


REQUEST FOR COUNCIL ACTION

Date: January 23, 2012
Item No.: 13.d

Department Approval

City Manager Approval


Item Description: Receive and Review Proposed Strategic Planning Materials

1 **BACKGROUND**

2 On January 31 and February 6, the City Council and Department heads will meet to identify
3 goals and strategies to meet the goads for 2013 and beyond.

4 The City recently invested in two efforts, Imagine Roseville 2025 and the Community Survey, to
5 get citizen input on what is important to the community.

6 Staff reviewed the 15 Imagine Roseville 2025 goals and matched with the benchmarking from
7 the 2011 survey. Staff assigned benchmarks to specific goals and recorded the community's
8 overall satisfaction in each area. In some instances, the benchmarks measured two or more
9 IR2025 goals.

10 This data will be helpful for the Councilmembers, Mayor and Department Heads to identify "big
11 picture" goals.

12 **POLICY OBJECTIVE**

13 Provide City Council and staff with background materials to prepare for strategic planning
14 session(s).

15 **FINANCIAL IMPACTS**

16 None

17 **STAFF RECOMMENDATION**

18 Receive and review strategic plan materials.

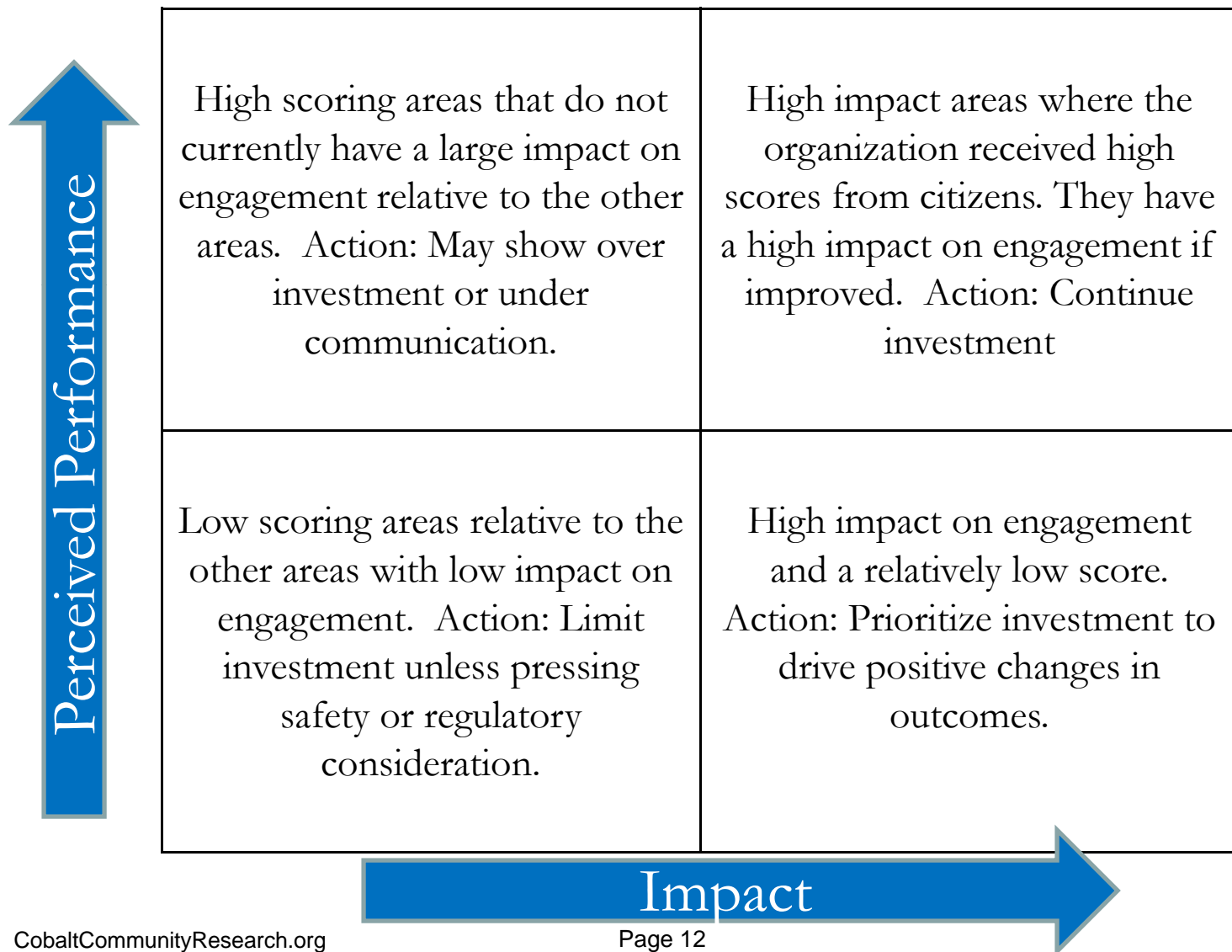
19 **REQUESTED COUNCIL ACTION**

20 Receive and review strategic plan materials.

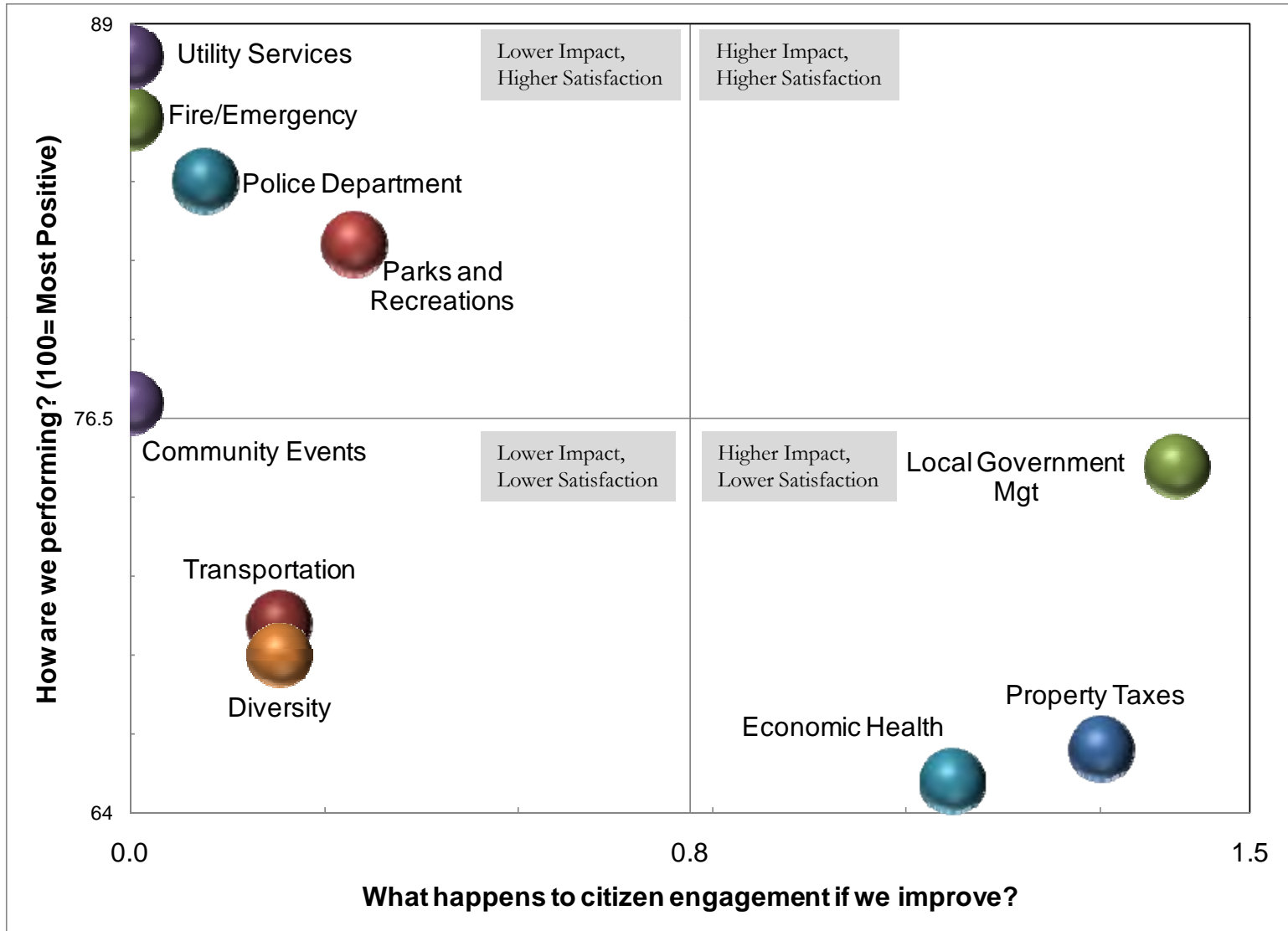
21
22
23

Prepared by: William J. Malinen
Attachments: A: Survey Identified Community Questions – Long-term Drivers and Strategic Priorities
B: Benchmark Comparisons

Understanding the Charts: Community Questions – Long-term Drivers



Drivers of Satisfaction and Behavior: Strategic Priorities



Comparison of Survey Benchmarks
Identifying benchmarks that fit with Imagine Roseville 2025 Goals

Goal: Roseville is a welcoming community that appreciates differences and fosters diversity

- Range of cultural offerings 77
- Ethnic Diversity 67
- Efforts to support diversity 72

Goal: Roseville is a desirable place to live, work, and play

- Community events 77
- Availability of jobs 57
- Stability of property values 60
- Parks and Recreation 82
- Community Image 80
- Great place to live 83
- Great place for business 78
- Perfect community for me 77

Goal: Roseville has a strong and inclusive sense of community

- Responsive to citizens ideas 72
- Efforts to support diversity 72
- Community satisfaction 72
- Enjoyable for children 84
- Enjoyable for young adults 74
- Enjoyable for seniors 84
- Enjoyable for everyone else 83

Goal: Roseville residents are invested in their community

- Remain in community 79
- Plan to volunteer 51

Goal: Roseville is a safe community

- Fire and emergency medical services 86
- Adequate fire coverage 86
- Fire prevention education 79
- Quick response to fires 88
- Quick response to emergencies 90
- Police Department 84
- Respectful treatment 84
- Safety education 83
- Fast response 85
- Safe place to bike and walk 77
- Safe place to walk at night 69

Goal: Roseville housing meets community needs

- Affordability of housing 66
- Remain in community 79

Goal: Roseville is an environmentally healthy community

- Bicycle and foot traffic space 64

Goal: Roseville has world-renowned parks, open space, and multigenerational recreation programs and facilities

- Community events 77
- Range of cultural offerings 77
- Strong/vibrant art community 73
- Variety of events 79
- Parks and recreation 82
- Facilities meet your needs 82
- Facility maintenance 82
- Quality of programs 83
- Variety of programs 82

Goal: Roseville supports the health and wellness of community members

- Bicycle and foot traffic space 64
- Fire prevention education 79
- Safety education 83

- Reliability of water/sewer 89
- Safe place to live 82
- Safe place to bike and walk 77
- Safe place to walk at night 69

Goal: Roseville supports high quality, lifelong learning

- Facilities meet your needs 82
- Variety of programs 82

Goal: Roseville has a comprehensive, safe, efficient, and reliable transportation system

- Transportation 71
- Road maintenance 75
- Road signage 80
- Traffic free of congestion 64
- Public transportation options 54
- Bicycle and foot traffic space 64

Goal: Roseville has well-maintained, efficient, and cost-effective public infrastructure

- Road maintenance 75
- Road signage 80
- Traffic free of congestion 64
- Bicycle and foot traffic space 64

Goal: Roseville has technology that gives us a competitive advantage

- Services well managed 78
- Well trained employees 78

Goal: Roseville has a growing, diverse, and stable revenue base

- Availability of jobs 57
- Strength of local economy 67
- Great place for business 78
- Encourage business start up 59

Goal: Roseville responsibly funds programs, services, and infrastructure to meet long-term needs

- Utility services 88
- Reliability of water/sewer 89
- Adequate garbage collection 88
- Road maintenance 75
- Road signage 80
- Services well managed 78
- Well trained employees 78
- Facility maintenance 82
- Quality received for taxes 66

Margaret Driscoll

From: Margaret Driscoll
Sent: Thursday, January 26, 2012 1:41 PM
To: Margaret Driscoll
Subject: 6. attach FW: Explanation of the genesis of Attachment B for item 13 B Receive and Review Strategic Planning Materials

From: Tim Pratt
Sent: Monday, January 23, 2012 3:03 PM
To: Margaret Driscoll
Subject: Explanation of the genesis of Attachment B for item 13 B Receive and Review Strategic Planning Materials

The citizen led Imagine Roseville 2025 process was developed to guide planning by, in part, identifying goals for Roseville. The 2011 resident survey generated data on how well the City is doing on specific quality of life factors. Those factors are part of the American Consumer Satisfaction Index (ACSI) created by Cobalt Community Research. Residents rate each factor and a composite score is develop and shown as a number on a scale of 1-100.

Bill asked Carolyn and me to integrate the survey data with the IR 2025 goals. Attachment B represents each IR 2025 goal in bold and underneath each are the corresponding quality of life factors from the survey and their scores.

Link to the IR 2025 Goals and Strategies matrix <http://www.cityofroseville.com/DocumentView.asp?DID=1181>

Link to the survey Summary Report <http://www.cityofroseville.com/DocumentView.aspx?DID=4530>

Tim Pratt
Communications Specialist
City of Roseville, MN
2660 Civic Center Drive
Roseville, MN 55113
651-792-7027

Get more Roseville news. Sign up at www.cityofroseville.com/ReceiveUpdates

Confidentiality Statement: The documents accompanying this transmission contain confidential information that is legally privileged. This information is intended only for the use of the individuals or entities listed above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or action taken in reliance on the contents of these documents is strictly prohibited. If you have received this information in error, please notify the sender immediately and arrange for the return or destruction of these documents.