

**City of Ramsey**  
**Agenda**  
**Park and Recreation Commission**  
**Thursday, February 13, 2020**  
**6:30 pm**  
**Council Chambers, 7550 Sunwood Drive NW**

- 1. Call to Order**
- 2. Citizen Input**
- 3. Approve Agenda**
- 4. Approve Minutes**
  1. Approve the following meeting minutes.
    1. Park and Recreation Commission meeting dated January 9, 2020.
- 5. Commission Business**
  1. Affirm 2019 Photo Contest Winners
  2. Identify Work Plan for the Proposed 2020 Parks' Capital Improvements
  3. Advance the Ford Brook Playground Renovation Project
  4. Approve Goals and Strategies section of Chapter 3 of the PSP—Recreation Programming & Partnerships
  5. Update Policy for Naming Public Facilities
- 6. Commission/Staff Input**
  1. Commission/Staff Input
- 7. Adjournment**

**Park and Recreation Commission**

**4. 1.**

**Meeting Date:** 02/13/2020

**Submitted For:** Mark Riverblood, Engineering/Public Works

**By:** MaryJo Warner, Engineering/Public Works

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**Information**

**Title:**

Approve the following meeting minutes.

1. Park and Recreation Commission meeting dated January 9, 2020.

**Purpose/Background:**

Purpose: To review and approve meeting minutes.

Background: Attached are the meeting minutes for review.

**Notification:**

**Observations/Alternatives:**

**Funding Source:**

n/a

**Recommendation:**

To review and approve meeting minutes dated January 9, 2020.

**Action:**

Motion to approve meeting minutes dated January 9, 2020.

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**Attachments**

Minutes

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**Form Review**

**Inbox**

Grant Riemer

Form Started By: MaryJo Warner

Final Approval Date: 02/05/2020

**Reviewed By**

Grant Riemer

**Date**

02/05/2020 09:59 AM

Started On: 02/04/2020 11:21 AM

**PARK AND RECREATION COMMISSION  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The Ramsey Park and Recreation Commission conducted a regular meeting on January 9, 2020, at Ramsey City Council Chambers, 7550 Sunwood Drive NW.

Commission Members Present:      Chair Shane Bennett  
                                                 Vice Chair Brandon Sis  
                                                 Commissioner Trixy Barnes  
                                                 Commissioner Nathan Barten  
                                                 Commissioner Russell Bayer  
                                                 Commissioner Jennifer Leistico

Commission Members Absent:      None

Also Present:                              Parks & Assistant Public Works Superintendent Mark Riverblood  
                                                 Recreation Specialist Abby Proulx

**1.      CALL TO ORDER**

Chair Bennett called the Park and Recreation Commission meeting to order at 6:30 p.m.

**2.      CITIZEN INPUT**

None.

**3.      APPROVE AGENDA**

Motion by Commissioner Barnes, seconded by Commissioner Sis, to approve the Park and Recreation Commission meeting agenda as presented.

Motion carried. Voting Yes: Chair Bennett; Commissioners Barnes, Sis, Barten, Bayer, Leistico.  
Voting No: None. Absent: None.

**4.      APPROVE MINUTES**

**4.01:    Approve Park and Recreation Commission Meeting Minutes**

Motion by Commissioner Leistico, seconded by Commissioner Barten, to approve the November 14, 2019, Park and Rec Commission meeting minutes as presented.

Motion carried. Voting Yes: Chair Bennett; Commissioners Leistico, Barten, Barnes, Bayer, Sis.  
Voting No: None. Absent: None.

## **5. COMMISSION BUSINESS**

### **5.01: Draft Recreation Policy Plan**

Parks & Assistant Public Works Superintendent Riverblood introduced the draft recreation policy plan by recalling this work is a continuation of the Park Systems Plan revision. At the November meeting, the Commission reviewed the Recreation Programming and Partnerships chapter. Since then, Recreation Specialist Proulx has continued working on the policy plan, and tonight's focus will be on the first three sections, which are about 90% completed at this time.

Parks & Assistant Public Works Superintendent Riverblood noted that the goal is to have the final draft of the Recreation Programming and Partnerships chapter available as soon as the February meeting for the Commission's input.

Parks & Assistant Public Works Superintendent Riverblood continued by highlighting the elements of the portions under consideration, including: the context of the plan, the recreation districts, vision and essential elements, existing facilities and infrastructure, capital improvements, and future implementation.

Recreation Specialist Proulx then introduced the three sections she will cover tonight: Introduction, Trends, and Program Impact. She recalled the already-stated purpose, mission and core values, history of recreation in Ramsey, and reasons for providing recreation. She discussed trends, specifically changing demographics, and how to appropriately provide programming for those demographics, as well as highlighted overall economic trends and the necessity of fee assistance going forward. The most recent resident survey showed about 50% satisfaction with current programming, which demonstrates an opportunity for improvement. She also commented on the overall national and local trend that people spend less time in nature-based activities, and children today spend less time outdoors than their parents and grandparents. Internal research has found Ramsey had previously a void of recreation offerings, with many residents driving to neighboring communities to participate in recreation programming, which further establishes the need to increase recreation programming in Ramsey. Recreational programming partnerships with neighboring communities will continue to be a priority for Ramsey.

Recreation Specialist Proulx then discussed the necessity of physical activity in relation to physical health and the current statistics on obesity and heart health. Also, of concern is mental health, specifically anxiety and depression; outdoor physical activity has been shown to enhance good coping mechanisms. Another trend worth noting is people increasingly identify themselves by their activities rather than their work, e.g., "I am a runner."

Commissioner Barnes suggested including a section on the many benefits of child development, specifically the many advantages of children being outdoors and playing in natural spaces. She recommended the book *The Last Child in the Woods*.

Parks & Assistant Public Works Superintendent Riverblood noted he has a dog-eared copy of *The Last Child in the Woods* and concurred with the importance of highlighting the aspects of child development in the recreation plan.

Commissioner Barnes also suggested offering nature hikes and night hikes in the woods for children with their parents, to help children learn not to be afraid outdoors and to observe wildlife.

Parks & Assistant Public Works Superintendent Riverblood concurred with this sentiment, highlighting the importance of creating opportunities locally for both structured and unstructured outdoor play.

Chair Bennett thanked Recreation Specialist Proulx for the tremendous amount of detail and hard work.

Parks & Assistant Public Works Superintendent Riverblood added that Recreation Specialist Proulx worked hard to synthesize a lot of material and data to make just the first three sections.

Recreation Specialist Proulx then introduced the next three sections she will be working on: State of Programs, Vision [programs and policy], Plan/Goals & Strategies. She discussed the factors in setting programming fees: Access, Responsibility, Anticipated Impacts, Social Value, and Benefit.

Parks & Assistant Public Works Superintendent Riverblood discussed the complexities of cost recovery, and provided several examples of Ramsey events, the cost of the event, per participant charge, and the amount actually collected. Examples included the concert in the park series, starwatch party, movie in the park, art in the park, yoga, bingo, and Zumba.

Recreation Specialist Proulx indicated she is currently researching a Ramsey recreation pass, which will be a great way to balance accessibility and cost. She discussed possible options and benefits for residents and non-residents. The first and foremost goal is to serve residents but also to serve neighboring communities. She noted that fee setting and cost recovery is necessary to remove barriers for residents to participate.

Commissioner Barnes commented on the necessity of making sure some fee assistance is available for those who cannot afford it.

Chair Bennett noted that some residents are unaware of the many existing programs available by the City. Affordable and well-advertised programs will be used by the residents. He expressed support for the idea of a recreation pass.

Commissioner Sis suggested looking at areas of collaboration with nearby communities; perhaps some reciprocal arrangement could be made.

Parks & Assistant Public Works Superintendent Riverblood thanked the Commission for the feedback.

## 6. COMMISSION/STAFF INPUT

Parks & Assistant Public Works Superintendent Riverblood highlighted the Minnesota Master Naturalist Program which is the featured item in the *Ramsey Resident* this month. He encouraged anyone interested in conservation stewardship and Minnesota's ecology and geology to attend the open house to discuss details. He also mentioned the letter on Emerald Ash Borer and the corresponding presentation to be given next week on this topic by the Minnesota Department of Agriculture.

Parks & Assistant Public Works Superintendent Riverblood then highlighted the proposed items for the February agenda: the 2019 photo contest winners, continued review of Chapter 3 of the Park Systems Plan, updating a resolution from 1991 that this Commission developed that deals with public facility naming, and more detailed recreation program update.

## 7. ADJOURNMENT

Motion by Commissioner Bayer, seconded by Commissioner Leistico, to adjourn the meeting.

Motion carried. Voting Yes: Chair Bennett; Commissioners Bayer, Leistico, Barnes, Barten, Sis.  
Voting No: None. Absent: None.

The Park and Recreation Commission meeting adjourned at 7:20 p.m.

Respectfully submitted,

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Mark Riverblood  
Parks & Assistant Public Works Superintendent

Drafted by Allison Burr  
*TimeSaver off Site Secretarial, Inc.*

**Meeting Date:** 02/13/2020

**By:** Mark Riverblood, Engineering/Public Works

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**Information**

**Title:**

Affirm 2019 Photo Contest Winners

**Purpose/Background:**

The purpose of this case is to affirm and advance the 2019 Photo contest winners to City Council.

**Notification:**

The 2019 Ramsey Photo Contest was advertised via several venues over the past year, and is now a reoccurring program in its third year.

**Observations/Alternatives:**

**Photos were evaluated based on creativity, quality, composition, and expression of category theme.** Category themes are outlined as:

- **Nature of Ramsey:** Viewing landscapes, plants, animals, weather, etc.
- **Parks and Trails:** Enjoying parks and trails in Ramsey, highlighting favorite outdoor spaces
- **Industry and Commerce of Ramsey:** Displaying diversity of industrial, commercial and agricultural operations in Ramsey
- **Life in Ramsey:** Celebrating the community through events, recreation, arts, culture, sports, and gathering places, etc.

All winners may be announced, and presented their award at the City Council meeting March 26, 2020.

Attached are all of the submissions for the 2019 photo contest, together with the name of the photographer.

**Funding Source:**

Prize money is from the Park and Recreation operations line item within the General Fund Budget.

**Recommendation:**

Winners were selected by the contest judges for affirmation by the Commission—Staff will 'announce' and show the winning photo(s) at the meeting.

**Action:**

Motion to affirm the 2019 Photo Contest Winners.

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**Attachments**

2019 submissions

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**Form Review**

**Inbox**  
Grant Riemer

**Reviewed By**  
Grant Riemer

**Date**  
02/06/2020 09:48 AM

Form Started By: Mark Riverblood  
Final Approval Date: 02/06/2020

Started On: 01/29/2020 11:51 AM



CITY OF RAMSEY  
2019 PHOTO CONTEST ENTRIES



# ONE GRAND PRIZE WINNER &

**1<sup>ST</sup>, 2<sup>ND</sup>, & 3<sup>RD</sup> PRIZE WINNERS IN THE FOLLOWING CATEGORIES:**

**NATURE OF RAMSEY:** VIEWING LANDSCAPES, PLANTS, ANIMALS, WEATHER, ETC.

**PARKS AND TRAILS:** ENJOYING PARKS AND TRAILS IN RAMSEY, HIGHLIGHTING YOUR FAVORITE OUTDOOR SPACES

**INDUSTRY AND COMMERCE:** DISPLAYING DIVERSITY OF INDUSTRIAL AND COMMERCIAL OPERATIONS IN RAMSEY

**LIFE IN RAMSEY:** CELEBRATING THE COMMUNITY THROUGH EVENTS, RECREATION, ARTS, CULTURE, SPORTS AND GATHERING PLACES



**DAVIS, CHUCK**

Entry #1, Sky



**DAVIS, CHUCK**

Entry #2, River

**DAVIS, CHUCK**

Entry #3, River Tree



**HABEN, CARLIE**

Entry #1, Natures Calling





**HABEN, CARLIE**

Entry #2,  
The Setting of the Day

**HABEN, CARLIE**

Entry #3, Enjoy Life





**JACOBSMA, WENDY**

Entry #1, Dawn of a New Day



**JACOBSMA, WENDY**

Entry #2, Simple Beauty



**JACOBSMA, WENDY**

Entry #3, A Bevy of Beauty



**JACOBSMA, WENDY**

Entry #4, Untouched Serenity



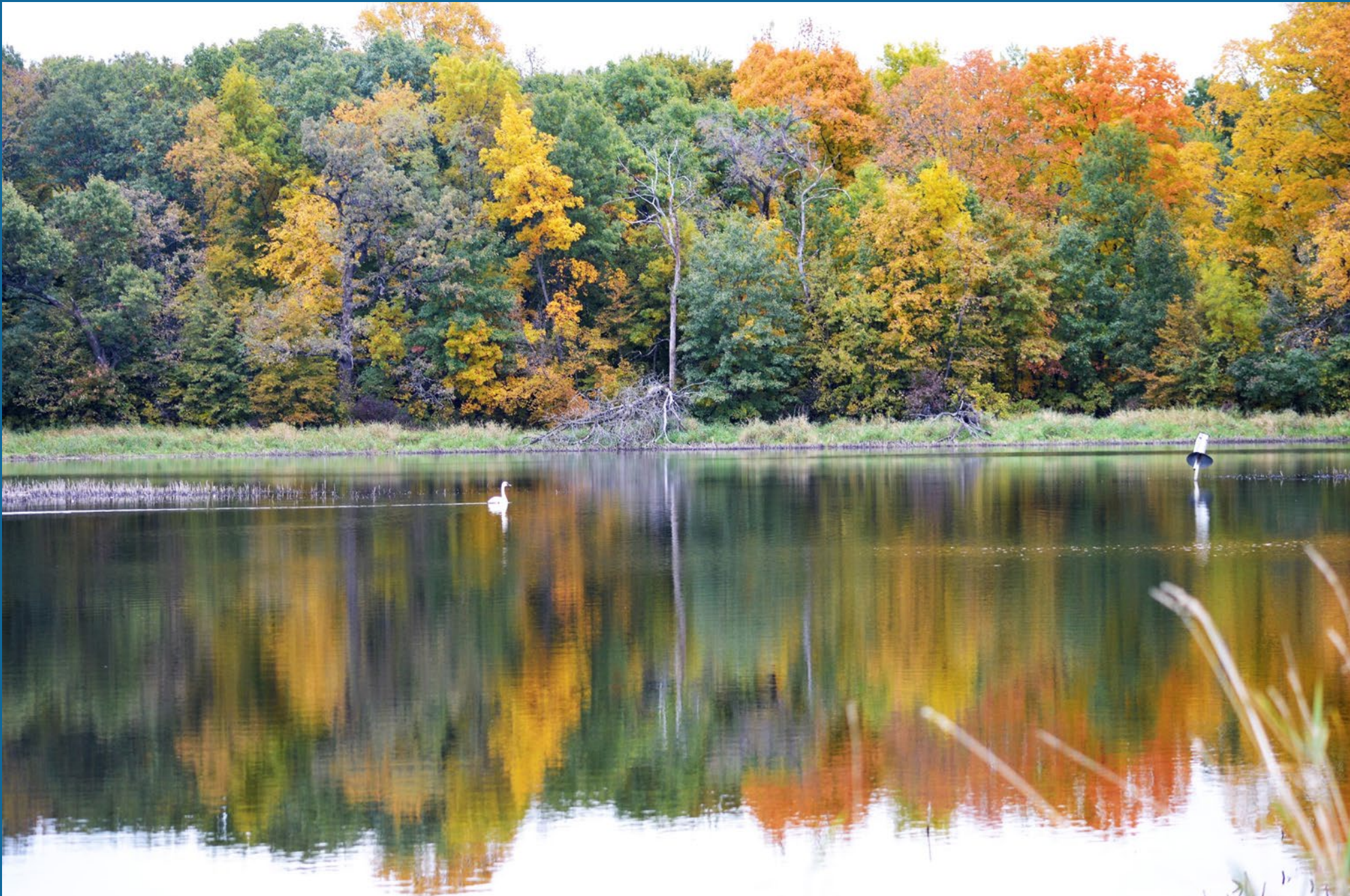
**JACOBSMA, WENDY**

Entry #5, Nature's Kaleidoscope



**JACOBSMA, WENDY**

Entry #6,  
Winter Wonderland of Swans



**JACOBSMA, WENDY**

Entry #7, Lonely Lady



**JACOBSMA, WENDY**

Entry #8, Eye of Beauty



**JACOBSMA, WENDY**

Entry #9, I See You



**JACOBSMA, WENDY**

Entry #10,  
Protector of the Reeds



**JACOBSMA, WENDY**

Entry #11, Windy Morn



**JACOBSMA, WENDY**

Entry #12, Eye of the Worker



**JACOBSMA, WENDY**

Entry #13, Angry Bird



**JACOBSMA, WENDY**

Entry #14, On Watch



**JACOBSMA, WENDY**

Entry #15, Slow Beauty



**JACOBSMA, WENDY**

Entry #16, King of the Sky



**JACOBSMA, WENDY**

Entry #17, Awakening



**JACOBSMA, WENDY**

Entry #18, New Beginnings

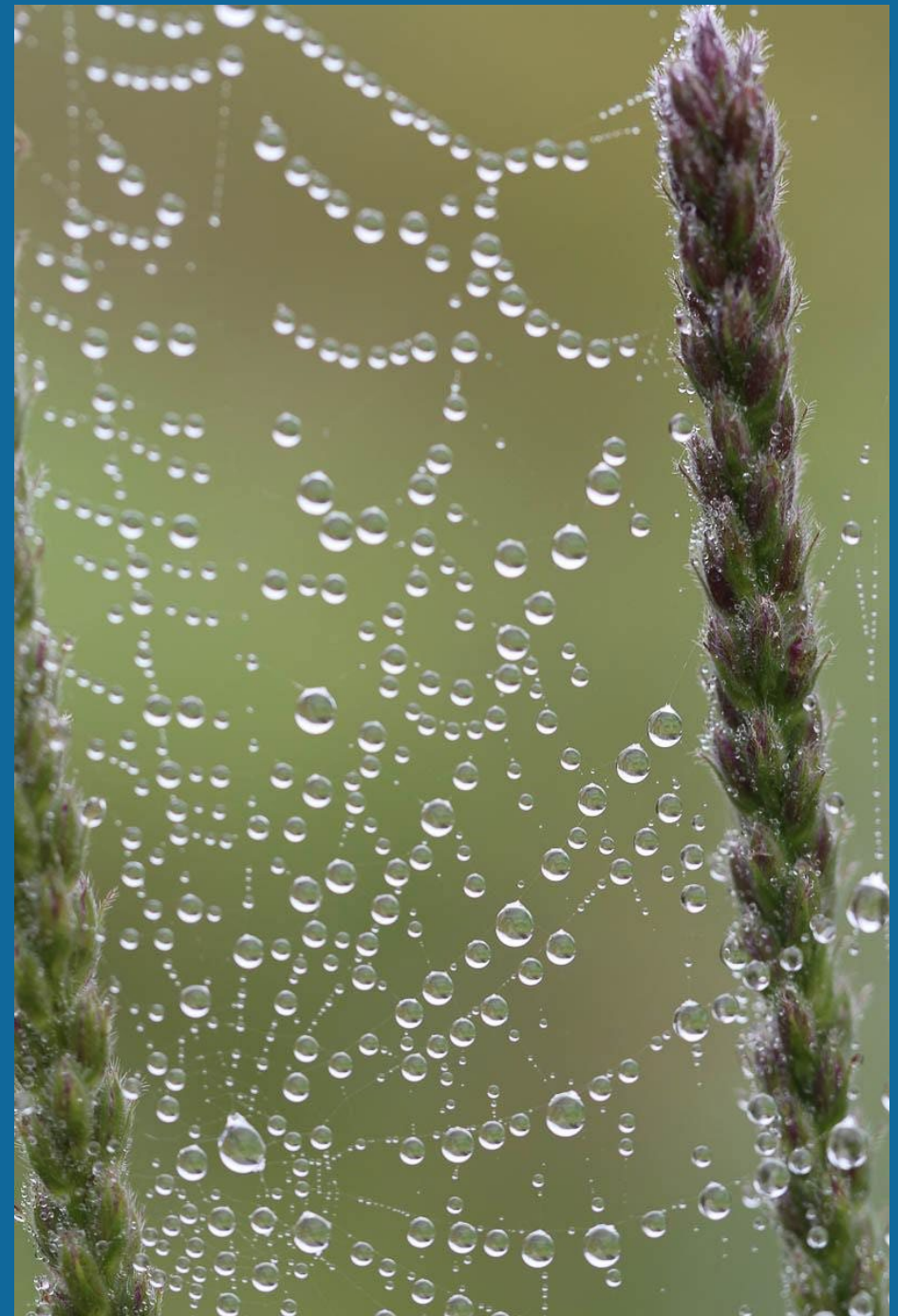


**JACOBSMA, WENDY**

Entry #19, New Day Upon Us

**MARTIN, JENNA**

Entry #1, Dew on the Web





**MARTIN, JENNA**

Entry #2,  
Sunset in the Weeds



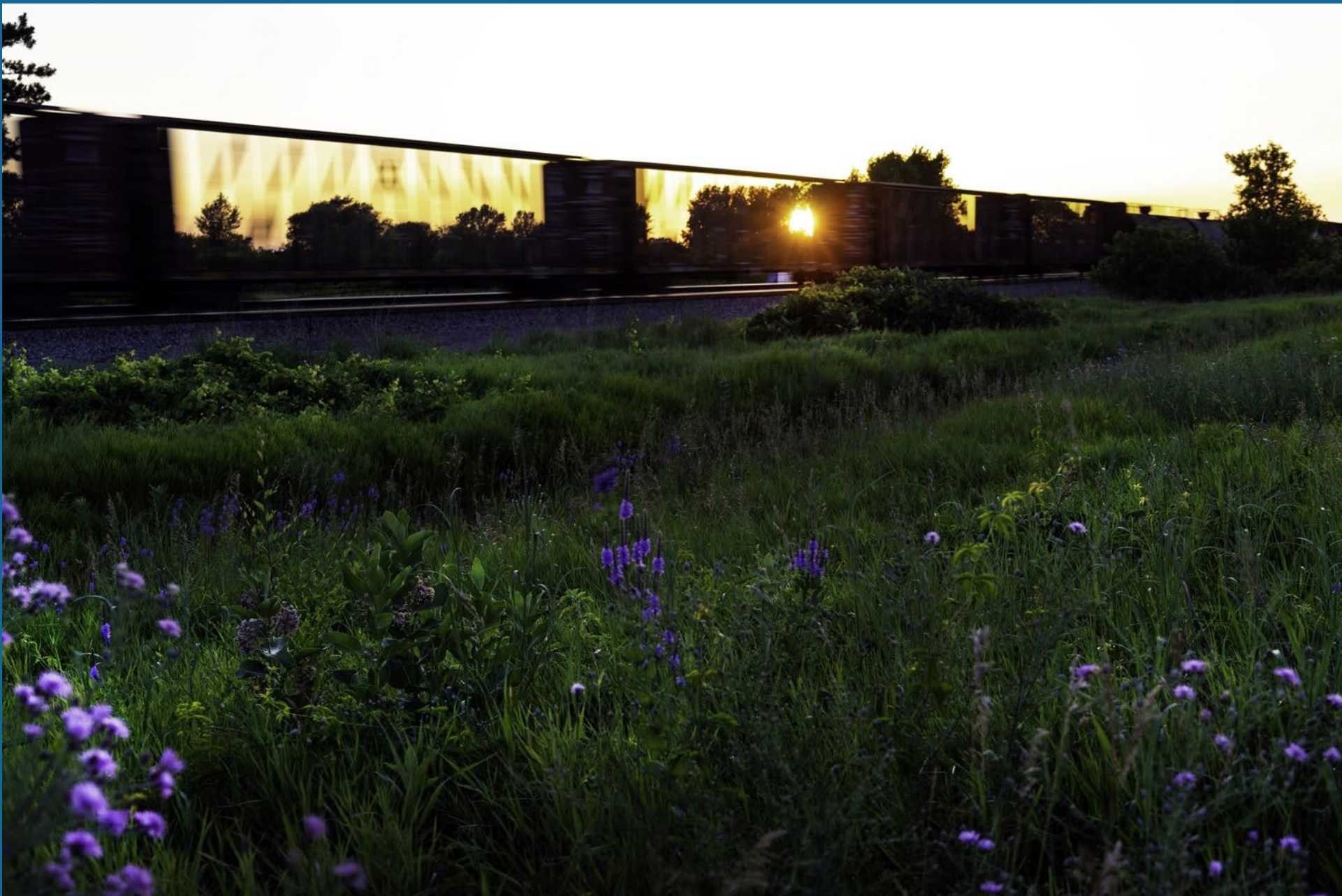
**MARTIN, JENNA**

Entry #3,  
Dragonfly on the Grass

**OSTERHUS, MICHELLE**

Entry #1





**OSTERHUS, MICHELLE**

Entry #2, Blazin Rails



**OSTERHUS, MICHELLE**

Entry #3, Endless Walk



**OSTERHUS, MICHELLE**

Entry #4 Befour Sunset

**OSTERHUS, MICHELLE**

Entry #5 Pondemonium





**OSTERHUS, MICHELLE**

Entry #6 Wash Out

**OSTERHUS, MICHELLE**

Entry #7, Peaking into Spring





**OSTERHUS, MICHELLE**

Entry #8, Fields of Yesterday



**OSTERHUS, MICHELLE**

Entry #9, Goodnight Ramsey



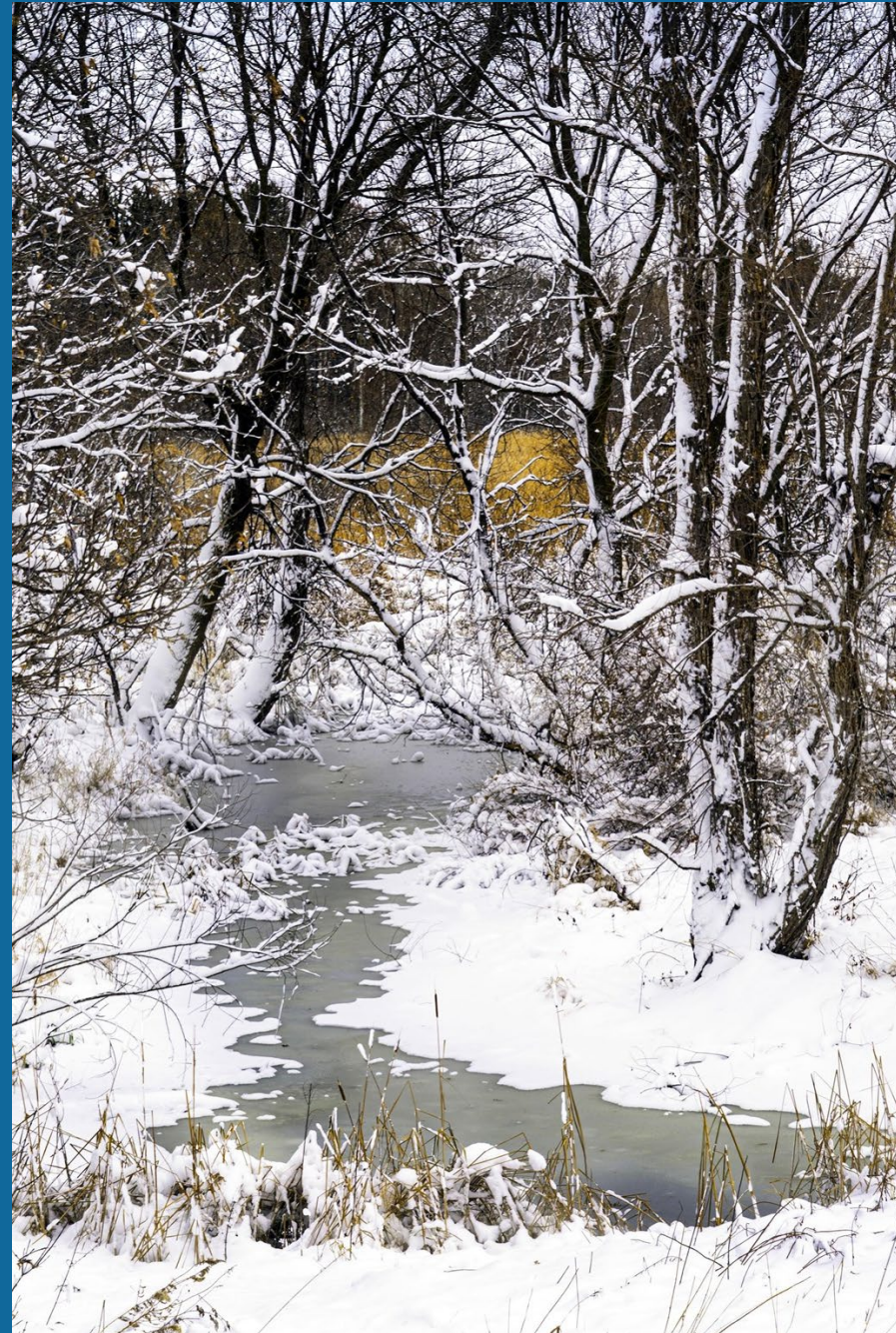


**OSTERHUS, MICHELLE**

Entry #10, The 47 Barn

**OSTERHUS, MICHELLE**

Entry #11, Frozen Over





**RADZYUK, KATHERINE**

Entry #1, Red Tailed Hawk



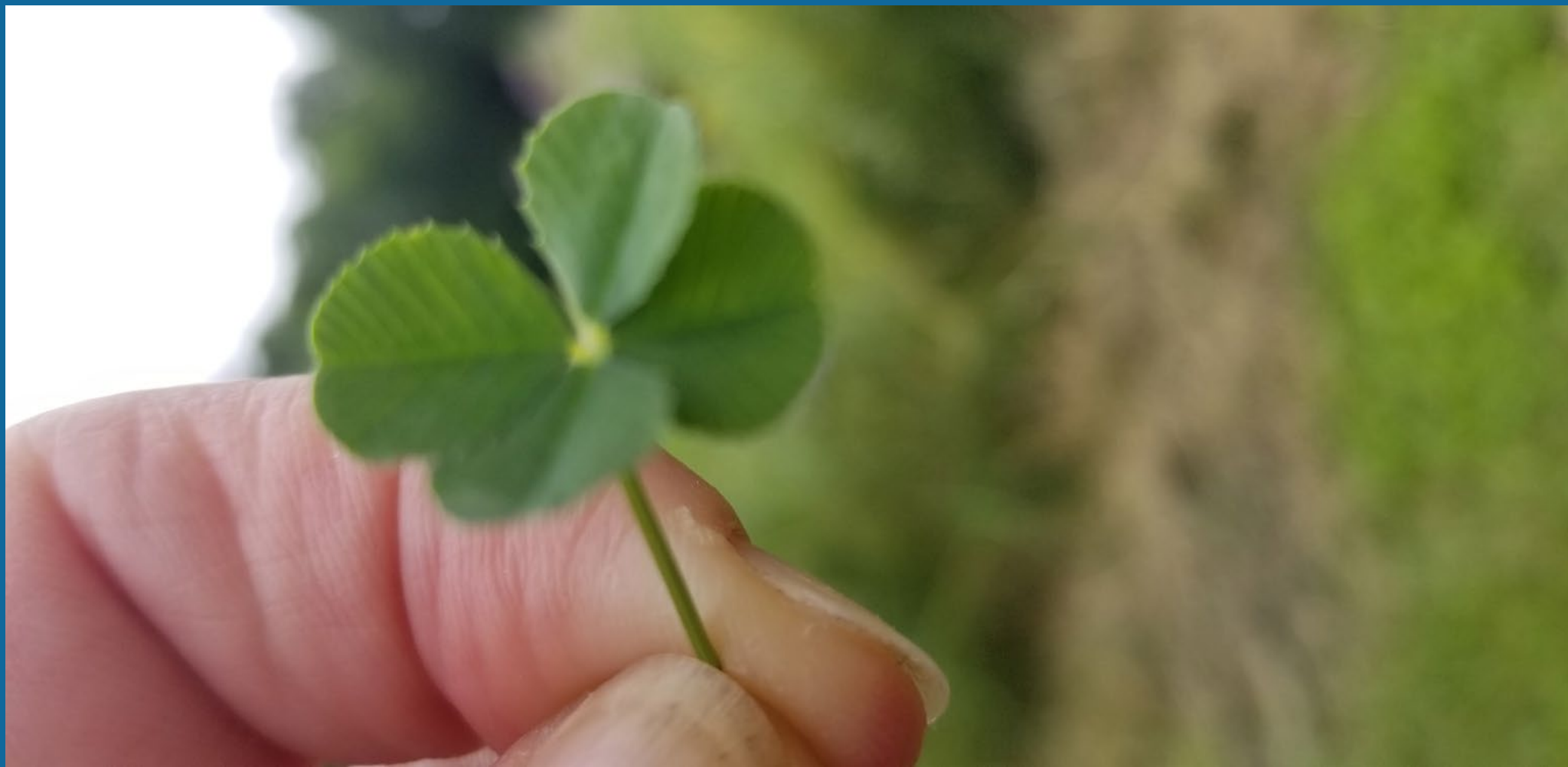
**ULRICK, CHASE**

Entry #1, Golden Sunset



**ULRICK, CHASE**

Entry #2, Over-watching Osprey



**WEIS, BRENDA**

Entry #1, Lucky Life in ramsey

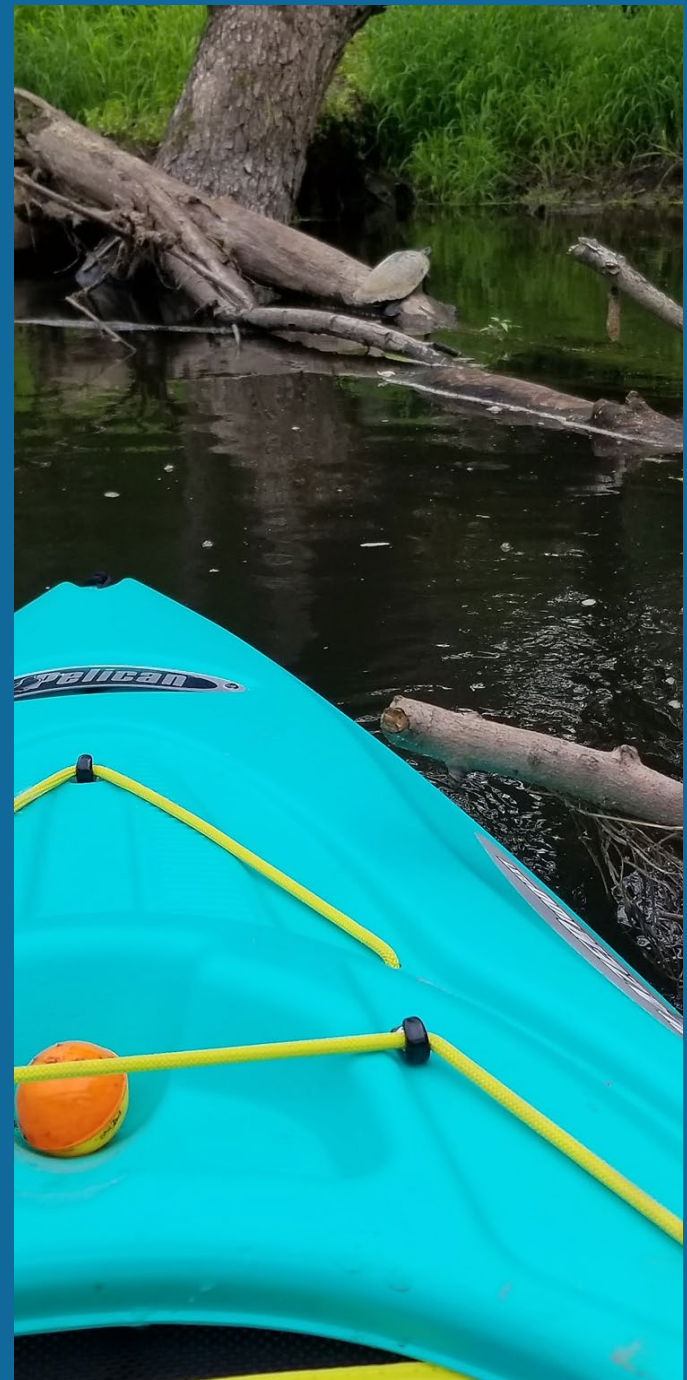


**WEIS, BRENDA**

Entry #2

**WEIS, BRENDA**

Entry #3, Turtle Shell





**WEIS, ERIC**

Entry #1,  
Day at the Feeder



**WEIS, ERIC**

Entry #2, Spring Snow Storm



**WEIS, ERIC**

Entry #3,  
A Day at the Feeder



**WEIS, ERIC**

Entry #4,  
Whoo's Looking at Me



**WEIS, ERIC**

Entry #5,  
Single Owlet on Perch



**WEIS, ERIC**

Entry #6,  
Twin Owlets Keeping  
an Eye Out

**Meeting Date:** 02/13/2020

**By:** Mark Riverblood, Engineering/Public Works

**Information**

**Title:**

Identify Work Plan for the Proposed 2020 Parks' Capital Improvements

**Purpose/Background:**

The purpose of this case is to review the various proposed park and trail improvements within the 2020 Capital Improvement Plan (CIP), and identify a high-level work plan for ultimate implementation of each project. Staff will verbally highlight each potential project and offer opportunities and relevant aspects of each project for the year ahead.

**Notification:**

The 2020 City-wide CIP was adopted following a formal Public Hearing in December of 2019.

**Observations/Alternatives:**

Of the ten, 2020 projects to be reviewed, the following case addresses specifically, the work plan for the Ford Brook playground renovation. Additionally, a Ramsey resident is expected to attend the Commission meeting to advocate for a particular improvement(s) for the off-leash area of Alpine Park. Her summary memo to this affect is attached.

**Funding Source:**

Each Capital Improvement work sheet specifies the corresponding funding source.

**Recommendation:**

Staff recommends a brief discussion of each 2020 project—for the purpose of a consensus understanding on the expected timeline and relevant particulars of beginning implementation of each capital improvement, in the coming months.

**Action:**

Based upon discussion

**Attachments**

[2020 CIP projects](#)

[Resident proposal](#)

**Form Review**

**Inbox**

Grant Riemer

Form Started By: Mark Riverblood

Final Approval Date: 02/06/2020

**Reviewed By**

Grant Riemer

**Date**

02/06/2020 11:42 AM

Started On: 02/06/2020 10:46 AM

# Proposed 2020 Parks Capital Improvements

## Capital Improvement Program

2020 *thru* 2029

### City of Ramsey, Minnesota

<b>Project #</b>	<b>04-PARK-003</b>
<b>Project Name</b>	<b>Elmcrest Park &amp; The Draw Entrance Monument &amp; Sign</b>

<b>Department</b>	Park Improvements
<b>Contact</b>	Unassigned
<b>Type</b>	Improvement
<b>Useful Life</b>	20 Years
<b>Category</b>	Park Improvement
<b>Priority</b>	2-New Addition (High)
<b>Status</b>	Active

<b>Description</b>	<b>Total Cost</b> \$80,000
Entrance signing for Elmcrest Park would consist of a substantial way-finding sign and associated landscape sited near the intersection of Quicksilver Street and 167th Avenue.	
For the Draw, the sign would function as a monument for the park name and also as a location to advertise upcoming events.	
<b>Justification</b>	
The 100+ acre Elmcrest community park may warrant an attractive entrance monument benefiting the park's prominence in the community. Additionally, there will be continuing events where many hundreds of out-of-Ramsey visitors will come to the city. The monument will function as a way-finding sign and also to remind visitors that they are in Ramsey.	
For The Draw, the monument would describe for the community the name of the park and amphitheater (a minor issue presently). Plus, if the advertising space was digital (versus posters), there could be a modest revenue stream from non-municipal sources.	
Note: The planning for this project may be an useful exercise in evaluating the costs of materials following the Design Framework relating to signs and monuments in the community.	

Expenditures	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Improvements Other than Building Cost	80,000										80,000
<b>Total</b>	<b>80,000</b>										<b>80,000</b>

Funding Sources	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Park Improvement Trust Fund	80,000										80,000
<b>Total</b>	<b>80,000</b>										<b>80,000</b>



# Capital Improvement Program

2020 *thru* 2029

## City of Ramsey, Minnesota

**Project #** 06-PARK-011  
**Project Name** Observation boardwalk - Lake Itasca

**Department** Park Improvements  
**Contact**  
**Type** Improvement  
**Useful Life** 20 Years  
**Category** Park Improvement  
**Priority** 2-New Addition (High)  
**Status** Active

**Total Cost** \$60,000

**Description**

A boardwalk or pier in the southern portion of Lake Itasca will allow trail users and visitors to the Lake Itasca Community Park to view the lake which is mostly obscured by cattails.

**Justification**

The Lake Itasca is an important resource along the Mississippi Flyway for migratory waterfowl and home to many types of wetland fauna. Providing access to the open water portions of the lake will provide birdwatchers and trail users a relaxing rest point and destination along the Lake Itasca Trail.

Additionally, lake access was cited as desired by several participants in the public engagement process as part of the acquisition of the Lake Itasca Community Park.

Expenditures	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Improvements Other than Building Cost	60,000										60,000
<b>Total</b>	<b>60,000</b>										<b>60,000</b>

Funding Sources	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Park Improvement Trust Fund	60,000										60,000
<b>Total</b>	<b>60,000</b>										<b>60,000</b>





# Capital Improvement Program

2020 thru 2029

## City of Ramsey, Minnesota

**Project #** 06-PARK-019  
**Project Name** Trail Connections

**Department** Park Improvements  
**Contact**  
**Type** Improvement  
**Useful Life** 20 Years  
**Category** Park Improvement  
**Priority** 5-Opportunity/Unfunded/Placeholder  
**Status** Active

### Description

**Total Cost** \$910,000

This project would include the installation of one or more of the several high priority connections linking segments of the city's trail system as opportunities and funding become available.

#### Examples:

- 142nd Ave, east of TH#47, north to Xkimo Street (Est \$80,000)
- Armstrong Boulevard Trail from Central Park to Trott Brook (Est \$800,000)
- North Commons Neighborhood Trail Link at Zeolite Street - Projected for 2020 (Est.\$30,000)
- Boardwalk parallel with Trott Brook, west of Variolite Street (Est \$110,000)

### Justification

The increase demand in use of the city's trail system compells the continued development of the trail system.

Resident requests for improved trail system connections are reflected in priority projects. Trails will also move people off high speed roadways and improve transportation and safety - an objective that is aligned within the strategic goal of a Connected Community.

Expenditures	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Improvements Other than Building Cost	30,000		80,000	200,000	400,000	200,000					910,000
<b>Total</b>	<b>30,000</b>		<b>80,000</b>	<b>200,000</b>	<b>400,000</b>	<b>200,000</b>					<b>910,000</b>
Funding Sources	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Park Improvement Trust Fund	30,000		80,000		200,000						310,000
To Be Determined				200,000	200,000	200,000					600,000
<b>Total</b>	<b>30,000</b>		<b>80,000</b>	<b>200,000</b>	<b>400,000</b>	<b>200,000</b>					<b>910,000</b>

# Capital Improvement Program

2020 *thru* 2029

## City of Ramsey, Minnesota

**Project #** 08-PARK-005  
**Project Name** Park Development in The COR

**Department** Park Improvements  
**Contact**  
**Type** Improvement  
**Useful Life** 20 Years  
**Category** Park Improvement  
**Priority** 2-New Addition (High)  
**Status** Active

**Description**

**Total Cost** \$1,350,000

This proposed capital improvement represents additional park development in The COR, beginning in 2020. The project may be grading, landscape restoration at Municipal Plaza and/or first phase development of The Waterfront to include a splash pad.

**Justification**

A splash pad continues to be requested by residents, and mass grading for The Waterfront park would generate fill for areas of The COR the city desires to sell.

Note: See also the public improvements considered as part of the completion of Pump House #3 elsewhere in this plan.

Prior	Expenditures	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
150,000	Improvements Other than Building Cost	1,200,000										1,200,000
<b>Total</b>	<b>Total</b>	<b>1,200,000</b>										<b>1,200,000</b>

Prior	Funding Sources	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
150,000	Park Improvement Trust Fund	1,200,000										1,200,000
<b>Total</b>	<b>Total</b>	<b>1,200,000</b>										<b>1,200,000</b>











To: Mark Riverblood, Parks & Assistant Public Works Superintendent

Fr: Sue Brockman, Ramsey Resident

Sub: Expansion of Alpine Park Off-Leash Dog Park

Da: February 5, 2020

## Proposal for the Expansion of the Alpine Park Off-Leash Dog Park

This proposal is to expand the park to the West of the existing fence line up to the wetlands and the West edge of the soccer field.

The South side would be using the existing fencing that is the border of the landfill acreage.

The North side would need to have fencing added that would extend from the furthest west baseball diamond across the South end of the soccer field.

The West end would need to be fenced.

Gates added as necessary.

A future addition would be lighting towards the West end.

Alpine Park Off-Leash Dog Park  
Expansion Proposal 2/5/2020



### Reasons for Expansion

- Reduce confrontations amongst dogs, because the park is just large enough for a dog to feel it is their territory.
- Increase options of entering the park to avoid the “Welcoming committee” of dogs at the gate- which is intimidating for some owners and dogs.
- Dog owners walk the perimeter of the park for exercise and to keep their dogs moving to help avoid confrontations.
- Increased running room for larger dogs and high energy breeds, could give a more natural separation of sizes.
- It would help reduce some of the wear on the turf of the existing park.

**Meeting Date:** 02/13/2020

**By:** Mark Riverblood, Engineering/Public Works

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**Information**

**Title:**

Advance the Ford Brook Playground Renovation Project

**Purpose/Background:**

Detailed planning for this 2020 Capital Improvement Project began in earnest with a Listening Session held at Ford Brook Park in May of 2019. The meeting was attended by a couple dozen people, and in addition to wide-ranging comments, and discussion on the neighbor's vision for the park's renovation, staff collected written cards from residents enumerating their specific desires.

The following are the neighbor's 'list' of amenities and comments taken verbatim from those written statements:

- Need/Replace
  - Baby Swing
  - Tire Swing
  - New Slide
  - Tunnel/Jungle Gym
  - Monkey bars
  - Creative play centers
  - Path from street to park
- Collaboration can be made to make this park 'new'. There are numerous families that use this park
- Any concrete work, I work for a family owned union company: North County Concrete
- Also using recycled materials
- Willing to help with assembly
- Swings
- Slide
- Rock Climbing

**Notification:**

The playground project has been in the city's Capital Improvement Plan for more than a decade, and accordingly, has been a part of many public hearings. Additionally, the project was the subject of a Listening Session at the park in 2019—with the invitation mailed to approximately 74 homes.

**Observations/Alternatives:**

Based upon resident feedback and input from the Commission, staff has prepared the following proposal and first draft budget.

~ Playground equipment (shown in first attachment) consisting of 6 to 12 years of age components, Tot to 6 years play structure, four bay swing and large articulating balance beam—with installation = \$21,000

~ Playground boulder perimeter (275' feet) = \$10,000

~ Engineered wood fiber fall surfacing = \$ 3,500

~ Gable shelter with picnic shelter = \$17,000

~ ADA parking adjacent to street, path to playground = \$9,000

~ Trees/landscape = \$2,000

~ Contingency = \$9,000

**Draft total \$71,000**

In addition to the above, staff is researching options for a 'rock climbing' feature—while potentially a significant cost, if incorporated within the playground renovation project, the city would be delivering on each and every element identified as desired by the neighborhood. Note also, an updated sign for Ford Brook Park may also have merit, and may be funded within the contingency proposed.

Also, the removal and restoration of the existing playground equipment, pea gravel and plastic border are not included within the draft budget—but assumed to be accommodated by Ramsey forces or as other in-kind services. Likewise, disposal costs if any, are not identified.

**Funding Source:**

The primary funding source is the Lawful Gambling Improvement Fund.

**Recommendation:**

Staff is recommending this playground renovation project may be advanced to City Council for approval as outlined above, together with other aspects as may be identified at the meeting. The sample motion below is shown as a blank amount, if the Commission feels that the playground renovation is adequate as shown above, the not-to-exceed amount should be adequate at \$71,000. If a rock climbing feature would be added, the not-to-exceed amount should be \$91,000.

Note, a moderately sized (playground scale) rock climbing feature would add an element of uniqueness (a thematic feature) to the neighborhood park, which has been a consideration in previous playground projects. (Staff will have an example of the scale referenced available at the meeting.)

**Action:**

Motion to recommend the 2020 Ford Brook Park playground renovation at a not-to-exceed amount of \$ \_\_\_\_\_.

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**Attachments**

Proposed play components

Mini Shelter with table

Image, Mini shelter

Schematic layout

Existing conditions

Listening Session invitation

Comparables (w/o installation)

CIP page

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**Form Review**

**Inbox**

Grant Riemer

Form Started By: Mark Riverblood

Final Approval Date: 02/07/2020

**Reviewed By**

Grant Riemer

**Date**

02/07/2020 09:51 AM

Started On: 02/06/2020 11:47 AM



*Ford Brook Playground Replacement (Proposed)*



One, 6 to 12 year old's playstructure



One, Tot to 6 year old's



One, 4 bay swing – two belts, one tot bucket and one ADA



One, 30' + articulating balance beam

Close - ups





**Model: Steelworx Two Post Gable Shelter w/ Table, 10' x 10'**  
**Model # GA-1010-SW-2P-T**

**Manufacturing Mission:** To provide all prefabricated components and installation instructions for a 10' wide by 10' long (measured from eave to eave) free standing bolt together, tubular steel constructed shelter kit.

**Design Criteria:** Structure shall be designed to meet site specific snow and wind load design criteria using most current applicable building codes. All structural members are ASTM A-500 U.S. grade B steel. Welded connection plates shall be ASTM A-36 hot rolled steel. All fabrication performed to latest AISC standards by AWS Certified welders. All framing connections are done using A325 grade bolts within concealed access openings from above and will later be concealed by the roofing. All roof framing shall be flush against the roof decking to eliminate the possibility of bird nesting.

**Tubular Steel Columns and Beams:** Standard column dimension shall be 5" x 5" x 3/16" tubular steel welded to 5/8" base plates for surface mounting with main roof beams of 6" x 4" x 1/8" and 6" x 4" x 1/8" tubular steel fascia.

**Roofing:** 24 Ga. pre-cut steel Multi-Rib panels with Kynar 500 finish in a variety of colors with white underside. Standard roof slope is a 4/12 pitch with a eave height of 7'-6". Attached to structural framing with exposed self tapping screws painted to match roof color. Matching 24 Ga. trim included.

**Table & Seats:** Tube steel frame attached to columns with galvanized bolts with 10' long 2" x 10" (nominal) recycled plastic table and 8' long seat slats. Also available with pressure-treated pine slats.

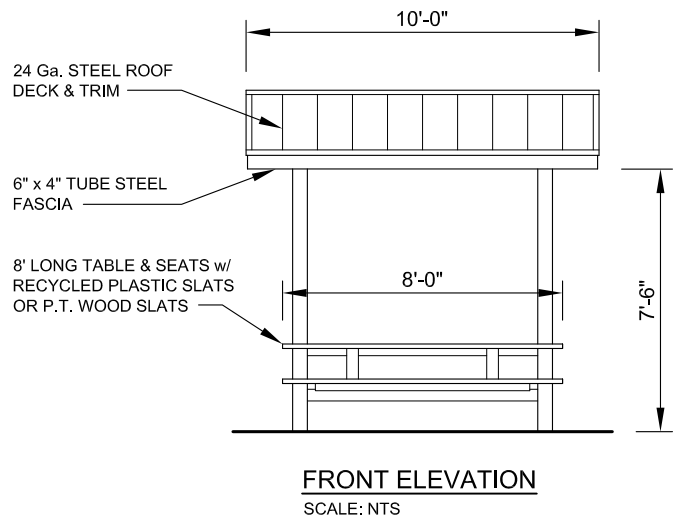
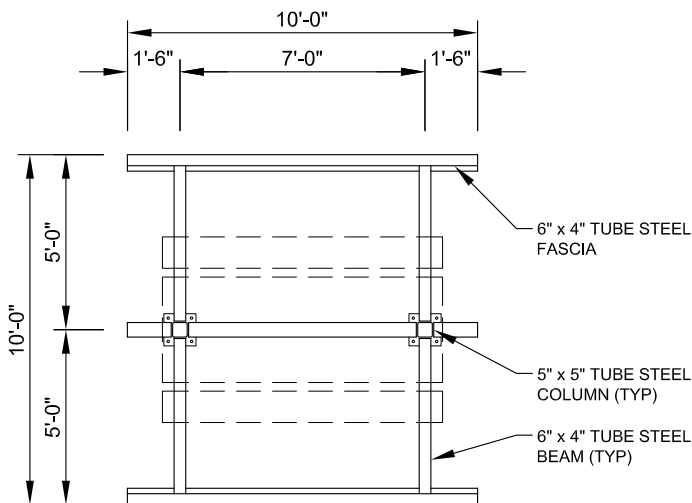
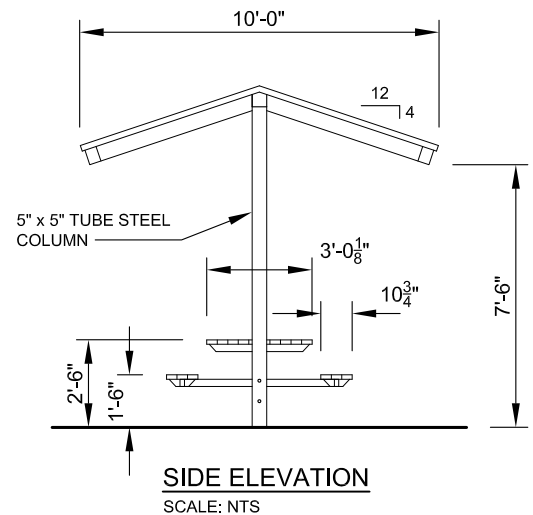
**Frame Finish:** All steel framework will receive a corrosion protective TGIC Polyester powder coat, electro-statically applied and cured at 400°F. A large selection of standard colors are available.

**Foundation:** All columns need to be anchored to concrete footings (footing design provided separately). Columns can be surface mounted with anchor bolts at or below finish slab elevation or they can be embedded directly into the footing. Anchor bolts and bracing templates included. Optional base plate covers are available at an additional cost.

**Hardware:** All structural hardware and roofing fasteners shall be provided.

**Warranty:** 10 years against manufacturer defects.

**Not Included:** Concrete work of any kind, unloading of product and installation.



11800 East 9 Mile Road  
 Warren, MI 48089  
 Office: (586) 486-1088  
 Fax: (586) 754-9130  
 Toll Free: (800) 657-6118  
 Email: info@coverworx.com  
 www.CoverWorx.com

**Steelworx Two Post Gable Shelter w/ Table - 10' x 10'**

**Model: GA-1010-SW-2P-T**

**DESIGN SPECIFICATIONS**



**8' x 8' Two Post Gable Shelter  
with 6' Webcoat Table and Seats**



11800 East 9 Mile Road, Warren, MI 48089  
(586) 486-1088 Office (586) 754-9130 Fax (800) 657-6118 Toll Free  
[www.Coverworx.com](http://www.Coverworx.com) [info@coverworx.com](mailto:info@coverworx.com)



(Removals)

Picnic table  
with roof

Play apparatus w  
engineered wood fiber  
(containment border to  
be serpentine boulders)

ADA Parking w  
connecting trail

180th Avenue

Ford Brook Park

# Ford Brook Park (a.k.a Snake Park)









Join the City of Ramsey for a  
**Neighborhood  
Listening Session**  
at Ford Brook Park  
Thursday, May 9, 2019  
at 6:30 pm

at Ford Brook Park,  
5459 180th Avenue in Ramsey

Share what amenities you'd like considered in the renovation.  
In the event of inclement weather, this meeting will be moved  
to City Hall.

*Ford Brook Park Listening Session*

Comparable #1

BCIBURKE.COM | 800.266.1250

**Burke**  
PLAY THAT MOVES YOU.



**ST. CROIX**  
RECREATION  
FunPlaygrounds.com

Approximately **\$140,000** (without border, surfacing or installation)

PROPOSAL: 100-122670-1 R2

## Comparable #2

44 Inclusive Playgrounds
Inclusive Playgrounds 45

### MOT ROTARY CAN-DO PLAYGROUND AT CHARLES E. PRICE MEMORIAL PARK - MIDDLETOWN, DE

Number	Product ID	Description	Ages	Price*	Play Events	Capacity	ASTM Use Zone
1	NU-9929	Entire Playspace	2-5 & 5-12	\$176,900	54 events	297 kids	118' x 81' (36m x 24.7m)
1	NU-9931	Ramped Structure**	2-12	\$105,000	21 events	171 kids	63' x 55' (19.2m x 16.8m)
2	NU-9930	Ramped Structure	5-12	\$49,500	19 events	100 kids	55' x 46' (16.8m x 14.1m)
3	88-9336	Sound Garden	2-12	\$4,000	3 events	12 kids	N/A
4	580-0245	Cottage Cozy Corner	2-12	\$2,304	4 play features	7 kids	N/A
5	560-2573	Kidforce Spinner	2-12	\$730	1 event	1 kid	14' (4.3m) diameter
6	see page 167	Arch Swings	2-12	See pages 165-169 for complete swing selection.			
7	580-1895	Full Color Welcome Sign	2-12	\$555	N/A	N/A	N/A
8	560-0580	15' x 15' Single Post Shade	N/A	\$4,988	N/A	N/A	N/A
9	580-0174	Traditional Series Bench	N/A	\$621	N/A	N/A	N/A
10	580-0180	Traditional Series Litter Container	N/A	\$458	N/A	N/A	N/A

\*Approximate list price. Surfacing, freight, taxes and installation are extra. Specifications and pricing subject to change without notice.  
 \*\*This playground, as designed, can be used by the 2-5 or 5-12 age groups and complies with the ASTM and CPSC standards as written.  
**Warning:** Proper safety surfacing is required under and around all play equipment to help prevent injuries from falls.

Approx. **\$135,000** (without benches and separate small items, border, surfacing or installation)



Meeting Date: 02/13/2020

By: Mark Riverblood, Engineering/Public Works

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**Information**

**Title:**

Approve Goals and Strategies section of Chapter 3 of the PSP—Recreation Programming & Partnerships

**Purpose/Background:**

Purpose:

A subset of the 2020 Park System Plan (under development) are the recreational programming components within; *Chapter 3, Recreation Programming & Partnerships*—which will also further define the policy and theory for recreational programming. This policy development corresponds to City Council's adopted Strategic Plan Strategy to "***Connect the community both physically and socially to destinations, services, and activities.***" and more specifically, the Action item "***Update the Recreation Programming Work Plan—Deliver a diversity of programs that finds a balance of revenue and access.***"

Background:

this case is a continuation of the Commission's work in addressing the strategic plan action item to *Update the Recreation Programming Work Plan—Deliver a diversity of programs that finds a balance of revenue and access*, this case and policy plan discussion by the Commission continues this endeavor.

**Notification:**

**Observations/Alternatives:**

Recreation Specialist Abby Proulx will present the continued development of the Recreation and Partnerships Chapter by highlighting Section 6 at the meeting. (Note formatting, photos, citations etc. will be addressed after Commission review). The *Recreation and Programming & Partnerships* Chapter when approved and completed by the Commission, would advance for Council consideration thereafter, or potentially available leading up to City Council's strategic planning in the Winter of 2020.

To place the Chapter 3 (the subject of this case) into context, the following is an overview of the content of the larger ***Park System Plan***:

This **Park System Plan**—Ramsey's first comprehensive planning document dedicated to parks, trails and related open space will attempt to be aspirational and visionary, yet realistic. It will catalog where we are and what we have, while describing where we are going and what we can achieve.

**Chapter 1, Introduction & Where We Are** highlights very briefly where we've come from, and sets up the context for this plan, However, greater detail will be revealed in the chapter that explores 'Recreation Districts' at the larger neighborhood scale—as well as painting a picture of what can be.

**Chapter 2, Vision & Essential Elements** will describe basic or foundational elements of the park and trail system and their value and interrelationships.

**Chapter 3, Recreation Programming & Partnerships** is a key portion of the *Park System Plan*, exploring recreation programming theory, its value to the community and most importantly, the partnerships that allow these government services to be efficient, effective, and yielding a continued return on investments.

**Chapter 4, Recreation Districts & Neighborhoods** as signaled, comprises much of this plan—describing the existing infrastructure and recommended future improvements at a both a neighborhood level and also how these neighborhoods interact to bring a community of recreational opportunities together without redundancy but with connectivity.

**Chapter 5, Implementation & the Future** explores how we move towards capitalizing on the vision and prospects, and how we pay for it, while taking care of existing investments.

**Funding Source:**

This topic does not require specific funding. Staff time for the endeavor is accommodated as part of the 2020 General Fund budget.

**Recommendation:**

Staff requests feedback on the draft chapter 6's content (first attachment) and any other input Commissioners may have.

**Action:**

Consensus input on Section 6 of Chapter 3, of the Park System Plan.

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**Attachments**

[Section 6](#)

[2018 Citizen Survey results](#)

[Citizen Survey trends](#)

[Strategic Plan](#)

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**Form Review**

**Inbox**

Grant Riemer

Form Started By: Mark Riverblood

Final Approval Date: 02/07/2020

**Reviewed By**

Grant Riemer

**Date**

02/07/2020 09:58 AM

Started On: 02/06/2020 04:46 PM

## SECTION 6 | INITIATIVES & STRATEGIES

### INTRODUCTION

The purpose of this section is to put in place realistic goals and actions that align with the City's vision for the future of recreation programming in Ramsey. The broad goal is to ensure that programming provides valuable services to the community and is consistent with the both the Strategic Plan and Comprehensive Plan objectives.

The state of Minnesota has released the 2020-2040 State Comprehensive Outdoor Recreation Plan (SCORP), based upon thorough research from public engagement efforts and a survey of local recreation providers. The City of Ramsey can reference this plan to help prepare for future trends in recreation locally.

Four key elements provide the framework for the Minnesota State Comprehensive Outdoor Recreation plan are consistent with Ramsey's goals in recreation. The following four elements from the SCORP and can be seen as overarching themes throughout the following section.

#### Connect People and the Outdoors:

Develop Minnesota's stewards of tomorrow through efforts to increase life-long participation in outdoor recreation and appreciation for our natural heritage.

#### Create Opportunities:

Evaluate the creation of new parks, trail and recreation opportunities to satisfy current users as well as to reach out to new ones.

#### Take Care of What We Have:

Provide safe, high-quality park and trail experiences by regular reinvestment in park and trail infrastructure, and natural resource management. Take advantage of existing infrastructure as multi-purpose

#### Coordinate Among Partners:

Enhance coordination across the large and complex network of public, private and nonprofit partners that support Minnesota's parks and trails to ensure seamless, enjoyable park and trail experiences for Minnesotans.





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**STRATEGIC ACTION PLAN ELEMENTS:**

On an annual basis, the Ramsey City Council meets with staff to review and revise a Strategic Action Plan with the purpose to guide and focus the City's work. The Parks and Recreation Department seeks to support the efforts of the City's initiatives outlined in the approved Strategic Action Plan. With unity in shared goals, the City will be better equipped to work efficiently and provide the highest quality services possible to our residents. Five specific elements from the most recent 2019 Strategic Action Plan have been identified as areas in which recreation programming can specifically support.

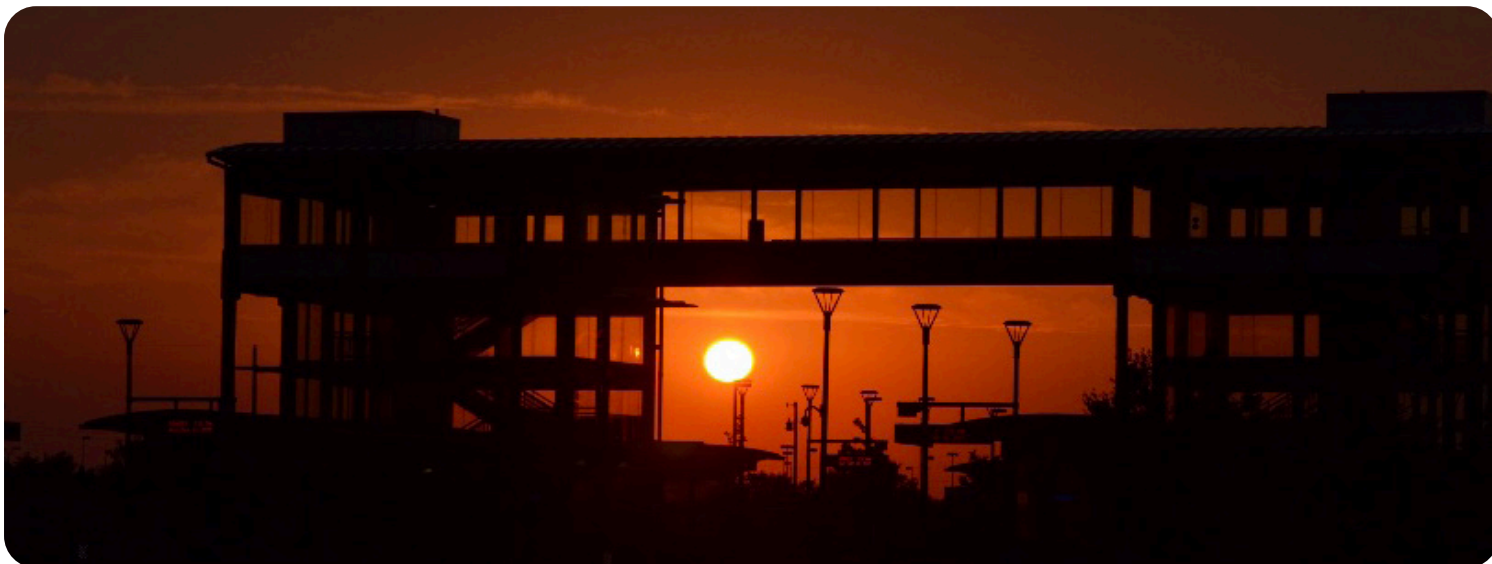
**Promote economic growth and development:**

Recruit new industry and market-ready major retail businesses to Ramsey

- Parks and recreation services and opportunities build community identity, involvement, and approval. These are among some of the key elements that contribute to sustaining value of a community and aspects potential businesses find appealing when determining a location
- Established parks system can be a signal of a higher quality of life and well-being, making the City an enticing place to invest in for potential industries and retailers
- Trails, greenspace and recreation opportunities are valuable assets that can help attract high quality workers to and their families to Ramsey



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**Seek public and private partnerships:**

Optimize use of non-city funding through joint projects, grants, and partnerships

- Seek out available grants for recreation programming. This may include working alongside regional, state and national outdoor recreation providers and their facilities
- Recreation programs can be used as a tool to increase public/private partnerships that further expand programming

**Improve and maintain the safety of the community:**

Reduce crime and illicit drug activity in the community.

- Recreation programs and facilities provide safe and productive environments for out of school time can reduce risk for risky behaviors
- Youth engagement in recreation programs helps them develop skills needed for a successful adulthood

**Strengthen Ramsey's identity and brand:**

Create a strong positive image for residential neighborhoods, business districts and key corridors

- Parks often act as the heart of a community or neighborhood, while enhancing a strong positive image of the area for both residents and retailers
- Hosting formal and informal activities and programs in parks shows they are well liked, area is safe, and increases community engagement and connectivity
- Effective recreation programming is a strong tool for community building by creating a sense of shared place and identity. Additionally, those who feel connected to their residential location are more likely to stay and speak favorably of it
- Regular recreation programming or events become embedded in the City as a tradition for residents to look forward to. These types of programs enhance community livelihoods, which is among the key deciding factors for potential residents. Examples of such events are the Annual Tree Lighting, Happy Days, Elmcrest Art Fair and the Summer Concert Series.

**Enhance community engagement:**

Identify opportunities for community volunteer work and citizen recognition

- Recreation centers, nature preserves, and parks and recreation departments frequently host volunteer programs. As community members find something they are



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passionate about, they more are likely to volunteer for that cause. Recreation programs often provide opportunities for residents to get involved and volunteer within their community in an impactful way.

- When possible, partner and contract with program providers and instructors locally as a way to promote our local economy, talents and further create a connected community
- Offer recreation opportunities that encourage community engagement and recognition, such as the photo contest. The annual photo contest calls for residents to share the beauty of Ramsey, highlight local talents in various City publications and increase resident engagement with City efforts.

### 2040 COMPREHENSIVE PLAN

By the year 2040, approximately 39,500 people within 13,500 households will call Ramsey home. To account for this growth in population and diversity, it is essential to build a strong foundation in parks and recreation to support the changes to come.

In addition to being aligned with the City's short term goals through the Strategic Action Plan, the Department wishes to plan for the long term success of recreation through support of the 2040 Comprehensive Plan initiatives.

The 2040 Comprehensive Plan and Park Systems Plan has the vision for Ramsey to evolve through citizen-drive, collaborative processes that respect the balance and connectivity between its unique urban, rural, and natural environment for current and future generations.

### A Balance of Rural and Urban Character

- Preserve and enhance continuous open space corridors for conservation, positive effects of nature near-by and opportunities for unstructured play
- Promote use of walking and biking trails for connectivity to neighborhoods and for users to immerse in some of the open space that gives Ramsey its rural character
- Balance a variety of smaller neighborhood parks and larger community parks to provide a variety in recreation opportunities and that also allow for unstructured play
- With a variety of parks, residents can appreciate the amenities of larger facilities, as well as the quietude of natural areas and open spaces



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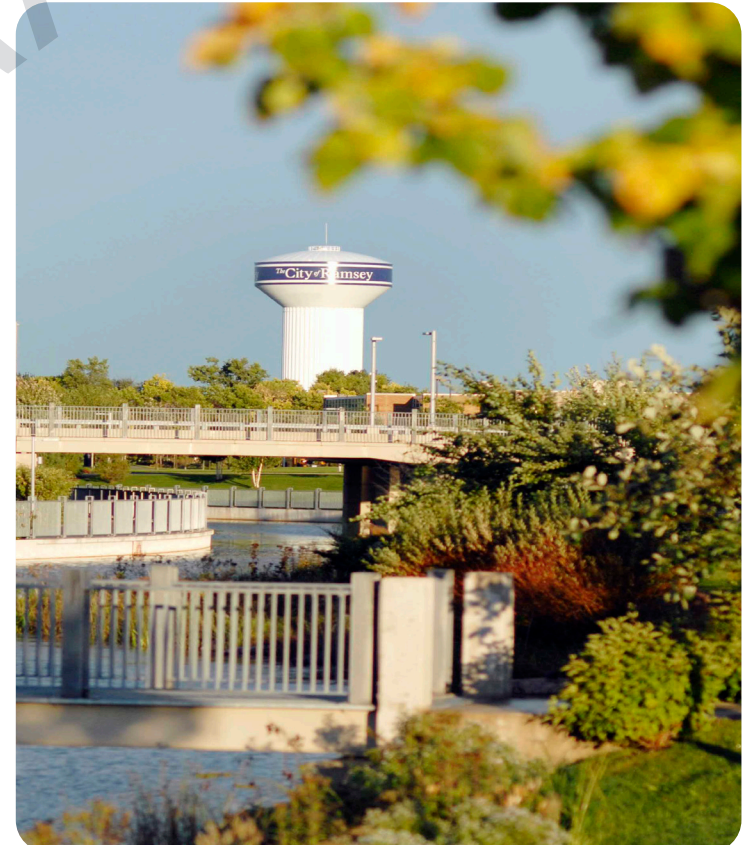
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### An Active Community

- Expand opportunities for community recreation programming for all age groups, including low impact offerings
- Ensure equitable access to recreation programs and facilities
- Create a healthy community through a diverse and robust offering of recreation programs
- Provide programs that promote healthy and active living

### A Connected Community

- Ensure connected regional and local parks have purposeful open spaces to allow for children to have unstructured play as well as places for community members to gather and create lasting memories
- Coordinated planning efforts across multiple jurisdictions, both within City Departments and local nonprofit and private entities.
- Provide programs and events that act as community builders



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### Smart, Citizen-Focused Government

- Maximize joint use facilities and recreation opportunities
- Strengthen relationships with local youth organizations
- Create a positive learning environment for residents to explore their interests and become engaged members of the community

### Financial Stability

- Prioritize desired recreation amenities with goal for financial stability in maintaining a Park System Plan
- Establish a well rounded recreation system to increase wellbeing in the city, one of the key markers for potential investors
- Promote engagement in recreation activities that promote overall health and wellness. Healthier communities have decreased costs in health care spending.

### RECREATION GOALS AND STRATEGIES:

The Department created an initiative along with a set of goals and strategies to guide the development of Ramsey's recreation services. The initiative corresponds to City Council's adopted Strategic Plan Strategy to, "connect the community both physically and socially to destinations, services and activities" with the Action item to, "Deliver a diversity of programs that finds a balance of revenue and access". Following the development of the Parks and Recreation Initiative, a set of eight specific goals were developed to support the success of the initiative. Each goal contains a set of realistic strategies to help achieve the goals.

### Parks and Recreation Initiative:

To offer appropriately robust recreational opportunities to engage the entire community, while promoting health and wellness.

### Goal 1: Offer a diversity of recreational opportunities

#### STRATEGIES:

- Ensure recreation programming meets Ramsey's unique demographics and changing trends through questionnaires, observation, focus groups, open house events and regular evaluation of the portfolio of services
- Provide a range of formal and informal opportunities for the community to enjoy outdoor space and build connections to their community
- Improve current and future program offerings through detailed planning, implementation, and monitoring of trends
- Offer effective programming to promote healthy living and wellbeing for the cross-section of the community
- Create a diversity of geographic places within the community to recreate as well as programs to participate in [reference PSP. Playgrounds and Essential Elements]



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**Goal 2: Create and maintain synergistic partnerships**

**STRATEGIES:**

- Prioritize longterm, valuable partners in serving the community through successful recreation offerings, such as the Anoka Ramsey Athletic Association
- Offer higher quality and more efficient programs through synergistic relationships to area non-profits such as the Ramsey Rotary, Rumriver Art Center, and Ramsey Foundation
- Support the business community through mutually advantageous programming and facility use
- Seek additional partnerships with schools, nonprofits, and private businesses to offer recreation programs in varied facilities
- Engage in longterm planning efforts with established protected areas and recreation providers such as County and National Parks

**Goal 3: Ensure pertinent programming opportunities for all ages**

**STRATEGIES:**

- Monitor the dynamics of a growing and changing population to anticipate future trends in recreation for all residents



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- Gather community input for appropriate, targeted recreation opportunities for ages 55+
- Develop multi-faceted groups and clubs to include social aspects, in areas such as the arts, physical activity, volunteering, hobbies, and education
- Offer programming to encourage productive and safe out-of-school time activities
- Create opportunities for youth to engage in unstructured play and receive the benefits of greenspaces
- Provide opportunities for low-impact and family friendly activities to promote health and wellness

**Goal 4: Ensure equitable access to recreation programs.**

**STRATEGIES:**

- Ensure reasonable accommodations are available upon request for recreation programs and services, as mandated by the ADA
- Promote awareness for programs with Anoka Ramsey Athletic Association to promote equitable access to youth sports programs
- Seek out additional resources and grants that can help increase access to recreation programs or facilities
- Appropriate funds for scholarships as necessary through park programming, to include: grants, donations, sponsorships, and local philanthropic organizations

**Goal 5: Encourage an active and healthy community**

**STRATEGIES:**

- Offer programs that are conducive to active and healthy living, including both higher and lower intensity opportunities
- Invest in a variety of spaces and facilities to allow for multi-use opportunities, open spaces, and general community use
- Take advantage of new technology and implement aspects of advancements into programming, such as geocaching opportunities and enhanced interpretive opportunities through various app resources such as iNaturalist
- \*Reference health & wellness of having greenspace within neighborhoods \* relevance of circle of Ramsey to park spaces as resource for fitness\*



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**Goal 6: Promote a positive economic impact**

**STRATEGIES:**

- Create recreation programs that produce significant added value on the community level
- Maintain facilities to allow for larger regional events such as the Minnesota Archers Alliance North Star Open and Voyageur Cup and Soccer Tournaments through the Anoka Ramsey Athletic Association
- When possible, engage local service providers and instructors for programming to further support the community
- Promote locally made products through events such as the Elmcrest Art Fair, Ramsey Resident Day on the Farm, Farmers Market and space for food trucks at larger events
- Establish successful recreation programs to increase benchmarks, such as quality of life, that play a critical role in economic development
- Coordinate with local businesses to provide and promote programs for employee wellness
- Attract employers and employees to the area with established open space, trails and sidewalk system



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**Goal 7: Incorporate a diversity of art and culture into recreation**

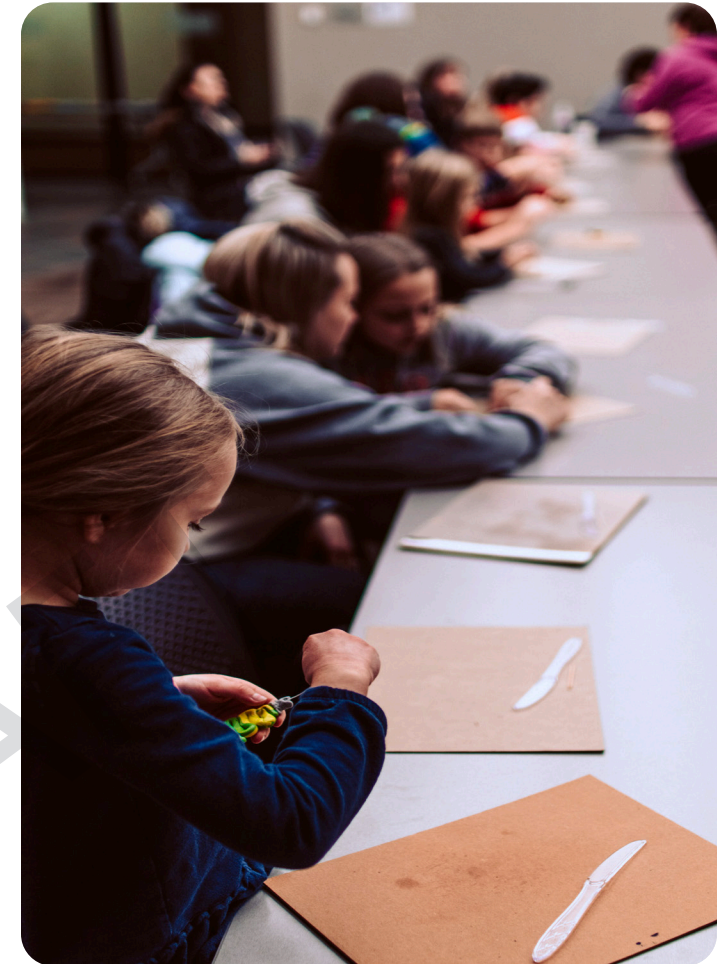
**STRATEGIES**

- Create a large scope of inclusive community cultural events such as Happy Days, Community festivals, Holiday Tree lighting, Ramsey Resident Day on the Farm to engage larger proportions of the community in events with art and cultural aspects
- Maintain summer concerts at the amphitheater for a family friendly opportunity to be connected with the community, and partake in supplemental partnered programs such as Art in the Park
- Encourage community engagement and create local ties through the annual photo contest. Winner's photos can be seen throughout the community in displays and in publications
- Incorporate art when feasible throughout the City to highlight unique features of Ramsey as well as talents of residents
- Collaborate with area nonprofit Rumriver Art Center to support local art initiatives and expand the scope of program offerings to our residents
- Continue to host the annual Elmcrest Art Fair to highlight members of the community and to provide a way for everybody to participate in art through viewing and introductory classes

**Goal 8: Utilize existing infrastructure**

**STRATEGIES:**

- Create multi-use facilities that provide programmable space, opportunities for residents to gather, and free play areas for children
- Maintain what we have and promote use of established trail and park lands through recreation programming and outreach
- Enhance resident communications and provide user friendly, up to date resources on current facilities usage and rentals
- Provide awareness for connectivity in formal and informal ...\* reference Circle of Ramsey



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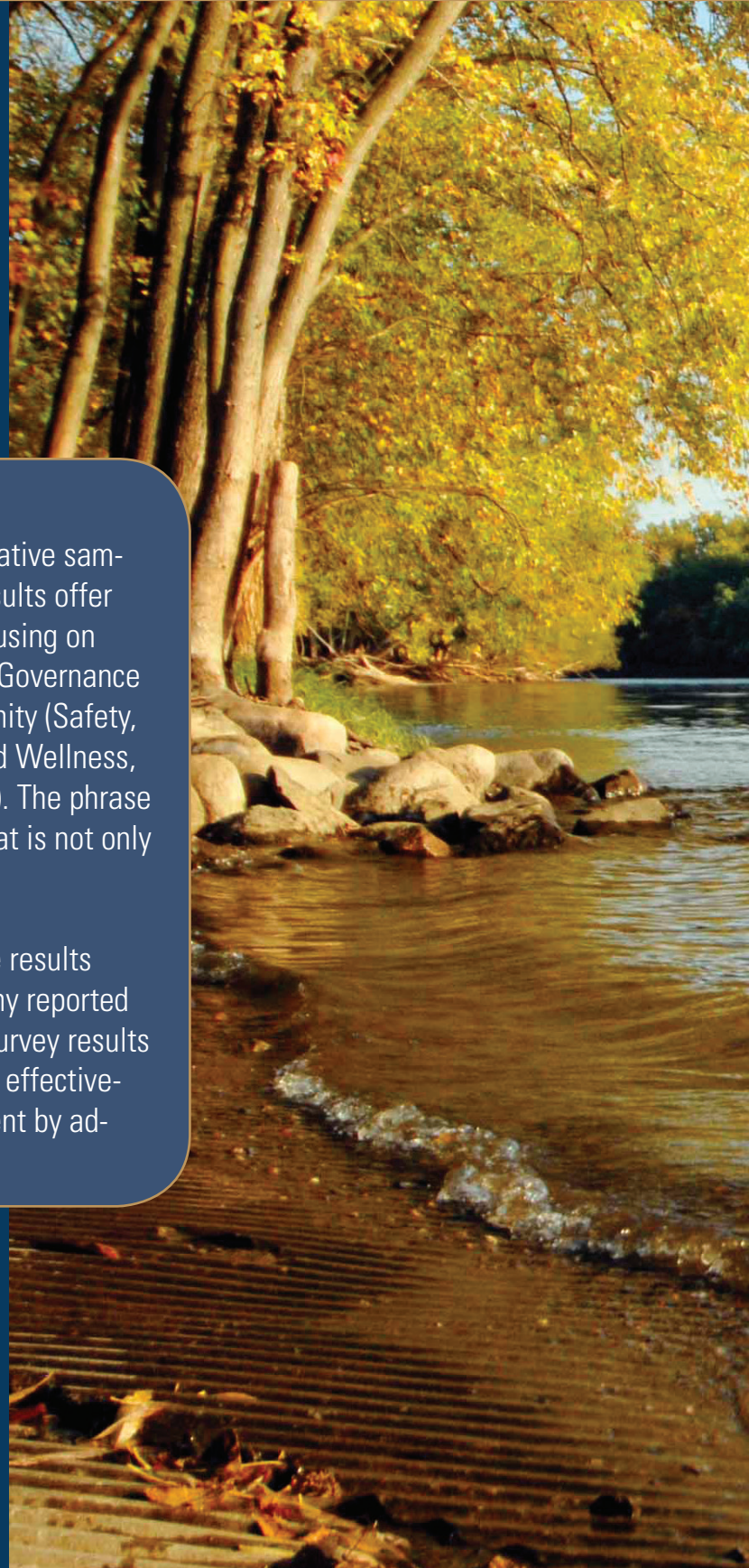
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# City of RAMSEY

## 2018 Citizen Survey Results

In August 2018, the City of Ramsey issued its third biannual Citizen Survey, gathering input from its residents on various City services, parks and trails, road and infrastructure, organizational direction, community events, property development and much more. The purpose of the survey was to provide feedback for Ramsey policymakers to consider as they prioritize the use of limited resources to meet the needs of Ramsey residents and businesses.



### **ABOUT THE CITIZEN SURVEY**

The Citizen Survey captured the opinions of a representative sample of 465 randomly selected Ramsey residents. The results offer a report on the “livability” of the City of Ramsey, by focusing on three pillars of community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). The phrase “livable community” is used here to describe a place that is not only where people do live, but where they want to live.

Participants in this survey remained anonymous and the results are displayed collectively. The margin of error around any reported percentage is  $\pm 5$  percent for the entire sample. These survey results will be utilized by the City to evaluate its organizational effectiveness and to implement smart, citizen-focused government by addressing the needs identified.

### **IN THE REPORT**

- \* Quality of Life in Ramsey
- \* Community Characteristics
- \* Governance
- \* Participation
- \* Conclusions
- \* Next Steps

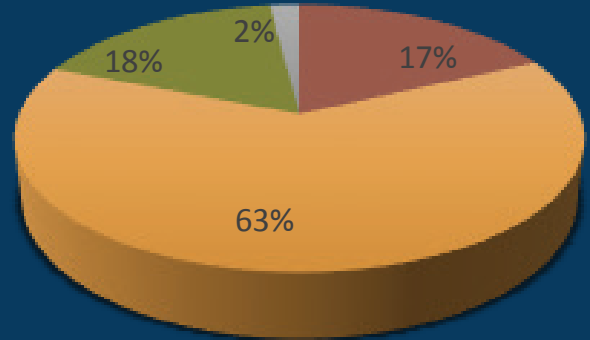




## QUALITY OF LIFE

Eighty one percent of residents rated the overall quality of life in Ramsey as excellent or good. This rating was similar to the national benchmark and has increased from Ramsey's 2014 and 2016 ratings.

### OVERALL QUALITY OF LIFE



■ Excellent ■ Good ■ Fair ■ Poor

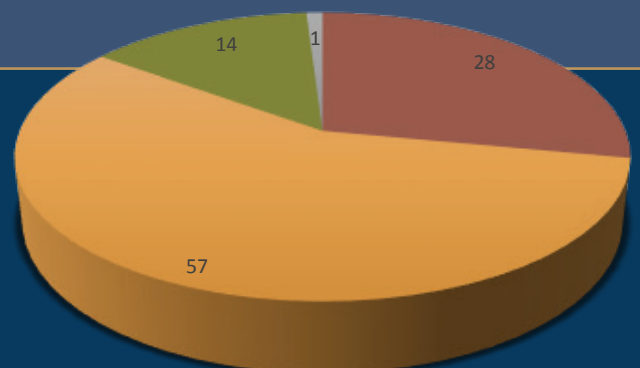
Of the eight facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement) Ramsey residents identified Safety and Economy as community priorities in the next two years.

## COMMUNITY CHARACTERISTICS

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambiance, services and amenities that make for an attractive community. Eighty five percent of residents surveyed rated the City of Ramsey as an excellent or good place to live. This was similar to ratings in other communities across the nation and similar to the City's 2014 and 2016 ratings.

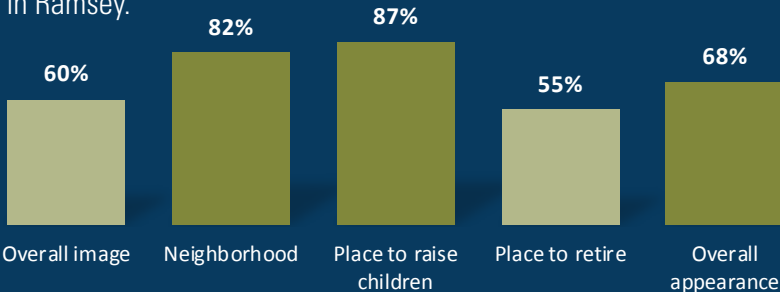
### RAMSEY AS A PLACE TO LIVE



■ Excellent ■ Good ■ Fair ■ Poor

### COMMUNITY RATINGS

About half, or more, of respondents also rated these aspects of community quality as being excellent or good in Ramsey.



# GOVERNANCE

How well does Ramsey's government meet the needs and expectations of its residents?

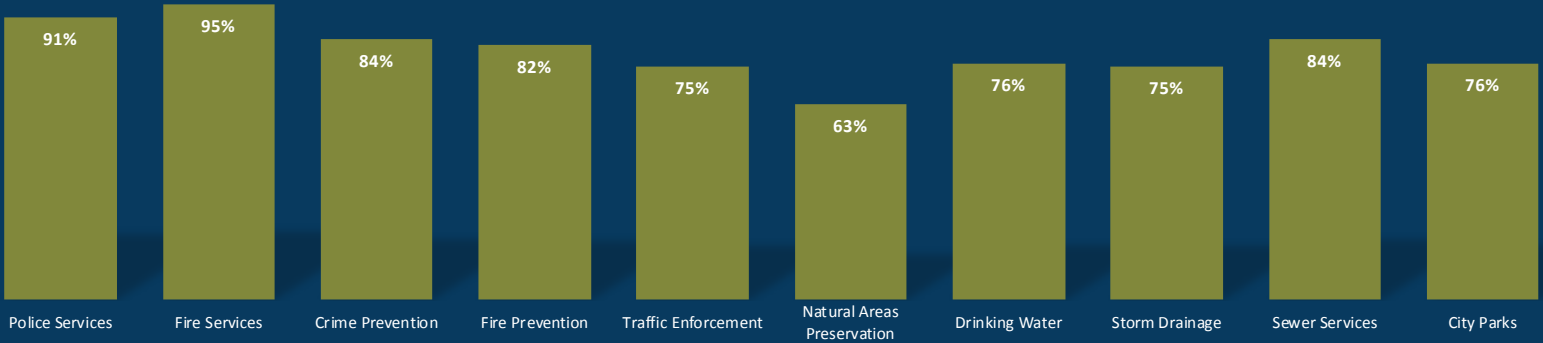
Seventy seven percent of Ramsey residents rated the overall quality of City services as excellent or good. This rating was similar to those observed elsewhere across the country.

## TOP 10 CITY SERVICES

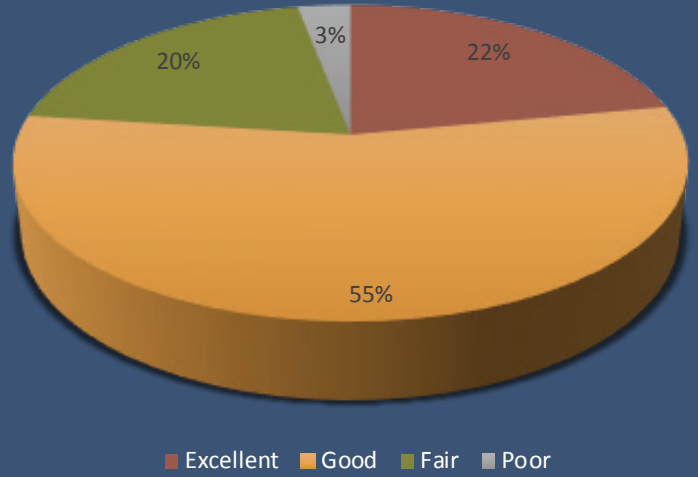
Respondents evaluated over 30 individual services and amenities available in Ramsey. The services shown in the graph below were the top 10 highest rated services. At least seven in ten residents rated these City services as excellent or good. This was similar to the national benchmark and several trended up since 2016.

## OPPORTUNITIES FOR IMPROVEMENT

City services or amenities that were indicated by respondents as areas for improvement included' street repair, traffic signal timing land use, planning and zoning, code enforcement and economic development. However, these ratings were still similar to ratings in other communities across the nation.



## OVERALL QUALITY OF SERVICES



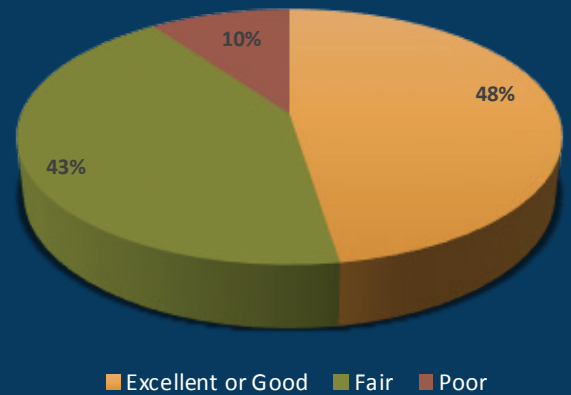
# PARTICIPATION

Are the residents of Ramsey connected to the community and each other?

The connections and trust among residents, government, business and other organizations help to create a sense of community; a shared sense of membership, belonging and history.

About half of residents rated the sense of community in Ramsey as excellent or good. Compared to the 2014 and 2016 results, this rating has increased to be similar to the national benchmark. The majority of residents said that they would recommend living in Ramsey (84 percent) and had plans to remain living here (86 percent).

## SENSE OF COMMUNITY





## CONCLUSIONS

**Resident satisfaction with City services and government performance is on the upswing.**

When presented with a series of questions about leadership and governance in Ramsey, about 8 in 10 residents gave favorable marks to the customer service provided by the City, and roughly half were pleased with items related to local government performance. Most notably, ratings for welcoming citizen involvement, overall confidence in City government, government acting in the best interest of Ramsey and being honest improved since 2016, demonstrating a positive increase in public trust.

**The economy remains a priority for residents.**

Residents indicated that the facet of economy would be an important focus area for the City to address in the next two years. About half of residents gave favorable marks to the overall economic health of Ramsey, cost of living, the City as a place to work and economic development and these ratings were all similar to those given since 2016.

However, ratings for a vibrant downtown area, overall quality of business and service establishments, shopping opportunities and Ramsey as a place to visit were lower than those seen in other communities across the country. While these ratings might be indicative of community support for greater economic development, it is important to note that balancing rural character and urban growth was identified as a key priority for the City in the upcoming five years.

**Residents support improvements to Mobility.**

About six in ten residents gave positive ratings to most aspects of mobility. Road maintenance was important to residents with nearly 85 percent of respondents reporting they were interested in receiving information from the City about road work; the only type of information of greater interest was related to community events. When asked about street maintenance funding, about 8 in 10 residents supported the current method of funding for City street maintenance, which requires 25 percent of funding by special assessments of benefiting properties. Finally, connectivity is a priority for Ramsey residents. Seven in ten residents thought that creating a connected community (roads, trails, sidewalks, rail and transportation) was essential or very important to the future of the community.

## NEXT STEPS

Substantial and valuable feedback was provided by Ramsey residents through this survey. This information will be used by elected officials as a tool for improvement to the City's operations and organizational direction. Survey results will provide a base of information to help guide the City Council's strategic planning, budgeting process, various policy discussions and more.

Moving forward, the City continues to gather one Resident Survey every two years. Now that the City has conducted three surveys, trending analysis of citizen feedback will be calculated.

For more information please visit: [www.cityoframsey.com/performance/measurements](http://www.cityoframsey.com/performance/measurements) or contact Kurt Ulrich at 763-433-9845.

The results and content featured in this article were provided by The National Research Center (NRC). National Citizen Survey (NCS).

 City of **RAMSEY**





**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Ramsey, MN

Trends over Time

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Ramsey to its previous survey results in 2014 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Ramsey represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2016 and 2018 surveys, otherwise the comparisons between 2016 and 2018 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Ramsey for 2018 generally remained stable. Of the 94 items for which comparisons were available, 78 items were rated similarly in 2016 and 2018 and 16 showed an increase in ratings; no items showed a decrease in ratings. Notable trends over time included the following:

- No items trended down from 2016 to 2018.
- In the pillar of Community Characteristics, Ramsey residents were more likely in 2018 than in 2016 to give positive ratings to the city as a place to retire as well as to employment, fitness and cultural/arts/music activities.
- Residents in 2018 tended to give higher ratings to Built Environment-related services than in 2016.
- Survey respondents were more likely in 2018 to favorably rate aspects of government performance such welcoming citizen involvement and overall confidence in City government.
- Respondents were more likely in 2018 than in 2016 to believe the economy would positively impact their income. They were also more likely to have attended a City-sponsored event.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Overall quality of life	72%	80%	81%	Similar	Similar	Similar	Similar
Overall image	51%	56%	60%	Similar	Lower	Lower	Similar
Place to live	82%	87%	85%	Similar	Similar	Similar	Similar
Neighborhood	84%	87%	82%	Similar	Similar	Similar	Similar
Place to raise children	83%	87%	87%	Similar	Similar	Similar	Similar
Place to retire	51%	48%	55%	Higher	Lower	Lower	Similar
Overall appearance	77%	73%	68%	Similar	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Safety	Overall feeling of safety	90%	90%	90%	Similar	Similar	Similar	Similar
	Safe in neighborhood	94%	98%	97%	Similar	Similar	Similar	Similar
	Safe downtown/commercial areas	94%	96%	96%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	68%	69%	69%	Similar	Similar	Similar	Similar
	Paths and walking trails	75%	68%	69%	Similar	Similar	Similar	Similar
	Ease of walking	70%	66%	67%	Similar	Similar	Similar	Similar
	Travel by bicycle	66%	60%	62%	Similar	Similar	Similar	Similar
	Travel by car	64%	67%	69%	Similar	Similar	Similar	Similar
	Traffic flow	55%	56%	59%	Similar	Similar	Similar	Similar
	Overall natural environment	84%	81%	84%	Similar	Similar	Similar	Similar
Natural Environment	Cleanliness	82%	80%	74%	Similar	Similar	Similar	Similar
	Overall built environment	56%	56%	58%	Similar	Similar	Similar	Similar
Built Environment	New development in Ramsey	48%	47%	42%	Similar	Similar	Similar	Similar
	Affordable quality housing	69%	67%	64%	Similar	Higher	Higher	Higher
	Housing options	75%	73%	68%	Similar	Higher	Similar	Similar
	Public places	50%	56%	51%	Similar	Similar	Similar	Lower
	Overall economic health	50%	51%	54%	Similar	Similar	Similar	Similar
	Vibrant downtown/commercial area	21%	20%	20%	Similar	Lower	Lower	Much lower
Economy	Business and services	49%	43%	46%	Similar	Lower	Lower	Lower
	Cost of living	49%	49%	50%	Similar	Similar	Similar	Similar
	Shopping opportunities	23%	20%	20%	Similar	Much lower	Much lower	Much lower
	Employment opportunities	27%	24%	31%	Higher	Similar	Similar	Similar
	Place to visit	35%	35%	39%	Similar	Lower	Lower	Lower

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Recreation and Wellness	Place to work	42%	49%	50%	Similar	Lower	Similar	Similar
	Health and wellness	66%	63%	59%	Similar	Similar	Similar	Similar
	Recreational opportunities	53%	50%	50%	Similar	Similar	Similar	Lower
	Fitness opportunities	60%	55%	64%	Higher	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	54%	52%	53%	Similar	Lower	Similar	Lower
	Cultural/arts/music activities	41%	37%	44%	Higher	Similar	Lower	Similar
	Adult education	54%	46%	52%	Similar	Similar	Similar	Similar
	K-12 education	75%	72%	71%	Similar	Similar	Similar	Similar
	Child care/preschool	69%	56%	61%	Similar	Similar	Similar	Similar
Community Engagement	Opportunities to participate in community matters	52%	47%	51%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	55%	46%	49%	Similar	Lower	Lower	Lower

Table 3: Governance General

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Services provided by Ramsey		74%	73%	76%	Similar	Similar	Similar	Similar
Customer service		79%	81%	81%	Similar	Similar	Similar	Similar
Value of services for taxes paid		44%	45%	45%	Similar	Similar	Similar	Similar
Overall direction		48%	46%	49%	Similar	Similar	Similar	Similar
Welcoming citizen involvement		48%	48%	55%	Higher	Similar	Similar	Similar
Confidence in City government		43%	45%	51%	Higher	Similar	Similar	Similar
Acting in the best interest of Ramsey		43%	48%	56%	Higher	Similar	Similar	Similar
Being honest		47%	50%	60%	Higher	Similar	Similar	Similar
Treating all residents fairly		52%	56%	58%	Similar	Similar	Similar	Similar
Services provided by the Federal Government		NA	37%	45%	Higher	NA	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Safety	Police	86%	90%	91%	Similar	Similar	Similar	Similar
	Fire	92%	93%	95%	Similar	Similar	Similar	Similar
	Crime prevention	80%	79%	84%	Similar	Similar	Similar	Similar
	Fire prevention	83%	81%	82%	Similar	Similar	Similar	Similar
	Animal control	60%	62%	61%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	68%	76%	75%	Similar	Similar	Similar	Similar
	Street repair	45%	40%	43%	Similar	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
	Street cleaning	57%	60%	56%	Similar	Similar	Similar	Similar
	Street lighting	55%	57%	59%	Similar	Similar	Similar	Similar
	Snow removal	55%	62%	58%	Similar	Similar	Similar	Similar
	Sidewalk maintenance	61%	65%	60%	Similar	Similar	Similar	Similar
	Traffic signal timing	42%	46%	52%	Higher	Similar	Similar	Similar
Natural Environment	Drinking water	72%	72%	76%	Similar	Similar	Similar	Similar
	Natural areas preservation	69%	57%	63%	Similar	Similar	Similar	Similar
Built Environment	Storm drainage	73%	71%	75%	Similar	Similar	Similar	Similar
	Sewer services	81%	78%	84%	Higher	Similar	Similar	Similar
	Land use, planning and zoning	43%	37%	44%	Higher	Similar	Similar	Similar
	Code enforcement	40%	44%	50%	Higher	Similar	Similar	Similar
Economy	Economic development	43%	41%	47%	Higher	Similar	Similar	Similar
Recreation and Wellness	City parks	75%	77%	76%	Similar	Similar	Similar	Similar
	Recreation centers	59%	53%	59%	Similar	Lower	Lower	Similar
Community Engagement	Public information	58%	57%	61%	Similar	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Sense of community	45%	51%	48%	Similar	Lower	Similar	Similar
Recommend Ramsey	82%	86%	84%	Similar	Similar	Similar	Similar
Remain in Ramsey	85%	86%	86%	Similar	Similar	Similar	Similar
Contacted Ramsey employees	44%	40%	38%	Similar	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Safety	Did NOT report a crime	90%	85%	81%	Similar	Higher	Similar	Similar
	Was NOT the victim of a crime	94%	92%	94%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	38%	35%	36%	Similar	Similar	Similar	Similar
	Walked or biked instead of driving	56%	65%	63%	Similar	Similar	Similar	Similar
Natural Environment	Recycled at home	95%	96%	97%	Similar	Higher	Higher	Higher
Built Environment	NOT under housing cost stress	78%	80%	79%	Similar	Higher	Higher	Higher
Economy	Purchased goods or services in Ramsey	95%	90%	88%	Similar	Similar	Similar	Similar
	Economy will have positive impact on income	29%	29%	40%	Higher	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
	Work in Ramsey	20%	24%	22%	Similar	Much lower	Lower	Lower
Recreation and Wellness	Visited a City park	83%	88%	87%	Similar	Similar	Similar	Similar
Education and Enrichment	Attended a City-sponsored event	53%	42%	50%	Higher	Similar	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	11%	6%	8%	Similar	Lower	Lower	Lower
	Contacted Ramsey elected officials	11%	10%	11%	Similar	Similar	Similar	Similar
	Volunteered	22%	17%	20%	Similar	Much lower	Much lower	Much lower
	Attended a local public meeting	14%	11%	14%	Similar	Lower	Lower	Similar
	Watched a local public meeting	26%	21%	17%	Similar	Similar	Similar	Similar
	Voted in local elections	83%	79%	82%	Similar	Similar	Similar	Similar

# Strategic Plan Update

2019 Update – May 28 Version

## ABOUT RAMSEY

Ramsey is a suburban city located in the northwestern part of Anoka County, with a population of approximately 26,500. Two rivers dominate its borders, the Rum River and the Mississippi River.

The first settlement in Ramsey began because of trading along the banks of the Mississippi. Many settlers came here on a steamboat called *The Governor Ramsey* named after our first territorial governor, from which the City reportedly acquired the name.

Only a few of the first houses and structures built in Ramsey remain today. The most notable structure of historic significance is on the National Register of Historic Places, the Old Ramsey Town Hall, located west of Highway 47 (Saint Francis Boulevard) just north of County Road 116 (Bunker Lake Boulevard). This 19th century structure was originally used as a schoolhouse. The building is a community landmark and the City is working on a long term plan for the structure.

Two school districts now serve Ramsey - Elk River #728, and Anoka-Hennepin #11. Students from both districts regularly exceed the state average on the Minnesota Basic Standards in math, reading, and writing, and score well above the national average on college entrance exams.

Many people have chosen to live in Ramsey because of its rural character, wetlands, wildlife, parks, recreation and the housing choices. Ramsey is a mixture of farms, large-lot single family, urban single-family, and multi-family with a range of prices that appeals to a wide variety of families and individuals. The City is expected to grow by approximately 10,000 people over the next 20 years. Economic Development continues to be a priority for our City. With nearly 7,000 employees working in Ramsey everyday, new industrial and retail growth may add an additional 5,000 employees over the next 20 years. We are proud of our commitment to attract economically and environmentally sound commercial development.

Ramsey is committed to manage future growth to provide a high quality of life, enhanced employment opportunities and a stable tax base. Looking ahead, our city is working toward retail and commercial growth that includes restaurants, shopping, entertainment and additional employment opportunities.

*Please note: this document is a work in progress. Staff is still working on final formatting. Please focus on content over formatting at this stage.*

## VALUES

Ethics and Integrity

Fiscal Responsibility

Cooperation and Teamwork

Open and Honest Communications

Excellence and Quality in the Delivery of Service

Treating People with Respect and Fairness

Adaptability and Continuous Learning

## VISION

Ramsey will be a secure, citizen-driven, collaborative community that respects the balance and connectivity between its unique urban, rural and natural environments.

## MISSION

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

## OBJECTIVES

Financial Stability

A Balance of Rural Character and Urban Growth

An Active and Connected Community

Smart, Citizen-Focused Government

An Effective Organization

## STRATEGIES

Identify and implement operational efficiencies, cost savings and additional funding sources.

Promote economic growth and development.

Create a positive image for residential neighborhoods, business districts and key corridors.

Enhance Community Engagement in policy decision-making processes.

Strengthen and enhance our identity and brand.

Improve the safety and mobility of transportation corridors.

Connect the community both physically and socially to destinations, services and activities.

Enhance customer service through process improvements.

Enhance sustainability and efficiency through public facilities and infrastructure investments.

Improve City's communication.

Improve and sustain high organizational morale.

Strive to reflect the demographics of the community.

# ACTION PLAN

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Identify and implement operational efficiencies, cost savings and additional funding sources.</b>				
1. Complete a Road Maintenance Funding Study and Public Engagement/Education Process.	Q3 2019	Existing Staff WSB Contact Budget Impact = Medium	Updated policy on appropriate funding for long term maintenance of local roads.  Results will influence future decision on road funding.	Bruce Westby
2. Implement a Road Maintenance Funding Program.	Q1 2020	Budget Impact = Medium	Retain existing program or choose a new program.	Diana Lund
3. Identify and improve one organizational workflow process.	2019	Budget Impact = Low	Experienced cost savings as a result of improved workflow.  Example: Purchasing Policy	Kurt Ulrich
4. Create an Alternative Funding Toolkit.	2019	Budget Impact = Low	List of potential funding sources for capital improvements.  Improved funding partnership and successful capital projects.	Diana Lund
5. Evaluate Asset Management Options for Public Infrastructure.	2019	Budget Impact = Low RCP Report	Improved tracking of roads, utilities, etc.  More efficient utilization of personnel resources.	Bruce Westby
<b>Strategy: Promote economic growth and development.</b>				
6. Expand Business Retention and Expansion efforts.	2019	Existing Staff: Budget Impact = Low	Stable base of local employers, representing the largest opportunity for future growth of jobs and tax base.  Increase the number of business visits.  Improve the quality and attendance at EDA events.	Sean Sullivan
7. Expand recruitment process to secure new commercial (retail) users.	2019	Existing Staff: Real estate broker Budget Impact = Low RCP Report	Continued growth of jobs, tax base, and services.  5,000 square feet of new retail space.	Sean Sullivan
8. Expand recruitment process to secure new industrial users.			Continued growth of jobs, tax base, and services.  50,000 square feet of new industrial space.	
9. Complete Comprehensive Housing Study and recruit new residential neighborhoods.	Q3 2019	Existing Staff: Budget Impact = Medium RCP Report	Plan for market relevant housing to jobs ratio (1 job per 1.5 household).	Tim Gladhill
<b>Strategy: Create a positive image for residential neighborhoods, business districts and key corridors.</b>				

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
10. Create baseline metrics to track and evaluate effectiveness of changes to Code Enforcement Program and use to track future trends.	Q4 2019	Existing Staff: Budget Impact = Low	Reduced blight and public nuisance.  Improved responsiveness of neighborhood concerns.  Improved empathy to private property rights and complex regulations.  Improved aesthetics and reduced blight along Highway 10 and Highway 47.	Tim Gladhill
11. Create a coalition of local multifamily (apartments, condos, etc.) property managers.	2019	Budget Impact = Low RCP Report	Ensure that multifamily properties maintain high quality.  Consider HOAs	Chloe McGuire Brigl
<b>Strategy: Enhance Community Engagement in policy decision-making processes.</b>				
12. Create Public Engagement Toolkit/Manual.	Q1 2020	Existing Staff: Budget Impact = Low RCP Report	New and improved engagement with the community on all key policy topics.	Tim Gladhill
<b>Strategy: Strengthen and enhance our identity and brand.</b>				
13. Complete a feasibility study for a future Postal Facility to obtain a Ramsey ZIP Code.	2020	Existing Staff Budget Impact = Medium RCP Report (community identity)	ZIP Code will identify itself as Ramsey.  Take a step forward in achieving a Ramsey ZIP Code.  Seek third-party funding to assist.	Kurt Ulrich
14. Install and/or replace signs at Highway 10/Ramsey Boulevard, Highway 10/Rail Station.	Q3 2019	Budget Impact = Medium to High RCP Report	Unified community brand for key nodes.	Chloe McGuire Brigl
15. Develop a plan for Historic Town Hall.	Q3 2019	Budget Impact = Low RCP Report	Adaptive reuse and tax base generation of historic town hall.  Consider other buyers.	Kurt Ulrich
<b>Strategy: Improve the safety and mobility of transportation corridors.</b>				
16. Complete County Road 5 Corridor Study.	Future Parking Lot List  Revisit adding	Budget Impact = Medium	Unified vision for Nowthen Boulevard.  Improved safety and reduced congestion.	Bruce Westby
17. Complete State Highway 47 Study Update.	Q1 2020	Existing Staff: Budget Impact = Medium	Unified vision for Highway 47.  Improved safety and reduced congestion.	Bruce Westby
18. Complete the Ramsey Gateway Study.	Q4 2019	Existing Staff/Resources Budget Impact = High RCP Report	Unified vision for Highway 10.  Improved safety and reduced congestion.	Tim Gladhill

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Connect the community both physically and socially to destinations, services, and activities.</b>				
19. Complete the Master Parks and Trail Plan/Capital Improvement Program Update.	2019	Existing Staff/Resources Budget Impact = Medium RCP Report	Adequate parks, trails and public spaces, both future and existing.  Unique recreation destinations.	Mark Riverblood
20. Update Recreation Programming Work Plan	2019	Budget Impact = Low	Deliver a diversity of programs that finds a balance of revenue and access.	Mark Riverblood
<b>Strategy: Enhance customer service through process improvements.</b>				
21. Complete snow removal study and alternatives analysis.	2019	Budget Impact = Low	Ensure process and staffing for snow removal meets community expectations.	Grant Riemer
<b>Strategy: Enhance sustainability and efficiency through public facilities and infrastructure investments.</b>				
22. Complete Regional Surface Water Supply Feasibility Study.	Q1 2020	Study funded by Metropolitan Council. Budget Impact = Low	Adequate supply of water to supply community's future vision.  Ensure that groundwater is the most appropriate source for the future.	Bruce Westby
23. Explore Water Supply Treatment Options			Reduce levels of manganese in municipal water supply.	
24. Complete Plans and Specifications for Future Public Works Campus.	2019	Budget Impact = High	Adequate space to effectively maintain public infrastructure.  Savings of time and money in operational efficiencies.	Grant Riemer
25. Consider smart irrigation rebate program.	2019	Budget Impact = Medium	Reduced demand on public water supply and avoid/delay of infrastructure investments.	Chris Anderson
<b>Strategy: Improve City's communication.</b>				
26. Update Communications Plan.	2019	Existing Staff Budget Impact = Low RCP Report	Improved external communication.  Provide more information of interest to residents in multiple formats.  New and more effective ways to reach the community, including but not limited to social media.  Talking Points for Key Projects.  Policy, process, and timing for communicating key topics.  Improved administration of Ramsey Resident Newsletter.	Megan Thorstad
27. Enhance Employee Intranet.	Q4 2019	Budget Impact = Low	Enhanced access for personnel policies and resources for existing and future Councilmembers, Employees, and Commissioners.  Improved internal communication.	Colleen Lasher

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Improve and sustain high organizational morale.</b>				
This remains a high priority for the community and is addressed in multiple actions above.				
<b>Strategy: Strive to reflect the demographics of the community.</b>				
This remains a high priority for the community and is addressed in multiple actions above.				

*Budget Impact Key; Low = Existing Staff/thousands of dollars; Medium = Additional Staff/Consultants/tens of thousands of dollars; High = capital improvement/hundreds of thousands of dollars.*

*RCP Report = Partnership with the University of Minnesota completed in 2018. This partnership created a library of resources and policy alternatives. A full list of completed reports can be found online at [rcp.umn.edu/ramsey-projects](http://rcp.umn.edu/ramsey-projects).*

## PARKING LOT LIST

Action	Strategy
Complete a Development Fee Impact Study.	Identify and implement operational efficiencies, cost savings and additional funding sources.
Complete Comprehensive Streetscape and Greenway Manual.	Create a positive image for residential neighborhoods, business districts and key corridors.
Complete Neighborhood Plans for Pearson Properties and Makowsky Farms.	Create a positive image for residential neighborhoods, business districts and key corridors.
Remodel 2 <sup>nd</sup> Floor of City Hall for additional collaboration and meeting space.	Enhance Community Engagement in policy decision-making processes.
Complete a Fire Department Duty Crew Analysis.	Enhance customer service through process improvements.
Complete Organization Staffing Plan.	Improve and sustain high organizational morale.

## CULTURE

- Utilize Strategic Plan to prioritize budget requests.
- Leverage additional funding sources.
- Seek grants to do high priority projects.
- Seek public and private partnerships.
- Improve Park and Recreation revenue through user fees and sponsorships.
- Provide adequate public safety staffing based upon common metrics (i.e., calls for service, time of day caseload, land use and population, citizen expectations).
- Continue Staff Recognition Programs.
- Increase awareness of various employee resources.

Meeting Date: 02/13/2020

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### Information

**Title:**

Update Policy for Naming Public Facilities

**Purpose/Background:**

**Background:**

In 1991, the City was contacted with the request to have the south portion of River's Bend Park renamed, and at that time, it came to light that the City did not have a formal public facility naming policy. A policy was drafted and presented to the Park and Recreation Commission for discussion and comment. The Commission approved that policy and recommended the City Council review same and adopt. On June 11, 1991, the City Council adopted Resolution #91-06-138 formally adopting the Park and Recreation Commission's Public Facility Naming Policy. That Resolution/Policy is the second attachment. The resolution states "that all proposed public facility names shall first go before the Park and Recreation Commission. In the case of parklands, the name shall be chosen before final plat approval and will generally reflect the name of the subdivision or other significant geographical feature. Any sign bearing the name of a public facility will be in accordance with City Code requirements for signs, and facility names other than those of the subdivision that contains them will be brought before the City Council for approval".

In 2009, a case went before the Park and Recreation Commission to discuss a policy for accepting park donations, monuments, memorials, and other improvements. The Commission sent such policy for adoption to the City Council. Resolution #09-04-075 formally adopted the policy for accepting park donations, monuments, memorials and other improvements and that action was taken by the City Council on April 14, 2009. The resolution/policy referenced donations with regard to naming rights. That resolution is also attached for Council information. It states the following: "If a financial contribution exceeding 60% of the cost of major planned improvements is made, naming rights for new parks and recreational facilities may be granted through City Council approval". Attached as additional information relating to the research in drafting that policy and a summary of memorial policies adopted by other cities.

In 2014, the Park and Recreation Commission again looked at the policy for naming public facilities. Consensus of the Commission was to direct staff to develop a naming rights policy using the policy from the City of Champlin as a starting point, but using an application process rather than a petition process; to include a threshold for donations of more than half or 60 percent; language specifying that the request would go before the City Council but that approval is not guaranteed.

**Purpose:**

This case picks up the aforementioned discussion with a proposed Resolution that broadens the scope of what may be considered for public facility names, and would include input from the Planning Commission (for public facilities that are not within the park realm). The draft Resolution (first attachment) includes much of the recent dialog on the various considerations for naming public places. It does not address details like a funding threshold as was discussed in 2014—it is suggested that this could be identified within the 'naming application' if that is process City Council wishes to approve, along with the updated Resolution that is the primary subject of this case.

**Timeframe:**

**Funding Source:**

**Responsible Party(ies):**

**Outcome:**

## Commission Action

Based upon discussion, Motion to recommend to City Council approval of the draft Resolution Adopting the Park and Recreation Commission's Public Facility Naming Policy

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### Attachments

[Draft Resolution and Policy](#)

[Resolution Naming Public Facilities Policy](#)

[Resolution Accepting Donations Etc Policy](#)

[Memorial Policies](#)

[City of Champlin Naming Policy](#)

[West Linn Policy](#)

[Mt Pleasant Policy](#)

[Pinellas County Policy](#)

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### Form Review

**Inbox**

Grant Riemer

Kurt Ulrich

Form Started By: Mark Riverblood

Final Approval Date: 02/06/2020

**Reviewed By**

Grant Riemer

Kurt Ulrich

**Date**

01/30/2020 12:26 PM

02/06/2020 11:18 AM

Started On: 01/30/2020 10:31 AM

Councilmember \_\_\_\_\_ introduced the following resolution and moved for its adoption:

**RESOLUTION #20-XXX**

**RESOLUTION ADOPTING THE PARK AND RECREATION COMMISSION'S PUBLIC FACILITY NAMING POLICY**

**WHEREAS**, the City Council of the City of Ramsey continues to support the development of recreation and public facilities for the betterment of the community and enhancements to the quality of life for all residents; and

**WHEREAS**, the City desires to name all public facilities in a consistent, timely and appropriate manner; and

**WHEREAS**, under this policy all proposed public facility names shall first go before the Park and Recreation Commission of the City of Ramsey, and also the Planning Commission for non-park facilities and places; and

**WHEREAS**, in the case of parklands, the name may be chosen before final plat approval and may generally reflect the name of the subdivision, or other natural or geographical feature; and

**WHEREAS**, for any public facility, including parklands, the City of Ramsey may also consider, names reflecting historical significance, original landowners, or those reflecting important contributions of local, state, national or international significance; and

**WHEREAS**, public facilities may also be named for individuals, organizations or lifetime achievements as well as substantial contributions in providing to the public said facility, including as a recognition or memorial; and

**WHEREAS**, any sign bearing the name of a public facility will be in accordance with City Code requirements for signs; and

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RAMSEY, ANOKA COUNTY, STATE OF MINNESOTA, as follows:**

- 1) That facility names shall be congruent with the above, and not inconsistent with the Ramsey brand identity, and
- 2) That the City Council hereby adopts the Park and Recreation Commission's Public Facility Naming Policy.

The motion for the adoption of the foregoing resolution was duly seconded by Councilmember \_\_\_\_\_, and upon vote being taken thereon, the following voted in favor thereof:

and the following voted against the same:

and the following abstained:

and the following were absent:

Whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the \_\_\_th day of \_\_\_\_\_, 2020.

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Mayor

ATTEST:

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City Clerk

Councilmember Hardin introduced the following resolution and moved for its adoption:

**RESOLUTION #91-06-138**

**RESOLUTION ADOPTING THE PARK AND RECREATION COMMISSION'S PUBLIC FACILITY NAMING POLICY**

**WHEREAS**, the City Council of the City of Ramsey has supported the development of recreation facilities; and

**WHEREAS**, the City desires to name all public facilities in a consistent, timely and appropriate manner; and

**WHEREAS**, under this policy all proposed public facility names shall first go before the Park and Recreation Commission of the City of Ramsey; and

**WHEREAS**, in the case of parklands, the name shall be chosen before final plat approval and will generally reflect the name of the subdivision or other significant geographical feature; and

**WHEREAS**, any sign bearing the name of a public facility will be in accordance with City Code requirements for signs; and

**WHEREAS**, facility names other than those of the subdivision that contains them will be brought before City Council for approval.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RAMSEY, ANOKA COUNTY, STATE OF MINNESOTA, as follows:**

- 1) That the City Council adopts the Park and Recreation Commission's Public Facility Naming Policy.

The motion for the adoption of the foregoing resolution was duly seconded by Mayor Gilbertson and upon vote being taken thereon, the following voted in favor thereof:

Mayor Gilbertson  
Councilmember Hardin  
Councilmember Cich  
Councilmember Beyer

and the following voted against the same:

None

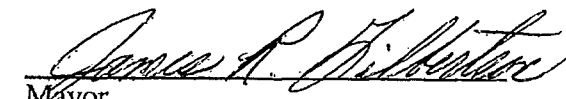
and the following abstained:

None

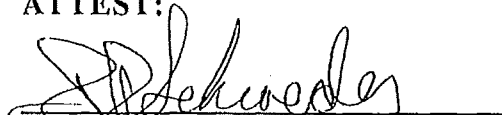
and the following were absent:

Councilmember Peterson

whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the 11th day of June, 1991.

  
Mayor

ATTEST:

  
City Administrator

Councilmember Elvig introduced the following resolution and moved for its adoption:

**RESOLUTION #09-04-075**

**RESOLUTION ADOPTING POLICY FOR ACCEPTING PARK DONATIONS, MONUMENTS, MEMORIALS, AND OTHER IMPROVEMENTS**

**WHEREAS**, a formal policy for accepting park donations, monuments, memorials, and other improvements is needed to absorb donation proposals in a manner that is consistent with the goals of the City Parks and Recreation System; and

**WHEREAS**, this policy is needed to provide a standard procedure for accepting park donations; and

**WHEREAS**, the City encourages donations of land, facilities, equipment, park improvements and money to support the Parks and Recreation system.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RAMSEY, ANOKA COUNTY, STATE OF MINNESOTA, as follows:**

That the Ramsey City Council hereby approves the attached Policy for Accepting Park Donations, Monuments, Memorials, and Other Improvements dated April 14<sup>th</sup> 2009.

The motion for the adoption of the foregoing resolution was duly seconded by Councilmember McGlone and upon vote being taken thereon, the following voted in favor thereof:

Mayor Ramsey  
Councilmember Elvig  
Councilmember McGlone  
Councilmember Dehen  
Councilmember Jeffrey  
Councilmember Look  
Councilmember Wise

and the following voted against the same:

None

and the following abstained:

None

and the following were absent:

None

whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the 14th day of April, 2009.

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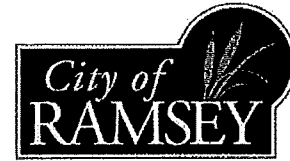
Mayor

**ATTEST:**

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City Clerk

**Topic Report: External Memorial Policy Scan**  
By: Al Haugen, Management Intern



### **External Policy Scan:**

The purpose of this research is to analyze policies used by local units of government for accommodating and regulating private memorials on public property.

#### **Minneapolis, MN**

Memorials can take the form of benches and pavers at the Lake Harriet Band shell. Engraving on plaques may say, "in honor of..." or "celebrating the life of..." but may not say "in memory of" in an effort to avoid the feel of a cemetery. All improvements must fit into the city parks plan. The Minneapolis Parks Board is responsible for maintaining and installing all donated improvements. Time limits are placed on all donations. All donations are made through People for Parks, or Foundation for Minneapolis Parks. [\$1,250 bench with plaque, \$125 for a large paver, \$75 for a small paver]

#### **Cambridge, MN**

Donations may go toward the purchase of land, flagpoles, benches, bicycle racks, picnic tables, public art, fountains, playground equipment, and other park amenities. The city is responsible for the purchase of donated amenities, and their maintenance and installation. All donations are reviewed by the Parks Commission and accepted by the City Council. All donations should reflect the purpose of the associated park, and be congruent with objectives in the Parks Plan when applicable.

#### **Bellingham, WA**

Recognition for donations to the parks system is in the form of markers & memorial plaques. All donations need to respond to identified needs within the park system. Memorials should not be political or religious, and may be removed after their useful life-span.

#### **Grande Prairie, AB**

Benches and trees with plaques may be purchased for the city and dedicated to a person of the donor's choice. Maintenance, installation, and replacement are the responsibility of the city's parks department, and are funded by donations from individuals for benches and trees. Benches and trees are already identified needs in the parks master plan. [\$800 bench, \$500 tree]

#### **New Hope, MN**

Naming of city parks and facilities is only considered for famous American or occasion, significant financial contributor, or geographic feature. Memorials may be considered for trees, benches, flag poles, or plaques. The city accepts no responsibility for the maintenance or installation of these improvements.

#### **Chanhassen, MN**

Benches & Trees with plaques may be purchased from the city and dedicated to a person of the donor's choice. Ashes may be scattered. All donations should not detract from the primary recreational purpose of the park.



## **Policy For Naming Of City Facilities**

It is hereby established that, in naming any City facility (defined as including, but not limited to parks, streets, bridges, and buildings), in honor of an individual or individuals the Park and Recreation Commission (or Planning Commission) will make a recommendation to the City Council for approval.

The Commission shall only give consideration of such an honor to prominent community figures who have displayed significant local civic achievement, historical importance and \ or outstanding City service to the City of Champlin. Said individual(s) shall not hold public office at the time of the naming action.

The Commission shall consider living memorials (e.g., trees or flower gardens), monuments (e.g., flagpoles or permanent plaques), or certificates of appreciation in lieu of the proposed name if such recognition is deemed more appropriate.

In the naming of Parks, the Commission will also take into consideration any unique geographic feature or landmark in the immediate area of the park area.

In the naming of streets or roadways, the Commission shall take into account the Metropolitan Grid Street naming system and related public safety concerns.

Any resident may petition for the naming of a public facility to the Commission. The petition shall contain the names of at least twenty (20) Champlin residents in support of such naming. Upon receiving said petition the Commission shall hold a public meeting, preceded by at least ten (10) days notice of the specific naming proposal in the City's official newspaper. The Commission will make a recommendation to the City Council to be considered for action within sixty (60) days of said public meeting.

All approvals require a majority vote of the city council.



## Parks, Areas, & Facilities Naming Policy

PARKS AND RECREATION 22500 SALAMO RD #1100 WEST LINN OR 97068 \*503-557-4700 \*503-656-4106 FAX

### Purpose:

The purpose of this policy is to establish a systematic and consistent approach for the official naming of parks and recreational areas and facilities.

### Objectives:

Ensure that parks, recreational areas and facilities are easily identified and located.

Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.

Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.

Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

### Definition:

Parks, recreation areas and facilities – includes all property assets under the City's ownership and the Parks and Recreation Department control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

### Criteria:

The policy of the Parks and Recreation Department is to name parks, recreation areas and facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environmental, civics and service to the uniquely West Linn community.

1. The following criteria shall be used in determining the appropriateness of the naming designation:
  - a. Geographic location (neighborhood, significant areas, etc.)
  - b. Natural features
  - c. A person (non-living) or place of historical or cultural significance
  - d. A person (non-living), group, or feature particularly identified with the land or facility
2. The process to name parks, recreation areas and facilities should begin within 12 months after the City has acquired title to the land and/or formally accepted the dedication.
3. Conditions of property donation as agreed upon by the donor and the City shall be honored regarding the naming of the parks, recreation areas and facilities subject to these adopted policies.
4. Names that are similar to existing parks, properties or facilities in the City

system (or other systems in the Metro area) should not be considered in order to minimize confusion.

5. The City reserves the right to change the name to maintain consistency with these policies.

Procedure:

1. Naming of Parks, Recreation Areas and Facilities

- a. A request for naming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Committee, through the Parks and Recreation Department.
- b. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe the contributions to the City. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
- c. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.
- d. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.
- e. The Parks and Recreation Advisory Board can initiate the naming process whenever deemed necessary and/or in the best interest of the City.
- f. In the absence of any naming requests, the Parks Recreation and Advisory Board shall adhere to criteria stated in this policy in recommendation of name.

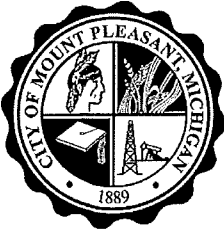
2. Renaming of Parks, Recreation Areas and Facilities

Renaming of parks, recreation areas and facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

- a. A request for renaming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Board, through the Parks and Recreation Department.
- b. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the City. Written documentation approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
- c. The recognized Neighborhood Association will be notified of the proposal when the Parks and Recreation Department receive a complete application.

d. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.

e. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.



## **Policy and Procedure for the Naming of City Parks and, Recreational Areas and Facilities**



### **Purpose:**

The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of parks, recreational areas and facilities owned and/or operated by the City of Mt. Pleasant. This policy will guide name recognition and establish its uniform application. It is realized that responsibility for naming city parks, recreational areas and facilities lies with the City Commission. The City Commission will rely on the Parks and Recreation Commission for input and recommendation for the naming city parks, recreational areas and facilities.

### **Objectives:**

- Naming of city parks, recreational areas and facilities enhances a sense of community within the city.
- Ensure that parks and recreational areas are easily identified and located.
- Ensure that names given are consistent with the values and characteristics of the City of Mt. Pleasant.
- Assure the quality of the title/name, so that it will serve the purpose of the city in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the area affected.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.

### **Qualifying Names and/or Criteria:**

- Geographical location of the facility including descriptive names.
- An outstanding feature of the area. (example: hill, river, vegetation)
- Commonly recognized subjects of historical significance such as; event, person (non-living), group, culture, or place.
- A person (non-living) or group who significantly contributed to the acquisition or development of the park/facility.
- An individual (non-living) who provided an exceptional service in the interest of the park system as a whole or for the community as a whole.
- A person (living) whose contribution or significant gift is of a most extraordinary nature.
- Naming may be considered based on the provision of significant funding that underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable city projects such as parks, buildings or property acquisition to occur. This may

include monetary gifts and/or grants that leverage federal, state and local funding for such projects or complete donation of land.

- Parks and facilities that are donated to the city can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the City Commission.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.

### **Exclusions:**

- Naming associations with tobacco, alcohol, contraceptives, religious organizations, political candidates or adjudicated felons are prohibited.
- The dedication of small park amenities with an identifiable lifespan and not intended to be permanent such as fixed park benches and tables shall be addressed under a separate parks policy.

### **Renaming:**

The intent of naming is for permanent recognition. The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

### **Procedure:**

- Staff, city residents, community leaders and organizations interested in proposing a name for a park, recreational area or facility must submit written recommendations, petitions, etc. for presentation to the Parks and Recreation Director for consideration by the Parks and Recreation Commission. Recommendations need describe in detail why the candidate merits such recognition.
- When naming after a person or persons, written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.
- The Director of Parks & Recreation with budgetary responsibility for a park and/or facility shall forward naming recommendations to the Parks and Recreation Commission Chair.
- The Parks and Recreation Commission shall consider all requests and submit a formal recommendation for names deemed worthy of consideration to the Mayor and City Commission.
- The City Commission will allow for public input and comment.
- The City Commission will confirm park, recreation areas and facility names by resolution.
- The City Commission has final approval and may reject any naming or renaming request.

## **PHILANTHROPIC NAMING RIGHTS POLICY**

### **I. SCOPE OF POLICY:**

The Board of County Commissioners establishes the following naming rights policy to provide guidance in approving philanthropic naming rights for County owned or controlled property or facilities, recognizing financial contributions by any individual or entity. This policy shall not apply to corporate naming rights, which are addressed as provided in the Pinellas County Sponsorship Policy, or honorary naming rights, which are addressed as provided in the Pinellas County Honorary Naming Rights Policy.

### **II. DEFINITIONS:**

The following words will have the meaning ascribed to them herein:

A. "civic or charitable group" shall mean a nonprofit entity, family, or group that has made a substantial contribution to the community, either through civic involvement, involvement in historic events relevant to specific County property, or to the geographical location of specific County property; or made a financial and/or in-kind donation to support a specific public service or County property. For-profit entities of any type shall not be considered a civic or charitable group.

B. "individual" shall mean a person who has made a financial and/or in-kind donation to support a specific public service or County property.

C. "honorary naming rights" shall mean the naming of County property to honor the service, commitment, or other type of participation by an individual, or civic or charitable group. Honorary naming rights are addressed as provided in the Pinellas County Honorary Naming Rights Policy.

D. "philanthropic naming rights" shall mean the naming of County property due to a charitable donation from an individual, civic or charitable group, or other entity or organization that is intended to enhance the community by financial and/or in-kind support for a specific public service or County property.

E. "corporate naming rights" shall mean a mutually beneficial business arrangement between the County and an external entity (individual, for-profit, or not-for-profit organization), wherein the external entity provides goods, services, or financial support to the County in return for access to the commercial and/or marketing potential associated with the public display of the external entity's name on Pinellas County property. Corporate naming rights are addressed as provided in the Pinellas County Sponsorship Policy.

F. "County property" shall mean County owned or controlled real property, public facilities such as buildings or parks, features or attributes of a facility such as a bench, tree, bridge, walkway, hallway or room, or other public venue.

**III. PROCESS:** The process to establish philanthropic naming rights for County property shall be as follows:

County departments, boards or agencies may develop philanthropic naming rights opportunity plans, in conjunction with the County Administrator or his/her designee, to be implemented as approved by the County Commission by resolution. For philanthropic naming rights not covered by an approved naming rights opportunity plan, a philanthropic naming rights plan shall be developed. In developing said plans, or in reviewing nominations for philanthropic naming rights as provided herein, the following criteria shall be complied with:

- A. Philanthropic naming rights opportunity plans shall establish an aggregate campaign goal. Factors to be considered in development of the goal shall include, but not be limited to, capital costs, annual operating and maintenance costs, and desirability and marketability of the opportunity. Each campaign goal shall be developed on a case-by-case basis.
- B. All assets for which naming opportunities will be offered shall be valued as a function of the aggregate campaign goal within the philanthropic naming rights opportunity plan. Factors to be considered in the valuation of each asset shall include desirability and marketability, exposure associated with the naming of the asset, and relative value as compared with other assets that are part of the campaign.
- C. In-kind donations of real property shall be valued at the fair market value of the real property. In-kind donations of personal property shall be valued at 50% of the retail cost of the personal property; provided, however, if the property donated was budgeted for acquisition by the County, the personal property shall be valued at the County's cost to acquire the personal property.
- D. All naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property or facility, as determined by the County, unless otherwise established in the naming rights opportunity plan or in a donor contract approved by the County and the donor.
- E. Naming rights opportunity plans shall establish a review process either by a standing committee (the composition shall be identified in the plan) or by department employee(s), and shall be approved by the Board of County Commissioners by resolution before implementation of the plan.
- F. The review committee established in the plan shall consider compliance with the established naming rights policy; whether the donation is from a potentially controversial source (e.g. tobacco, alcohol, etc.); appropriate signage; compliance with the required approval process for accepting

donations; whether a donor contract is appropriate, and if so, the terms thereof; citizen input; and any other relevant factors. In addition, upon notice to the County Commission, the County Administrator may refuse any financial and/or in-kind donation if it is deemed to not be in the best interests of the County.

**Park and Recreation Commission**

**6. 1.**

**Meeting Date:** 02/13/2020

**By:** Mark Riverblood, Engineering/Public Works

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**Information**

**Title:**

Commission/Staff Input

**Purpose/Background:**

- ~ March agenda topics
- ~ Outline Park and Recreation Commission's Summer outdoor meeting schedule
- ~ Note Commission vacancy

**Notification:**

**Observations/Alternatives:**

**Funding Source:**

.

**Recommendation:**

**Action:**

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**Attachments**

*No file(s) attached.*

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**Form Review**

**Inbox**

Grant Riemer

Form Started By: Mark Riverblood

Final Approval Date: 02/07/2020

**Reviewed By**

Grant Riemer

**Date**

02/07/2020 10:09 AM

Started On: 02/07/2020 09:56 AM