

REQUEST FOR COUNCIL ACTION

Date: March 19, 2012
Item No.: 13.d

Department Approval

City Manager Approval

W. J. Malinen

Item Description: Discuss Updated Strategic Planning Summary

BACKGROUND

On February 13, 2012 and February 27, 2012 the Council reviewed a strategic planning summary in an effort to outline City objectives. Attachment 'A' is the result of the suggested changes and revisions made by Council and department staff. The summary does not include the first page outlining mission statements and aspirations as it will be reviewed separately at a later date.

POLICY OBJECTIVE

Review the updated strategic planning summary outlining the objectives in the Council work plan.

BUDGET IMPLICATIONS

None.

STAFF RECOMMENDATION

Discuss updated strategic planning summary.

REQUESTED COUNCIL ACTION

Discuss updated strategic planning summary.

Prepared by: William J. Malinen, City Manager
Attachments: A: Updated Strategic Planning Summary

Economically Healthy With a Stable Tax Base, While Conscious of Impacts to Residential Neighborhoods

Existing Work Plan Items:

- Modify and update City Code to be in compliance with Comprehensive Plan and Zoning Code (*IN PROGRESS – ADU adopted 10/10/11; Variance and Sign codes pending*)
- Strategically look at City’s role in fostering the redevelopment of Twin Lakes; Create a comprehensive economic development policy and mission to support existing businesses within Roseville and that also markets the community and attract(s) new businesses. (*Twin Lakes: IN PROGRESS – Initial discussion 7/11; New Normal presentation 11/11; follow-up discussion required (Comprehensive economic development policy: IN PROGRESS – Initial discussion 9/11; New Normal presentation 11/11; follow-up discussion required)*)

Long Term:

- Create incentives to foster redevelopment of underutilized properties (not just in housing) and to eradicate areas of high crime concentration.
- Engage industry experts to identify programs and amenities necessary for future cities to remain vibrant in the future. i.e. long-term planners, retail experts, housing and transportation officials
- Increase efforts toward business and economic development: Develop strategies; dedicate staff resources; engage the business & development community; enhance our “tool box”
- Support a diversified economy: Variety of Employment Opportunities; Head of Household Wage Jobs – Put into Broad policy.
- Build effective partnerships with the private sector to actualize new urban design concepts in future redevelopment

Safe and Law-Abiding

Existing Work Plan Items:

- Support findings of Fire Building Committee (*IN PROGRESS – bonding and phase II architectural and construction mgmt contracts approved 12/11*)
- Develop neighborhood Traffic Management Policy (*IN PROGRESS – at PWETC for consideration and recommendation to Council*)

Short Term:

- Re-evaluate “nuisance code” language – is a flat tire a nuisance? (Short term process, Long term adoption)
- Review current Firefighter (part-time) pay & benefits
- Increase the quality of Police Department training, especially in technology-related criminal investigations
- Update City of Roseville dispense plan increasing area resident inoculation and vaccinations, and update the Emergency Operating Plan and training.

Long Term:

- Increase ongoing efforts with retail community by adding commercial patrol officers.
- Continue to evaluate and improve emergency medical care, services, & training.

Welcoming, Inclusive, Diverse, and Respectful of Each Other

Existing Work Plan Items:

- Continue and possibly expand the (Police) Department’s New American Forums in cooperation with Human Rights Commission and Fire Department (*ONGOING – several events in 2011*)

Long Term:

- Implement a stake holders group that routinely exchanges information on cultural differences and their interactions with the police and other governmental service providers

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Secure in our Quality Housing Options

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97 Existing Work Plan Items:

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- 99 • Aggressively deal with problem multi-family properties increasing HRA's role in issues
100 that may include, but are not limited to, the condition of multi-family properties located
101 in SE Roseville, how the City can apply regulatory measures that will enforce quality (i.e.
102 safe and well maintained) multi-family properties, and whether acquisition of
103 problematic properties is possible. (*IN PROGRESS – HRA discussion 10/11; planned*
104 *HRA discussions into 2012*)

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106 Short Term:

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- 108 • Expand the Neighborhood Enhancement Program proactive code enforcement efforts to
109 commercial properties.

110 Long Term:

- 111 • Stabilize property tax rates to encourage investment in and improve quality of Roseville
112 housing

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Environmentally Responsible, with Healthy and Well-Maintained Natural Assets

Existing Work Plan Items:

- Model Better Environmental Stewardship (*IN PROGRESS – REACT Team in-place, with results reported 12/11; need to identify how; looking at geothermal for campus, consider other ways; develop sustainability plan?; further discussion needed?*)

Short Term:

- Explore and implement tiered water and sewer rate structure for Residential and Commercial.
- Ordinance Updates, Shoreland and Erosion control (*IN PROGRESS – Adopted coal tar ordinance 2011; Shoreland waiting on DNR; Erosion control in works*)
- Develop Overhead Electric Undergrounding Policy (*IN PROGRESS - at PWETC for consideration and recommendation to Council*)
- Explore ways to improve sustainability through purchases and practices, and apply sustainable methods to areas where appropriate. (Short and Long Term)

Long Term:

- Support and maintain Forestry Program.

Engaged in Our Community's Success through Our Roles as Citizens, Neighbors, Volunteers, Leaders, and Businesspeople

Existing Work Plan Items:

Short Term:

- Discuss and implement an ongoing, community driven visioning process.
- Support Human Rights Commission's efforts on civic engagement and neighborhoods (*IN PROGRESS – HRC Task Force underway; report expected early 2012*)

Short & Long Term:

- Improve communications with residents (Televised materials; News letter; Newspaper; Mailings).
- Discuss and evaluate council goals and directives for existing city commissions and explore the potential of newly created commissions and boards (i.e. Park Board/Park District & Finance Commission).

Long Term:

- Support initiatives to better communicate with local businesses and 2025 vision to continue to recognize and incent the spirit of "volunteer" within Roseville (*IN PROGRESS – seems to be confusion as to what this item is about*) (Long term-strategy; Short term-'To Do List')
- Routinely seek community input to evaluate and continuously improve city services (*ONGOING – Survey in 2011; parks master plan efforts & 2011 survey*)
- Support city-wide record management system to accurately and electronically create, store and retrieve documents (*IN PROGRESS – System in place; departments must input information*)
- Support Volunteer Management Program (*IN PROGRESS – requires 0.5 FTE position; get businesses involved; determine dept for position; further discussion/decisions required*)

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173 **Physically and Mentally Active and Healthy**

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175 Existing Work Plan Items:

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- 177 • Support implementation of Parks and Recreation Master Plan & Refine the process for
- 178 2013-15 Park and Recreation Renewal Program – Support Citizen Organizing and
- 179 Implementation Teams including identifying other funding mechanisms (*IN PROGRESS*
- 180 – *Teams made recommendations for Phase I in 2011; bonding passed in 2011 for phase*
- 181 *I*) (Short term for Department)

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183 Short Term:

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- 185 • Re-evaluate the Parks Improvement Plan in the context of the CIP (CIP Task force)

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187 Long Term:

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- 189 • Develop better strategies and plans for supporting our senior community (Short term –
- task force) (Long term –strategies)

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- 191 • Develop better connections between city government, school districts, and public and
- private providers of services to those in need in our community.

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Well-Connected Internally and Externally through Transportation and Technology Infrastructure

Existing Work Plan Items:

- Improve Walkability of Neighborhoods By Continuous Additions of Trails and Sidewalks (*ONGOING – Dale St in 2011; Fairview 2011/12; Acorn Park?*)(Long Term)

Short Term:

- Continue to lobby for the Northeast Diagonal transportation corridor.
- Establish sustainable funding mechanisms for the replacement of city information systems, streets, sidewalks, and parking lots. (CIP Task Force)
- Develop a build-out plan for existing pathway master plan and parks & rec master plan pathway components, connect multi-family to bus stops and school crossings (on the same side of the street as the complex). (Short term/Long term for Departments and CIP.)

Long Term:

- Participate in regional transportation planning efforts-to ensure adequate regional resources are allocated to transit and transportation infrastructure to serve Roseville needs

Organizational Mission Statement

Plan and deliver effective, efficient, and customer-oriented services and infrastructure in support of community aspirations, implemented by a competitively supported professional staff that is guided by systematic performance measurement

Existing Work Plan Items:

Short Term:

- Continue to emphasize and refine performance measurement programs. *(IN PROGRESS – Initial measurements reported to council; gathering data on those areas for reporting back; next steps include expanding list of measures)*
- Actively pursue and implement a local option sales tax.
- Continue implementation of the CIP program.
- Develop budgeting strategies to achieve a more united (even) compensation structure for union and non-union employees (For Discussion)

Long Term:

- Create a succession, leadership, career development, training, recruitment and retention management plans to ensure quality service *(IN PROGRESS – some departments further along than others; not doable in all departments)*
- Participate in regional and intergovernmental collaborations for shared service opportunities *(ONGOING – Existing IT partnerships with 20+ agencies; added JPA w/Maplewood for engineering; added JPA w/Lauderdale for rec; others)*
- Develop, implement, adequately fund long-term capital and infrastructure management program *(IN PROGRESS – see notes on similar items above)*