







Traffic Light Status Report September 2015

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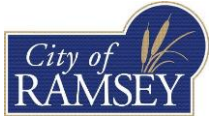
To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services

Strategic Imperative I: Financial Stability

Ensure strategic economic development that complements the city's desired quality of life and builds a stable tax base, all while maintaining a low tax levy.

Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
				Key  Red – On hold/future project  Yellow – In process  Green - Completed	
Improve budget preparation to identify operational efficiencies and cost-savings	1) An all-inclusive integrated budget document developed that will incorporate Strategic Planning items, adopted budgets, CIP, metrics, and trend information.	June 2015	December 2015		<ul style="list-style-type: none"> • Integrated budget completed for 2016 • Distinguished Budget Award received
Increase economic growth and development	2) Sale of City-Owned Parcels that are listed for sale for economic development.	Summer 2015	Summer 2018		<ul style="list-style-type: none"> • City owned land will be positioned: “as-competitive-as-possible” in today’s real estate market. • Removed development “unknowns” for prospects and significantly improved project timelines. • 100 % properties shovel-ready certified. • Land sale closings above previous three year term.
	3) Recruit new industry and market-ready major retail businesses to Ramsey	Ongoing	Fall 2017		<ul style="list-style-type: none"> • Secured two (2) new 30,000+ square foot retail facilities. • Secured two (2) new 30,000+ square foot industrial facilities.

Three - Year Strategic Action Plan



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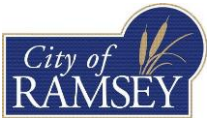
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Increase economic growth and development (cont.)	4) Establish new Business Park, west of Armstrong Boulevard	Spring 2016	Summer 2016		<ul style="list-style-type: none"> Business Park will be positioned: "as-competitive-as-possible" in today's real estate market. Removed development "unknowns" for prospects and significantly improved project timelines. Attain State of Minnesota <i>Shovel-Ready</i> Status for Business Park land parcels.
	5) Develop and plan for key infrastructure improvements (AUAR improvements, extensions of municipal utilities, and major transportation corridors.	April 2015	December 2017		<ul style="list-style-type: none"> Meet the COR AUAR milestones Scheduled prioritized projects in CIP Revised JPA construction schedule - Meet the scheduled milestones. Reviewed possible extension of sewer and water to 167th and Hwy 47 area Mobility improvements made to major highway corridors (i.e. US Hwy 10, Hwy 47 and CR 5)
Leverage outside funding sources	6) Optimize use of non-city funding through joint projects, grants and partnerships	2015	2018		<ul style="list-style-type: none"> Increased grant awards Reduced reliance on the general fund. Effective grant administration Increased public and private partnerships



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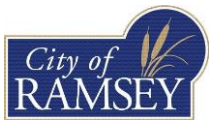
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Strategic Imperative II: A Connected Community

Ensure that the city is a connected city that is part of a comprehensive regional transportation system that enables all citizens to easily navigate the community and attracts business development.

Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
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Improve the safety and mobility of major road corridors	7) Actively lobby State Legislature and Federal Congressional Delegation for \$120M to construct the identified Highway 10 corridor priorities	March 2015	December 2018		<ul style="list-style-type: none"> State and federal funding secured for high priority TH Highway 10 projects.
	8) Introduce legislation requesting state funding for highway-rail separation at Ramsey and Sunfish Lake Blvd. rail intersections.	March 2015	May 2015		<ul style="list-style-type: none"> Allocation of up to \$10 M in state bonding for projects.



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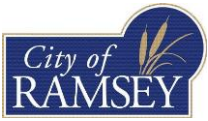
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Improve the safety and mobility of major road corridors (continued)	9) Initiate a regional effort to complete Preliminary Engineering and Environmental Review for all projects of the Highway 10 Study	March 2015	December 2018		<ul style="list-style-type: none"> Preliminary Design and Engineering in regard to MNDOT TH10 Access Planning Study projects are commenced.
	10) Develop a communications strategy in regard to Highway 10 improvements	Summer 2015	Summer 2015		<ul style="list-style-type: none"> 1-2 page flyer (marketing material) summary of Highway 10 Created project webpage on City website. "Support network" of businesses and land owners willing to assist in lobbying established. "Lobbying List" outlining an inventory of people the City should be communicating with (lobbying) established.
	11) Conduct CASH 5 Corridor Study (land use and traffic integrate in cooperation with the County	April 2015	October 2018		<ul style="list-style-type: none"> Corridor study completion in 2017 At least one high priority improvement project commenced by 2018
	12) Conduct MN State Hwy 47 Study in cooperation with MNDOT and City of Anoka	April 2015	October 2018		<ul style="list-style-type: none"> Corridor study completion in 2017 At least one high priority improvement project commenced by 2018
	13) Conduct Armstrong Blvd traffic study in cooperation with the County	July 2015	October 2018		<ul style="list-style-type: none"> Corridor study completion in 2017 At least one high priority improvement project commenced by 2018



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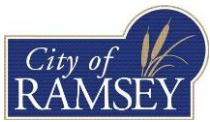
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Create a diverse and robust offering of recreational opportunities	14) Develop a comprehensive recreation plan that inventories existing recreation programs, services, and infrastructure at the local, regional, and national level	5/2015	10/2016		<ul style="list-style-type: none"> Present findings and recommendations in 2017 as part of budget development for 2018 implementation
	15) Develop Plan for future parks, trails, and open space capital improvements	2015	2016		<ul style="list-style-type: none"> Completed Master Park and Trail Plan Update CIP Aligned with Parks Plan










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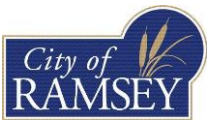
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Strategic Imperative III: Smart, Citizen-Focused Government

Continue the delivery of quality services to ensure the city will have safe and thriving neighborhoods and business districts, and a clean environment.

Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
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Improve and maintain the safety of the community	16) Reduce illegal drug activity in the community	June 2015	January 2016		<ul style="list-style-type: none"> Increased number of arrests for drug crimes Maximized collaboration of Anoka Hennepin Drug Task Force by allocating staff to task force Increased intelligence on drug activity Reduced criminal activity in community related to drug use Increased community awareness of illegal drug activity
	17) Provide adequate public safety staffing based on City's growth factors	June 2015	September 2015		<ul style="list-style-type: none"> Metrics developed to support 2016 and future public safety staffing requests
	18) Consider security cameras to enhance safety and security	June 2015	February 2016		<ul style="list-style-type: none"> Visible deterrent to criminal activity Reduction of Vandalism to city owned property by 10 % Assisted in identification of criminal suspects Provided increased sense of security in public spaces.
	19) Expand and improve residential rental licensing program	April 2015	July 2015		<ul style="list-style-type: none"> Cost Benefit analysis completed Improved property maintenance Improved landlord/tenant relationships Improved public safety response



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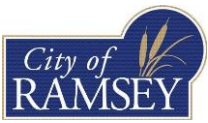
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Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
Create a strong positive image for residential neighborhoods and business districts	20) Meet or exceed community expectations in regard to response times for code complaints	2016	2016		<ul style="list-style-type: none"> Centralized enforcement program with consistent metrics Improved communication of notices of violation Response times of 14-30 days Enhanced focus on key corridors (Highway 10 and Highway 47) Eliminate duplication in data
Enhance Community Engagement	21) Create a program for citizen recognition.	June 2015	December 2015		<ul style="list-style-type: none"> Implemented citizen recognition program
	22) Identify opportunities for community volunteer work	June 2015	December 2015		<ul style="list-style-type: none"> Increased citizen volunteer hours
	23) Increase engagement opportunities in future land use decisions	2015	2018		<ul style="list-style-type: none"> Adopt a citizen engagement framework for 2040 Comprehensive Plan update Determine appropriate scale of update to the City's Comprehensive Plan Complete required 2040 Comprehensive Plan update Clarified vision for the COR
Enhance the level of customer service	24) Evaluate staffing deployment and process effectiveness	2015	2016		<ul style="list-style-type: none"> 10 Business Day Building Permit Plan Review 48 Hour Inspection Window Centralized Permits and Licenses Division Improved management and ensured equity of enforcement of City-Owned properties Improved support to Environmental Policy Board (EPB)



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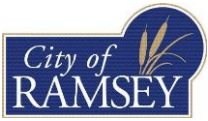
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Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
Define and promote Ramsey Brand	25) Develop strategy with Ramsey Brand as umbrella while still promoting sub-areas of the community (The COR, 167 th Avenue, Future Business Park, etc.)	Spring 2015	Summer 2016 Final completion tied to tactic below.		<ul style="list-style-type: none"> Unified marketing/ communications with consistent use of Ramsey Brand (refreshed materials and policy). Implementation of Ramsey logo in future COR materials and signage (same for other sub-districts)
	26) Acquire a ZIP Code for Ramsey	Spring 2015	December 2017		<ul style="list-style-type: none"> New and unique ZIP Code assigned to Ramsey
	27) Create a community sign plan that focuses on community gateways and focal points.	2015	2016		<ul style="list-style-type: none"> Revised zoning code Monument signage plan for the City completed Tenant panel distribution policy completed Funding and Priority Plan
Improve the image of key corridors (Highway 10, CR5, and Highway 47)	28) Use property-owner/ citizen engagement strategies	2016	2016		<ul style="list-style-type: none"> Adopted Statement of Goals
	29) Proactively Implement Corridor Improvements through public investment and code compliance initiatives	2016	2018		<ul style="list-style-type: none"> 30% of targeted property clean-up per year of plan

Three - Year Strategic Action Plan



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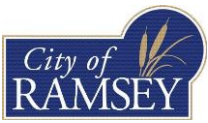
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Ensure long-term sustainability of Public Water System	30) Work with neighboring cities and regulating agencies to identify regional solution(s) for sustainable water supply/water treatment facility	2015	2018		<ul style="list-style-type: none"> Commitment to regional solution for long-term water supply Active participation of neighboring cities/regulating agencies
	31) Develop a Comprehensive Plan for City long-term water supply	2015	2016		<ul style="list-style-type: none"> Updated Comprehensive Water Supply Study









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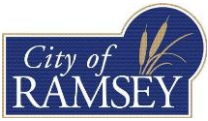
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Strategic Imperative IV: An Effective Organization

Maintain a highly functional staff, citizen volunteers, and elected officials and governance structure that meet the increasingly ever-changing needs of the organization

Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
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Improve City communications with the community	32) Adopt a Formalized Communications Plan	Winter 2015	Early 2016		<ul style="list-style-type: none"> • Council adopted communications plan. • The adopted plan outlines specific outcome for each specific tactic.
Improve and sustain high employee morale	33) Develop a Staff recognition program	April 22, 2015 Kick-off	Ongoing		<ul style="list-style-type: none"> • Formal Staff Recognition Program Developed and Implemented • Staff feeling recognized and valued by peers • Staff promoting positive accountability to our core values by peers • Promoted teamwork and brand • Sustained or improved morale
	34) Initiate a strategy to highlight City Employees and job duties (put a face to a name and highlight their contribution to the community)	July/Aug. 2015	Ongoing (monthly) RR Publications as scheduled		<ul style="list-style-type: none"> • Increased awareness of Dept. Functions. / increased staff recognition • Increased awareness of specific roles and specific current events / increased staff recognition. • Promoted Ramsey Brand / increased staff recognition.



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Strategic Initiative	Tactics	Initiation Date	Completion Date	Status	Key Outcome Indicators/Metrics
Continue to implement process improvement initiatives	35) Review existing events and consider the value to the City	June 2015	September 2015		<ul style="list-style-type: none"> Status of each City event (i.e., include or not) in 2016 budget determined
Plan for public facilities to meet City's growth	36) Identify capital cost of PW facility based upon space needs study. Create funding and implementation plan for a new public works campus	2015	2016		<ul style="list-style-type: none"> Decision by Council on timing and amount of debt for the new Public Works facility