

- *Performance Indicator:* Reduce blighted properties along Hwy 10
- *Completion Timeframe:* Q4 2025
- **Objective 3:** Rehabilitate Historic Townhall
  - *Responsible Parties:* Economic Development (Sullivan, Hanson)
  - *Key Areas:* Historic Townhall
    - *Action 2.1:* Complete preliminary design of rehabilitation improvements
    - *Action 2.2:* Apply for large grant opportunity
    - *Action 2.3:* Apply for small grant opportunities if needed
    - *Action 2.4:* Identify user/renter
  - *Performance Indicator:* Acquire grant funds to fund remaining allowed construction costs
  - *Completion Timeframe:* Q1 2026

### **Strategy 5. Improve the safety and mobility of transportation corridors**

- **Objective 1:** Improve street lighting and pedestrian facilities
  - *Responsible Parties:* Engineering, Public Works (Westby)
  - *Key Areas:* Existing and future roadways and pedestrian facilities
    - *Action 1.1:* Evaluate and construct street lighting improvements
    - *Action 1.2:* Evaluate and construct pedestrian trail safety improvements
  - *Performance Indicator:* Reduction in reported safety concerns
  - *Completion Timeframe:* Ongoing

### **Strategy 6. Connect the community through parks, trails and recreational programming**

- **Objective 1:** Construct Phase 1 of The Waterfront Park
  - *Responsible Parties:* Parks Division (Riverblood)
  - *Key Areas:* COR Community Park and Downtown Destination
    - *Action 1.1:* Approve schematic design work of water play area and future community building June 10, 2025
    - *Action 1.2:* Authorize preparation of plans/specs August 12, 2025
      - Review comparative case studies of comparable community buildings/parks
      - Review comprehensive proforma of The Waterfront Park (revenue/O&M costs)
      - Identify funding and community benefits
      - Approve schematic design and phasing plan
    - *Action 1.3:* Approve plans/specs and authorize bids September 2025 (3 month process)
    - *Action 1.4:* Award contract January 2026
  - *Performance Indicator:* Water play open July 1, 2026
- *Completion Timeframe:* Phase 1 completed Q2 2026

- **Objective 2:** Develop and commit to a final plan for The Waterfront Park
  - *Responsible Parties:* Parks Division (Riverblood)
  - *Key Areas:* COR Community Park and Downtown Destination
    - *Action 2.1:* This objective runs in conjunction with Strategy 6, Objective 1, Action items 1.1 and 1.2.
    - *Action 1.2:* Establish future community building amenities
    - *Action 1.3:* Establish phasing plan for completing the Waterfront Park
    - *Action 1.4:* Authorize preparation of plans/specs for community building – date TBD
    - *Action 1.5:* Approve plans/specs and authorize bids for awarding a construction contract – date TBD
  - *Performance Indicator:* Approved schematic design for entire Waterfront Park and phasing plan.
  - *Completion Timeframe:* Q3 2025

### **Strategy 7. Strengthen and enhance our identity, brand and image**

- **Objective 1:** Secure Ramsey Zip Code
  - *Responsible Parties:* Administration (Hagen)
  - *Key Areas:*
    - *Action 1.1:* Identify key personnel at USPS to discuss obtaining a unique zip code
    - *Action 1.2:* Identify other influential parties to support Ramsey’s efforts
    - *Action 1.3:* Host critical meetings to develop the timing and formal application procedure to prevent an immature application from occurring
  - *Performance Indicator:* Known metrics are understood on what USPS uses when considering a new zip code.
  - *Completion Timeframe:* Formal request may be submitted to district manager in 2026
- **Objective 2:** Enhance City brand
  - *Responsible Parties:* Communications (Johnson)
  - *Key Areas:* Branding and communications strategy
    - *Action 2.1:* Create City Moto
    - *Action 2.2:* Create Branding Guide for staff to use with templates and logos
  - *Performance Indicator:*
  - *Completion Timeframe:* Q1 2026

### **Strategy 8. Enhance City’s communication through transparency and accountability**

- **Objective 1:** Identify and advertise a cost savings measure
  - *Responsible Parties:* Administration (Hagen)
  - *Key Areas:* All city operations
    - *Action 1.1:* Advertise through newsletter or social media an area of improvement that decreased cost through direct savings or improved efficiency.
  - *Performance Indicator:* Public engagement reaction to the advertised measure