

WINTERMISSION LEADVILLE


**COMMUNITY ENGAGEMENT
SUMMARY REPORT**

Wintermission Leadville is led locally by the City of Leadville, Get Outdoors Leadville!, and Lake County Recreation Department, with key support from many local partner organizations and community members.

The program is funded by the Robert Wood Johnson Foundation and CAF America. This report was prepared by 8 80 Cities in June 2019.

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INTRODUCTION



ABOUT WINTERMISSION

Wintermission is an innovative program that aims to combat social isolation and increase levels of physical activity in winter for all residents, no matter their age, ability, socio-economic, or ethnocultural backgrounds.

Winter is a wonderful time of year, especially in communities like Leadville and Lake County where the natural surroundings provide countless opportunities for outdoor recreation. But we also know that winter is a challenging time of year. Cold weather, snow, and ice can make it difficult to get around and often prevent people from venturing outdoors. These challenges are exacerbated for people who may have limited mobility like children and older adults, or are new to a winter community and may not have the time, resources, or experience to adapt to the elements. As a result, winter leads many people to experience feelings of loneliness and social isolation which are known to have detrimental effects on our physical and mental health.

Wintermission will reduce social isolation by building on Leadville's unique winter climate and culture and addressing barriers that prevent people from getting the most out of the season.

The Wintermission project has three phases. In the first phase, residents, visitors, business owners, and other community stakeholders share ideas on winter life in Leadville and Lake County. This first step provides insight into what people love about winter, and what could be improved to make life easier, bring people together, and encourage more outdoor physical activity. In the second phase, the Wintermission Leadville team collaborates with local partners to implement a series of pilot projects, based on real ideas from the community, to live-test new winter programs, events, policies, and design interventions in Leadville and Lake County. In phase three, a Winter City Strategy is developed,



based on results and findings of the community engagement and pilot project phases. The Winter City Strategy provides a long-term road-map to continue improving winter life in Leadville and Lake County.

This report summarizes key findings from the first round of engagement and sets a framework for the second phase of Wintermission which will bring the community's ideas to life.

TIMELINE

Wintermission Cities Selected

January 2019

Buffalo, NY, Eau Claire, WI, and Leadville, CO are selected through a national competition to participate in Wintermission

Pilot Project Planning

May - September 2019

Wintermission teams review community feedback and identify new ideas to improve life in winter

Winter City Strategy Development

March-July 2020

Using lessons learned, the Leadville Winter City Strategy will provide recommendations to continue improving public life in winter

Community Engagement

March - April 2019

Start a city-wide conversation about what people love about winter in Leadville and what could be improved

Pilot Project Implementation

October - March 2020

Wintermission teams test a series of programs, activities, and events to animate public spaces in winter

TEAM



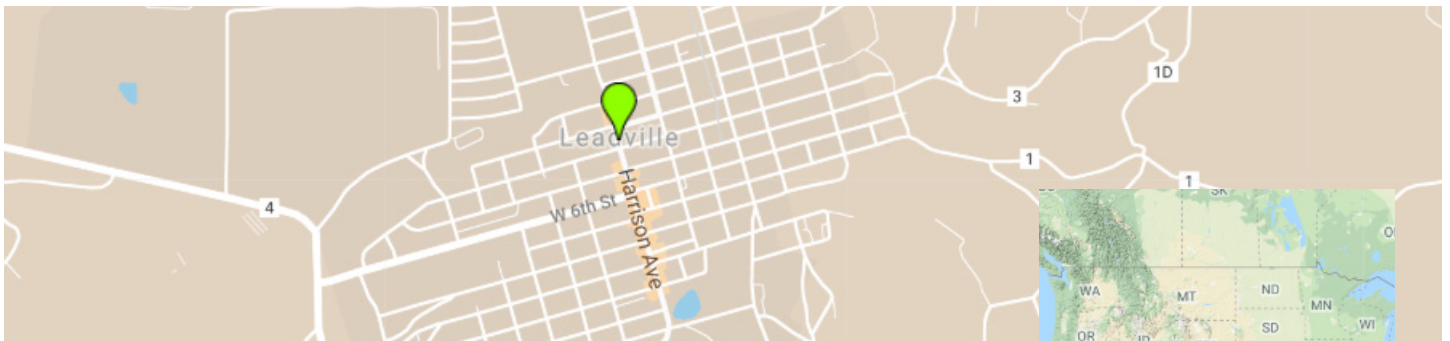
Representatives from all three Wintermission cities convened at the 2019 Winter Cities Shake Up conference.

Wintermission is led by 8 80 Cities, an international non-profit organization that works with communities to create safe and happy cities that prioritize people’s wellbeing. The program is funded by the Robert Wood Johnson Foundation and CAF America. Project partners include the Children & Nature Network and the National League of Cities.

In November 2018, 8 80 Cities launched a call for program partners and challenged U.S cities to assemble diverse teams that would advance the goals of Wintermission. The response was astounding with 62 cities of all sizes submitting applications. Three cities were selected: Buffalo, New York; Eau Claire, Wisconsin, and; Leadville, Colorado. Representing diverse geographic locations and population sizes, these three cities will set new standards and precedents for winter friendly cities in the United States.







All three cities assembled multidisciplinary teams of city leaders committed to reducing

social isolation and improving public life in winter. In Leadville, the lead applicants include representatives from Lake County Public Health Agency, the City of Leadville, Get Outdoors Leadville!, and Lake County Government.



WINTER IN LEADVILLE

There are many opinions on what constitutes a “winter city.” Some researchers go by the average temperature in January. Others use the number of days with snowfall each year. No matter what criteria or definition you use, Leadville is a bonafide winter city. Here’s a quick look at Leadville’s winter city credentials:

-  **Population: (2017):** 2,614 (Leadville) 7,778 (Lake County)
-  **10,152’ above sea level**
-  **Average annual snowfall:** 156”
-  **Average days with snowfall per year:** 68.3
-  **Average number of sunny days per year:** 300+
-  **Average temperature in January:** 5 °F (low) 30 °F (high)

Leadville is the highest incorporated city in North America and one of the coldest place in Colorado. Most years, the winter season in Leadville and Lake County begins in October and extends into May. Cold winter days dampen Leadville’s otherwise bustling downtown streets, parks and trails. Breaking down barriers to access, enjoyment of community resources and social opportunities in all seasons are shared priorities for the Leadville Wintermission team.

Leadville and Lake County has developed innovative winter initiatives like establishing a winter gear lending library and bilingual, cul-

turally-informed outdoor adventures for youth and families to get out and enjoy winter while building comfort and skill with new winter sports. Through the Wintermission project, this Colorado community hopes to further these efforts, shift public perceptions about winter, and get more people of all ages and backgrounds actively embracing social opportunities and public spaces during these months.

Wintermission Leadville will build on existing momentum and community assets to to create a truly inclusive, healthy and connected winter city.

EXISTING WINTER RESOURCES

There is so much to love about winter in Leadville and Lake County. Below is a summary of the existing resources, assets, places, people, and organizations that Wintermission Leadville will leverage and build on.

Winter Culture: Snow and winter is central to the Leadville and Lake County identity. People are proud to live in Leadville and truly love the outdoor lifestyle it provides. Leadville residents generally embrace the season and make the most of the conditions by enjoying a variety of outdoor winter activities. Skiing and snowboarding are common activities and draw people outside and together in winter. Proximity to the mountains and resorts like Ski Cooper is highly prized by residents. Closer to home, people love the Huck Finn Ice Rink, Dutch Henry Sledding Hill, and the groomed Mineral Belt Trail. This positive approach to winter is a crucial building block for the Wintermission project.

Ski Joring and Crystal Carnival Weekend: This is the marquee winter event in Leadville and Lake County. Residents and visitors alike genuinely enjoy this event and take pride in the unique activities and celebration of Leadville tradition. This weekend contributes to Leadville's identity as a community-driven, vibrant, wintry, mountain city. They carry on the legacy of grand winter events like the Ice Palace in 1896, which still resonates with residents as a proud moment in the city's history.

Indoor Social Spaces: For a small city, Leadville has many facilities and adaptable indoor spaces where people can gather in winter. These spaces provide limitless opportunities for residents to program or host events that will draw people together. These spaces include the library, aquatic center, senior center, Elks Lodge, Colorado Mountain College, and local high school.

Wintry Elements: The abundance of snow and cold temperatures create daily challenges but most residents see Leadville's winter climate as

a unique asset. Leadville ranks among the top ten snowiest cities in Colorado with an average 68 days of snowfall and total accumulation of 156 inches of snow each year. Better still, winter in Leadville is (for the most part) sunny! The city has an average of 247 sunny days each year. Residents love the outdoor activities that the season brings, and business owners rely on the influx of tourists drawn to the nearby mountains each winter.

Committed Leadership: Leadville has dozens of local leaders, organizations, and institutions that are highly engaged and committed to helping the community thrive. These stakeholders include the Lake County commissioners and City of Leadville councilors and mayor. They also include city and county staff from a variety of departments who are accustomed to collaborating towards a common goal. Grassroots organizations and local institutions such as Get Outdoors Leadville!, Full Circle, Colorado Mountain College, Senior Center, and neighborhood associations also provide vital leadership. Many of these people and organizations gave hours of their time to provide input and ideas during the Wintermission Leadville engagement process. This level of commitment will be critical to the long-term implementation and success of Leadville's forthcoming Winter City Strategy.

Latinx Community: Leadville is home to a strong Latinx community. Mexican restaurants and stores along the city center, spanish-speaking congregations, as well as celebrations like Dia De los Muertos and Fiestas Patrias are but a few examples of the cultural and economic contributions that this community brings to this alpine town.



ENGAGEMENT PROCESS



600+

**PEOPLE
ENGAGED**



407

**PEOPLE
ATTENDED
EVENTS**



232

**SURVEY
RESPONSES**

WHAT WE DID

In March 2019, the Wintermission team began a comprehensive and inclusive community engagement process to ensure that a wide range of voices and experiences were included in the process. This engagement process included neighborhood tours, meetings with local businesses, stakeholder workshops, focus groups, online surveys, and a series of public pop-up events. These events and meetings were co-led and organized by all members of the Wintermission team, including 8 80 Cities, Children & Nature Network, the City of Leadville, and Lake County. 8 80 Cities and Children & Nature Network provided technical assistance and support during a three-day site visit, while the local team (City of Leadville and Lake County) led ongoing efforts to connect with as many stakeholders as possible.

The following section describes these engagement methods and summarizes key findings.

A NOTE ABOUT COMMUNITY ENGAGEMENT LIMITATIONS

Community engagement is not an exact science. Learning about the opinions and lived experiences of a community is an iterative and ongoing process that takes time. The Wintermission engagement process was constrained by several factors including limited time and resources. Heavy snowfall during the three-day engagement blitz in March likely impacted residents' ability to participate in the process. Due to these restraints, the findings in this report may not reflect the lived experience of everyone in Leadville and Lake County.

This report is not intended to provide an exhaustive list of all the opportunities and barriers related to public life in winter. However, these results illuminate key themes and common trends that will help inform short-term improvements to winter life in Leadville and Lake County. The Wintermission team will continue to engage with residents and local stakeholders to ensure that these findings are accurate, and that the recommended next steps reflect community needs and opportunities.

SURVEY

The Wintermission Leadville survey was available in print and online formats in both Spanish and English. The questions asked in the survey were consistent with the questions posed to participants at the workshops and pop-up engagement events. In total, 232 responses were submitted between March 2 – May 3, 2019. A summary of survey responses can be found on pages 14-17 of this report.


POP-UPS ENGAGEMENT STATIONS

Pop-Up Engagement Stations were held in ten different locations across Leadville and Lake County. These sessions use a ‘go-to-them’ approach by locating in places where people already visit as part of their daily routines. This helps reduce barriers to participation and ensures that diverse members of the community have the opportunity to contribute their thoughts and ideas to the Wintermission process. Passers-by are invited to share their perspective with the Wintermission Leadville team through informal conversations or by participating in dotmocracy surveys to indicate what types of improvements they would like to see. Participants received small tokens of appreciation like free s’mores and Wintermission stickers.

The Engagement Stations took place in a variety of settings at different times of the day and days of the week. Locations included the Lake County Senior Center, Colorado Mountain College (CMC), Lake County High School, and the Lake County Courthouse during the Crystal Carnival weekend.

STAKEHOLDER WORKSHOPS

The engagement process included two stakeholder workshops. One with members of the community at large and another invitational workshop with county and city officials, police officers, road/public space maintenance staff, and other public servants. In each workshop, participants collaborated in groups to identify the challenges of accessing public space in winter, and mapped key assets and resources. Groups then developed action plans that could be implemented to address those challenges with strategic projects, policies, or programs.

EVENT	# 
Elk’s Breakfast	26
Ski Joring	109
City on a Hill Cafe	5
CMC Cafe	42
Senior Center	9
Elementary School	24
High School	115
Library	13
GOL! After-School	8
Zumba Class	20

COMMUNITY RESPONSES



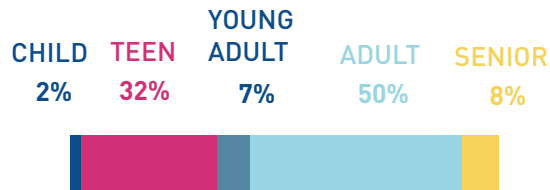
SURVEY RESPONSES

232 surveys were submitted

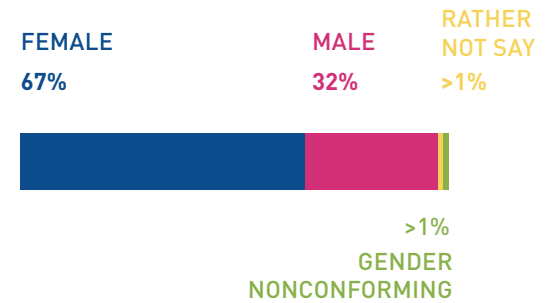


DEMOGRAPHICS

Age

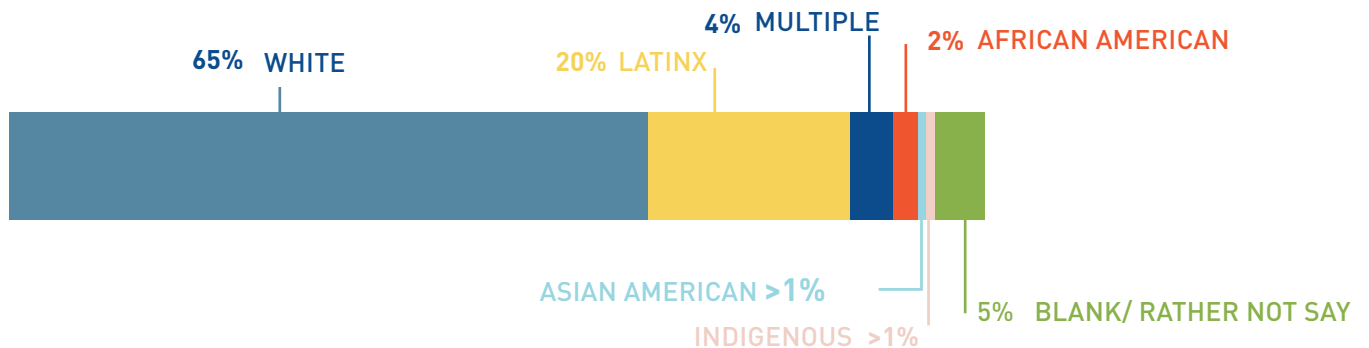


Gender

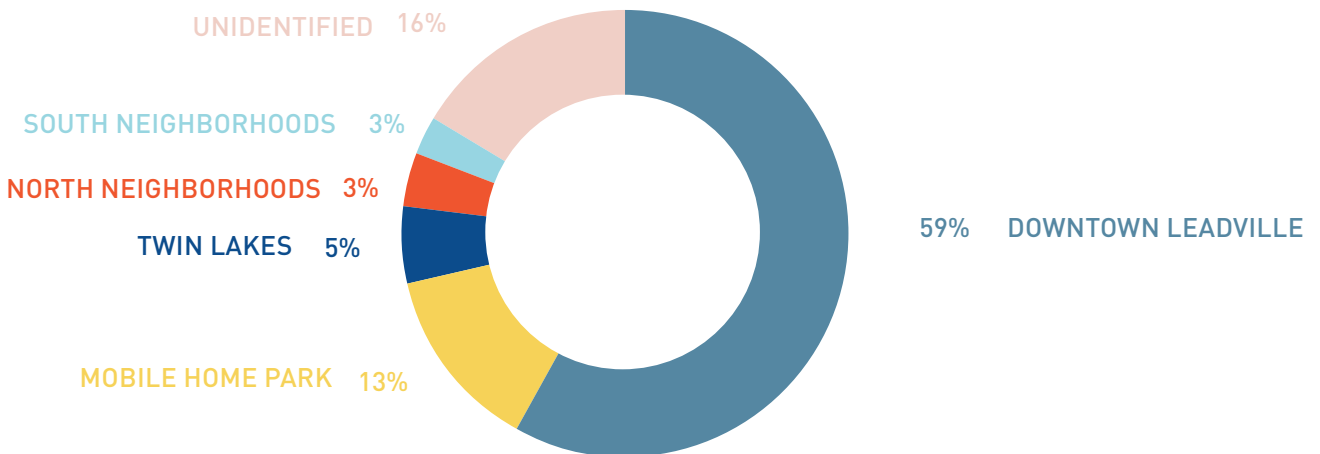


*Compared to 2010 Census: 54% male, 46% female

Ethnic Background

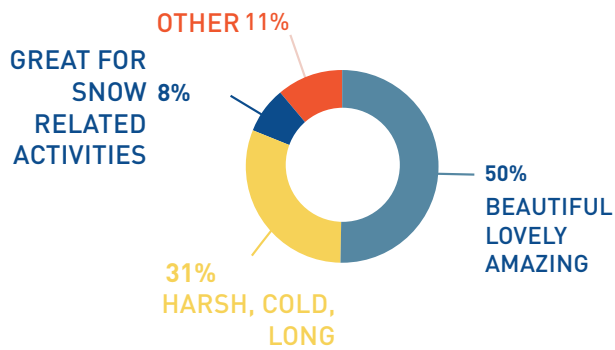


Neighborhood

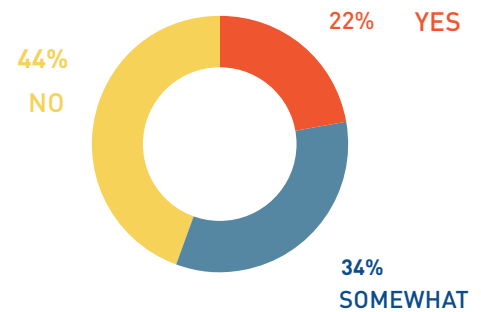


CURRENT RELATIONSHIP WITH WINTER

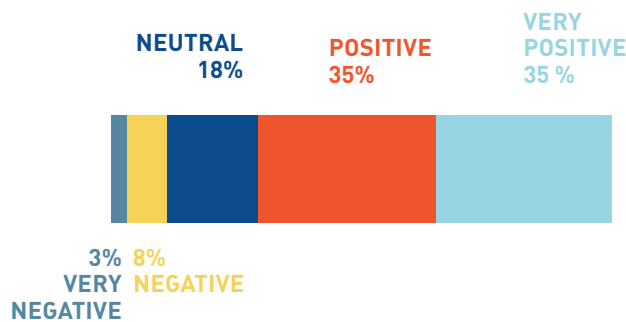
Winter in Leadville is:



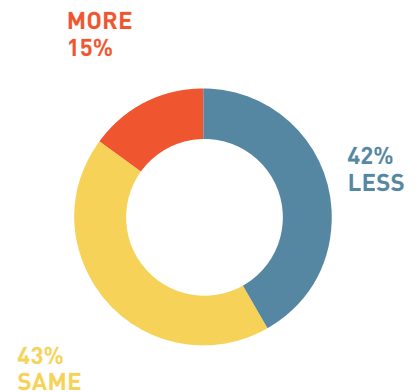
Do you experience feelings of isolation or a lack of contact with friends and family in the winter?



How would you describe your overall attitude towards winter?

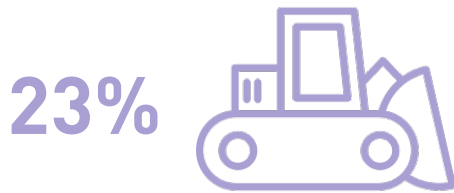


How much time do you spend outdoors during the winter compared to the rest of the year?

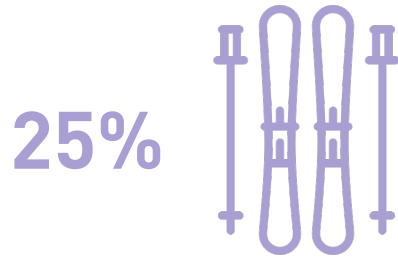


CURRENT RELATIONSHIP WITH WINTER

Complete the sentence: Winter in Leadville would be better if... (top two answers)



Better Snow Management



More activities/
More affordable activities

Other responses included: more events 5%, local ski hill 4%, more places to warm up 2% ...

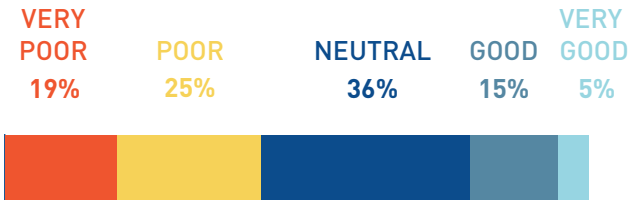
What outdoor activities have you taken part in over the last 12 months in Leadville? (1,181 answers)



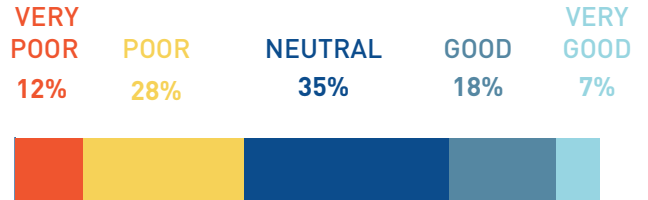
Curling was not listed on the survey and yet it received several entries. !

CHALLENGES

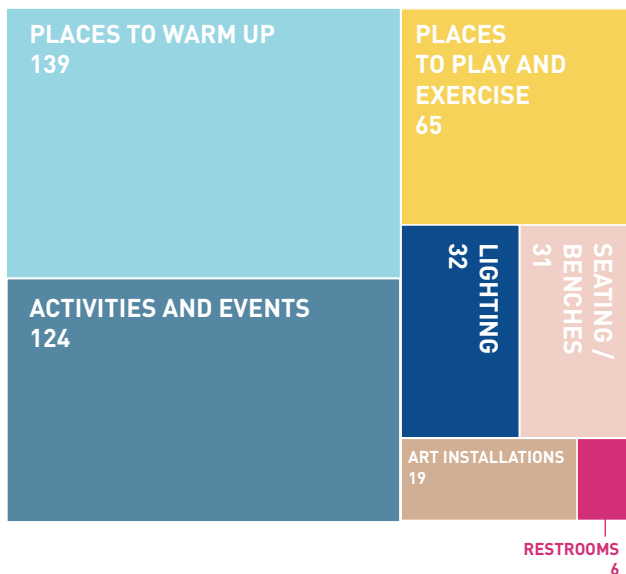
How would you rate the safety and accessibility of sidewalks in the winter?



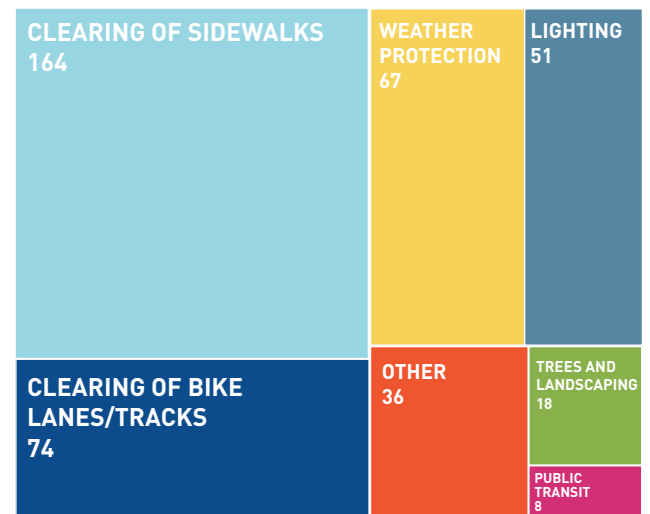
How would you rate the maintenance and accessibility of parks in the winter?



Walking, biking, and taking public transit* in winter would be easier if there was more
(Respondents selected their top two answers)



Walking, biking, and taking public transit in winter would be easier if there was more
(Respondents selected their top two answers)

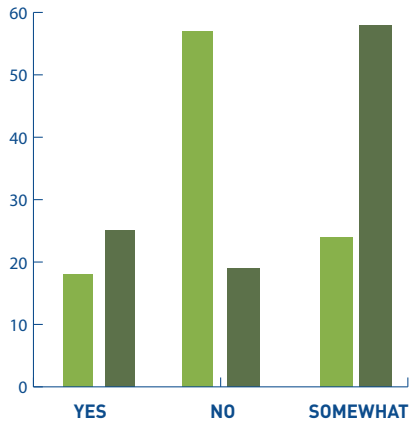


*Leadville and Lake County does not have a conventional public transit system. The inclusion of public transit in this question was an oversight and should have been deleted.

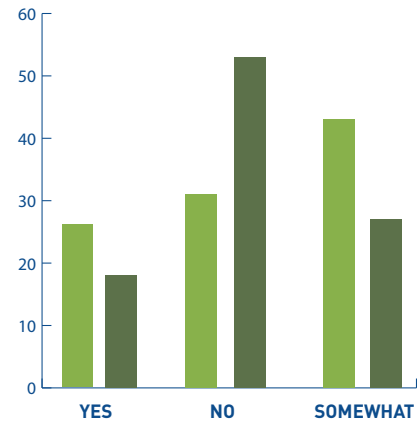
RESPONSES BY DIFFERENT COMMUNITIES

Do you experience feelings of isolation or a lack of contact with friends and family in winter?

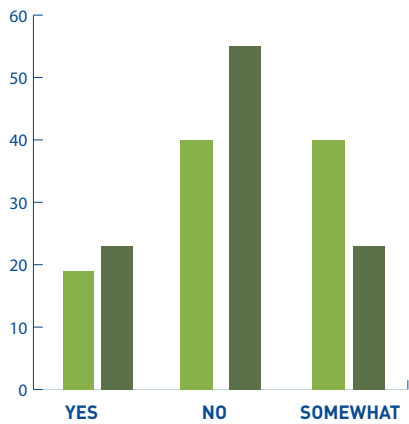
White
People of color



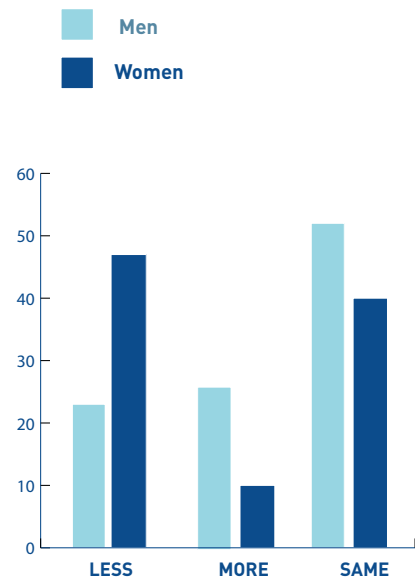
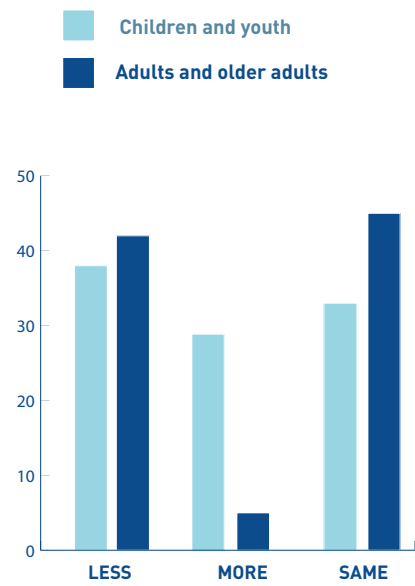
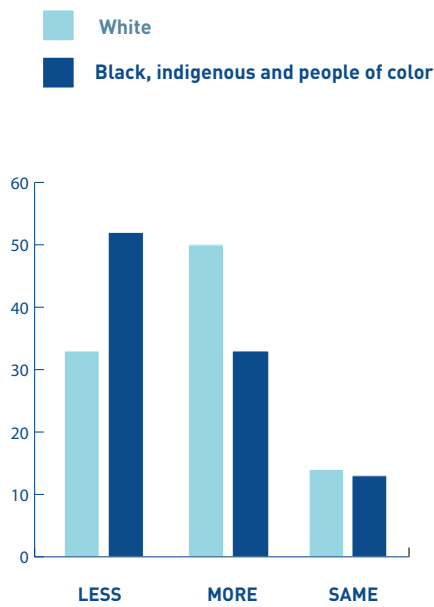
Children and youth
Adults



Women
Men



How much time do you spend outdoors during the winter compared to the rest of the year?



ENGAGEMENT STATION RESULTS

The Wintermission Leadville team hosted ten Pop-Up Engagement Stations between March 2-5, 2019. These events were organized and planned to ensure that community engagement participants represented the diversity of Leadville and Lake County. People who attend townhall meetings or complete online surveys tend to already be engaged and interested in community initiatives. Pop-ups balance that effect. Pop-up events provided opportunities to engage people who may not otherwise have the time or ability to provide input, including seniors, children, young adults, and members of the Latinx community. Other pop-ups were intended to reach as many members of the general public as possible. The summaries below highlight key trends and insights collected from each target community.



Community engaged: General public
Events/Locations: Lake County Courthouse lawn during Ski Joring and Crystal Carnival Weekend, Leadville City Hall, City on a Hill Coffee & Espresso

Insights: There is a general desire to see more programming and events in public spaces in winter. People love the Crystal Carnival Weekend but would like to see smaller-scale events held on a more frequent basis.

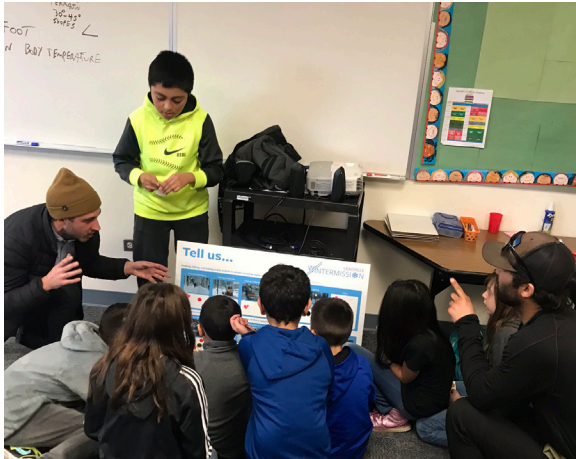
Residents have a complicated relationship with snow. Snow is part of the local life style and inextricably linked to the 'Leadville identity.' There is a sense of pride in it, and people enjoy many outdoor winter activities. On the other hand, people are often frustrated by the constant challenge of clearing snow from sidewalks, roads, driveways, and cars. Many emphasized the need to clear sidewalks on a more regular and consistent basis, especially for people who use strollers and mobility devices.

Community engaged: Local business
Events/Locations: Business tour along Harrison Avenue in downtown Leadville

Insights: The business community in downtown Leadville sees a decline in sales during the winter. Several business owners expressed a desire for more winter events to draw in crowds. They also suggested hosting the ski joring competition and Crystal Carnival on separate weekends to extend the surge in customers, as opposed to hosting everything during one, overwhelming weekend. A lot of people who work outside of Leadville also do their shopping out of town. There aren't enough incentives for people to come downtown and shop locally. Several business owners suggested recreating the Ice Palace and resurrecting more of the historic Crystal Carnival events as an opportunity to build on Leadville's heritage and draw more visitors during winter.

**“It’s difficult to hang out with your friends.
There is nothing to do.”**

- LCHS Student



Community engaged: Children and youth
Events/Locations: Lake County High School, Lake County Aquatic Center, GOL! After-School Program, Colorado Mountain College

Insights: Young people overwhelmingly commented on the lack of activities for them to do. Their mobility is more limited, and playgrounds are not accessible. Winter activities, even inexpensive ones like sledding, require driving. Youth wish there were more age-friendly programming. From snow-man building competitions for younger children, to art and electronic music events for older youth. Access to warm clothes was also a concern. Clothes, gear and activities are financially inaccessible to a lot of young people.



Community engaged: Older adults
Events/Locations: Breakfast at Elks Lodge, Lunch at Senior Center

Insights: Seniors lose a tremendous amount of autonomy in the winter. Snow creates a physical barrier for seniors to get outside, access basic necessities, attend doctors’ appointments and to socialize. There are some shuttles, but they are limited. Some service providers that work with seniors say that seniors don’t like to ask for help. There is a sense that seniors are concerned about being perceived as a burden or inconvenience when seeking assistance.

WORKSHOP RESULTS

Wintermission workshops provide an opportunity to have deeper conversations with specific stakeholders and community members. Each workshop begins with an introductory presentation about the Wintermission Leadville goals, objectives, and process. Participants are then divided into groups to have facilitated conversations about existing winter challenges and resources in Leadville. Each group builds on these conversations by brainstorming potential solutions that will encourage more people to get outdoors, connect with their neighbors, and be active in winter.

CITY STAFF AND COUNTY WORKSHOP



Location: Leadville City Hall

Date: Morning of Tuesday, March 5, 2019

Community Engaged: City and county staff, including the mayor, public health officials, police officers, city council members, street maintenance crew, and recreation facility managers.

Process: This workshop began with a presentation about the Wintermission Leadville project origin, partners, process, and goals. Participants then split into cross-departmental groups and began discussing specific challenges they experience in their jobs during winter. This led into group conversations about existing resources and assets that support their work in winter. Finally, each group brainstormed potential solutions to address some of the problems identified earlier in the workshop.

Existing conditions:

- Snow management is a challenge. Snow is removed as quickly as possible given existing resources but can be difficult to keep pace during heavy snowfalls. Storing snow after it's been plowed also presents a challenge.
- Need to build a stronger sense of community in winter, and ensure existing resources and amenities are accessible to all residents.

Proposed solutions:

- Create a 'Welcome to Winter in Leadville' guide with resources, events and information for newcomers. These resources must be available in Spanish as well as English.
- Alternate on-street parking on both sides of the street to ease snow removal and storage.
- Encourage residents to take more responsibility for snow removal in front of their home. Strategies to achieve this include:
 - Designate specific sites for the public to deposit their snow
 - Create an incentive system for people to remove snow from sidewalks in front of their home
 - Establish a volunteer-led snow removal team, possibly with local students, to help those who are unable to shovel
 - Create a snow tool library with shovels, salt, roof rakes, and snowblowers that people can borrow
 - Stronger enforcement of local ordinances requiring people to move snow in front of their home

“We need to challenge the idea that the mountain experience is an individual experience.”

-Workshop Participant

COMMUNITY WORKSHOP



Location: Colorado Mountain College

Date: Evening of Monday, March 4, 2019

Community Engaged: This workshop was promoted widely and open to the general public. Participants included business owners, community leaders, city staff and residents from various neighborhoods throughout Lake County.

Process: In this workshop, participants split into groups and were given “persona” cards which challenged them to think about winter life in Leadville from diverse perspectives. The personas included:

- Rob and Emma, a young father and daughter
- Emilia, a newly arrived woman from Mexico who is experiencing her first winter in Leadville
- Ernest, a man in his 70’s who walks to stay active but has limited physical mobility
- Rohan, a ten-year-old girl who loves playing in the snow

The first step was to identify existing barriers that each persona experiences in being physically active and visiting public spaces in winter. Participants then brainstormed potential solutions to improve the winter experience for their assigned persona. The goal was to gather feedback on challenges as well as existing resources and assets for improving winter life in Leadville.

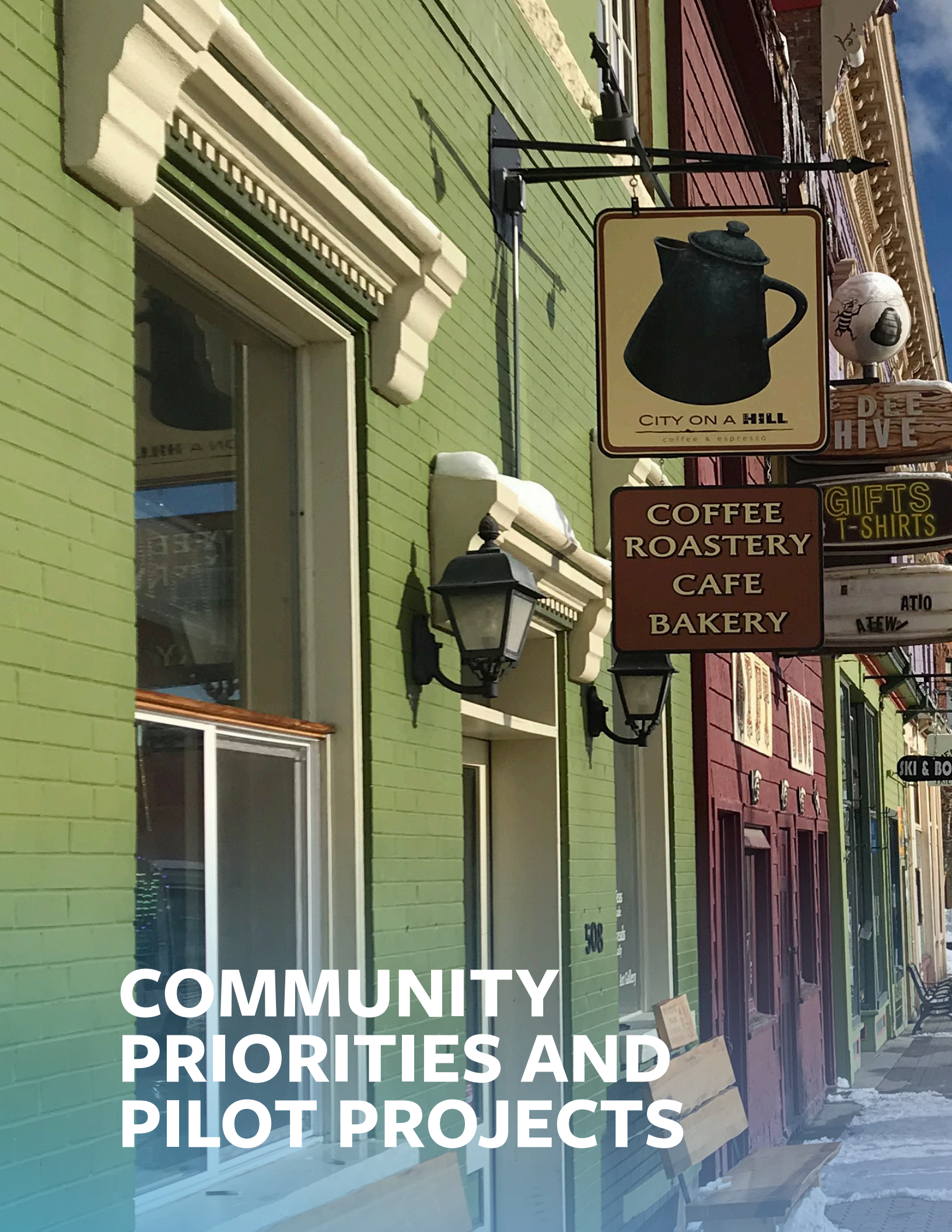
Existing conditions:

- Snow management is a concern. Participants suggested that snow should be taken off site and new systems be implemented for clearing it.

- There should be more places and opportunities for people to meet and socialize in winter
- Winter activities and recreational opportunities are not affordable or easy to access for many people in Leadville, particularly among children and families who have recently arrived in the city
- Existing winter resources and information is not widely accessible or communicated.
- It is difficult to move around Leadville in winter, particularly for children, seniors, and people who live outside of the core neighborhoods

Proposed solutions:

- Create more opportunities for outdoor activities and recreation
- Use snow plowed from the street to create a winter snow park for young people
- Establish a local hill within Leadville for people to ski, snowboard, sled, and tube
- Create new events like outdoor evening block parties, ice golf tournaments, snow-person-building competition, or full moon snowshoe trips
- Provide more indoor programming at the community center and library
- Build fire pits, benches, lighting, and warming huts in existing outdoor spaces to make them more comfortable
- Improve snow clearing and management
 - Create a program to teach people best practices for snow clearing
 - Establish a volunteer snow removal crew
 - Alternate parking on each side of the street to facilitate snow removal
 - Increase information and resources to help people thrive in winter
 - Prioritize snow clearing and management near schools, hospitals, and daycares
- Raise awareness of existing resources like the Get Outdoors Leadville! gear lending library



COMMUNITY PRIORITIES AND PILOT PROJECTS



Szechuan Chinese Restaurant
CHINESE RESTAURANT
DAILY CATERING

ARD RENTALS

Erathville's
Legendary
Saloon
1879

WILD WEST SALOON IN AMERICA

BANK

THE WESTERN

ANTIQUE

E 5th St

TRASH

COMMUNITY PRIORITIES

We analyzed the feedback from all Wintermission Leadville surveys, workshops, pop-ups, and stakeholder meetings and have distilled them into four priority areas:

- **Develop new approaches to snow management**
- **Improve winter accessibility and comfort**
- **Enhance winter events and traditions**
- **Make winter inclusive for everyone**

Under each priority area is a list of recommended pilot projects that the Wintermission Leadville team could implement in Winter 2019/20 and beyond.

The list of pilot projects is not meant to be exhaustive, but instead demonstrates the range of approaches that can be used to respond to the main issues and opportunities that Leadville residents and visitors raised during the engagement process.



VISION STATEMENT

Based on the input from local stakeholders, the Leadville Winter City Strategy will be guided by the following vision statement:



Crystal Carnival and Ski Joring weekend. Leadville, Colorado.

VISION STATEMENT

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.



The City of Copenhagen has an official policy that prioritizes the plowing of sidewalks and bike lanes over roads.

DEVELOP NEW APPROACHES TO SNOW MANAGEMENT

The most frequent comment we heard from residents was the need for better plowing on streets, sidewalks, and trails. Residents specifically noted that sidewalks need to be safe so that users of all ages and abilities can safely navigate the city all year round. On average, survey respondents ranked the safety and accessibility of sidewalks in winter as a 3 out of 5 (with 5 being the highest), which shows that there is room for improvement. In addition, 44% of respondents indicated that current sidewalk maintenance in winter is poor or very poor. These results were consistent among respondents of all ages, genders, neighborhoods, and ethnocultural backgrounds.

While the city and county snow removal teams are efficient and responsive, sometimes severe snowfalls leave people stranded or left to fend for themselves for several days. Inconsistent upkeep of private property and sidewalks compounds this problem and makes it difficult to navigate walking routes. Many people suggested finding more and better ways for the local governments

and property owners to work together to improve ice and snow clearance throughout the city.

3/5

This was the average score that residents gave to the safety and accessibility of sidewalks in winter. This result was consistent among respondents of all ages, genders, neighborhoods, and ethnocultural backgrounds.



PILOT PROJECT 1.1: VOLUNTEER SNOW SHOVELING INITIATIVE

Estimated capital cost: \$100 - \$500 for communication materials and equipment

Launch a program that connects seniors and those with mobility issues or other considerations with volunteers willing to shovel snow from public sidewalks. This could include setting up a central online portal or telephone line where people can ask for and offer help. All dispatch services must be offered in both English and Spanish. In a small city like Leadville, volunteers or city staff could simply identify priority areas and dispatch shovelers to those streets and sidewalks. This initiative could be led by local organizations (ie. Lake County High School football team) or businesses who would provide volunteers and human-power. This volunteer opportunity could be pitched to organizations and businesses as a fun and healthy team-building activity that gives back to the community.

- **Outcome:** Sidewalks are cleared quickly, efficiently, and consistently throughout the city. It is easier for people of all abilities to walk on sidewalks.
- **Suggested partners:** Lake County School District, Lake County Senior Center, Colorado

Mountain College, Lake County Justice Center (non-violent offenders program), Lake County Public Works, Lake County Maintenance Department, Complete Streets Committee, Leadville Main Streets, City of Leadville Streets Department.

- **Measure of progress:** Number of people walking in winter. Level of satisfaction with sidewalk snow clearing reported by residents and stakeholders.
 - **Capacity:** One person to spearhead, and one partner institution with access to potential volunteers (ie. Lake County High School)
 - **To-Do**
 - Design and distribute communication materials to recruit volunteers and identify residents in need of this service
 - Purchase or find donated snow removal equipment (not required if volunteers can provide their own shovels, salt, etc.)
 - Manage a database with names, contact information, and addresses for volunteers and residents
- Coordinate volunteer schedules and dispatch volunteers to homes

PILOT PROJECT 1.2: ESTABLISH AND CODIFY SNOW-CLEARING PRIORITIES

Estimated capital cost: None. The purpose of this initiative is to reallocate existing resources.

A cost-neutral way of providing safe walking and cycling conditions in winter is to re-prioritize the order in which streets and sidewalks are cleared. Leadville and Lake County should formalize snow removal plan and adopt policies that reflect community needs. The City of Stockholm has a “gender equal plowing” policy which prioritizes areas around day cares and schools before office districts and main roads. This acknowledges that the standard order of plowing highways and city centers ignores the areas where “vulnerable groups,” including women and families, frequent the most. Leadville could prioritize areas around the local schools, library, aquatic center, public transit stops, and senior center to ensure these destinations are accessible for residents who may face challenges with winter mobility.

Priority could also be given to existing bike lanes and trails, as well as informal social paths and routes where students and residents regularly travel to and from priority destinations. In Copenhagen, bike lanes are plowed before car lanes. No wonder nearly 75% of their cycling population chooses to bike year-round. Strategies for clearing bike lanes vary from place to place.

Rather than dealing with snow storage, cities in Finland pack the snow down to create a flat surface to cycle on. People for Bikes have compiled all their knowledge on winter bike lane maintenance into a convenient guide. More info here: <http://goo.gl/etsXtL>

- **Outcome:** It is easier and safer for people to walk and bike on priority routes in the winter
- **Suggested partners:** Summit County Transit, Colorado Mountain College, Lake County Public Works, Lake County Maintenance Department, Lake County Senior Center, Lake County School District, Lake County Fire Department, Complete Streets Committee, Leadville Main Streets, City of Leadville Streets Department, City of Leadville Road and Bridge Department.
- **Measure of progress:** Percentage of residents satisfied with snow clearing on sidewalks and paths. The creation of a coordinated City and County policy document on snow management.
- **Capacity:** Must be led by City and County management staff currently in charge of snow maintenance and removal.
- **To-Do**
City and County street and maintenance departments meet to discuss improvements to existing practices, policies, and procedures.
City and County staff co-develop a report with their recommendations and present it to city council and county commissioners
City council and county commissioners approve and codify the recommended snow maintenance policies and procedures



The free winter shuttle between Red Mountain Resort and downtown Rossland, British Columbia, funded by corporate donations has increased the number of skiers on the hill while providing transit for locals.

IMPROVE WINTER ACCESSIBILITY AND COMFORT

We know that winter reduces mobility in Leadville. Everyday trips like traveling to work and accessing the grocery store and pharmacy, or visiting friends and family becomes more challenging as the temperature drops. Clearing snow and ice is one way to improve mobility, but this is a complicated challenge which requires a multi-pronged approach. Local stakeholders shared a variety of suggestions to make it easier for people to get around Leadville in winter. Some of those ideas are described below.

**“I don’t have a car.
It is the hardest part
of living here. I wish
there were buses.”**

-CMC Student

PILOT PROJECT 2.1 CREATE A WINTER SHUTTLE

Estimated capital cost: This program could cost \$10,000 or more. It depends on whether current bus operators would be willing to dispatch their existing fleet and drivers to priority destinations in Lake County. Expenses would include additional wages for drivers, gas and general vehicle maintenance, and communication materials to promote new routes and destinations.

A winter shuttle service with routes through downtown Leadville and to the local resorts would make essential services and recreational opportunities more accessible for everyone in Lake County. This idea was popular among students at Colorado Mountain College who felt isolated on campus during winter. They noted that the steep hill and long walk to downtown make it difficult to access the grocery store, restaurants, or nearby ski resorts.

Residents in the mobile home parks shared similar challenges and described dangerous conditions traveling to downtown Leadville without a car. Using a passenger van or similar vehicle, this highly localized shuttle could complement the Lake County Commuter bus, which doesn't service local routes. This shuttle

could also be used to bring people to special events like the Crystal Carnival, which would alleviate traffic congestion during peak hours. As a pilot project, this shuttle service could begin operating on weekends when demand is highest.

- **Outcome:** Residents who do not drive can safely access essential shops and services in winter.
- **Suggested partners:** Summit County Transit, ECO Transit, Colorado Mountain College, Lake County Senior Center, Lake County School District, Lake County Public Works, Complete Streets Committee, Leadville Main Streets, City of Leadville Streets Department, City of Leadville Road and Bridge Department
- **Measure of progress:** Perceptions of physical isolation and mobility
- **Capacity:** One person to manage the fund and establish a committee to select recipients.
- **To-Do**
 - Determine the size and primary objectives of the fund. Define eligibility requirements.
 - Leverage existing Wintermission funds to solicit support from other donors in Lake County
 - Develop promotional materials to raise awareness of the opportunity
 - Establish a committee to review applications and determine recipients
 - Distribute the funds to recipients
 - Collect outcomes and impacts and celebrate the success of recipients



Each winter, the Warming Huts program brings unique and artistic shelters along an ice skating trail in Winnipeg, MB. Beginning in 2009, the Warming Huts is an international competition that draws submissions by artists and designers from around the world.

PILOT PROJECT 2.2: WINTER WARMING SHELTERS

Estimated capital cost: \$2,000 - \$20,000 depending on the number and size of shelters constructed

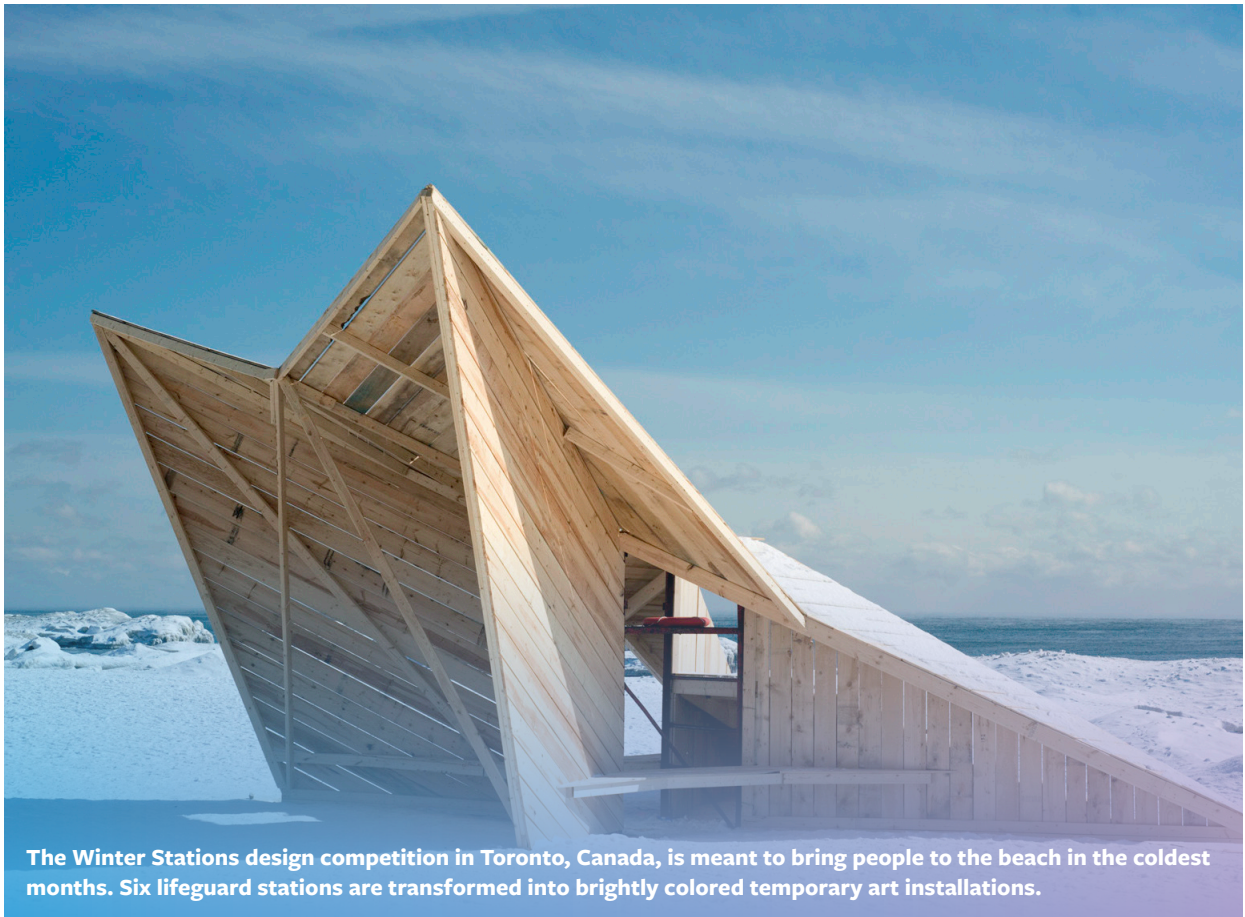
People spend more time outdoors when there are places to temporarily warm up and escape the elements. Simple warming shelters would improve the public realm in Lake County and encourage people to linger outside by providing respite from the snow and wind. These shelters could be placed at strategic locations such as local parks, school play yards, and along the Mineral Belt Trail. Depending on access to power, providing simple heat sources in the shelters would further enhance the experience.

Creating winter-friendly shelters could be done through a design competition that challenges residents and designers to come up with concepts and perhaps even build prototypes. The Warming Huts competition in Winnipeg, Canada is a useful case study. Each year, the city receives creative new shelters along the Red River ice skating trail. The shelters are designed and built by teams around the world who submit proposals through an international competition. For more information, visit www.warminghuts.com/

visiting parks and public spaces in winter is improved. An increased sense of pride and excitement in winter through the design competition.

- **Suggested partners:** Summit County Transit, Lake County Public Works, Complete Streets Committee, Leadville Main Streets, City of Leadville Streets Department, Lake County Recreation Department
- **Measures of progress:** People spend more time outdoors, residents report higher levels of comfort outdoors, increases, number of design competition applications received.
Capacity: This project will require a higher level of capacity. A team of two or three people is likely needed.
- **To-Do:**
 - Develop communication materials to promote the design competition or to recruit local artists and builders
 - Create guidelines (ie. size, dimensions, accessibility standards) for the artists and builders to follow when designing their shelters
 - Assemble a jury of residents and community leaders to select the designs
Identify locations and secure any necessary permissions to install the shelters
 - Install the shelters and host a launch event to encourage people to visit

- **Outcome:** The experience of walking or



The Winter Stations design competition in Toronto, Canada, is meant to bring people to the beach in the coldest months. Six lifeguard stations are transformed into brightly colored temporary art installations.

COMMUNITY PRIORITY:

ENHANCE WINTER EVENTS AND TRADITIONS

People love the larger-scale events and activities that take place during the Ski Joring & Crystal Carnival Weekend, but many people would like to see that excitement spread throughout the winter season. Residents, especially those with young children at home, called for more regular and small-scale programming in neighborhoods across the county. Smaller events could be organized to target specific communities and groups of people who may not get outside and socialize frequently in winter.

**“We need to move
Cristal Carnival to
another weekend
different than ski
joring so that there
are more visitors”**

-Leadville Business Owner

PILOT PROJECT 3.1

WINTER PARTY LIBRARY AND RESOURCE GUIDE

Estimated capital cost: \$500 - \$2,000 in material costs. The final expense will vary on the type and quantity of materials needed, and how much can be sourced through in-kind donations.

Support community organizations and engaged residents who are interested in hosting small-

scale neighborhood events and celebrations in winter. A 'how-to' guide could simplify the process by explaining standard procedures for securing necessary permits (ie. fire pits) and include a list of recommended games and activities. A 'winter party library' would include a menu of basic supplies and materials available for anyone to borrow for these events. The library could include things like fire pits, smore kits, hot chocolate carafes, string lights, and yard games. All information in the guide must be available in both English and Spanish, and respond to the unique needs and assets in communities that currently face barriers to getting the most out of winter.

- **Outcome:** Neighbors, family, and friends spend more time outdoors together in winter
- **Suggested partners:** Get Outdoors Leadville!, Full Circle of Lake County, Leadville Arts Coalition, Recreation Advisory Board, Lake County Recreation Department, Leadville Main Streets
- **Measures of progress:** Number of small-scale neighborhood events hosted throughout the winter, number of people attending these events, number of times that resources from the library are borrowed by residents
- **Capacity:** One person with knowledge of the city and county permitting system to write the 'how-to' guide. One person to identify and source materials to include in the library. One person to manage the library and lend out materials to residents.
- **To-Do**
 - Write instructions to secure permits for hosting outdoor events in winter
 - Publish the instructions in English and Spanish online and distribute printed copies at priority locations
 - Identify and source materials to include in the library
 - Create an inventory of materials in the library
 - Design promotional materials to inform residents about the library
 - Develop a lending system to track rentals and deposits



PILOT PROJECT 3.2 CREATE A WINTER COMMUNITY PLACEMAKING FUND

Estimated capital cost: \$1,000 - \$10,000 in available grant funding. The cost will vary depending on the size and number of grants the local team wants to distribute. Keep in mind, a relatively small community grant can go a long way.

Create a micro granting program to help fund citizen-led initiatives that encourage people to socialize, get outdoors, and be physically active in winter. These grants could range anywhere from \$50 to \$500. Create a simple application that asks them to explain the idea, how the funds will be used, and why it's needed in their community. The application could be hosted online and in print form.

Organizers must be proactive to encourage submissions from diverse applicants, including members of the Latinx community, youth, and seniors. This could be achieved by distributing flyers, hosting information events, and establishing remote application form drop-off sites at local schools, the senior center, and Mountain View neighborhood. As a streamlined

'reporting' process, ask fund recipients to send photos, videos, or written stories about their project. Share these results with the public and celebrate the success stories to strengthen the sense of community and togetherness in winter.

- **Outcome:** There are more small-scale events, programs, and placemaking activations in neighborhoods across Leadville. Residents feel a stronger sense of ownership over public space.
- **Suggested partners:** Get Outdoors Leadville!, Ski Cooper, City of Leadville, Lake County Government.
- **Measures of progress:** Number of applications received and community events/projects implemented.
- **Capacity:** One person to manage the fund and establish a committee to select recipients.
- **To-Do**
 - Determine the size and primary objectives of the fund. Define eligibility requirements.
 - Leverage existing Wintermission funds to solicit support from other donors in Lake County
 - Develop promotional materials to raise awareness of the opportunity
 - Establish a committee to review applications and determine recipients
 - Distribute the funds to recipients
 - Collect outcomes and impacts and celebrate the success of recipients

PILOT PROJECT 3.3 LAUNCH A WINTERSCAPE COMPETITION

Estimated capital cost: \$200 - \$1,000 to print promotional materials and purchase prizes

Challenge local residents to turn their snow-covered yards and nearby public spaces into beautiful snowscapes by building snow sculptures or decorating trees and homes with ornaments and lights. This program could play on Leadville's heritage and the legend of the Ice Palace, which many residents are eager to revive. Community organizations, businesses, and schools could also participate in the competition. Residents without front yards could collaborate with their neighbors to decorate public spaces or outdoor common areas in their community. Encourage these local snow artists to share photos of their creations on social media. The photos could be displayed on the City of Leadville website and a physical exhibit could feature the yards in an indoor public space. Ask local businesses to sponsor prizes for the best creations.

- **Outcome:** Leadville's identity as a vibrant, community-oriented winter city is strengthened. Residents feel a stronger sense of ownership and pride in winter culture.
- **Suggested partners:** Leadville Arts Coalition, Leadville Main Streets, We Love Leadville, Tourism Panel, Lake County School District
- **Measures of progress:** Number of households and institutions participating in the competition, feedback from residents and stakeholders about the competition.
- **To-Do:**
Develop promotional materials (ie. flyers, posters, social media campaigns) to encourage entrants into the competition
Solicit donations for prizes from local businesses
Establish a committee to determine winners

Celebrate the entrants by either designing a simple exhibit displaying photos of the entrants, or host a walking tour to visit the competing Winterscapes in person.

PILOT PROJECT 3.4 BRING UNCONVENTIONAL EVENTS AND ACTIVITIES TO THE SOCIAL CALENDAR

Estimated capital cost: In general, these activities will cost between \$500 - \$2,000. Costs will vary depending on the activity and level of in-kind support.

There's no doubt that many people in Leadville love to ski and snowboard. But there is a clear need and demand to diversify the types of events and activities available in winter. Some of the ideas we heard during the engagement process included:

1. **Curling Bonspiel:** There is an avid and growing group of people in Leadville who love to curl. It's a fun and social outdoor game that's relatively easy to learn. Hosting a city-wide bonspiel (tournament) would be a great way to grow the sport and bring people together. Friends and families could enter as teams and compete at various skill levels. Many cities maintain separate rinks for curling and skating to maintain the quality and safety of each surface.
2. **Croki curl Bonspiel:** If curling is too advanced for some, there's always croki curl. Invented by architects in Winnipeg, Canada, Croki curl is an outdoor game that combines curling with a classic board game called crokinole. The game is played on a hexagon-shaped pad of ice where two teams take turns throwing stones into the center of the ice where a target is marked. Croki curl rinks are smaller and could be temporarily



Winter Playground in Kiruna, Sweden

constructed in a prominent public space like the front yard of the courthouse.

3. **Build a snow playground:** Organize a team of neighborhood volunteers to build a winter wonderland in a local park. The park could be constructed using snow plowed from roads, thereby helping with the snow storage problem. Depending on the snow skills available, the playground could include a maze, ice slides, and seats. This could become the site of an outdoor movie theatre.
4. **Outdoor winter movies:** Host free winter-themed movie screenings in local parks and underutilized public spaces. To get creative, organizers can create seating out of snow and offer free hot chocolate to viewers. Offer attendees options for warming up by providing fire pits and heat lamps nearby.
5. **Outdoor winter fashion show:** Winter clothing must be warm and functional but that doesn't mean it can't be fashionable. Celebrate Leadville's winter culture by hosting an outdoor fashion show to feature the latest trends and styles in winter wear. Invite local and nearby designers like Melanzana to submit their pieces and create a runway in a central public space. Draw inspiration from Edmonton's Winter Wonderland Fashion Show, or the Cb. Revolution Couture fashion show that took place on ice in Toronto - but put a funky, outdoorsy vibe into the event to keep it authentic to Leadville and Lake County.

6. **Holiday market:** Organize a public market in the lead-up to the holidays. This is a great way to promote local businesses and bring people together during the busy holiday season. The market could feature local retailers, craftspeople, and restaurants at small kiosks and tables. This event could be organized outdoors along Harrison Avenue or hosted indoors at the Lake County High School gym or other large indoor space.

7. **Kicksled:** Kicksled is a small sled with two runners and handlebars. Riders stand on the runners and kick the ground with their feet to propel the sled forward. It's a fun and accessible activity that people of all ages can enjoy. Purchase a small fleet of kicksleds and lend them out to people at Dutch Henry or Huck Finn Park.

- **Outcome:** There is a greater diversity of activity and events for people to enjoy and come together in winter. The excitement and events are more evenly distributed throughout the season
- **Suggested partners:** Each activity or event will involve different partners
- **Measures of progress:** Number of new activities and events hosted, number of residents and visitors who participate in these activities, reported feedback from residents and visitors.



Crokicurl rink. Winnipeg, Canada.

Pilot Project 3.5 Fire Pit Policy and Program

Estimated capital cost: Zero. This will require time and capacity but no capital expenses are anticipated.

Winter is a great time to cozy up by a fire, roast marshmallows, and enjoy a cup of hot chocolate with friends and family. Outdoor fire pits extend the amount of time you can comfortably spend outside in winter, and naturally draw people together. A formal fire pit policy and program could encourage more residents, businesses, and organizations to install and operate fire pits throughout the city. The program would set clear standards for how and where fire pits could be used in public spaces. People interested in hosting a fire pit could be required to attend a basic fire safety course beforehand.

- **Outcome:** Outdoor public spaces are more comfortable and animated during winter
- **Suggested partners:** Lake County Fire Department, Lake County Public Health Agency, Lake County Public Works, Lake County Recreation Department, Complete Streets Committee, Leadville Main Streets
- **Measures of progress:** Frequency of visits to outdoor public spaces in winter, amount of time people report spending outdoors and connecting with friends and family in winter
- **Capacity:** One person with knowledge of existing permit system to convene key stakeholders from relevant county and city departments
- **To-Do:**
 - Organize a meeting with stakeholders from relevant county and city departments to discuss opportunities and potential challenges of developing a public fire pit policy
 - Direct appropriate staff to draft a report with recommendations
 - Present report to city and county staff for approval and adoption
 - Promote the new policy and program to the public through local media outlets, social media channels, and by distributing printed materials to priority location.

Pilot Project 3.6 Enjoy the great indoors

Estimated capital cost: TBD. The total cost depends on the level of interest from local organizations. The Wintermission team could offer microgrants of \$50 - \$250 to residents and organizations to cover the cost of food or materials for indoor events.

Wintermission Leadville is an initiative to get people outdoors in winter, but it's also about bringing people together and reducing social isolation. Sometimes, there's no better place to gather than in a warm, friendly, indoor space. Many people said they were interested in having more indoor activities during winter, particularly during weekday evenings when the sun sets early. Activities could include board game nights, trivia nights, badminton games, talent shows, open mic nights, cultural food exchange, skill share events, and more.

Leadville has many indoor public spaces that could be better utilized and programmed. The local library, community center, schools, Colorado Mountain College, and City Hall present opportunities for new indoor activities. There are lots of organizations and community members who could lead new initiatives that would draw a crowd in a cozy indoor environment.

- **Outcome:** More opportunities for people of all ages and abilities to socialize, particularly on weekday nights
- **Suggested partners:** Leadville Library, the schools, senior center
- **Measures of progress:** Number of events and activities hosted indoors in winter, number of people who participate in these events, reported levels of social isolation among residents
- **Capacity:** One person to recruit people and organizations to host indoor events and support them in promoting these activities



Fire barrel outside the County Courthouse during the Ski Joring Festival.

COMMUNITY PRIORITY: MAKE WINTER INCLUSIVE FOR EVERYONE

When it comes to encouraging people to get outdoors in winter, we like the old Scandinavian adage that “there’s no such thing as bad weather, just bad clothing.” The problem is that not everyone has access to the latest gear and warmest clothing due to cost and general awareness. This is particularly true among people who may be new to Leadville and unfamiliar with long, snowy winters. Survey respondents who identified as Latinx are more likely to identify issues related to affordability when sharing ideas on how to improve winter in Leadville. To help everyone enjoy the season, we need to ensure that all residents have access to the necessary information and resources.

Latinx communities reported spending less time outdoors in winter and experiencing feelings of isolation*

**Wintermission survey*

“It’s too expensive for our kids to do winter sports”

-Latinx Leadville Resident

3.2

When asked to rate their overall attitude towards winter, on a scale of 1-5 (5 being Very Positive), Latinx residents rated 3.2, compared to 3.9 of the overall population and 4.1 for respondents who identified as white.

Celebrating the Latinx Community in Winter

One of Leadville’s greatest assets is its diversity. According to the 2018 U.S. Census, more than 36% of residents in Lake County identify as Hispanic or Latino. This percentage has grown steadily in the past two decades yet Latinx culture is not meaningfully reflected in Leadville and Lake County winters. The Wintermission survey findings show that Latinx residents are more likely to have negative perceptions of winter than respondents who identify as white. When completing the sentence “Winter in Leadville is...” Latinx respondents were more likely to use negative terms or mention the harsh elements and length of the season. Most white respondents used words that described winter’s beauty and recreational opportunities.

Similarly, on average, Latinx respondents scored their overall attitudes towards winter as a 3 out of 5 (with 5 being the most positive), whereas white respondents scored their attitudes as 5 out of 5. Latinx respondents are also more likely to experience feelings of isolation and spend less time outdoors in winter than white respondents.

Clearly there is work to be done to ensure members of Lake County’s Latinx community feel connected to and supported in winter. The Latinx community should be prioritized when planning and developing any Wintermission pilot projects to ensure the benefits extend to those residents.

It is critical to continue building relationships and communicating with the Latinx community to identify and co-create solutions that will improve their lives in winter. Ongoing outreach and engagement will help identify specific activities, ideas, and events that are authentic and meaningful to the Latinx community.



Parkbus is a program in Toronto, Canada that offers free rides to national parks for newcomer families to get outdoors and learn about winter activities like snowshoeing.

PILOT PROJECT 4.2: BUILD A LOCAL SKI HILL

Estimated capital cost: TBD. Cost will vary depending on the amount of in-kind support and labor that local volunteers and organizations are willing to contribute.

Leadville residents love the Dutch Henry Tubing Hill. This site is especially popular among children and young adults who may not have regular access to the larger hills outside of Leadville. Several people are interested in making the CMC Ski Operations hill (adjacent to Dutch Henry sledding hill) a formal ski and snowboard hill and turning the site into a true winter sports complex. Local students and youth could contribute to the design and basic construction of the hill in partnership with the CMC Ski Operations students who are developing professional skills in this area. Outdoor recreation businesses and organizations could provide financial and in-kind support to help grow these sports and make skiing and snowboarding more accessible to everyone in Leadville.

- **Outcome:** Skiing, snowboarding, and other outdoor winter activities are more

accessible to more residents

- **Suggested partners:** Lake County High School, Youth Advisory Council, Youth Voice, Colorado Mountain College, Lake County Recreation Department, Recreation Advisory Board, Snowboard Outreach Society, Cloud City Ski Team, Alpine Ski & Sport, Ski Cooper, Get Outdoors Leadville!
- **Measures of progress:** Number of people, particularly youth, skiing and snowboarding in Leadville
- **Capacity: High.** This is a relatively large undertaking that will require the collaboration and support of many people and organizations in Lake County. Fortunately, Lake County is home to many people who have the specific skill set and expertise to make this happen. The Wintermission team can support this effort by building connections between various partners, and coordinating efforts from city and county departments.

PILOT PROJECT 4.3 WINTER CITY GUIDEBOOK

Estimated cost: \$500 - \$1,000 in printing costs. The final expense will vary depending on the number of pages in the guidebook and the number of printed copies needed.

Many residents said that it's difficult to learn about winter programs, activities, and resources especially at the neighborhood level. Making information about winter in Leadville more accessible is a simple and effective way to increase resident engagement in winter activities. People who are new to winter climates, may not know how to dress or heat their homes properly in winter, so education campaigns should also provide practical advice for winter living. A winter city guide is an easy way to provide a comprehensive list of winter activities and events in Leadville. It can also include winter living tips such as appropriate clothing, winter travel, and how to heat your home. Guides can be shared in both print and digital formats in Spanish and English. By establishing this central resource, residents will know where to go to for all their winter needs.

- **Outcome:** Residents, particularly newcomers, are better equipped and informed to thrive in winter
- **Suggested partners:** Full Circle of Lake County, Get Outdoors Leadville!, Leadville Main Street, Climax Mine, Lake County Public Health, Lake County Tourism Panel, East Fork neighborhood, Lake Fork neighborhood, Mountain View neighborhood
- **Measures of progress:** Attitudes towards winter, particularly among the Latinx community. Participation rates in winter activities and events among vulnerable communities.
- **Capacity:** One person to collect information about winter events, activities, and resources in Lake County. One person to design the guidebook layout. This could be assigned to a local CMC student or intern.
- **To-Do:**
 Create a spreadsheet with existing events, activities, and resources in Lake County in winter 2019/20. Include basic information like dates, location, cost, and contact person for each entry.
 Work with a graphic designer to organize and display the information in an accessible format.
 Work with a translator to ensure the

guidebook is available in English and Spanish. Print the guidebooks and distribute them to local schools, the library, senior center, and homes in the Mountain View neighborhood.

PILOT PROJECT 4.5 NEWCOMER WINTERGRATION

Estimated capital cost: \$500 - \$5,000 to provide winter hats and host a celebration event
 Newcomers, especially those hailing from warmer climates, can benefit from programs that introduce them to various aspects of winter living. Excursions to go sledding, cross-country skiing, and skating can help ease newcomers into living in a winter city. This type of program could be modeled after existing winter welcome programs like the Warm Winter Hat initiative in St. Paul, MN, which bestows newcomers with a winter hat in a fun ceremonial setting.

- **Outcome:** Leadville's newcomer community is able to adapt to winter faster and develop a stronger sense of belonging during winter.
- **Suggested partners:** Full Circle of Lake County, Get Outdoors Leadville!, Lake County Commissioners, local real estate agencies, Climax Mine, Lake County School District, Lake County Build A Generation, East Fork neighborhood, Lake Fork neighborhood, Mountain View neighborhood
- **Measures of progress:** Attitudes towards winter, particularly among newcomer communities. Participation rates in winter activities and events among vulnerable communities.
 Capacity: This will require a small team to lead in collaboration with local Latinx organizations
- **To-Do:**
 - Engage local Latinx community and stakeholder organizations to identify existing assets and needs
 - Develop communications materials to promote the program and upcoming event
 - Secure venue and confirm other logistics to host celebration event
 - Purchase winter hats or other commemorative item for the newcomers participating in the event
 - Invite local media to the event

NEXT STEPS



IDEAS TO ACTION

This report marks the official end of the first phase of community engagement. It summarizes the collective vision that Leadville residents and visitors have for winter in the city, as well as their responses to our three key questions:

- **What do you like about winter in Leadville?**
- **What needs to be improved?**
- **What ideas or suggestions do you have to reduce social isolation and increase public life in winter?**

The Wintermission Leadville team will continue to host meetings with stakeholders and community members in the lead up to the pilot project phase. These meetings will provide an opportunity for the community to review the results of the first phase of engagement to ensure we interpreted the findings correctly, and didn't miss anything important. This report will also be made available to download on the Wintermission website with instructions on how to send additional feedback.

The next phase of Wintermission Leadville, will focus on how Leadville residents would like to see their collective vision for winter brought to life in the long term. In this next phase, we'll be evaluating the success and impact of our temporary interventions and asking residents and local stakeholders how they would like to be involved in sustaining a vibrant winter culture in Leadville.

The team will collect user data and feedback for each pilot project and program we implement in the upcoming winter season. We will examine what changes worked well, which

didn't, and why. The results of this evaluation process will inform the recommendations that go into Leadville's Winter City Strategy. This strategy will shape future winter projects, programs, and policies and set out a clear plan of action to ensure that residents' collective vision for Leadville as a leading winter city is realized.





