

Work Plan Proposal

Corridor Improvement Program

Purpose

The City has an adopted Strategic Plan that includes an initiative to improve the image of key corridors such as Highway 10. The City continues to get feedback from various industrial, commercial, and residential stakeholders that the image of Highway 10 is an issue that needs to be addressed. The City Council first desires to work with the community and stakeholders to identify/confirm that the consensus of the community is that an image issue does exist, and continue to work with the community and stakeholders to identify strategies to address the issue, if needed. The City Council desires to take an incentive-based approach, rather than an enforcement-based approach.

Key Steps in Plan Development/Plan of Action

In order to move from discussion to action, this Plan of Action is offered as a guide to complete the desired initiative in a reasonable timeframe and to ensure that this remains a high priority for the community.

1. Authorize Work Plan (this step)
2. Engage Stakeholders
3. Adopt a Plan of Action (Corridor Improvement Program)
4. Implement Strategies

Sidebar 1 – somewhere in this document we should provide an update on the direction to address ‘low hanging fruit’ administratively. This would be another update of the Staff Corridor Tour.

Sidebar 2 – somewhere in this document we should note our plan to create a consolidated geometric of the Ramsey Corridor that shows the full project upon completion (rather than the 20+ individual slides in the Study itself).

Step 1: Authorize Work Plan

In order to ensure that all are moving towards a common goal in a manner that meets the needs of policy makers, a Work Plan is first developed to hold the project team accountable for completing key tasks at agreed upon timeframes.

Authorizing Work Plan is planned for January 24, 2017.

Step 2: Engage Stakeholders

The Strategic Plan identifies utilizing citizen engagement techniques as the first step in identifying a problem and designing strategies. The City Council does not want the City to be the entity to suggest strategies, but wants the stakeholders that are impacted by these policy decisions to design said strategies. The citizen engagement is planned to be an inclusive process, while keeping in mind the desire to move towards action in a reasonable timeframe.

This citizen engagement step is planned to be accomplished in three broad types.

1. Host a Stakeholder Forum
2. Conduct an Online Survey of Business Community
3. Conduct In Person Business Visits for Sample of Business Community

Host a Stakeholder Forum

The City plans to hold a Stakeholder Forum in February, 2017. While the impetus is the development of a Corridor Improvement Program, this also creates an opportunity to better communicate to overall vision for Highway 10 over the next twenty years. Many of the key stakeholders are not aware that the Highway 10 Access Planning Study nor the Greater Minnesota Gateway Initiative exist. Others are not aware of the corridor's legislative and funding request activities. This forum will be the kick off to the primary means of input, and online survey and in-person business visits.

The Forum will focus on three (3) broad categories:

1. Highway 10 Access Planning Study/Greater MN Gateway Update
2. Ramsey Legislative and Funding Efforts (Ramsey Boulevard Railroad Grade Separation)
3. Corridor Improvement Program

The Stakeholder Forum is being planned for Thursday, March 9 at 8:00 a.m. at the Fountains of Ramsey.

Highway 10 Access Planning Study/Greater MN Gateway Update

Elwyn Tinklenberg will provide an update on the Highway 10 Access Planning Study and outline the key improvements planned within Ramsey. This portion will also introduce the Greater Minnesota Gateway

Ramsey Legislative and Funding Efforts

Kurt Ulrich will provide background on the Ramsey Boulevard Grade Separation Effort and funding applications.

Corridor Improvement Program

Tim Gladhill will provide background on the Council's Strategic Initiative to improve the image of key corridors. The request for feedback will be framed as follows.

1. The City continues to receive feedback from multiple retail, industrial, and residential stakeholders with a desire to improve the image of Highway 10. Do you feel that there is a need for the City to initiate efforts to improve the image of Highway 10?
2. If you feel there is a need to improve the image, what do you feel is creating the image issue?
3. What strategies could the City implement to improve the image?

Step 3: Adopt a Plan of Action (Corridor Improvement Program)

Key to the success of this Strategic Plan Initiative is to move from issue identification and strategy development to a plan of action. The details of the Plan of Action are not defined until strategies are developed as part of the stakeholder engagement.

Developing the Plan of Action (Corridor Improvement Program itself) is planned for the month of May, 2017. The Corridor Improvement Program will be reviewed by advisory boards and City Council in the month of June, to be adopted this same month. The Corridor Improvement Program is anticipated to be the authorization to begin to implement acceptable strategies.

Step 4: Implement Strategies

While some policy strategies are anticipated to be created and adopted parallel to the overall Corridor Improvement Program, it is possible that certain strategies will need to be authorized by the Program first, and will be implemented in the months to follow adoption of the Corridor Improvement Program. Details will not be known until strategies are developed.

The City has loosely planned for this task during the month of July and August, 2017.

Highway 10 Initiatives Communication Document

As part of this work plan, the City will put together a robust document that outlines the various Highway 10 initiatives. In our communication with various stakeholders, it has become clear that not all stakeholders are aware of the status of the Highway 10 Access Planning Study or even aware that such a study exists. The intent of this document is to easily and clearly articulate the priorities of Highway 10 for the community and illustrate the progress that has been made and continues to be made for this priority.

The document is planned to be similar to the City's existing Community Profile and Developer Information documents. These are high-quality marketing materials that can be easily updated and refreshed as needed. The centerfold of the document is planned to be a pull out map of the Highway 10 Initiatives in Ramsey, similar to the materials provided by the Greater Minnesota Gateway initiative. The following are planned to be listed as a To Do List on the map and/or overall document.

1. Highway 10 Access Planning Study (complete)
2. Greater Minnesota Gateway Initiative (underway)
3. Stakeholder Engagement
4. Corridor Improvement Program
5. Right of Way Acquisition and Loan Fund (RALF) Policy Initiative

6. Land Use Control Update (Official Map and Zoning District)

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