

# 2012 CITY COUNCIL STRATEGIC PLANNING

## CITY VISION STATEMENT:

*Without compromising private property rights and the needs of future generations, Ramsey will evolve through citizen driven, collaborative processes that respect the balance and connectivity between its unique urban, rural and natural environments.*

## *Strategic Goals Categories*

### MARKETING

1. Increase effort to garner positive media/positive public relations efforts
2. City-wide marketing plan—existing and new resident and business, define story and objectives, review existing efforts and effectiveness of efforts from an outcome perspective
3. Identify stakeholders in the image and success of Ramsey

### DEVELOPMENT

4. Review strategy for the sale of land in The COR
5. Pursue change to Met Council policy regarding RALF lease revenue—that it be shared with the City or the City gets to keep it if there is no plan to improve US10 or figure out a plan to convert those dollars to support funding Armstrong Interchange
6. Review Economic Development effort for business recruitment, expansion, retention-assess value of efforts (evaluate smoke stack chasing and grow your own)
7. Review City facilitation efforts to help businesses grown—assistance with identifying lending, funding, help through the process of expanding or developing a new business
8. Facilitate review of costs of operating a business: example provide information about how to reduce assessed value of a property, other operational expenses of businesses
9. Consider additional commercial nodes (167/47 and Armstrong/181)

### TRANSPORTATION

10. Sunwood realignment project
11. Look for ways to increase capacity and improve traffic flow on 47 (review timing of lights at key intersections, lane stripping)
12. Road reconstruction initiative
13. Review signing and striping at US10/Armstrong and Bunker/Armstrong
14. Highway 47 alignment through Anoka
15. Review US10 median cuts/turning movements
16. Identify high priority trail connections to improve connectivity throughout the community
17. Review private street west of Hwy 47/Bunker—behind SA
18. Pedestrian overpass over US10—pursue funding for design and construction

### HOUSING

19. Resident roundtable to understand concerns of mature neighborhoods for maintenance of housing stock, re-investment, stability, any neighborhood concerns
20. Recent increase rental properties for group/treatment living

### BUDGET/FINANCE

21. Refinance RMC debt
22. Franchise fee for road reconstruction initiative
23. Explore business subsidy programs for development/investment (CMDC—tied new markets type program)
24. Comprehensive management review of services and cost of providing services to determine budget
25. Consider options for contracting services/functions
26. Reduce HRA and EDA levies
27. Review capital purchases to determine if they can be delayed and CIP for projects that we would move forward
28. Explore opportunities for additional revenue by renting out equipment, contracting staff
29. Continuous improvement to look for efficiencies, ways to reduce costs

### POLICIES/PROGRAMS/SERVICES

30. Continue to review rate and fee schedule to consider reductions
31. Single line of accountability and quality control on public improvement/street projects
32. Review permits for siding windows, roofing—do we need to have them. Can we eliminate (smaller permits)?
33. Sustainability of programs and services
34. Consider use of recreational vehicle use on City streets/trails