unsafe in public space, e.g. sanctuary city policies, investing in programs in semi-public places where people do purport to feel safe, etc.

Goal 5: Increase awareness about existing winter offerings so that all residents may benefit from what Leadville already has to offer.

Recommended Actions:

5.1 Create and promote winter guide: Provide a comprehensive resource of winter activities and events in Leadville and winter living tips such as appropriate clothing, winter travel, and how to heat your home.

5.2 Expand and promote gear lending services: Increase opportunities for people across Leadville to borrow winter outdoor gear, and increase awareness and usage of these programs among groups that are currently underrepresented in outdoor recreation.



Pillar IV: Winter Activation

Vision: The Winter Activation pillar is about enlivening our shared public spaces throughout winter with exciting programming and opportunities for people of all ages and backgrounds, beyond just the larger marquee events. We will create new opportunities at the neighborhood level and activate our public spaces—both indoor and outdoor—in ways that will reach new audiences, particularly residents who are less accustomed to participating in winter activities.

Goal 6: Increase small-scale, neighbourhood-based winter activations across Leadville.

Recommended Actions:

6.1 Create a Winter Party Guide and streamlined process for community-led public space activations: Provide the tools, information, and a simplified permit process to facilitate more resident-led activations of public spaces.

6.2 Increase indoor community programming during the winter: Leadville has adaptable indoor spaces that provide countless opportunities to host events that draw people together. Much like outdoor spaces, indoor spaces can also provide a platform for resident-led activation and programming, if given the tools and permissions to do so.

CONCLUSION

The Leadville Winter City Strategy is a launch pad for Leadville to capitalize on the energy built up over the course of the project. It sets a clear path for how Leadville can become the winter city that its residents want it to be. By building on existing winter assets and achieving the goals set out in this strategy, Leadville is well poised to become one of the foremost winter cities in the United States.

