


ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: November 9, 2015
Item No.: 14.d

Department Approval

City Manager Approval



Item Description: Discussion of 2016 Policy Priority Planning Document

1 **BACKGROUND**

2 For the past several months, the City Council has been discussing and reviewing priorities for the City
3 to focus on in 2016. At the October 19, 2015 meeting, the City Council spent significant time
4 reviewing the priorities and provided input for changes to the policy planning document. Staff was
5 directed to make those changes and bring the document back to the City Council for further
6 consideration. The revised policy priority planning document is contained in Attachment A.

7 The revised document is in a different format than what was previously reviewed. Staff notes the
8 following changes:

- 9 • The previous table format has been eliminated and the document now consists of nine pages.
- 10 • The first page lists the two strategic priorities (Housing and Economic Development &
11 Infrastructure Sustainability).
- 12 • The first page also lists the strategic initiatives for each priority. The initiatives now have
13 additional wording to better describe the action to be undertaken.
- 14 • The remaining pages each contain one strategic initiative listing the desired outcome(s), the
15 goal/focus area for that initiative. Each page also lists who has responsibility for these tasks
16 (including Commissions) and a timeline for each initiative.
- 17 • The timelines presented are very general at this point but does give a good sense on the timing
18 of what will be done over the next year. These timelines and actions can be modified as the
19 City Council sees fit.
- 20 • The City Council added a new strategic initiative on October 19th; Economic Development. The
21 page listing that initiative is mostly blank at this time. The City Council should have additional
22 discussion on what they would like to accomplish under this initiative.
- 23 • The City Manager suggests that this plan just focus on 2016. In the future, the City Council can
24 consider how they would like to prioritize goals for 2017 and beyond.

25 **POLICY OBJECTIVE**

26 Adopting strategic priorities will provide the City Council and staff direction in providing City services
27 and programs in a planned and targeted way.

28 **FINANCIAL IMPACTS**

29 There are not any costs for further discussion of the Policy Priority Planning document. As the
30 priorities are executed, any new costs will need be included in future budgets.

31 **STAFF RECOMMENDATION**

32 Staff recommends that the City Council should review, discuss, and make changes as necessary to the
33 revised Policy Priority Planning document.

34 **REQUESTED COUNCIL ACTION**

35 The City Council should review, discuss, and make changes as necessary to the revised Policy Priority
36 Planning document.

37

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Attachments: A: Draft 2016 City Council Priority Plan



City Council Priority Plan 2016

Strategic Priorities – The city Council has determined that there will be two strategic priorities that the City will focus on in 2016:

Housing and Economic Development

Infrastructure Sustainability.

In order to implement these priorities, the City Council has identified strategic initiatives under each Strategic Priority.

Housing and Economic Development Strategic Initiatives

- Focus on Southeast Roseville
- Foster Twin Lakes Redevelopment
- Create Move-Up Housing Opportunities
- Increase Residential Housings Values
- Propel City-wide Economic Development

Infrastructure Sustainability Strategic Initiatives

- Categorize Infrastructure Condition
- Ensure Capital Improvement Funding

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Focus on Southeast Roseville

Desired Outcomes: Increase in commercial market value
Increase in residential market value

Goals/Focus Area	Responsible Staff/Commission	Timeline
Create Southeast Roseville Redevelopment Plan	<p>Staff Lead: Community Development Department</p> <p>Supporting Staff: Fire Department, Parks and Recreation Department, Police Department, Public Works Department, City Manager.</p> <p>Commissions: Community Engagement, Human Rights Commission, Parks and Recreation, Public Works, Environment, and Transportation.</p> <p>Others: Existing Neighborhood Organizations, Non-profit agencies serving the area, Roseville School District, Ramsey County, and adjacent municipalities.</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Identify Stakeholders • Identify Issues • Develop Plan Scope <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Issue RFP • Hire Consultant <p>3rd Quarter, 2016</p> <ul style="list-style-type: none"> • Begin Planning Process <p>4th Quarter, 2016</p> <ul style="list-style-type: none"> • Complete Planning Process by end of the year. <p>2017 and Beyond</p> <ul style="list-style-type: none"> • Implement Southeast Roseville Redevelopment Plan

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Focus on Southeast Roseville

Desired Outcomes: Increase in commercial market value
Increase in residential market value

Goals/Focus Area	Responsible Staff/Commission	Timeline
<p>Formalize Karen Southeast Roseville Working Group</p>	<p>Staff Lead: City Manager/Administration Department</p> <p>Supporting Staff: Community Development Department, Fire Department, Parks and Recreation Department, Police Department, Public Works Department.</p> <p>Commissions: Community Engagement, Human Rights, Parks and Recreation, Public Works, Environment, and Transportation Commissions.</p> <p>Others: Karen Organization of Minnesota, Existing Neighborhood Organizations, Non-profit agencies serving the area, Roseville School District, Ramsey County, and adjacent</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Continue Karen Working Group • Continue working sub-committees (Educational, Community Garden, Recreational Opportunities) <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Continue Karen Working Group • Continue working sub-committees <p>3rd Quarter, 2016</p> <ul style="list-style-type: none"> • Continue Karen Working Group • Continue working sub-committees • Participate in SE Roseville Planning Process <p>4th Quarter, 2016</p> <ul style="list-style-type: none"> • Participate in SE Roseville Planning Process • Report to City Council on work completed and new initiatives needed. <p>2017 and Beyond</p> <ul style="list-style-type: none"> • Continue to meet to address issues as needed.

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Foster Twin Lake Redevelopment

Desired Outcomes: Create 50 living wage jobs

Goals/Focus Area	Responsible Staff/Commission	Timeline
Establish Twin Lakes Economic Development Program	<p>Staff Lead: Community Development</p> <p>Supporting Staff: Finance Department, City Manager</p> <p>Commissions: EDA, Finance Commission.</p> <p>Others: Consultants, Twin Lakes property owners</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Complete Twin Lakes Brownfield Action Plan <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Adopt Twin Lakes Incentive Program <p>3rd Quarter, 2016</p> <p>4th Quarter, 2016</p> <p>2017 and Beyond</p>

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Create Move-Up Housing Opportunities

Desired Outcomes: Increase of 20+ new homes values at \$350,000 or higher

Goals/Focus Area	Responsible Staff/Commission	Timeline
Establish Move-Up Housing Program	<p>Staff Lead: Community Development</p> <p>Supporting Staff: City Manager</p> <p>Commissions: EDA</p> <p>Others: Consultants</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Review housing demand in Roseville <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Create draft guidelines for Move-Up Housing program • Identify potential priority infill target sites. <p>3rd Quarter, 2016</p> <ul style="list-style-type: none"> • Adopt guidelines for Move-Up Housing Program <p>4th Quarter, 2016</p> <p>2017 and Beyond</p>

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Increase Residential Housing Values

Desired Outcomes: 10% increase in owner occupied housing values – 2015-2020
10% increase in rental housing value – 2015-2020

Goals/Focus Area	Responsible Staff/Commission	Timeline
Establish Housing Value Support Program	<p>Staff Lead: Community Development</p> <p>Supporting Staff: City Manager</p> <p>Commissions: EDA</p> <p>Others: Consultants</p>	<p>1st Quarter, 2016</p> <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Review factors in determining housing values <p>3rd Quarter, 2016</p> <ul style="list-style-type: none"> • Review existing programs (NEP, Rental Licensing, and Rental Registration) for effectiveness and impact to property values. • Explore other methods and programs to increase housing values. <p>4th Quarter, 2016</p> <ul style="list-style-type: none"> • Implement changes to existing programs and adopt new programs as determined. <p>2017 and Beyond</p> <ul style="list-style-type: none"> • Track effectiveness of City programs to housing values.

Roseville City Council Priority Plan
2016

Strategic Priority: Housing and Economic Development

Strategic Initiative: Propel City-wide Economic Development

Desired Outcomes: _____

Goals/Focus Area	Responsible Staff/Commission	Timeline
	<p>Staff Lead: Community Development</p> <p>Supporting Staff: City Manager, Finance Department</p> <p>Commissions: EDA</p> <p>Others: Consultants</p>	<p>1st Quarter, 2016</p> <p>2nd Quarter, 2016</p> <p>3rd Quarter, 2016</p> <p>4th Quarter, 2016</p> <p>2017 and Beyond</p>

Roseville City Council Priority Plan
2016

Strategic Priority: Infrastructure Sustainability

Strategic Initiative: Categorize Infrastructure Condition

Desired Outcomes: Adopted Standards for each asset category

Goals/Focus Area	Responsible Staff/Commission	Timeline
<p>Establish measure of effectiveness for each infrastructure asset.</p>	<p>Staff Lead: Public Works Department</p> <p>Supporting Staff: Parks and Recreation Department, City Manager,</p> <p>Commissions: Public Works, Environment and Transportation Commission, Parks and Recreation Commission</p> <p>Others: Consultants</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Research industry acceptable standards. • Create draft baseline standards for Roseville infrastructure. <p>2nd Quarter, 2016</p> <ul style="list-style-type: none"> • Review draft baseline standards for Roseville infrastructure with Commissions. • Adopt new baseline standards for Roseville infrastructure <p>3rd Quarter, 2016</p> <p>4th Quarter, 2016</p> <p>2017 and Beyond</p> <ul style="list-style-type: none"> • Implement and utilize Roseville infrastructure standards.

Roseville City Council Priority Plan
2016

Strategic Priority: Infrastructure Sustainability

Strategic Initiative: Ensure Capital Improvement Funding

Desired Outcomes: Adopted comprehensive infrastructure plan and funding strategy

Goals/Focus Area	Responsible Staff/Commission	Timeline
Establish enterprise-wide consistency for asset management plan implementation	<p>Staff Lead: Finance Department, Public Works Department, and Parks and Recreation Department</p> <p>Supporting Staff: City Manager</p> <p>Commissions: Public Works, Environment and Transportation Commission, Parks and Recreation Commission, Finance Commission</p> <p>Others:</p>	<p>1st Quarter, 2016</p> <ul style="list-style-type: none"> • Complete city-wide implementation of asset management program. • Review asset needs and costs. <p>2nd Quarter, 2016</p> <p>3rd Quarter, 2016</p> <ul style="list-style-type: none"> • Utilize newly adopted infrastructure standards to plan for capital improvement funding. • Review infrastructure and funding needs with Commissions. <p>4th Quarter, 2016</p> <p>2017 and Beyond</p>