

City of Ramsey

2025 Strategic Plan

Adopted _____, 2025

MAYOR

Ryan Heineman

COUNCILMEMBERS

Chris Riley, At-Large
Kirsten Buscher, At-Large
Michael Olson, Ward 1
Eric Peters, Ward 2
Dan Specht, Ward 3
Shanna Stewart, Ward 4

City of Ramsey

2025 Strategic Plan Executive Summary

(Adoption Date)

The City of Ramsey's Strategic Planning Session allowed for council and staff to review and plan for the future needs of the city. The session reflected on past accomplishments in order to establish framework on how to proceed forward. In looking to the future needs of the city; opportunities and challenges are identified for the purpose of setting goals to strive towards accomplishing. The outcome of the session guides city officials on completing projects to better the community while staying true to the mission, vision and values of the city.

Mission

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

Vision

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

Values

- Ethics and Integrity
- Fiscal Responsibility
- Cooperation and Teamwork
- Open and Honest Communications
- Excellence and Quality in the Delivery of Service
- Serving People with Respect and Fairness
- Adaptability and Continuous Learning

Goals

- Citizen Focused Government
- Financial Stability
- A Balance of Rural Character and Suburban Growth
- An Active, Connected and Engaged Community
- An Effective and Efficient Organization
- High Quality Services

Table of Contents

DRAFT

Mission

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

Vision

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

Values

- Ethics and Integrity
- Fiscal Responsibility
- Cooperation and Teamwork
- Open and Honest Communications
- Excellence and Quality in the Delivery of Service
- Serving People with Respect and Fairness
- Adaptability and Continuous Learning

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Challenges

DRAFT

Goals

- Citizen Focused Government
- Financial Stability
- A Balance of Rural Character and Suburban Growth
- An Active, Connected and Engaged Community
- An Effective and Efficient Organization
- High Quality Services

Strategies

- Address infrastructure needs
- 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
- Improve the safety and mobility of transportation corridors
- Connect the community through Parks, Trails and Recreational Programming
- Strengthen and enhance our identify, brand and image
- Enhance City's communication through transparency and accountability
- Strive for high organizational morale and employee retention

Key Strategies & Actionable Steps

Strategy 1. Address infrastructure needs

- **Objective 1:** Identify infrastructure maintenance needs
 - *Responsible Parties:* Streets, Parks, Engineering (Bruce Westby, Mark Riverblood)
 - *Key Areas:* pavement maintenance, water/sewer/storm sewer infrastructure, parks and trails
 - *Action 1.1:* Determine short term annual pavement maintenance needs
 - *Action 1.2:* Inspect and determine need of maintenance of underground infrastructure prior to major projects
 - *Action 1.3:* Follow Park and Trails maintenance and replacement policies
 - *Action 1.4:* Identify needs in the Capital Improvement Plan
 - *Performance Indicator:* Maintain or improve ratings quality
 - *Completion Timeframe:* Ongoing

Strategy 2. Identify and implement operational efficiencies, cost savings and additional funding sources

- **Objective 1:** Analyze ground maintenance on City owned properties
 - *Responsible Parties:* Parks (Mark Riverblood)
 - *Key Areas:* publicly owned open space
 - *Action 1.1:* Determine return on investment on changing turf improvements
 - *Action 1.2:* Convert areas to native plantings versus mowed turf grass
 - *Performance Indicator:* Cost benefit analysis on financial comparison on expenses of mowed turf vs native plantings
 - *Completion Timeframe:* Ongoing
- **Objective 2:** Analyze operations
 - *Responsible Parties:* Administration (Brian Hagen)
 - *Key Areas:* All city departments
 - *Action 2.1:* Identify and create strategy to eliminate inefficiencies
 - *Action 2.2:* Identify and create strategy to streamline processes and procedures for improved customer service and use of staff time
 - *Action 2.3:* Identify and create strategy to find best pricing for equipment and materials
 - *Action 2.4:* Identify and create strategy to address organizational staffing growth needs
 - *Performance Indicator:* Reduced redundancy in staff's tasks