Agenda

• Agenda Overview
• **Results**: Community Conversations
• **Analysis**: Transportation Baseline
• **Discussion**: Draft Vision and Guiding Principles
• Public Engagement Strategy
• Next Steps
Land Use Policy and Population

80,000+ residents in 2040
Coeur d'Alene

FALL 2019

Phase 1: Kick-Off

FALL 2019 - WINTER 2020

Phase 2: Analysis & Preferences

SPRING 2020

Phase 3: Mapping & Refinement

SUMMER - FALL 2020

Phase 4: Develop Comprehensive Plan

WINTER 2020

Phase 5: Adoption
Initial Community Conversations

• Community partners, including
  • Health
  • Safety
  • Environment
  • Education
  • Economic development
  • Transportation

• City and CDA 2030 leadership and staff
The Public Kickoff Meeting...

- Had approximately 80 attendees
- Included a brief presentation about how Coeur d’Alene has changed over the years and some of the challenges it faces today
- Engaged participants in small group exercises
- Identified vision elements, assets, opportunities and constraints, and potential land use visions for 2040
OPPORTUNITIES AND CONSTRAINTS

WHAT DO YOU LOVE ABOUT COEUR D'ALENE?
BE AS SPECIFIC AS POSSIBLE!

WHAT DO YOU THINK IS COEUR D'ALENE'S BIGGEST CHALLENGE? BE AS SPECIFIC AS POSSIBLE!
Please use dots to rate how important you think the mandated topic areas are for Coeur d'Alene. You add?

Since 1975, the state of Idaho has required local jurisdictions to number of planning components.

In 2030, greater Coeur d'Alene uses comprehensive planning to guide and direct future development.

Adequate Utilities (Water and Sewer)

1 2 3 4 5

Not Important Neutral Very Important

Property Rights

1 2 3 4 5

Not Important Neutral Very Important

Transportation System (Pedestrian, Bike, Transit, Auto)

1 2 3 4 5

Not Important Neutral Very Important

Public Facilities (Youth Services, Libraries, Hospitals, Emergency Response)

1 2 3 4 5

Not Important Neutral Very Important

Existing Employment and Future Job Opportunities

1 2 3 4 5

Not Important Neutral Very Important

Agricultural Opportunities (In the City)

1 2 3 4 5

Not Important Neutral Very Important

2030, greater Coeur d’Alene is one of the safest, healthiest cities in the nation.
Follow-Up Meetings/Input

The project team played the game with:
• High school and college students
• Small groups
• Neighborhood game nights
• Fire department
Follow-Up Meetings/Input

Two online surveys:

• Business owners to identify baseline market information

• Community members to identify opportunities and constraints
How would you define CDA?

<table>
<thead>
<tr>
<th>Definition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City by the lake</td>
<td>86%</td>
</tr>
<tr>
<td>Gateway to the outdoors</td>
<td>48%</td>
</tr>
<tr>
<td>Retirement community</td>
<td>26%</td>
</tr>
<tr>
<td>The next great city</td>
<td>10%</td>
</tr>
<tr>
<td>Tourist destination</td>
<td>68%</td>
</tr>
<tr>
<td>Small town</td>
<td>34%</td>
</tr>
<tr>
<td>Gathering place</td>
<td>14%</td>
</tr>
<tr>
<td>Anywhere USA</td>
<td>2%</td>
</tr>
</tbody>
</table>
### Most important issues in CDA today

Choose from least likely (0) to definitely (5)

<table>
<thead>
<tr>
<th>Issue</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining small-town feel</td>
<td>2%</td>
<td>2%</td>
<td>9%</td>
<td>15%</td>
<td>22%</td>
<td>50%</td>
</tr>
<tr>
<td>Increasing year-round job opportunities</td>
<td>4%</td>
<td>-</td>
<td>-</td>
<td>21%</td>
<td>13%</td>
<td>62%</td>
</tr>
<tr>
<td>Keeping and attracting youth</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>20%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Providing a mix of housing options</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
<td>23%</td>
<td>17%</td>
<td>45%</td>
</tr>
<tr>
<td>Maximizing infill development to preserve rural land</td>
<td>2%</td>
<td>-</td>
<td>8%</td>
<td>23%</td>
<td>15%</td>
<td>52%</td>
</tr>
<tr>
<td>Preserving access to natural resources</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>7%</td>
<td>11%</td>
<td>80%</td>
</tr>
<tr>
<td>Good K-12 schools</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>13%</td>
<td>17%</td>
<td>65%</td>
</tr>
<tr>
<td>Providing opportunities for higher education</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>22%</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>Protecting neighborhoods</td>
<td>2%</td>
<td>-</td>
<td>2%</td>
<td>18%</td>
<td>16%</td>
<td>61%</td>
</tr>
<tr>
<td>Providing adequate bike and pedestrian amenities</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td>20%</td>
<td>16%</td>
<td>53%</td>
</tr>
<tr>
<td>Providing adequate transit service</td>
<td>11%</td>
<td>4%</td>
<td>11%</td>
<td>26%</td>
<td>17%</td>
<td>30%</td>
</tr>
</tbody>
</table>

48 respondents
# CDA in 2040

Choose from least likely (0) to definitely (5)

<table>
<thead>
<tr>
<th>Feature</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Still a small town with great neighborhoods</td>
<td>22%</td>
<td>20%</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Sprawling and hard to tell what city you’re in</td>
<td>12%</td>
<td>10%</td>
<td>7%</td>
<td>12%</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>Supportive community where people look out for each other</td>
<td>11%</td>
<td>9%</td>
<td>13%</td>
<td>37%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Lots of year-round job options</td>
<td>4%</td>
<td>9%</td>
<td>22%</td>
<td>38%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Housing options for everyone</td>
<td>9%</td>
<td>13%</td>
<td>28%</td>
<td>43%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Parks with a 10-minute walk from any home</td>
<td>9%</td>
<td>5%</td>
<td>11%</td>
<td>30%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Cutting edge education opportunities</td>
<td>2%</td>
<td>18%</td>
<td>16%</td>
<td>44%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>More traffic congestion</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>7%</td>
<td>17%</td>
<td>67%</td>
</tr>
<tr>
<td>Better bike amenities</td>
<td>2%</td>
<td>2%</td>
<td>11%</td>
<td>55%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>More sidewalks</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>46%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>More extensive transit options</td>
<td>9%</td>
<td>11%</td>
<td>27%</td>
<td>30%</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>

47 respondents
Initial Outreach Information

- Opportunities and issues
- Vision elements and themes
- Land use and transportation considerations
COEUR D’ALENE

FALL 2019
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SPRING 2020
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SUMMER - FALL 2020
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Develop Comprehensive Plan

WINTER 2020
Phase 5:
Adoption
Developing a Policy Framework

Community Vision
- Where do you want to be in 20 years?

Guiding Principles
- What guides our choices to get there?
- Six Guiding Principles

Goals
- What is the desired outcome/result(s)?
- Multiple goals per Guiding Principle

Objectives
- How do we achieve the goal?
- Measurable
- Multiple objectives per goal

Actions
- What is the project?
- Who leads the effort?
- At least one action per objective
Developing a Policy Framework

The Community-led visioning process tells us where we’re headed

Coeur d’Alene is the vibrant heart of North Idaho. Together, we inspire a community of excellence that cultivates activity, partnerships and innovation. As the region’s cultural and economic center, our growth is balanced by an affordable cost of living, professional advancement opportunities, and top-tier education. We strive to protect our spectacular waterfronts, connected green spaces, rich history, and healthy lifestyles that set Coeur d’Alene apart. Our residents are committed to our future and the legacy we celebrate.
Developing a Policy Framework

Guiding Principles align with community input and previous outreach

- Community and Identity-Small Town, Big Heart
- Education & Learning-Strong Schools, Lifelong Opportunities
- Environment & Recreation-Beautiful and Accessible
- Growth & Development - Focused and Community Oriented
- Health & Safety-Supporting Active lifestyles
- Jobs & Economy- High Paying, Year-Round Opportunities
Developing a Policy Framework

Aligning Multiple Perspectives to create Goals, Objectives and Actions

Goals
- What is the desired outcome/result(s)?
- Multiple goals per Guiding Principle

Objectives (to come)
- How do we achieve the goal?
- Measurable
- Multiple objectives per goal

Actions (to come)
- What is the project?
- Who leads the effort?
- At least one action per objective

- CDA 2030 and 2007 Comprehensive Plan
- Public input
- Focus Group/CAC review
- City departments
- CDA 2030 leadership
- Planning Commission/City Council
Focus Groups
Transportation-Pedestrian

• Sidewalk network mostly complete Downtown and in newer residential subdivisions
• Fewer sidewalks in the northwest, northeast and east of Downtown
• Sidewalks are limited along many arterials
Transportation-Bike and Pedestrian

- Existing multi-use paths run along parts of Lake Coeur d’Alene, Northwest Boulevard, northwestern region, US 95 and western parts of I-90
- Shared roadways are mostly present in the downtown area
- Some bike lanes within City, such as 15th and Government Way
Transportation-Transit

- Three routes generally serving commercial areas
- Two longer routes serve as a connector between two transfer stations, Riverstone and the Casino; and between Coeur d’Alene and Plummer
- Ridership consistent in last three years at approximately 83,000 riders
Transportation-Auto (Existing)

- US 95 volumes highest north of I-90
- Arterial streets near I-90 experience the highest volumes south of I-90
- Near downtown, traffic is spread across the grid
- I-90 traffic volumes increased 18 percent since 2010.
- Traffic volumes on US-95 have increased 13 percent since 2010
Transportation-Auto (2040)

- Forecast growth based on regional 2040 traffic model
- Traffic volumes are expected to grow by:
  - 45% in the south
  - 179% in the north
  - 69% in the west
Community Advisory Committee
Community Advisory Committee
COEUR D’ALENE

**Phase 1:** Kick-Off

**Phase 2:** Analysis & Preferences

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**Phase 4:** Develop Comprehensive Plan

**Phase 5:** Adoption
Future Engagement Opportunities

Now:
• Online survey-Draft Vision, Guiding Principles and Goals

March:
• Community Advisory Group
• Focus Groups
• Economic Development stakeholder meetings

Late Spring:
• Community meeting-land use scenarios
• Online survey