

**City of Ramsey**  
**Agenda**  
**City Council Work Session**  
**Tuesday, April 13, 2021**

**5:30 pm**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

This meeting is being held in accordance with Minnesota Statutes 13D.021. Due to the COVID-19 Pandemic, it is not practical and prudent for all members of this board to attend in person. Current Minnesota law requires certain social distancing standards that impacts the capacity of the Council Chambers. For these reasons, it is not practical and prudent to have this meeting exclusively in person. Members of the public are welcome to attend in person or remotely.

Remote Attendance available at [www.cityoframsey.com/meetings](http://www.cityoframsey.com/meetings). To maximize social distancing due to the COVID-19 Pandemic, those that can join remotely are encouraged to do so. Those joining remotely and requesting to speak are asked to use a webcam when speaking.

- 1. Call to Order**
- 2. Topics for Discussion**
  1. Review Final Draft Strategic Communications Plan
  2. Discuss building access systems for the new Public Works Campus
  3. Review Date for Annual Planning Session
- 3. Topics for Future Discussion**
  1. Review Future Topics/Calendar
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 04/13/2021

**Information**

**Title:**

Review Final Draft Strategic Communications Plan

**Purpose/Background:**

The purpose of this discussion is to review the City's Final Draft of the Communications Plan to ensure it aligns with Council expectations as outlined in the Communications Survey. During the discussion, staff will provide an overview of the Strategic Communications Plan and briefly discuss key themes of the document.

- Purpose
- Audience
- Priorities
- Messages
- Resources
- Reach
- Roles and Responsibilities
- Procedure
- Content Calendar
- Action Items

The intent of this step is to do a final review of the document paying special attention to the Content Calendar and Action Items. Staff is seeking feedback regarding this document overall and will look to the Council to add or omit action items. Action items should reflect goals that communication staff should work to achieve over the course of the year. Management staff will review our current capacity to reach such goals and if/what additional resources may be required.

A reminder about planned process for finalizing this document.

Step	Process	Status
1	Scoping Meeting	Complete
2	Review Preliminary Draft/Process Check In	Complete
3	<i>Finalize Document</i>	<i>CurrentStep</i>

**Timeframe:**

30 Minutes

**Funding Source:**

Not applicable at this time.

**Responsible Party(ies):**

Communications and Events Coordinator Megan Thorstad  
 IT Manager Jason Fredrickson  
 City Clerk Colleen Lasher  
 Deputy City Administrator Tim Gladhill  
 City Administrator Kurt Ulrich

**Outcome:**

Staff is seeking feedback regarding the Final Draft of the Strategic Communications Plan to guide communications processes throughout 2021.

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## Attachments

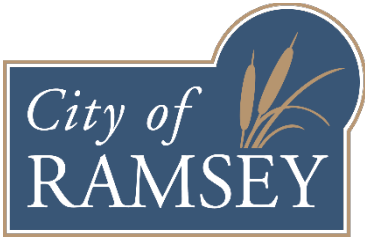
Communication Plan Final

Content Calendar

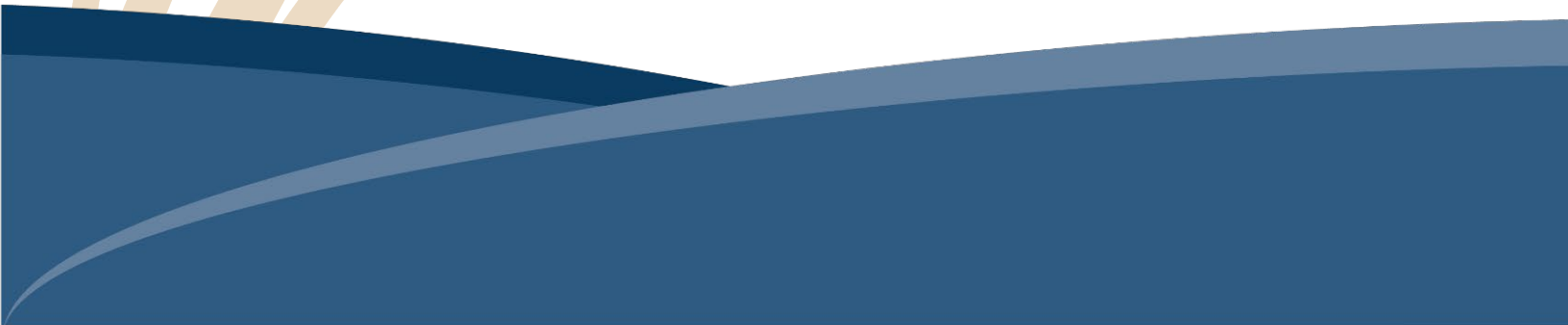
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## Form Review

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Tim Gladhill	Tim Gladhill	02/04/2021 10:59 AM
Colleen Lasher	Colleen Lasher	02/04/2021 11:18 AM
Kurt Ulrich	Kurt Ulrich	02/04/2021 03:52 PM
Kurt Ulrich	Kurt Ulrich	04/08/2021 02:37 PM
Form Started By: Megan Thorstad		Started On: 02/04/2021 10:00 AM
Final Approval Date: 04/08/2021		

A large, stylized graphic of reeds or grasses in a light tan color, positioned on the left side of the page. The reeds are of varying heights and are slightly curved, creating a sense of movement. They are set against a white background.

# Strategic Communications Plan



## **Purpose**

The City of Ramsey is committed to maintaining effective communication. The City recognizes that quality communication plays an integral role in its ability to responsibly grow the community and provide quality, cost-effective and efficient government services. The Strategic Communications Plan is intended to be a tool to ensure the City meets the communications goals of the City Council. This plan outlines a process by which the City can provide an intentional and consistent voice and message.

## **Audience**

The City of Ramsey's target audiences are:

- 1) Residents – Ramsey has nearly 30,000 residents. This includes homeowners, renters and various family-members.
- 2) Businesses – Ramsey is home to over 500 businesses. This includes owners, executives, managers, employees and prospect businesses.
- 3) Visitors – Millions of people travel to, or through, Ramsey annually. This includes visitors, commuters, shoppers and employees of local businesses.
- 4) Developers – This audience includes developers, brokers, builders, and contractors.

## **Key Messages**

The foundation of the City's messaging will reflect its core values and strategic vision:

### **Vision Statement**

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

### **Mission Statement**

It is our 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

The concepts and values below serve as a guide for the preparation of city communications:

- 1) The City recognizes that residents made a decision to reside within Ramsey, and appreciates the investment residents make in the community (e.g. property taxes, neighborhoods, schools, community organizations, civic matters, economy, natural environment, family, etc.)
- 2) The City values and respects the input of all residents, and encourages citizens to be engaged in civic matters and volunteerism.

- 3) The City values the significant investment local businesses make within the community (e.g. property taxes, jobs/careers, products/services, significant capital expenditures, and support of community based organizations).
- 4) The City values and respects the input of its local businesses, and encourages local business officials to be engaged in civic matters.
- 5) Economic development is a priority for the City.
- 6) The City is easy to work with, professional, and organized.
- 7) Ramsey values and respects investments made by developers, and the services/end users they produce.
- 8) The City welcomes visitors, commuters, shoppers, and employees of local businesses.
- 9) The City is committed to improving the quality of life for its residents, businesses, and visitors.

Above all, the City's messaging will be:

- 1) Accurate – The City will strive to produce material that is free of error and correct in all details.
- 2) Timely – Material will be produced promptly and at opportune times.
- 3) Honest – Material will present truthful and sincere information to the best of the author's knowledge at the time of publication.
- 4) Relatable – Material will include language of empathy and understanding as to avoid seeming unreachable, unattainable or impersonal.
- 5) Clear – Material will be easily understood; free of unnecessary language and jargon and providing definitions when needed. Examples include CUP, PUD, JPA, TIF and others.
- 6) Consistent – Material produced should reflect the same message (always guided by the Strategic Plan) over time.

## **Accountability**

The Communications & Events Coordinator will provide a regular progress update using graphs, charts and other visuals on a quarterly basis or upon request by the City Council.

The report will include the following statistics:

- 1) Citizen Survey results (when available)
- 2) Ramsey Resident content overview
- 3) Web stats including hits, page searches, Spotlight content and more
- 4) Social Media stats including Public Safety posts as provided by the Police Department
- 5) QCTV Viewership report (if applicable)

## **Resources**

The City's primary vehicles for communicating include, but are not limited to, the following tools:

- 1) Print materials such as the Ramsey Resident (bi-monthly newsletter), brochures, articles, postcards and other mailers.
- 2) Electronic materials such as email, website postings, the Weekly Update electronic newsletter, the New Resident Packet, community signs and social media posts
- 3) Media relations such as requests for interviews, QCTV programming, news releases and media inquiries.
- 4) In person communications and events – such as open houses, city meetings, business networking events, the State of the Cities Address, and Happy Days.
- 5) Media such as newspaper, radio, television, and online providers.
- 6) Community: Faith-based organizations, non-profits, business owners, schools and others.
- 7) City staff, elected and appointed officials communicating messages to the community through regular interactions with the public such as city meetings, open houses, at city events, through QCTV interviews, and mailings.

## **Roles & Responsibilities**

### **City Administrator**

The City Administrator will provide administrative oversight and coordination of all external communications as directed by the City Council.

### **Emergency Management Director/Public Information Officer (PIO)**

The City's Emergency Management Plan outlines who the Public Information Officer (PIO) is in any given emergency. All communications efforts should follow those outlined in the Emergency Management Manual.

### **Department Heads**

All department heads (or designee) will produce external communication materials that reflects the priorities and key messaging outlined in this document.

### **Communications & Events Coordinator**

The *Communications and Events Coordinator* will create non-emergency, external communications material as requested and will work with staff when reviewing or producing material for external communication.

The Communications & Events Coordinator will correspond with the City's media partners to provide positive story ideas and promote projects that work to achieve the goals set forth in the Strategic Plan.

Additionally, it is the Communications & Event Coordinator's role to coordinate and assist in the creation of key messages for elected officials as needed.

## **Procedure**

An effective communications plan must account for a variety of topics, responses and strategies. In order to organize an effective communications response, this Plan divides key communications into five major categories:

- General Communications

- Emergencies
- Critical Issues
- Major Policy Issues
- Legal and Technical Communications

### **General Communication**

Most of the City's external communication falls into this category. External communication efforts are weighed against the key messaging guidelines in order to achieve the goals set forth by the City Council.

### **Emergencies**

Under the direction of the PIO, the Communications and Events Coordinator and Information Technology (IT) staff will facilitate emergency communications, if requested, by informing the public of timely and accurate information. Councilmembers should contact the City Administrator with questions on emergency management and not directly to Public Safety Personnel.

As soon as practicable, the City's Emergency Management Director, City Administrator, or their designee(s) shall authorize dissemination of emergency information.

The City's Emergency Management Director and/or Public Information Officer may choose to harness the partnerships it has with its local media groups in the instance of an emergency. The Communications & Events Coordinator will assist as requested.

### **Critical Issues**

There are many events that do not rise to the category of emergency management, but are still critical issues impacting the community. These issues do not result in traditional public safety response, but are still important topics that require enhanced communication. These are not longer-term policy issues, but may require the City to adapt and refocus its communications efforts. The following incidents may require external communications:

- Public Health Emergency
- Financial/Legal Crisis
- Technological Breakdown

### **Major Policy Issues**

Finally, there are a number of policy issues that aren't in the emergency or critical issues category but still rise to the level of enhanced communications strategies such as:

- Budgeting and Finance
- Transportation
- Infrastructure
- Water Quality

### **Legal and Technical Communications**

There are a number of topics that do not need to follow this overarching process. For example, legal notices and public hearings are handled by individual departments.

## COMMUNICATIONS ACTION PLAN (PROJECT BASED/CHANGES TO PROCESS)

In addition to strategic themes and process, the following action items represent project-based communication tactics to continue to improve the effectiveness of our communication strategy. This section is also critical to Staff to help recommend appropriate resources to meet the vision of the City Council.

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Improve Community's Awareness of Key Messages in a timely manner</b>				
1. Improve the preparation of the Ramsey Resident Newsletter	Q2 2021	Existing Resources	<ul style="list-style-type: none"> <li>Develop a Content Calendar and review with City Council on a quarterly basis</li> <li>Use newsletter as anchor for content for website and social media</li> <li>Track emerging issues</li> <li>Re-issue popular articles</li> <li>Implement a Newsletter Editor and Internal Review Committee</li> </ul>	Megan Thorstad
2. Identify ways to better engage with our Community, not just inform	Q4 2021	Additional Resources/Reallocation of Existing Resources  Budget Impact = Medium	<ul style="list-style-type: none"> <li>Create a "How Stuff Works" series</li> <li>Leverage Social Media for Project Notifications, Agendas and Meetings</li> <li>Create individual project communications plan and talking points for major projects in advance – part of project approval</li> </ul>	Megan Thorstad
3. Create a Communications Committee	Q3 2021	Budget Impact = Low	Committee to include a mix of staff, elected officials and potentially one or two residents	Megan Thorstad
4. Create targeted messaging plan for geographic-based topics (combine with above)	Q1 2022	Budget impact = Medium	Research geo-based software, implement and train staff in its use	Jason Fredrickson

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Implement the planned website design refresh</b>				
5. Reorganize website structure to better spotlight key topics	Q1 2022	Existing Resources	Work with each department to spotlight key projects	Jason Fredrickson
6. Better market 'Notify Me' option for opt-in email and text notifications	Q2 2021	Existing Resources	<ul style="list-style-type: none"> <li>Expand the use of the text notification system</li> </ul>	Jason Fredrickson
7. Overall improve the Website's User Experience	Q1 2022	Existing Resources	<ul style="list-style-type: none"> <li>Declutter drop down menus/rename pages to improve clarity</li> </ul>	Jason Fredrickson
<b>Implement frequent, social media posts that focus more on breadth of outreach and less on depth of content – should be timely and instant</b>				
8. Post all public meeting notifications on social media in addition to community events	Q2 2021	Existing Resources	Weekly Updates = Thursdays Agendas = Thursday, Friday or Monday Community Events = As needed	Megan Thorstad
9. Tailor posts to each platform to match targeted audience	Q2 2021	Additional Resources/ Reallocation of Resources  Budget Impact = Low	Image = Instagram Short message = Twitter Longer message & web link = Facebook	Megan Thorstad

# Content Calendar 2021

## January

					1 City Offices Closed for New Years Day	2	Notes: <ul style="list-style-type: none"> <li>• Ramsey Resident Deadline is Jan. 1</li> <li>• Tip-a-Cop</li> </ul>
3	4	5	6	7 Weekly Update  Agenda	8 The Post	9 National Law Enforcement Day	
10	11	12	13	14 Weekly Update	15 The Post	16	
17	18 City Offices Closed for Martin Luther King Jr. Day	19	20	21 Weekly Update  Agenda	22 The Post	23	
24	25	26	27	28 Weekly Update  Agenda	29 The Post	30	
31							

# Content Calendar 2021

## February

	1	2	3	4 Weekly Update  Agenda	5 The Post	6	Notes: <ul style="list-style-type: none"> <li>• Black History Month</li> <li>• Polar Plunge for Special Olympics</li> </ul>
7	8	9	10	11 Weekly Update	12 The Post	13	
14 Valentine's Day	15 City Offices closed for President's Day	16	17	18 Weekly Update  Agenda	19 The Post	20	
21	22	23	24	25 Weekly Update	26 The Post	27	
28							

# Content Calendar 2021

March

	1	2	3	4 Weekly Update  Agenda	5 The Post	6	<b>Notes:</b> <ul style="list-style-type: none"> <li>• National Severe Weather Awareness Week March 1 -5</li> <li>• Ramsey Resident</li> <li>• Women's History Month</li> <li>• License Center Update</li> </ul>
7	8	9	10	11 Weekly Update	12 The Post	13	
14 Pie Day	15	16	17	18 Weekly Update  Agenda	19 The Post	20	
21	22 World Water Day	23	24	25 Weekly Update	26 The Post	27	
28	29	30	31				

# Content Calendar 2021

April

				1 Weekly Update	2 The Post	3	Notes: <ul style="list-style-type: none"> <li>• Begin Adopt a Flag Promo</li> <li>• National Volunteer Week 18-24</li> <li>• Business Expo</li> <li>• Pet Clinic</li> <li>• Begin Kids Safety Camp Promo</li> <li>• Garden Club Plant Sale</li> </ul>
4	5	6	7	8 Weekly Update Agenda	9 The Post	10	
11	12	13	14	15 Weekly Update	16 The Post	17	
18	19	20	21 Administrative Professionals Day	22 Earth Day Weekly Update Agenda	23 The Post	24	
25	26	27	28	29 Weekly Update	30 Arbor Day The Post		

# Content Calendar 2021

May

						1	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Building Safety Month</li> <li>• Ramsey Resident</li> <li>• Begin Concert in the Park Promo</li> <li>• May 2-7 is Public Service Week</li> <li>• May 9 - 15 is National Police Week</li> </ul>
2	3	4 National Firefighters Day	5 Cinco de Mayo	6 Weekly Update Agenda	7 The Post	8	
9 Mother's Day	10	11	12	13 Weekly Update	14 The Post	15	
16	17	18	19	20 Weekly Update Agenda	21 The Post	22	
23	24	25	26	27 Weekly Update	28 The Post	29	
30	31 Memorial Day						

# Content Calendar 2021

June

		1	2	3 Weekly Update Agenda	4 The Post	5	Notes: <ul style="list-style-type: none"> <li>• Chalk for Kindness Day</li> <li>• National men's Health Week is June 14-20</li> <li>• National Safety Month</li> <li>• Concert Series Kick off</li> </ul>
6	7	8	9	10 Weekly Update	11 The Post	12	
13	14	15	16	17 Weekly Update Agenda	18 The Post	19	
20 Father's Day	21	22	23	24 Weekly Update	25 The Post	26	
27	28	29	30				

# Content Calendar 2021

July

				1 Weekly Update	2 The Post	3	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Ramsey Resident</li> <li>• Fireworks Safety</li> </ul>
4 Independence Day	5 City Offices Closed	6	7	8 Weekly Update  Agenda	9 The Post	10	
11	12	13	14	15 Weekly Update	16 The Post	17	
18	19	20	21	22 Weekly Update  Agenda	23 The Post	24	
25	26	27	28	29 Weekly Update	30 The Post	31	

# Content Calendar 2021

## August

1	2	3 Night to Unite	4	5 Weekly Update  Agenda	6 The Post	7	Notes: <ul style="list-style-type: none"><li>• Business of the Year is announced</li><li>• Business Appreciation Golf Event</li></ul>
8	9	10	11	12 Weekly Update	13 The Post	14	
15	16	17	18	19 Weekly Update  Agenda	20 The Post	21	
22	23	24	25	26 Weekly Update	27 The Post	28	
29	30	31					

# Content Calendar 2021

September

			1	2 Weekly Update	3 The Post	4	Notes: <ul style="list-style-type: none"> <li>• Preliminary Budget</li> <li>• Ramsey Resident</li> <li>• Begin Business Network Promo?</li> </ul>
5	6 City Offices Closed for Labor Day	7	8	9 Weekly Update Agenda	10 The Post	11 Happy Days 9/11 Day of Remembrance	
12	13	14	15	16 Weekly Update	17 The Post Constitution Day	18	
19	20	21 International Day of Peace	22	23 Weekly Update Agenda	24 The Post	25	
26	27	28	29	30 Weekly Update			

# Content Calendar 2021

October

					1 The Post	2	<b>Notes:</b> <ul style="list-style-type: none"> <li>• National Planning Month</li> <li>• Fire Month</li> <li>• Domestic Violence Awareness Month</li> <li>• Public Safety Open House</li> </ul>
3	4	5	6	7 Weekly Update Agenda	8 The Post	9	
10	11	12	13	14 Weekly Update	15 The Post	16	
17	18	19	20	21 Weekly Update Agenda	22 The Post	23	
24	25	26	27	28 National First Responders Day  Weekly Update	29 The Post	30	
31 Halloween							

# Content Calendar 2021

## November

	1	2	3	4 Weekly Update Agenda	5 The Post	6 Daylight Saving Time Ends	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Snow Updates</li> <li>• Christmas Light Recycling</li> <li>• Toys for Joy</li> <li>• Tree Lighting Event</li> <li>• No Shave November in PD</li> <li>• Ramsey Resident</li> <li>• Business Networking Event</li> </ul>
7	8	9	10 Weekly Update	11 City Offices Closed: Veteran's Day	12 The Post	13	
14	15 National Recycling Day	16	17	18 Weekly Update Agenda	19 The Post	20	
21	22	23	24 Weekly Update	25 City Offices Closed: Thanksgiving	26 The Post  City Offices Closed	27 Small Business Saturday	
28	29 Cyber-Monday	30 National Computer Security Day & Giving Tuesday					

# Content Calendar 2021

## December

			1	2 Weekly Update	3 The Post	4	<b>Notes:</b> <ul style="list-style-type: none"> <li>• Final Budget Adopted</li> <li>• Snow Updates</li> <li>• Ramsey Garden Club Christmas Tree Feature</li> <li>• National Drunk and Drugged Driving Prevention Month</li> </ul>
5	6	7 Pearl Harbor Remembrance Day  Christmas Tree Lighting	8	9 Weekly Update  Agenda	10 The Post	11	
12	13	14	15	16 Weekly Update	17 The Post	18	
19	20	21	22 Weekly Update	23 City Offices Closed	24 The Post  City Offices Closed	25 Christmas	
26	27	28	29	30 Weekly Update	31 The Post  City Offices Closed		

# Content Calendar 2021

## Notes/Ongoing:

- COVID Announcements
- Job Postings
- Communication Tools – Notify Me (email and text alerts)
- Promote our Social Media Tools! Facebook, Twitter, Instagram, Youtube
- Highway 10/169 Ramsey Gateway
- Public Works Facility
- Water Treatment Plant/Manganese Updates
- QCTV Ramsey videos
- Photo Contest
- Parks & Recreation Events
- Community Event Promotion Application Requests
- Share Police & Fire statuses and events
- Share partner organization posts – Anoka County, MnDOT, QCTV, ABC Newspapers and others
- Road closures and other transportation issues
- Recycling events & information
- Bike Helmet Fittings and Sales (Ramsey PD partners w/ Anoka County)
- Car Seat Inspections
- Drug Take Back Program
- Home Alone Safety Class
- Special Olympics Fundraising events like Tip-a-Cop, Polar Plunge and Torch Run

Meeting Date: 04/13/2021

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### Information

**Title:**

Discuss building access systems for the new Public Works Campus

**Purpose/Background:**

The City currently utilizes a Honeywell door access system within the City Hall/PD building as well as Fire Station 2. Fire Station 1 and Public Works currently do not have a door access system. With the construction of the new Public Works campus, IT researched the cost to add the PW campus to our existing system, as well as the cost to implement a new system at PW and eventually switching all buildings to a new system. A new system would support new technology such as credentials via smartphone (versus cards/keys), and some new systems are cloud-based, allowing more accessibility for staff to control doors remotely (i.e. Elections, reservations).

The cost to add Public Works to our existing Honeywell system is approximately \$40,000 (quote attached). IT researched and saw demos for five other systems in early 2021. There were two contenders that would work in our environment based on our needs. The PDK system (quote attached) would cost approximately \$42,000 to implement at the new Public Works campus. To changeover City Hall, Police, and Fire Station 2 it would cost approximately \$29,000 total (quotes attached). Unlike the Honeywell system, PDK is a cloud-solution, which involves a subscription service renewed annually or in multi-year agreements. We were quoted \$4,680 for a three-year subscription. This is similar cost to Honeywell's annual software assurance.

The Brivo cloud system has a similar implementation cost to PDK, and would meet the City's needs. However, it's annual cost is much higher than the PDK system - approximately \$2000 a year just for the PW campus (quote attached). Staff would recommend the PDK system.

**Timeframe:**

Begin in second half of 2021 with plans to finish all buildings in 2022.

**Funding Source:**

Public Works Campus door access would be funded from the current construction project budget.

City Hall, Police, and both Fire Stations could be funded through our Facilities fund. Current balance of approximately \$838,000.

The annual subscription cost would be budgeted in the annual IT budget.

**Responsible Party(ies):**

IT, Building Maintenance and Public Works

Primary Contact: Jason Fredrickson

Vendor: EPS

**Outcome:**

Recommendation: It's the recommendation of staff, that we utilize the opportunity of the new PW building and Fire Station 1 to migrate to the PDK system door access system. If the Fire Station 1 and PW building installs go smooth, we would transition Fire Station 2, City Hall, and Police to the new system in late 2021 or early 2022.

Alternative one: we continue with Honeywell door access and add the Public Works and Fire 1 buildings onto the existing system.

Alternative two: further explore the Brivo door access system instead of the PDK system.

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### Attachments

PDK Door Access Quote

Honeywell Quote for PW Campus Current

Brivo Door Access Quote

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### Form Review

Inbox	Reviewed By	Date
Grant Riemer	Grant Riemer	04/07/2021 11:49 AM
Diana Lund	Diana Lund	04/07/2021 12:03 PM
Kurt Ulrich	Kurt Ulrich	04/08/2021 02:26 PM
Form Started By: Jason Fredrickson		Started On: 03/31/2021 10:44 AM
Final Approval Date: 04/08/2021		

**Proposal for Door Access System  
Installation  
For**



**7550 Sunwood Drive NW  
Ramsey, MN 55303**

**Proposed By:**



**Mike Zawatzke  
4201 Norex Drive Suite 200  
Chaska, MN 55318  
(952) 300-1820**

**March 31, 2021**



March 31, 2021

Jason Fredrickson  
I.T. Manager  
City of Ramsey

Dear Mr. Fredrickson,

Thank you for the opportunity to provide you with a proposal for the addition of complete Door Access System installation as broken out below for the City of Ramsey Facilities.

EPS a licensed low voltage contractor, specializing in high quality Voice, Data, Fiber Cable, Sound System, and Security Network Infrastructure installations.

EPS has been in the low voltage cabling business for over 20 years and has a very successful track record with its customers. We have over 250 years of combined experience in the cabling and systems industry and have played a significant role in several large projects with a very diverse customer base.

EPS has a qualified installation staff of more than 20 technicians and has several teams of service technicians dedicated to providing Move, Add, and Change service requests with short notice.

Attached you will find a brief overview of our company, the PDK Door Access Installation description, materials and pricing. EPS is a Certified PTL and BICSI company, which qualifies this installation to carry a one-year System Assurance Warranty.

Jason, if you have any questions, please feel free to contact me:

**Michael Zawatzke** 952-300-1820 or via email at [michael.zawatzke@electricalproduction.com](mailto:michael.zawatzke@electricalproduction.com).

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Zawatzke", is written over a light blue horizontal line.

Michael Zawatzke



## **DOOR ACCESS SYSTEM INSTALLATION**

- EPS to provide, install, test and program the following new PDK Door Access System within the below listed City of Ramsey facilities. EPS to utilize all existing card readers and door locks if possible, all door hardware to be existing and utilized for this installation.
- EPS will provide and install new PDK head end and ICLoud network node within each facility broken out below within the proper IT Closet locations.
- EPS to provide the proper control cable to each door location if required, EPS will utilize all existing door hardware, strikes, and card reader cabling were applicable. This was determined from a walk through at each site location on 11/23/2020.
- Excludes additional door hardware if required for proper operation on current door locations, EPS will provide all new strikes and card readers were required any additional door hardware from this will be provided and installed by others.
- Power supplies are included within proposal pricing listed below, but the electrical termination for these power supplies to be done by others on sperate contract.
- Door Access System will function over an IP hosted based platform and can be accessed via web browser.
- EPS to provide three-year hosted licenses for all doors listed below for City of Ramsey. Upgrade for doors on licenses will need to be renewed after the three-year period. Pricing for this with each pricing breakout and at the bottom of this proposal if all options are accepted.
- EPS to utilize current pathways if raceways are required EPS will provide these within this proposal pricing. If lift for installation is required, this to be supplied by the City of Ramsey.
- EPS to utilize City of Ramsey existing cards and fobs for programming of system.
- EPS to provide full programming and training of PDK Door Access System after project end.
- TAX NOT INCLUDED within each of the pricing breakouts listed below.

### **Pricing breakout and scope listed below for all facilities:**

Abbreviations: (ES (Electric Strike), CR (Card Reader), DPS (Door Position Switch)

**Main Facility:**

- EPS will remove and replace all existing card access controllers and power supplies with PDK and Altronix equipment, utilizing all existing cabling.
- EPS will tie (46) doors into new PDK 8 door controllers.
- EPS will add (1) card reader to door **125C**.
- EPS will add a new card reader, electric strike, and DPS (Door Position Switch) to door **173**.
- EPS will tie two existing lock down buttons into the new PDK system.
- EPS will tie in the sally port bypass switch located in **DATA 177**.
- EPS will install (6) 8 door controllers in **DATA 177**, and **ELEC. F129**.
- EPS will program new system and new cards to customers preference.

The following (46) doors will be tied into the new PDK system: \*\* - handicap integration:  
110B, 103A, 104, 101A\*\*, 101B\*\*, 118A\*\*, 118B\*\*, 121A, 121B, 125A, License Center Door, 125B, 149B, 125C, 151A, 159C, 159A, 160A, 168, 173, 178B, 177, 180A, 180B, 190A, 190B, 195B, 178A, 124A, 195A, 233B, 253B, 244, 249, 253A, STC-1B, 124A\*\*, 194A\*\*. (7 additional doors upstairs – Door numbers N/A)

**Fixed price installation, materials, and programming..... \$ 21,834.00**

**ACCEPTED BY** \_\_\_\_\_

**Fire Hall:**

- EPS will remove current door controllers and power supply
- EPS will install (1) new PDK cloud node, (1) new PDK 8 door-controller, and (1) new Altronix power supply utilizing existing cable.
- EPS will move (6) existing card access doors to the new PDK system
- EPS will tie in (1) key override switch into new PDK system
- EPS will program all doors and cards into the PDK software

**Fixed price installation, materials, and programming..... \$ 4,036.00**

**ACCEPTED BY** \_\_\_\_\_

**Public Works Facility:**

- EPS will install (1) PDK cloud node, (3) 8 door controllers, and (3) Altronix power supplies.
- EPS will provide and install card readers, strikes, and door position switches with the associated cabling on (19) doors called out on construction plans. Electric strikes provided by others.
- EPS will install all necessary cabling pathways required using hangers/loops to properly support all access control cabling.
- EPS will install (2) keypad card readers for the entrance gates.
- EPS will program all doors and cards into PDK software

**Fixed price installation, materials, and programming..... \$ 20,222.00**

ACCEPTED BY \_\_\_\_\_

**Public Works Overhead Door Option #1:**

- EPS will install (2) PDK 8 door controllers.
- EPS will install card readers, door position switches, and tie in opener relay on all (14) over head doors.
- EPS will install all cabling required for overhead door access control components.
- EPS will program all overhead doors and cards into the PDK software

**Fixed price installation, materials, and programming..... \$ 13,628.00**

ACCEPTED BY \_\_\_\_\_

**\*\* Deduct price per door from base pricing listed above:**

Total of 9-14 overhead doors with card access, deduct from base price listed above \$970.00 per unwanted door \_\_\_\_ = \$

Accepted By \_\_\_\_\_

Total of 8 or less overhead doors with card access, deduct from base price listed above \$1,050.00 per unwanted door \_\_\_\_ = \$

Accepted By \_\_\_\_\_

**Public Works Gate Option #2:**

- EPS will install (2) PDK Gate io controllers.
- EPS will install AWID long range card readers for each entrance gate.
- EPS will provide 100 AWID vehicle tags for public works vehicles.
- EPS will install all cabling required for long range card readers.
- EPS will program long range card readers and vehicle tags into PDK software platform.

**Fixed price installation, materials, and programming..... \$ 8,204.00**

**ACCEPTED BY** \_\_\_\_\_

**ICLOUD HOSTED FEES THREE YEAR LIST PRICING:**

**Add to base price for all locations listed above if only doing individuals site locations, if project is accepted in whole then there is a deduct pricing listed for entire project.** Pricing below represents per door rate when total is figured, so if less doors are taken number below could increase per site location.

Main Building: 46 doors three-year hosting fee \$ 5,382.00 **ACCEPTED BY** \_\_\_\_\_

Fire Hall: 6 doors three-year hosting fee \$ 1,685.00 **ACCEPTED BY** \_\_\_\_\_

Public Works Facility: 35 doors three-year hosting fee \$ 4,095.00 **ACCEPTED BY** \_\_\_\_\_

**If all five options are accepted for 87 total doors plus an extra 13 doors total 100 doors three-year hosting fee: (Note: pricing reflex's having actual 100 total doors on the PDK system to receive this cost break)**

**Three-Year fixed pricing for all facilities: \$ 4,680.00** **ACCEPTED BY** \_\_\_\_\_

**Badging Software:**

Addition of new badging software to integrate with PDK Access Platform and existing Fargo Printer. Download on one server location. Pricing below includes programing and software one year subscription.

Fixed price.....\$2,250.00 **ACCEPTED BY** \_\_\_\_\_

**PROPOSED BY EPS**

By  \_\_\_\_\_

Title Low Voltage Division Manager/Estimator

Date March 31, 2021

## TERMS AND CONDITIONS

1. **Payment.** The making of final payment shall constitute a waiver of all claims by Customer known as of the date such payment is made, except for those claims specifically preserved in writing as surviving the final payment. CUSTOMER'S DAMAGES IN ANY CLAIM, ACTION OR SUIT AGAINST EPS SHALL NOT EXCEED THE CONTRACT SUM, AND IN NO EVENT SHALL EPS BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES RELATING TO THIS AGREEMENT OR THE PERFORMANCE OF THE WORK.

2. **Changes in the Work.** Customer may, without invalidating this Agreement, request changes in the Work within the general scope of the contemplated project consisting of additions, deletions or other revisions to the Work. Such changes in the Work shall be accomplished by a written Change Order. The Contract Sum and the Plans and Specifications may be adjusted only by a written Change Order, and once signed by EPS and Customer constitutes a binding modification to this Agreement. Unless otherwise agreed by the parties, any increase in the Contract Sum associated with a Change Order shall be payable upon execution of the Change Order. Each change to the Plans and Specifications, or Contract Sum shall be deemed a separate Change Order.

3. **Concealed Conditions.** Should unknown or concealed conditions differ materially from those understood to exist, ordinarily encountered, or generally recognized as inherent in the Work contemplated by EPS, then the Contract Sum shall be equitably adjusted by Change Order upon request by either party made in writing within thirty days after the first observance of the condition. If additional work is required to correct the concealed condition, Customer shall pay the additional costs involved.

4. **Indemnification.** Customer shall indemnify and hold EPS harmless from and against claims, damages, losses and expenses arising out of or resulting from performance of the Work to the extent that such claims, damage, loss, or expenses are caused by the negligence or willful misconduct of Customer or anyone directly or indirectly employed by Customer or anyone for whose acts Customer may be liable.

5. **Miscellaneous Terms.** Neither party shall assign its rights and obligations hereunder without the other's prior written consent, except that EPS may subcontract all or a portion of the Work without Customer's consent. The Agreement between the parties is intended to be interpreted and construed under and in accordance with the laws of the State of Minnesota. The bid and these Terms and Conditions express all agreements between the parties concerning the subject matter hereof and supersede all previous understandings relating hereto whether oral or written. EPS does not agree to any modification of these terms unless such modification is agreed to, in writing, by EPS's President or CEO. Whenever possible, each provision of these Terms and Conditions shall be interpreted to be effective and valid under applicable law, but, if any provision of these Terms and Conditions shall be held to be prohibited or invalid under such applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or the remaining provisions of these Terms and Conditions. The parties hereto consent to the exclusive jurisdiction and venue of any such court and waive any argument that venue in such forums is not convenient. EPS shall be entitled to its attorneys' fees in any action required to enforce or interpret these Terms and Conditions including but not limited to actions resulting from the Customer's nonpayment. Customer hereby acknowledges receipt of all written notices required under Minn. Stat. 514.011, including the following notice:

(a) Any person or company supplying labor or materials for this improvement to your property may file a lien against your property if that person or company is not paid for the contributions.

(b) Under Minnesota law, you have the right to pay persons who supplied labor or materials for this improvement directly and deduct this amount from our contract price, or withhold the amounts due them from us until 120 days after completion of the improvement unless we give you a lien waiver signed by persons who supplied any labor or material for the improvement and who gave you timely notice.

**Bid Acceptance:** The information contained in this bid and the attached documentation is binding upon acceptance of the bid. Acceptance of the bid may occur through signing below and returning this page to EPS, Inc., or emailing EPS, Inc. that you accept the bid. When accepting a bid, you agree to be bound by EPS, Inc.'s Terms and Conditions. If you accept the bid on behalf of a third-party/company you work for, you also represent and warrant you have authority to contractually bind the third-party/company. Any changes to an accepted bid will be charged as an extra. Bid and performance bonds are not included in this proposal unless explicitly noted.

Proposal pricing is valid for 45 days from date on proposal.

### One Year "LIMITED" Warranty

This warranty has specific limitations and is not an insurance policy.

A. **What does this Warranty cover?** Electrical Production Services, Inc. (dba, EPS) offers a One-Year limited warranty on labor and materials supplied by EPS, except for lamps and light bulbs which are expressly excluded. EPS warrants that the labor and materials will be free from defects in material or workmanship, under normal use during the warranty period.

B. **What does this Warranty NOT cover?** Acts of God/Nature, abuse, neglect or any damage the customer has a right to recover against another party (i.e. other workers, suppliers) or covered by homeowner's/company insurance.

C. **What we will do...** Replace or repair the covered defective materials and workmanship.

D. **What must you do...** Keep this warranty, your invoice and contract in a safe place. Call EPS at (800) 594-9165 for warranty service within twenty-four (24) hours of discovery of any warranted defect to notify EPS of the defect.

### E. Other Conditions

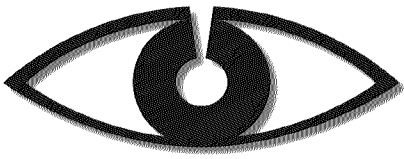
1. EPS will not pay for any incidental or consequential damages, (for example, loss of refrigerated foods, living/working expenses, loss to other

property or person's).

2. This warranty will be voided if someone other than EPS performs services on the work covered by this warranty.
3. Your exclusive remedy for breach of this limited warranty is repair or replacement of defective materials and workmanship.
4. All other warranties express or implied are expressly disclaimed.

**Bid Acceptance:** The information contained in this bid and the attached documentation is binding upon acceptance of the bid. Acceptance of the bid may occur through signing below and returning this page to EPS, Inc., or emailing EPS, Inc. that you accept the bid. When accepting a bid, you agree to be bound by EPS, Inc.'s Terms and Conditions. If you accept the bid on behalf of a third-party/company you work for, you also represent and warrant you have authority to contractually bind the third-party/company. Any changes to an accepted bid will be charged as an extra. Bid and performance bonds are not included in this proposal unless explicitly noted.

It is understood and agreed that EPS shall not be held liable for any loss, damage or delays occasioned by fire, strikes, or material stolen after delivery upon premises, lockouts, acts of God, or the public enemy, accidents, boycotts, material shortages, disturbed labor conditions, delayed delivery of materials from EPS suppliers, force majeure, inclement weather, floods, freight embargoes, causes incident to national emergencies, war, or other causes beyond the reasonable control of EPS, whether of like or different character, or other causes beyond EPS control. Price quoted is based upon present prices and upon the condition that the quoted price will be accepted within thirty (30) days and subject to the general conditions which are standard for specialty contractors in the construction industry.



# ELECTRO WATCHMAN, INC.

FIRE & SECURITY SYSTEMS • SINCE 1921

1 Water St. West Suite #110, ST. Paul, MN 55107

# QUOTE

BVOGQ2155

Created: 04/02/21

Expires: 06/01/21

T. 651.227.8461 F. 651.310.1296

**Prepared For:**

City of Ramsey Public Works  
Ramsey MN

Jason Fredrickson  
763.433.9827  
jfredrickson@ci.ramsey.mn.us

**Prepared By:**

Benjamin J. Beberg  
*Account Executive*  
651.310.1268  
ben@electrowatchman.com

**Project Scope:**

**EWI proposal to install new card access system and tie to existing Honeywell Win Pak System utilized by the city. This proposal includes 2 long range card readers, 19 standard proximity card readers and monitoring 14 overhead doors via the card access system**

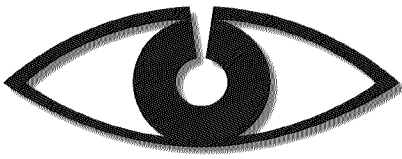
- \* Proposal assumes all wire and conduits provided by others
- \* 120VAC power provided by owner
- \* Network switches and connections provided by owner.
- \* Electronic door hardware provided by others

Qty	Description	Unit Price	Ext. Price
1	<b>Access Control System ( 2 - Long Range Readers and 19 - Proximity readers) and Monitoring for 14 Overhead doors</b>		<b>\$40,842.70</b>
	<ul style="list-style-type: none"> <li>● (1) PRO4200 8-DOOR CONTROL PANEL</li> <li>● (11) PRO3200 DUAL READER BOARD</li> <li>● (1) PRO3200 INTELLIGENT INPUT BOARD</li> <li>● (1) PRO-2200 ENCLOSURE NO PWR SPLY</li> <li>● (1) INTELLIGENT CONTROLLER</li> <li>● (21) SUPPRESSOR KIT</li> <li>● (1) 7AMP BATT BACKUP F/PRO22E1PS</li> <li>● (1) DAISY CHAIN CABLE</li> <li>● (1) POWER SUPPLY SHIP KIT</li> <li>● (2) RDR; U90; ICLASS; SE REV E; NO PROX; UHF; 902-928 MHZ; STD; WIEGAND; TERM; BK; STD 1 SECURITY</li> <li>● (19) PIR REQUEST TO EXIT SENSOR WITH SOUNDER GRAY</li> <li>● (14) OVERHEAD DOOR CONTACTS - RAIL MOUNT</li> <li>● (20) 3/4" REC STL DR LEAD 3/8" GRAY</li> <li>● (19) SIGNO40 WALL MOUNT 13.56MHZ &amp;125KHZ OSDP/WG</li> <li>● (2) POWER SUPPLY 12/24VDC 6A,W/TRF,CAB,CAM,UL,PD16,CIR.BKR.</li> <li>● (1) MISC. INSTALLATION PARTS</li> <li>● INSTALLATION LABOR</li> </ul>		

**Additional Notes:**

*Please contact me if I can be of further assistance.*

<b>Grand Total</b>	<b>\$40,842.70</b>
<b>Deposit Required</b>	\$20,421.35



# ELECTRO WATCHMAN, INC.

FIRE & SECURITY SYSTEMS • SINCE 1921

1 Water St. West Suite #110, ST. Paul, MN 55107

# QUOTE

BVOGQ2157

Created: 03/31/21

Expires: 05/30/21

T. 651.227.8461 F. 651.310.1296

### Prepared For:

City of Ramsey Public Works  
Ramsey MN

Jason Fredrickson  
763.433.9827  
jfredrickson@ci.ramsey.mn.us

### Prepared By:

Benjamin J. Beberg  
*Account Executive*  
651.310.1268  
ben@electrowatchman.com

### Project Scope:

**EWI proposal to install new Brivo Cloud card access system with 19 proximity readers, 2 - Long range readers (Gates) and monitoring 14 overhead doors via the access control system.**

- \* Proposal assumes all wire and conduits provided by others
- \* 120VAC power provided by owner
- \* Network switches and connections provided by owner.
- \* Electronic door hardware provided by others

Qty	Description	Unit Price	Ext. Price
1	<b>Access Control System Brivo Cloud ( 2 - Long Range Readers and 19 - Proximity readers) and Monitoring for 14 Overhead doors</b> ● (2) 2 READER MAIN BOARD - BRIVO (BOARD ONLY) ● (2) BRIVO INTEGRATED DUAL VOLTAGE POWER SUPPLY FOR BRIVO BOARDS AND LOCKS. 12V/20A   150 WATTS FOR BRIVO BOARDS, 24V/10A  250 WATTS FOR LOCK POWER. SUPPLY ACCOMMODATES UP TO TEN (10) ACS6000 SERIES BOARDS (MAIN, DB, IO) AND 16 LOCKS. ACS6000 PANELS AND EXPANSION BOARDS SOLD SEPARATELY. BACK-UP BATTERIES NOT INCLUDED LSP PART FPO150/250-2C82D8PE8B1. ● (9) TWO READER EXPANSION BOARD [DOES NOT SUPPORT OSDP READERS OR WET OUTPUTS. CAN BE USED TO REPLACE 5000 SERIES DBS] ● (20) RECESSED DOOR CONTACTS ● (19) PIR REQUEST TO EXIT SENSOR WITH SOUNDER GRAY ● (14) OVERHEAD DOOR CONTACTS - RAIL MOUNT ● (2) INPUT/OUTPUT EXPANSION BOARD (8 INPUTS AND 8 OUTPUTS) [CAN BE USED TO REPLACE 5000 SERIES I/OS] ● (2) RDR; U90; ICLASS; SE REV E; NO PROX; UHF; 902-928 MHZ; STD; WIEGAND; TERM; BK; STD 1 SECURITY ● (19) SIGNO40 WALL MOUNT 13.56MHZ &125KHZ OSDP/WG ● (1) MISC. INSTALLATION PARTS ● INSTALLATION LABOR  BRIVO ACCESS STANDARD EDITION TIER 1 (READERS 1 & 2) READER MONTHLY DATA PLAN (FOR EACH READER FROM 1-2 ON THE ACCOUNT) APPLIES TO ACS6000, ACS300, ACS100 AND MERCURY PANELS		\$38,551.34
		\$24.00	Monthly

Qty	Description	Unit Price	Ext. Price
	BRIVO ACCESS STANDARD EDITION TIER 2 (READERS 3 - 12) READER MONTHLY DATA PLAN (FOR EACH READER FROM 3-12 ON THE ACCOUNT) APPLIES TO ACS6000, ACS300, ACS100 AND MERCURY PANELS	\$100.00	Monthly
	BRIVO ACCESS STANDARD EDITION TIER 3 (READERS 13 AND ABOVE) READER MONTHLY DATA PLAN (FOR EACH READER FROM 13+ ON THE ACCOUNT) APPLIES TO ACS6000, ACS300, ACS100 AND MERCURY PANELS	\$45.00	Monthly

**Additional Notes:**

*Please contact me if I can be of further assistance.*

**Recurring Amounts:  
\$169.00 Per Month Billed Monthly**

<b>Grand Total</b>	<b>\$38,551.34</b>
<b>Deposit Required</b>	<b>\$19,275.67</b>

Meeting Date: 04/13/2021

**Information**

**Title:**

Review Date for Annual Planning Session

**Purpose/Background:**

At a previous work session, the council agreed to schedule a meeting to review the city's current action plan and make updates as necessary. This year, staff is proposing that we meet on **Tuesday, May 18**, immediately following the public works committee.

It is proposed that this session focus on action items and strategies. It appears that values, vision, mission and objectives are still relevant today, while many action items have been advanced or completed. If any council are unavailable for this date, it is recommended that this item be rescheduled.

If individual Council Members have concerns with the values, vision, mission and objectives, the Council may set aside some time to discuss these items as well.

Staff will provide an update detailing the status of current action items prior to the meeting .

**Timeframe:**

**Tuesday, May 18 (immediately following Public Works Committee)**

Time Item

6:00 PM Call to order/dinner served

5:35 – 5:45 Review agenda and meeting objectives

5:45 – 6:30 Review current *Plan* and status of past action items

6:30 – 8:30 Discuss revisions to existing plan: focus on action items and strategies.

8:30 – 9:00 Discuss next steps/closing comments

9:00 p.m. Adjourn at or prior to this time or earlier/based upon discussion.

Resource Documents:

2020 Strategic Plan

2020 Citizen Survey

**Funding Source:**

**Responsible Party(ies):**

Kurt Ulrich, City Administrator

Tim Gladhill, Deputy City Administrator

**Outcome:**

Confirm date of Tuesday, May 18 for an annual review of the City's action plan.

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**Attachments**

Strategic Plan 2019

Business survey

CitizenSurvey2018

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**Form Review**

**Inbox**

Kurt Ulrich  
Kurt Ulrich  
Kurt Ulrich  
Kathy Schmitz (Originator)  
Kurt Ulrich  
Kurt Ulrich  
Form Started By: Kathy Schmitz  
Final Approval Date: 04/08/2021

**Reviewed By**

Kurt Ulrich  
Kurt Ulrich  
Kathy Schmitz  
Kathy Schmitz  
Kurt Ulrich  
Kurt Ulrich

**Date**

02/21/2020 12:49 PM  
04/08/2021 02:39 PM  
04/08/2021 02:45 PM  
04/08/2021 02:45 PM  
04/08/2021 03:24 PM  
04/08/2021 03:24 PM  
Started On: 02/19/2020 08:49 AM

# 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

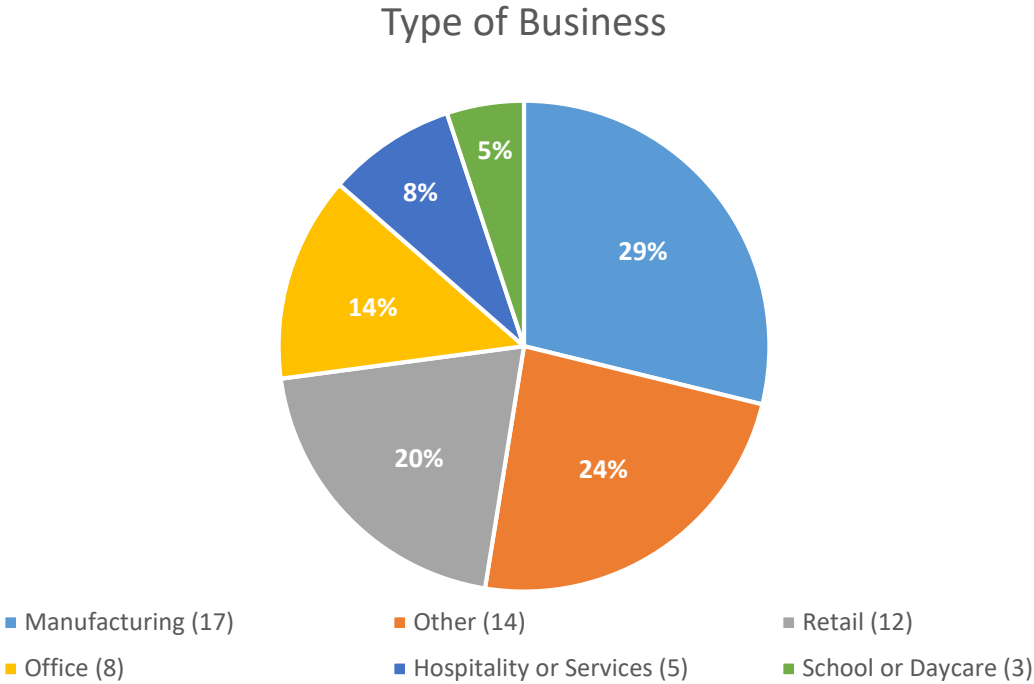
- Utilize Strategic Plan to prioritize budget requests.
- Leverage additional funding sources.
- Seek grants to do high priority projects.
- Seek public and private partnerships.
- Improve Park and Recreation revenue through user fees and sponsorships.
- Provide adequate public safety staffing based 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.

# 2019 Business Survey

In 2019 we sent a survey to 361 businesses. Out of those businesses, 59 of them participated in the survey for a 16% participation rate. We had 63 responses as four businesses took the survey twice, several months apart. Their second response (when applicable) has been removed from the results of this survey for more accurate results.

**Question One: What is your business' name?**

**Question Two: What type of business are you?**



**Question Three: How many full time employees (FTE's) do you have?**

The majority of the businesses (33) had fewer than ten employees.  
 Nine said they had 11 – 20 employees.  
 Nine said they had 21 – 50 employees.  
 Five said they had 51 – 100 employees.  
 Three said they have over 100 employees.

**Question Four: Do you lease or own your building?**

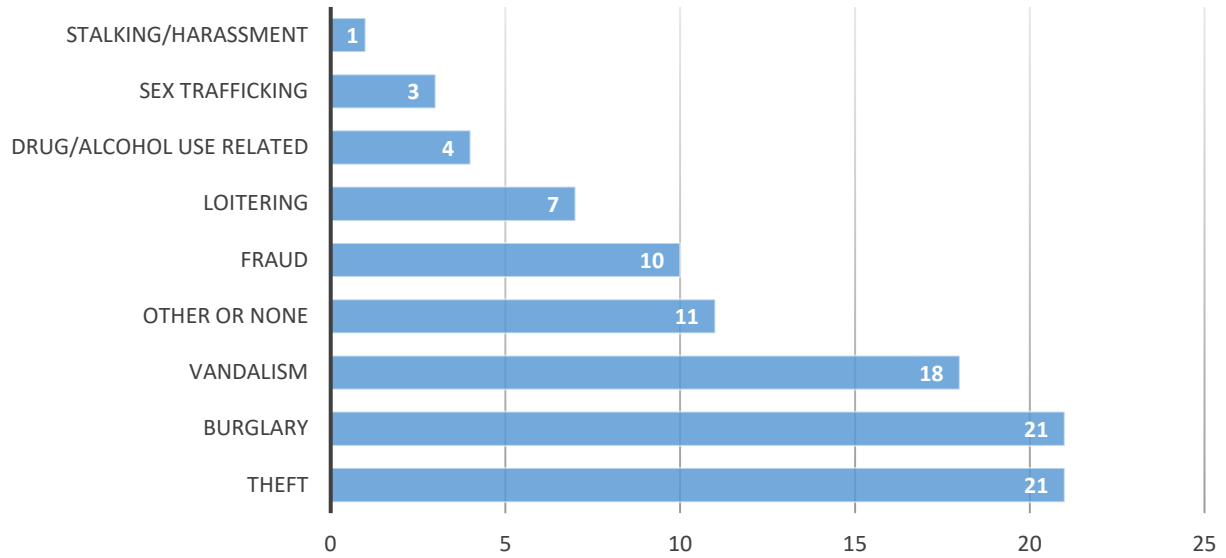
Leased:	24	41%
Owned:	35	59%

**Question Five: Do you expect to expand your building, or relocate to a new building, within the next two years?**

Yes:	8	14%
No:	51	86%

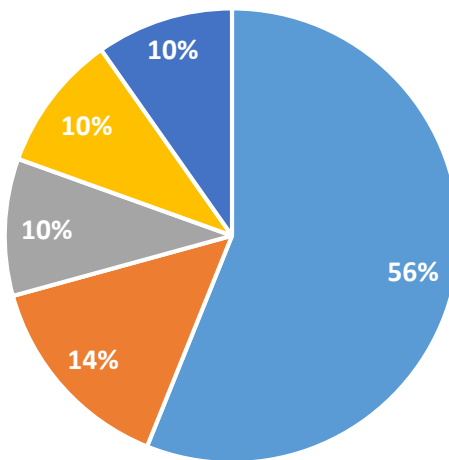
**Question Six: Which of the following are the top two most pressing public safety or crime-related issues that impact your business?**

### Public Safety/Crime Concerns



**Question Seven: What, if anything, can the Ramsey Police Department do to address the concerns raised in the previous question:**

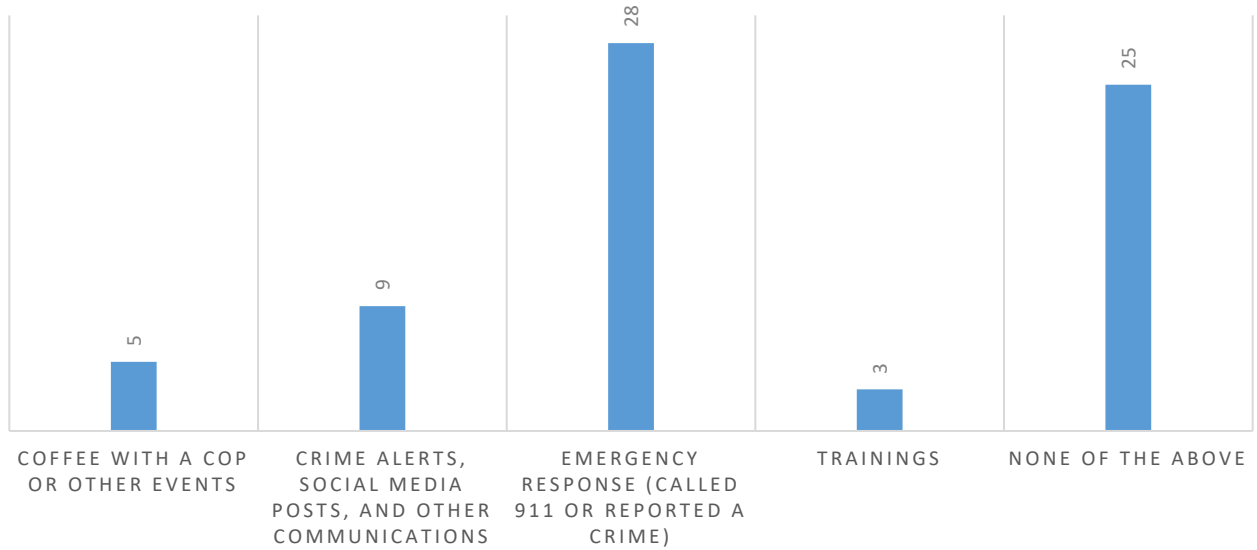
### What Can RPD Do?



- More Patrol (area or in person)
- Keep Up the Great Work
- Not Sure/Don't Know
- N/A or Nothing
- Other (trainings, change laws, or traffic flow)

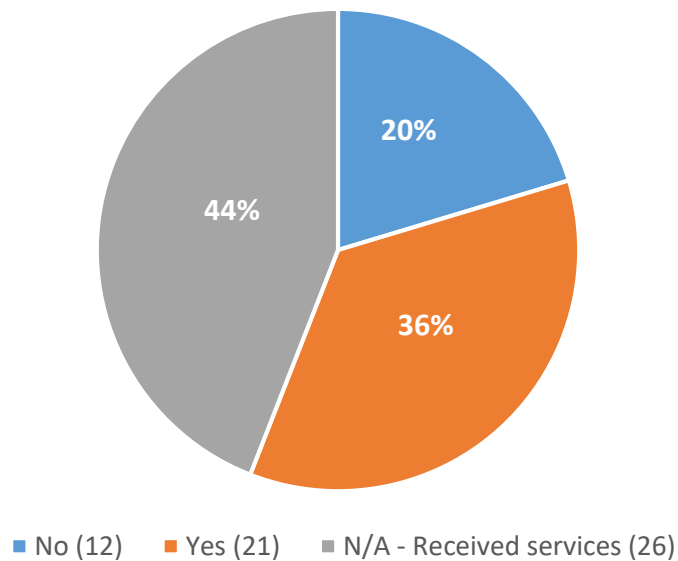
**Question Eight: For each service, please check the box if you have used it (multiple answers are accepted).**

### POLICE SERVICES USED

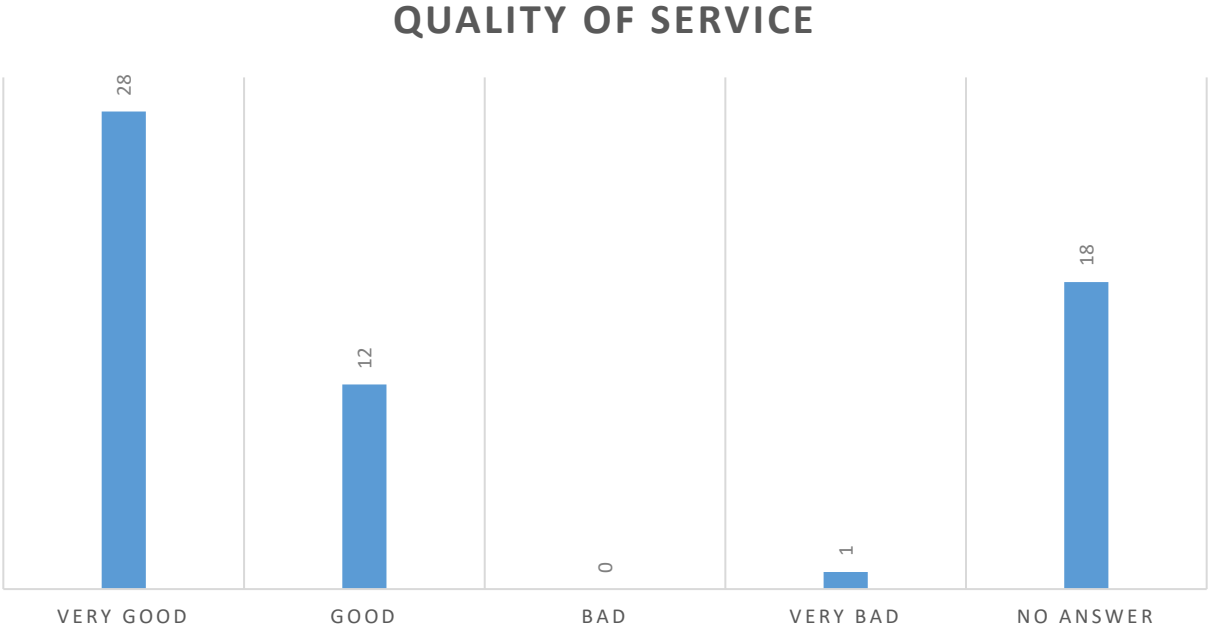


**Question Nine: If you have not received services, were you aware of them? If you have not used any services please skip this question.**

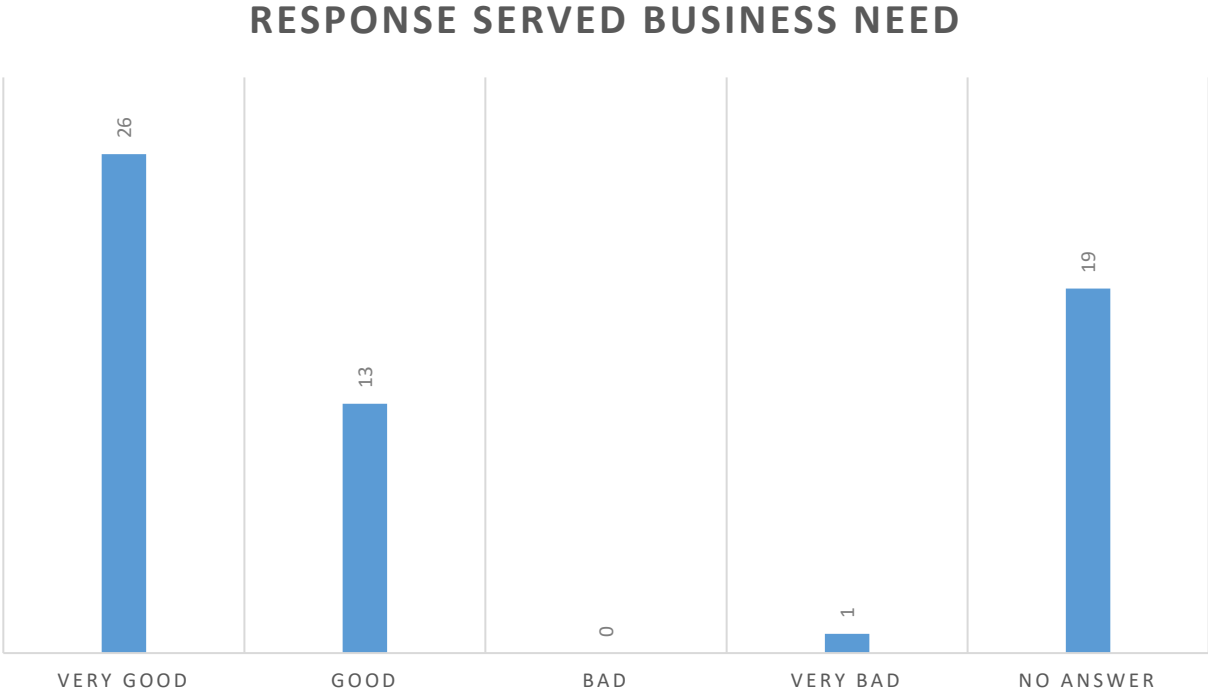
### Aware of Police Services



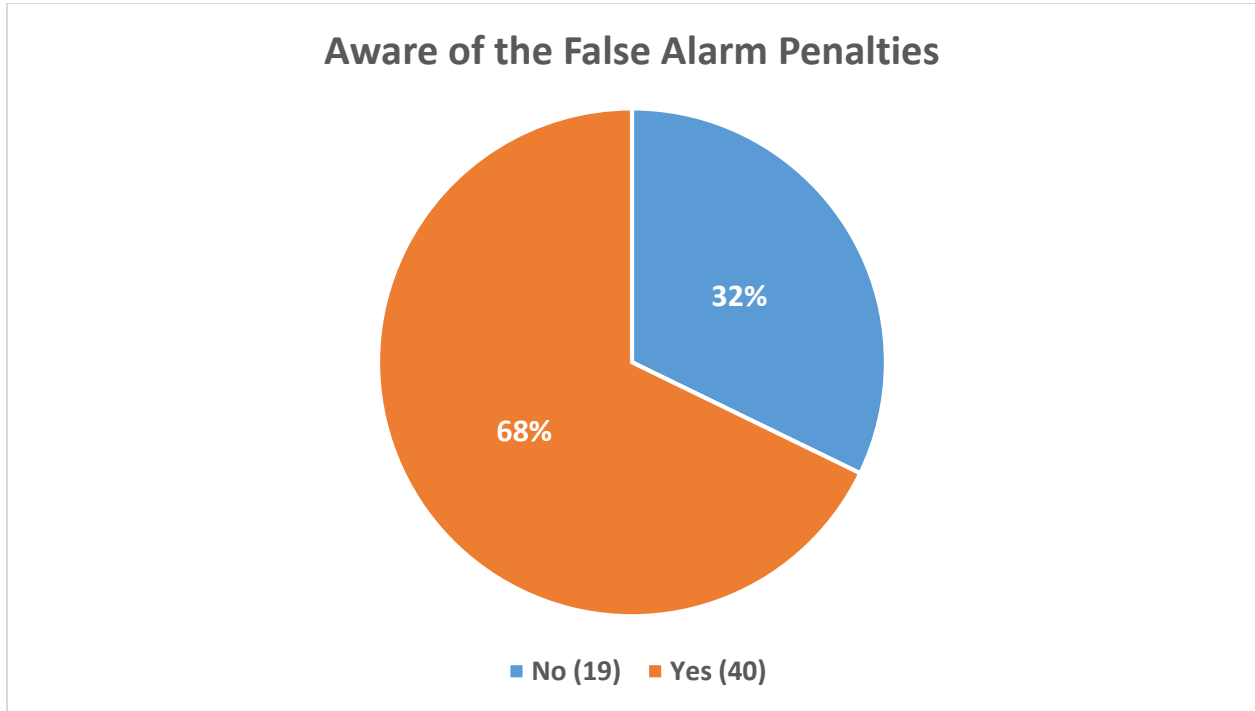
**Question Ten: If you've received services, how would you rate their quality?**



**Question Eleven: If you've received services, how would you rate their responses served your needs as a business owner?**



**Question Twelve: Are you aware of the ordinance around false alarms which states “for the third false alarm in a calendar year, the administrative penalty as established by council ordinance shall be imposed. Additional civil penalties are imposed for each false alarm thereafter during the same calendar year”?**



**Question Thirteen: Would you be interested in a free business safety training?**

No	33	56%
Yes	26	44%

**Question Fourteen: What types of training should the Ramsey Police Department Provide?**

Active Shooter/evacuation training	De-escalation / removing someone / self-defense
Scam/Fraud/Vandalism prevention	Common crimes to help protect businesses
Safe driving tips	AED/CPR use

**Question Fifteen: Please indicate which time(s), if any, that you could attend training:**

Weekdays – Morning	24	Weekends – Morning	2
Weekdays – Afternoon	17	Weekends – Afternoon	2
Weekdays – Evening	3	Weekends – Evening	1

**Question Sixteen: What types of format should trainings be in?**

Webinar/Online	11 or 42%	Class/Group Setting	8 or 41%
Any type	4 or 15%	One on One	3 or 12%

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

Ramsey, MN  
Community Livability Report

2018



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The National Citizen Survey™  
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Ramsey. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

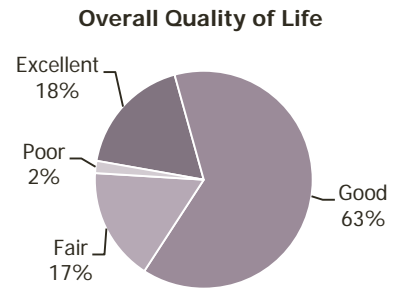
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 465 residents of the City of Ramsey. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Ramsey

About 8 in 10 residents rated the quality of life in Ramsey as excellent or good. This was similar to ratings given in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

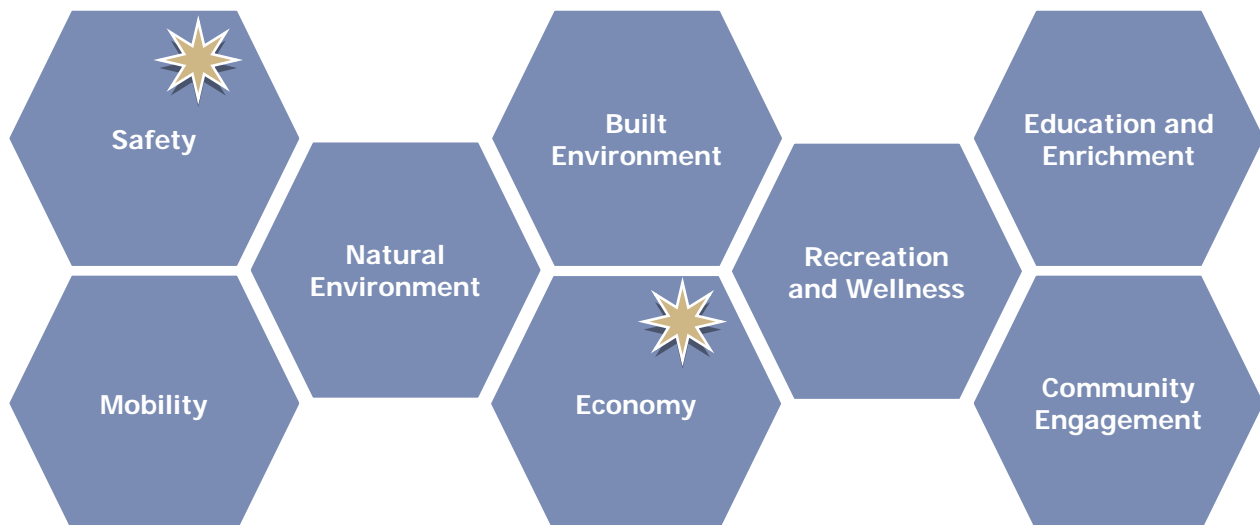
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2016, residents identified Safety and Economy as priorities for the Ramsey community in the coming two years. All facets of community livability were rated positively and similar to the national benchmark. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Ramsey’s unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- \* Most important



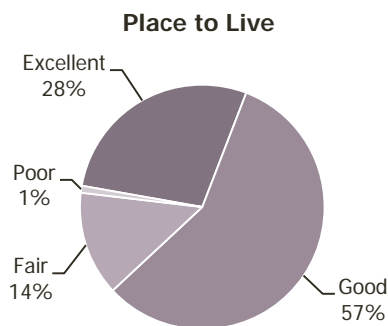
# Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Ramsey, 85% rated the city as an excellent or good place to live. Respondents' ratings of Ramsey as a place to live were similar to ratings in other communities across the nation.

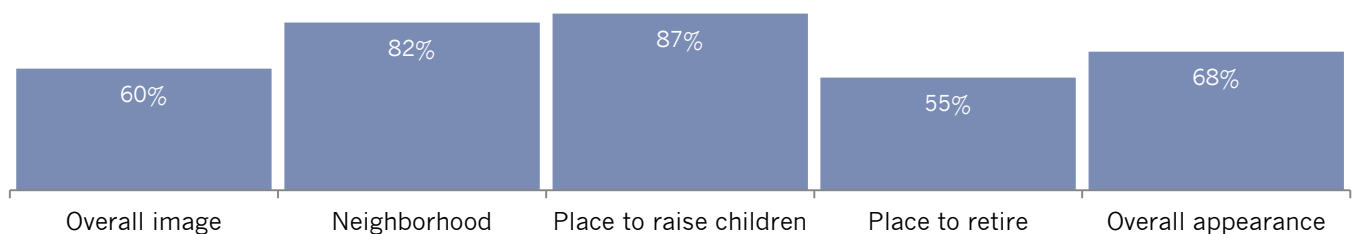
In addition to rating the city as a place to live, respondents rated several aspects of community quality including Ramsey as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Ramsey and its overall appearance. While ratings for these aspects ranged from 55% to 87% excellent or good, all community quality ratings were similar to those given elsewhere.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Resident evaluations within the facets of Safety, Mobility and Natural Environment were positive and similar to the benchmark. In Built Environment, the rating for affordable quality housing was more positive than seen in other communities, while the rating for public places where people want to spend time was perceived as less positive. Other aspects that received ratings lower than the benchmark were recreational, education/enrichment and volunteer opportunities as well as several aspects within the facet of Economy.



When compared to 2016, residents were more likely in 2018 to positively rate Ramsey as a place to retire, as well as employment and fitness opportunities and cultural/arts/music activities (for more information see the *Trends over Time* report under separate cover).

Percent rating positively (e.g., excellent/good)



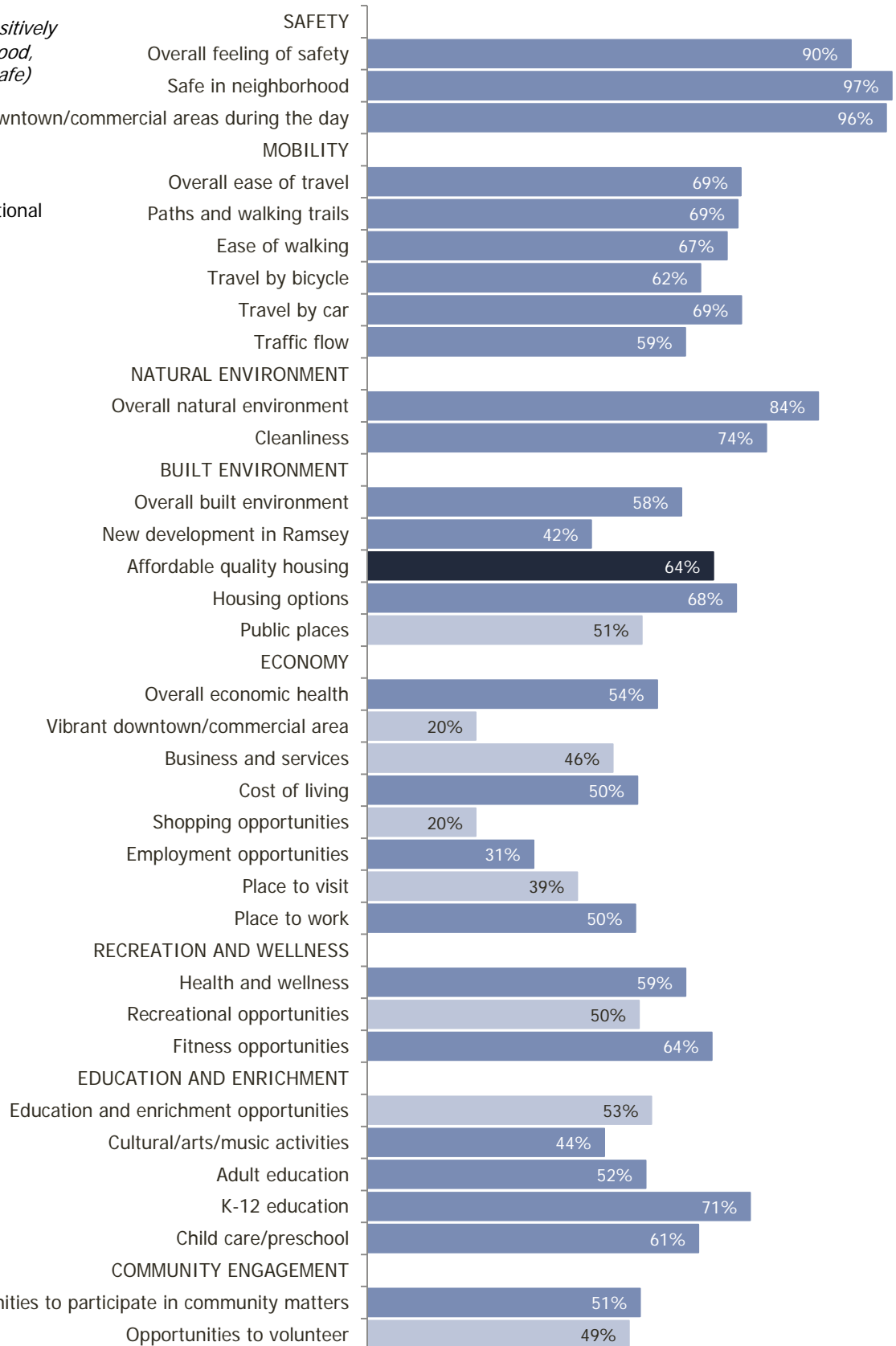
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

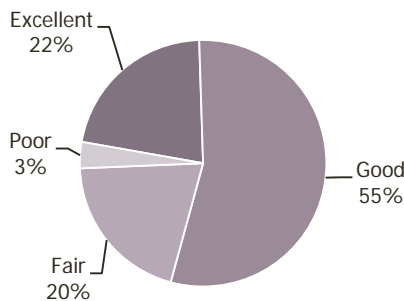
*How well does the government of Ramsey meet the needs and expectations of its residents?*

The overall quality of the services provided by Ramsey as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About three-quarters of residents gave positive reviews to the overall quality of City services while about 4 in 10 favorably rated the services provided by the Federal Government; both of these evaluations were similar to those observed elsewhere across the country.

Survey respondents also rated various aspects of Ramsey’s leadership and governance. About 8 in 10 residents gave favorable marks to the customer service provided by the City, and roughly half were pleased with the remaining aspects of government performance. These ratings were all similar to the national benchmark and several trended up since 2016 (welcoming citizen involvement, confidence in City government, acting in the best interest of Ramsey and being honest).

Respondents evaluated over 30 individual services and amenities available in Ramsey. Most services were rated positively by a majority of respondents and were similar to ratings given in other communities. Several service evaluations improved from 2016 to 2018, including those for traffic signal timing, economic development and most aspects of Built Environment.

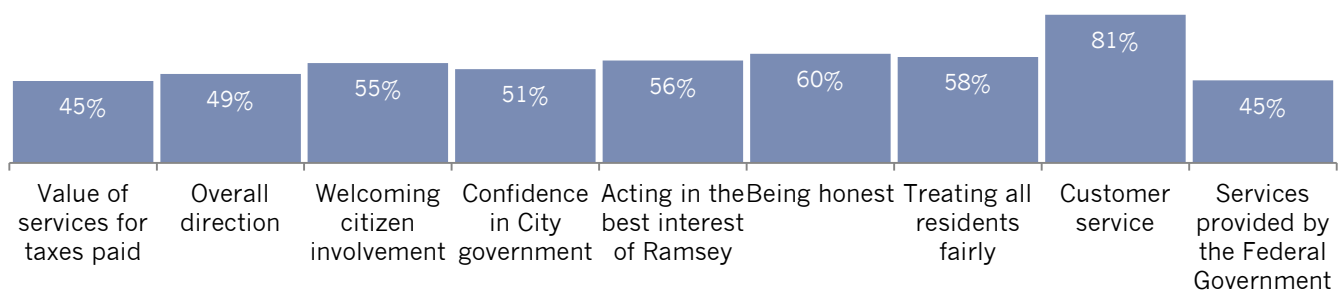
**Overall Quality of City Services**



*Percent rating positively (e.g., excellent/good)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



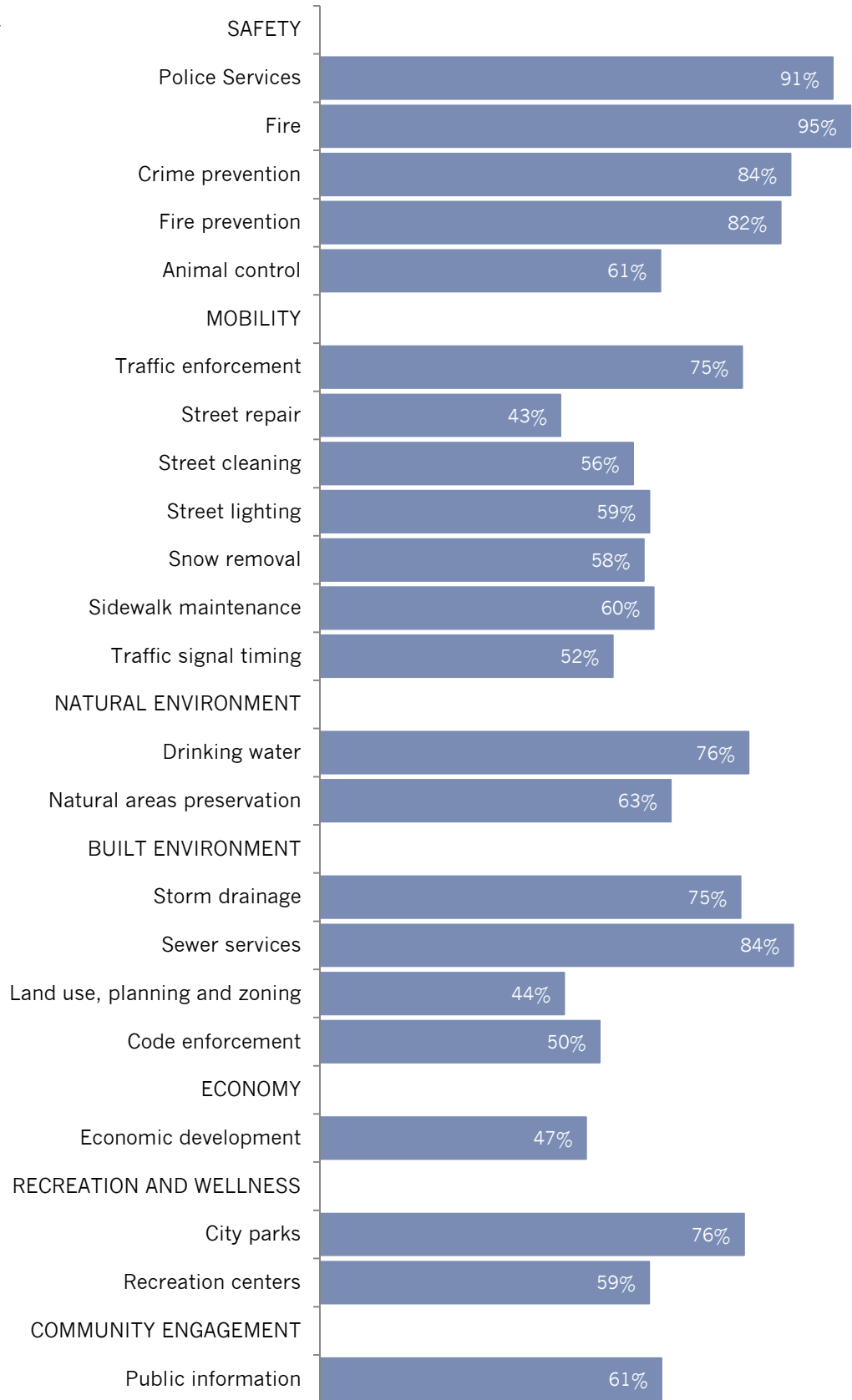
# The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

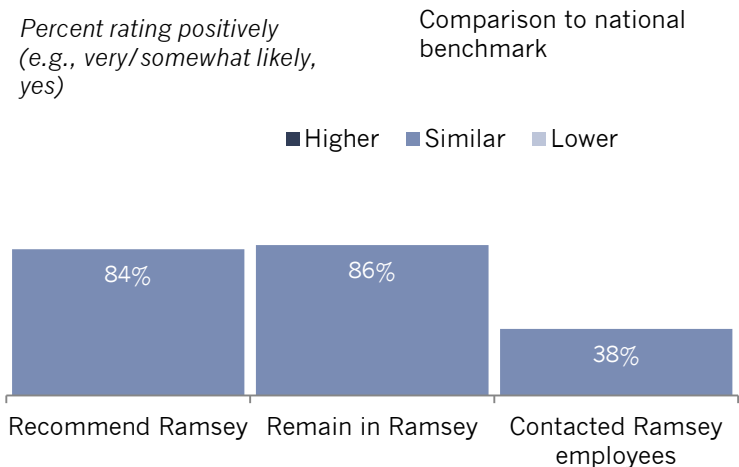
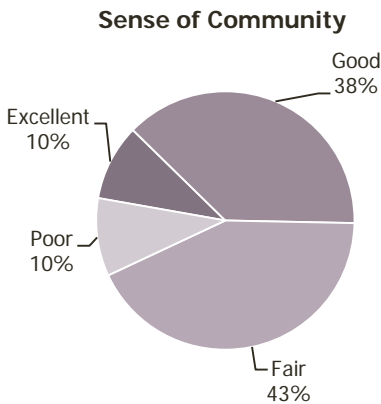


# Participation

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

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About half of residents gave excellent or good marks to the sense of community in Ramsey, which was similar to ratings seen in other communities. More than 8 in 10 residents would recommend living in Ramsey to someone who asked and planned to remain there for the next five years; these ratings were also similar to the national benchmark.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation tended to vary widely across the different facets, making the comparison to the benchmark (and to Ramsey's ratings over time) helpful for interpreting the results. Participation rates tended to be similar to the national benchmark for most items. However, Ramsey residents were more likely than those who lived in other communities to have recycled at home and to not feel they were under housing cost stress, but less likely to work in Ramsey, to have campaigned for an issue, cause or candidate or to have volunteered. Further, survey respondents were more likely in 2018 than in 2016 to believe the economy would positively impact their income and or to have attended a City-sponsored event.



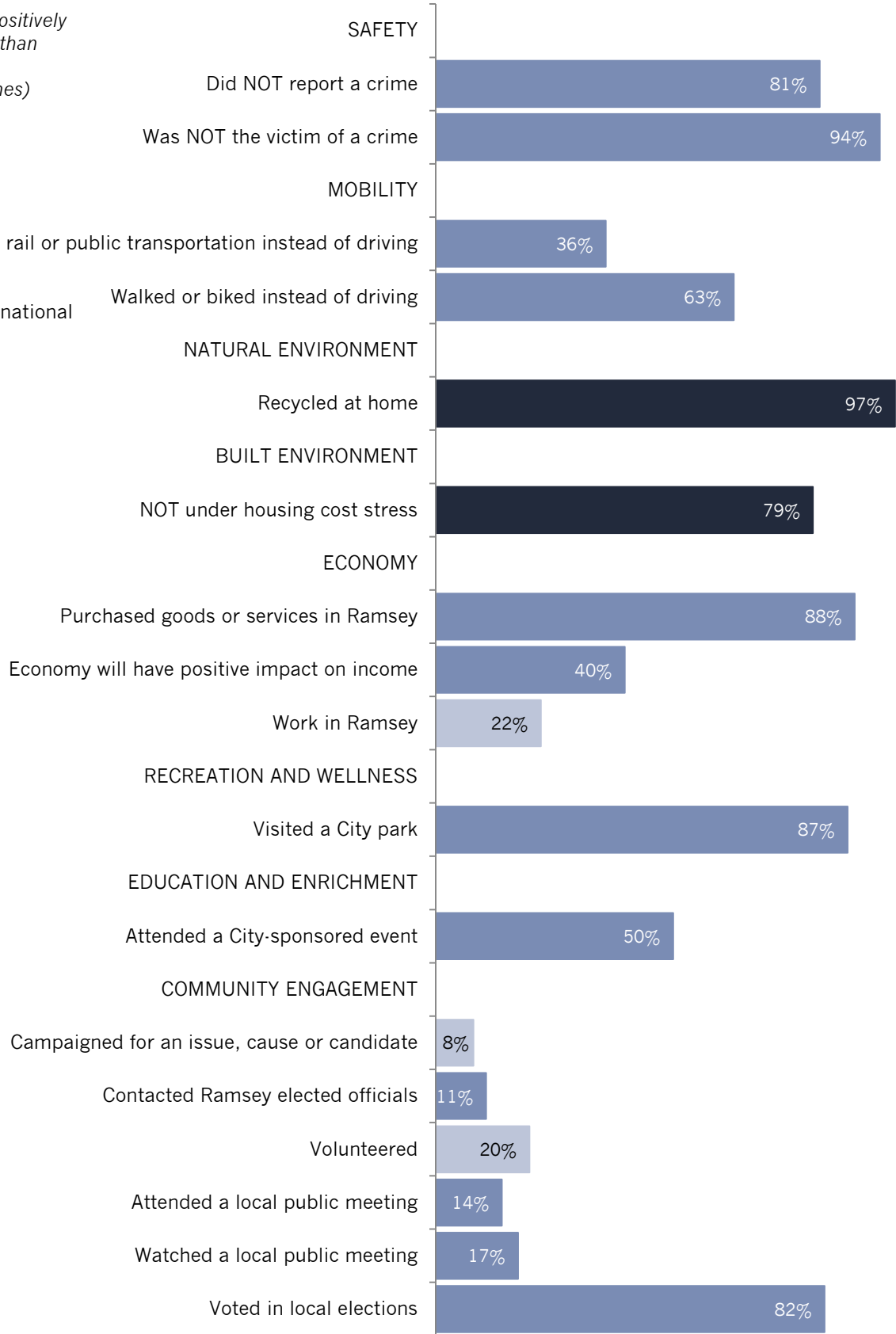
# The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

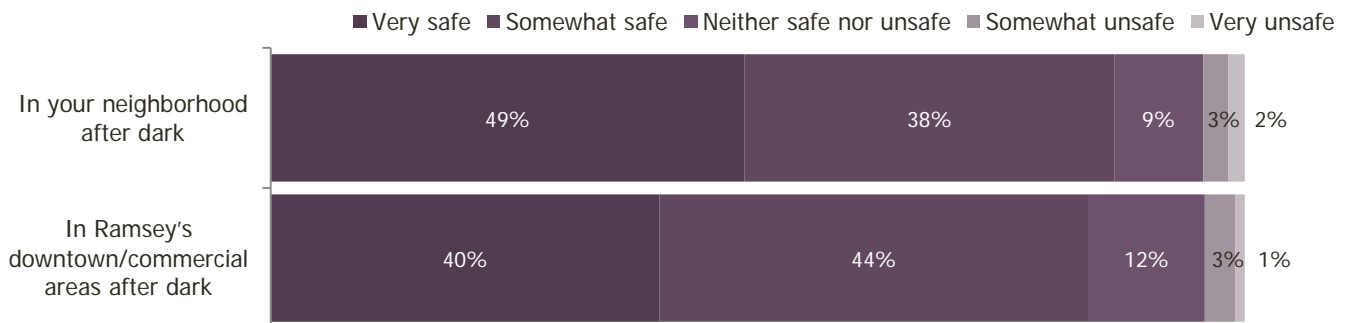


# Special Topics

The City of Ramsey included six questions of special interest on The NCS as well as several line additions to standard questions. Topic areas included sources of City information, changes to new or existing amenities, City priorities and funding options for street maintenance, among others.

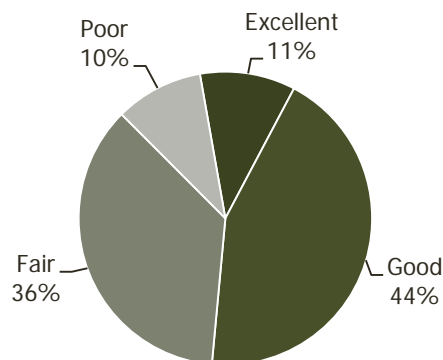
Thinking about their feelings of safety after dark, roughly 9 in 10 residents indicated that they felt safe in their neighborhoods or in Ramsey’s downtown/commercial areas after dark; very few residents felt unsafe in these areas.

Figure 4: Line Additions to Question 4  
Please rate how safe or unsafe you feel:



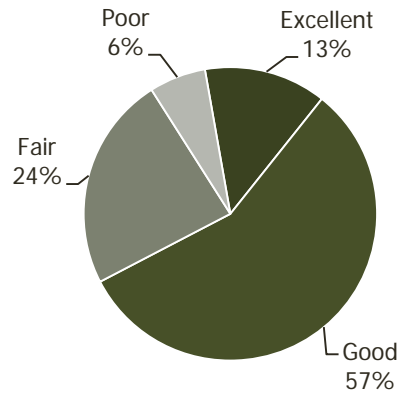
Slightly more than half of residents rated the overall condition of City maintained streets as excellent or good; about one-third thought the roads were in fair condition and 1 in 10 rated them as poor.

Figure 5: Line Addition to Question 5  
Please rate the overall condition of City maintained streets:



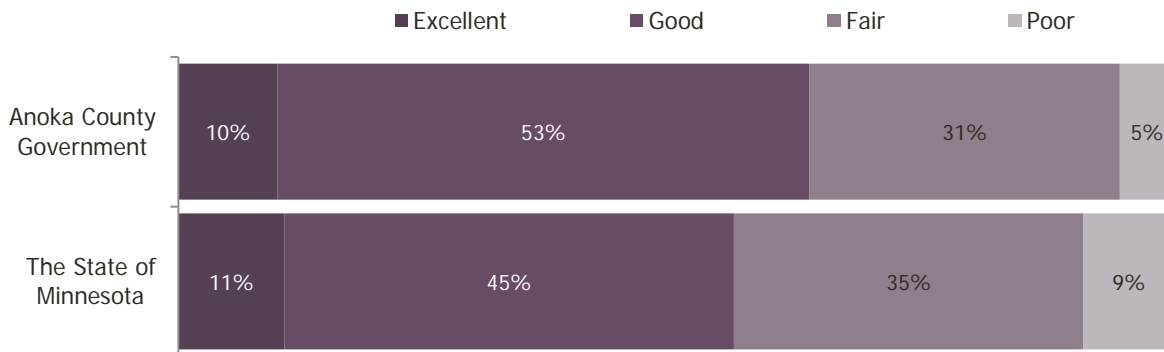
About 7 in 10 residents assessed the quality of Ramsey trail maintenance as excellent or good. About one-quarter rated the quality of the trails as fair and less than 1 in 10 thought it was poor.

Figure 6: Line Addition to Question 10  
Please rate the quality of trail maintenance in Ramsey:



Residents' sentiments toward the County and State governments were similar: about 6 in 10 thought each was excellent or good, 3 in 10 thought each was fair and 1 in 10 rated the governments as poor.

Figure 7: Line Additions to Question 11  
Overall, how would you rate the quality of the services provided by each of the following?

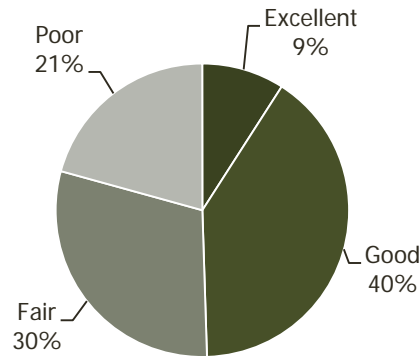


The National Citizen Survey™

When asked about the development and success of a Ramsey strategic plan, about half of residents thought that the Ramsey government had done an excellent or good job. Approximately 3 in 10 residents thought Ramsey had done a fair job on the plan and 2 in 10 rated it poorly.

Figure 8: Line Addition to Question 12

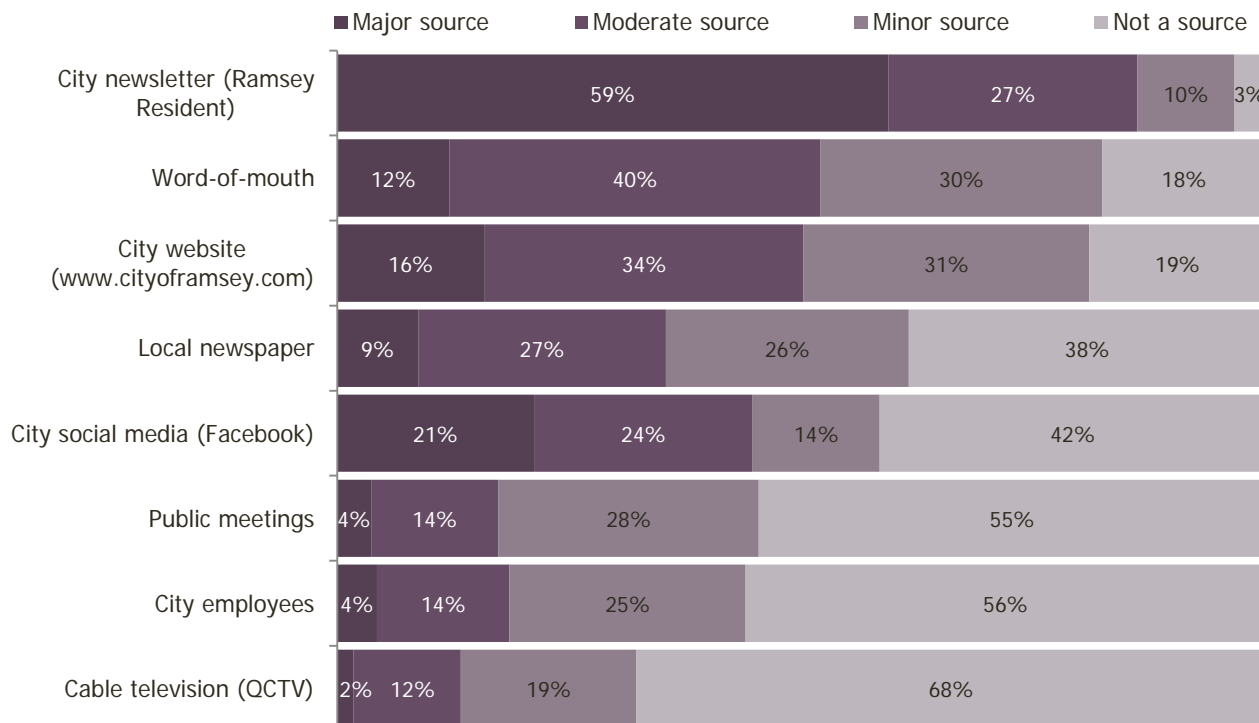
Please rate the following categories of Ramsey government performance: Development and success of a strategic action plan



Residents evaluated a list of sources of City information and indicated whether they considered each to be a major, moderate, minor or not a source of information. About 8 in 10 residents used the City newsletter as a major or moderate information source and another 1 in 10 considered it a minor source. About half of residents used word-of-mouth or the City website as major or moderate sources of information and another 3 in 10 used each of these as a minor source. The least-utilized sources of City information were public meetings, City employees and cable television; less than half of residents used any of these modes as an information source.

Figure 9: Sources of City Information

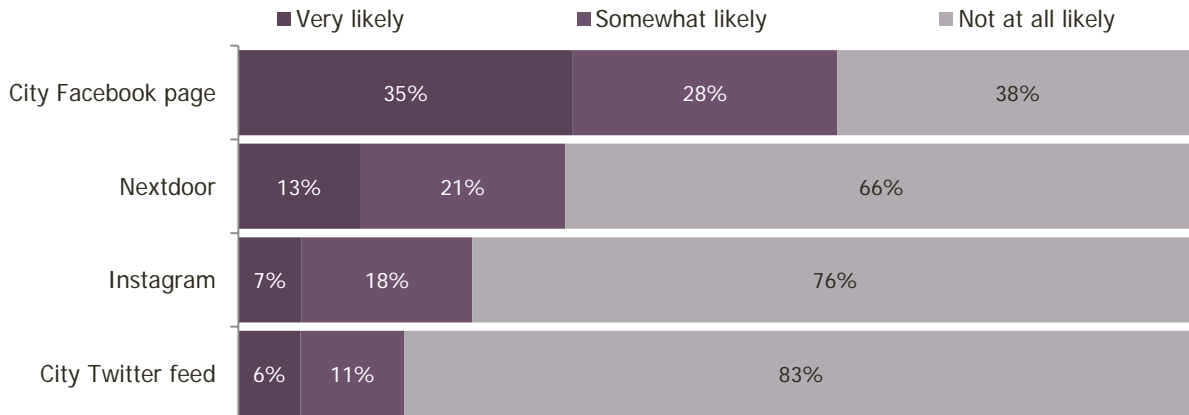
To what extent are each of the following a source of information for you about Ramsey city government and its activities?



When prompted about social media outlets, residents indicated they would be most likely to engage with the City in the future on Facebook (62% very or somewhat likely). In addition, about 4 in 10 would engage with the City on Nextdoor, one-quarter on Instagram and about 2 in 10 residents would be interested in engaging on the City Twitter feed.

Figure 10: Likelihood of Social Media Engagement

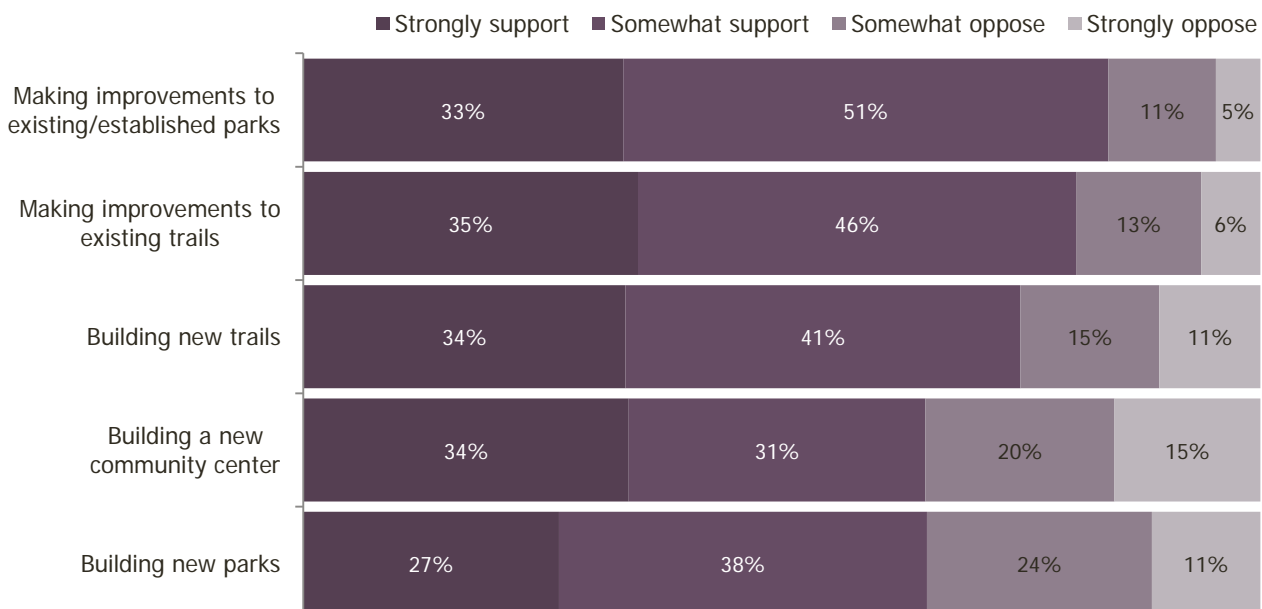
Please indicate how likely you would be, if at all, to engage with the City on the following social media platforms in the future:



Residents considered a list of City amenities and indicated the extent to which they would support or oppose the City investigating changes to each. Even though they were informed that changes to amenities could result in a tax increase, a strong majority of residents strongly or somewhat supported the City investigating each of the potential changes. Support was strongest for making improvements to existing/established parks and to existing trails as well as building new trails.

Figure 11: Support for Changes to City Amenities

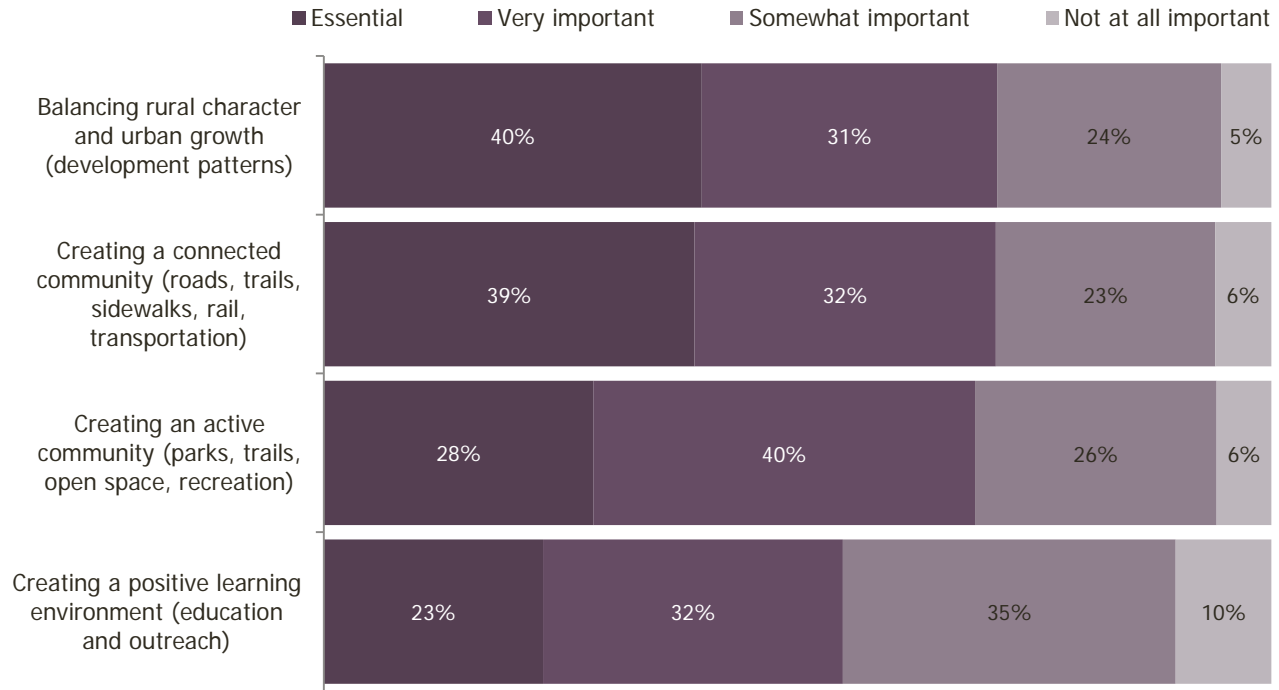
Please indicate to what extent you support or oppose the city investigating the following changes to new or existing amenities, each of which could accordingly result in an increase to the tax levy:



Thinking about the importance of four City priorities, about 7 in 10 residents thought that balancing rural character and urban growth, creating a connected community and creating an active community were each essential or very important. Creating a positive learning environment was rated as at least very important by a majority of Ramsey residents

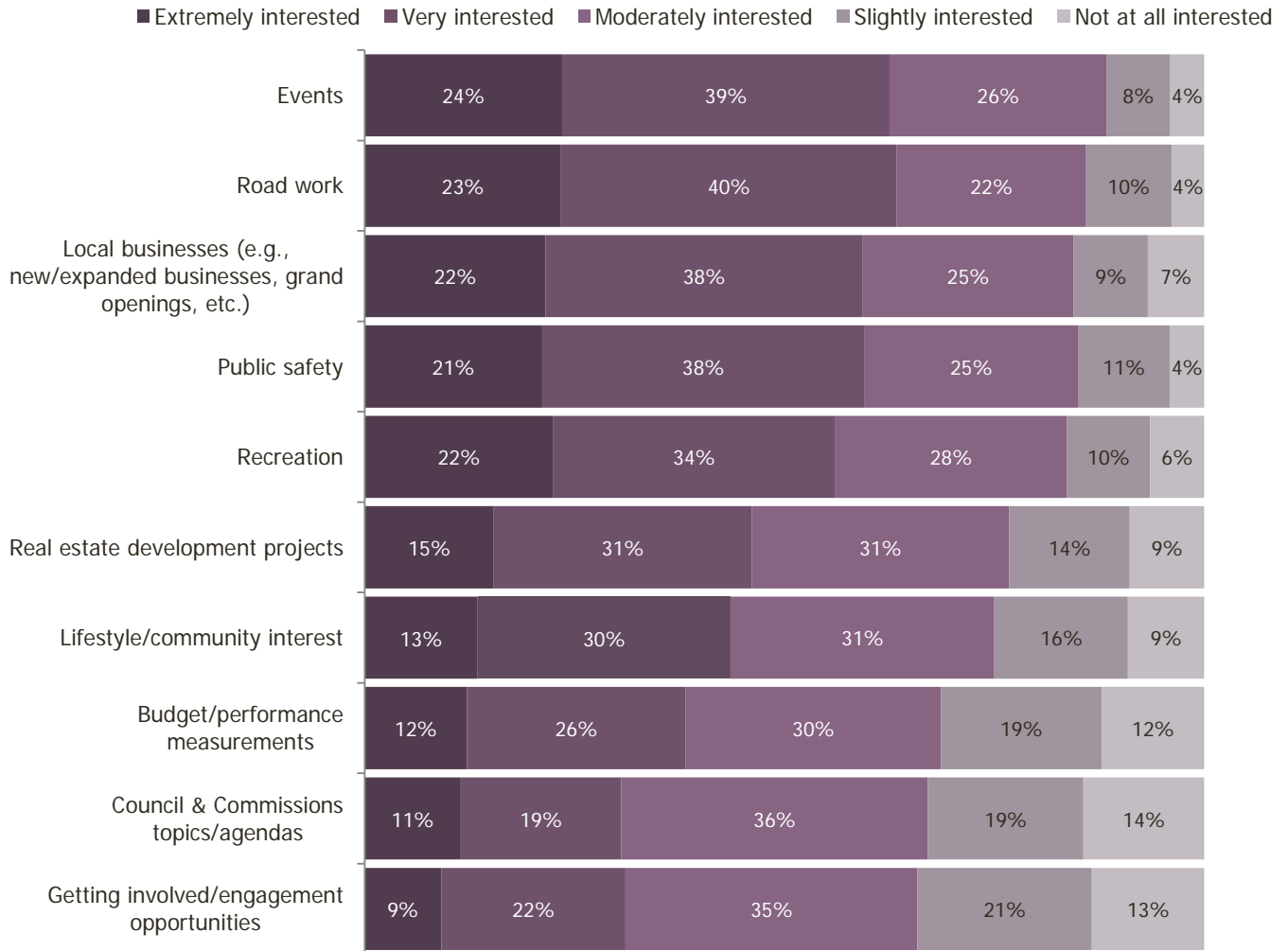
Figure 12: Importance of City Priorities

Please rate how important, if at all, you think each of the following priorities are for the City to focus on in the next five years:



Residents considered a list of news topics and indicated how interested they were in receiving information about each. About 8 in 10 residents were at least moderately interested in receiving information about events, road work, local business, public safety and recreation. Respondents were least interested in receiving information about Council and Commissions topics/agendas and getting involved/engagement opportunities; however, about 7 in 10 residents still expressed at least moderate interest in these topics.

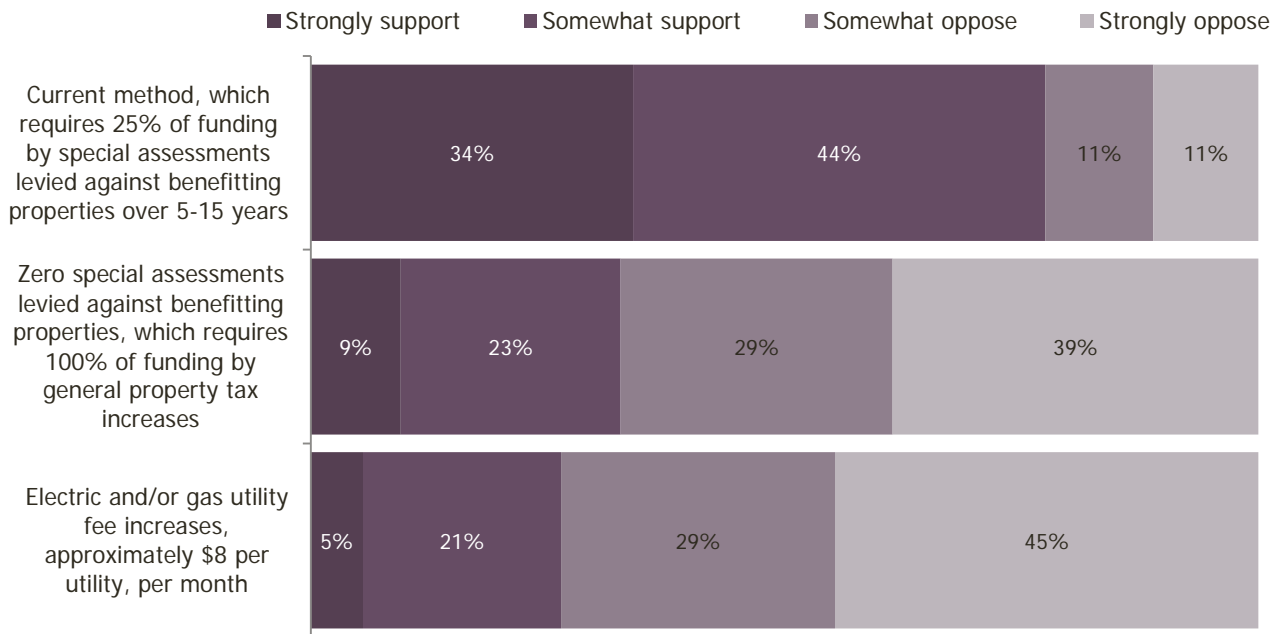
Figure 13: Interest in City Information  
*How interested are you, if at all, in receiving information from the City about each of the following topics?*



For the final special interest question on the survey, residents indicated their level of support for three different funding options for City street maintenance. About 8 in 10 residents strongly or somewhat supported the current method of funding which requires 25% of funding by special assessments of benefitting properties. Residents indicated stronger opposition to the other two types of funding described (general property tax increases or utility fee increases).

Figure 14: Sources of Funding for City Street Maintenance

*The City employs a long-term maintenance program to cost-effectively maintain all 175-plus miles of City streets. Currently, street reconstruction projects are funded 25% by special assessments levied against benefitting properties, and 75% by street reconstruction bonds, which are paid back using general property taxes. The City periodically evaluates funding sources for this on-going program. Please indicate the extent to which you would support or oppose the following funding sources:*



# 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, including the value of services for taxes paid, the overall direction of the City and the job Ramsey government does at welcoming citizen involvement. These ratings were all similar to the national benchmark. 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. Further, ratings for select City services, such as traffic signal timing, land use, planning and zoning, and code enforcement also increased since the last survey iteration, and no services declined in ratings during that time.

## The Economy continues to be a priority for residents.

As in 2016, 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 elsewhere. Further, resident sentiment toward employment opportunities and economic development improved since 2016, and more residents in 2018 believed that the economy would have a positive impact on their income in the next six months. Also, about 8 in 10 residents were quite interested in receiving information from the City about local business (e.g., new/expanded businesses, grand openings, etc.).

However, ratings for 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 6 in 10 residents or more gave positive ratings to most aspects of Mobility, including overall ease of travel, ease of travel by car, availability of paths and walking trails and traffic enforcement; these ratings were all similar to those given in other communities across the nation.

Road maintenance was important to residents with nearly 85% of respondents reporting they were interested in receiving information from the City about road work; the only type of information of greater interest 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% of funding by special assessments of benefitting properties.

Finally, connectivity is a priority for Ramsey residents. Seven in 10 residents thought that creating a connected community (roads, trails, sidewalks, rail, and transportation) was essential or very important to the future of the community. Further, when asked to consider a number of community enhancements (with a potential for a tax increase), a strong majority of residents supported the City making improvements to existing trails as well as building new trails.



**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 as 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.

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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

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		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

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		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

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		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

**CC Work Session**

**3. 1.**

**Meeting Date:** 04/13/2021

**By:** Katie Schmidt, Administrative Services

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**Information**

**Title:**

Review Future Topics/Calendar

**Purpose/Background:**

Attached is the current list of future topics for work session discussion. Items are drawn from Council requests at meetings, or are related to topics that have been identified in the City's strategic plan. Tentative dates have been assigned.

**Recommendation:**

N/A

**Action:**

For Council review - no formal action necessary.

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**Attachments**

Future Topics List

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**Form Review**

**Inbox**

Colleen Lasher

Kurt Ulrich

Form Started By: Katie Schmidt

Final Approval Date: 04/08/2021

**Reviewed By**

Colleen Lasher

Kurt Ulrich

**Date**

04/08/2021 07:45 AM

04/08/2021 01:53 PM

Started On: 03/29/2021 07:39 AM

<i>Tentative City Council Future Work Session Topics</i>		
Proposed Date	Topic	Minutes (Estimate)
04/20/21	Special Work Session Immediately Following Public Works Committee	
	Review Water Treatment Plant Schedule & Construction management method – Nelson and Staff	30
	Discuss Chapter 4 of the Charter (Elections) – Lasher	30
04/27/21	Regular City Council Work Session	
	Fund Balance Quarterly Update – Lund	15
	Review the Citizen Survey - Ulrich	30
	Fire Department Duty Crew Analysis - Kohner	20
05/11/21	Regular City Council Work Session	
	Discuss allocation of stimulus funds through 12-31-24 - Lund	20
05/18/21	Special Work Session Immediately Following Public Works Committee / Additional Special Meetings beyond May 18th TBD.	
	Hold the City's Annual Planning Session – Ulrich & Gladhill	Up to 4 Hours
05/25/21	Regular City Council Work Session	
	Discuss Updating City Pricing Strategy for City Owned Land - Sullivan	20
06/08/21	Regular City Council Work Session	
	Review and Discuss the Remote Attendance Policy - Lasher	15
	Discuss Non-union Compensation - Lasher	30
	Review format of cash flows/fund balances - Lund	15
06/22/21	Regular City Council Work Session	
	City Communications Quarterly Update - Staff	15
	Direction on Whether to Continue Waiving Late Fee Penalties on Quarterly Utility Bills	10
07/13/21	Regular City Council Work Session	
	Joint Work Session w/Planning Commission and EDA (The COR Master Plan and Highway 10 Land Use Plan).	TBD
	Discuss 2022 Budget - Lund	30
07/27/21	Regular City Council Work Session	
	Fund Balance Quarterly Update – Diana Lund	
	Draft Trail Maintenance Policy – Westby/Riemer	30
08/10/21	Regular City Council Work Session	

	Draft Stormwater Pond Maintenance Policy - Westby/Riemer	30
08/24/21	Regular City Council Work Session	
	Discussion items TBD	
10/12/21	Regular City Council Work Session	
	Discussion items TBD	
10/26/21	Regular City Council Work Session	
	Fund Balance Quarterly Update - Diana Lund	15
11/09/21	Regular City Council Work Session	
	Discussion items TBD	
11/23/21	Regular City Council Work Session	
	Bi-Annual Communications Update	20
12/14/21	Regular City Council Work Session	
	Discuss 2022 Council Appointments	30
Dates TBD:		
2021	Discuss Audio/video recording of work session meetings - Ulrich	15
2021	Review procedure/policy/best practice for introduction of resolutions/proclamations - Ulrich	20
2021	Discuss the General Topic of Holding Joint Meeting(s) with the Council and Commissions & Other Cities. Based on discussion, future work sessions TBD.	20
2021	Discuss Historic Town Hall - Ulrich	30
2021	City Branding Presentation - Ulrich	40
2021	CR-5 Corridor Study Review - Westby	45
2021	Park System Plan - Riemer/Riverblood	60
2021	Accounting of City Engineering Staff Time for City Projects - Westby	30