

City Policy Priority Plan 2019-2020

Approved: August 12, 2019

<u>Strategic Priorities</u> – The City Council has determined that there will be five strategic priorities that the City will focus on in 2019 and 2020:

Economic Development Inclusive Community and Governance Capital Improvements

Housing Environmental Sustainability

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

Economic Development

- Foster Twin Lakes Redevelopment
- Facilitate City-wide Economic Development
- Advance Rice/Larpenteur Alliance Plan

Inclusive Community and Governance

- Continue Imagine Roseville Efforts and follow through with outcomes
- Implement Racial Equity Plan
- Create Community Engagement Toolkit

Public Improvements

- Increase Pedestrian Connectivity and Safety
- Improve Storm Water Facilities
- Expand Transit Connections

Housing

• Housing in Roseville Meets All Identified Needs (Housing Style/Type, Affordability, Availability, Market Needs)

Environmental Sustainability

- Reduce City's Carbon Footprint
- Increase Green Step City Step Certification Level

Strategic Priority: Economic Development

Strategic Initiative: Foster Twin Lakes Redevelopment

<u>Desired Outcomes:</u> Achieve market value growth of at least \$20 million by the end of 2020

Goals/Focus Area	Responsible Staff/Commission	Timeline
Achieve market value	Staff Lead: Community Development	1 st Quarter, 2019
growth in Twin Lakes		Evaluate policies that are barriers to redevelopment in
through redevelopment,	Supporting Staff: City Manager,	Twin Lakes
business attraction, and job	Public Works Department	2 nd Quarter, 2019
growth		Track progress by regularly communicating with
	Commissions: EDA, Planning	stakeholders in Twin Lakes
	Commission	3 rd Quarter, 2019
		Prepare updated content on Twin Lakes for Grow
	Others: Consultants, Twin Lakes	Roseville website
	property owners	Map market value growth and decline by parcel
		4 th Quarter, 2019
		• Ensure at least 2 business visits to Twin Lakes businesses
		are conducted
		2020 and Beyond
		Evaluate market value growth & adjust as necessary

Measure of Success:

• Achieve market value growth of at least \$20 million by the end of 2020

Strategic Priority: Economic Development

<u>Strategic Initiative:</u> Facilitate City-Wide Economic Development

<u>Desired Outcomes:</u> Retain & Expand Existing Business & Attract New Business

Goals/Focus Area	Responsible Staff/Commission	Timeline
Continue Business	Staff Lead: Community	1 st Quarter, 2019
Retention, Expansion &	Development	 Conduct Roseville Business Council and education meetings
Attraction programming		2 nd Quarter, 2019
for existing and new	Supporting Staff: City Manager	 Conduct Roseville Business Council and education meetings
businesses		Collaborate with SPACC to schedule BRE&A visits
	Commissions: EDA	• Conduct annually Job Fair in partnership with the school district
		3 rd Quarter, 2019
	Others: Consultants, Ramsey	 Conduct business Council and education meetings
	County, Twin Cities North	4 th Quarter, 2019
	Chamber of Commerce & Saint	 Conduct Roseville Business Council and education meetings
	Paul Area Chamber of Commerce	 Launch Marketing efforts for Open to Business services
		Hold Roseville Business Exchange event
		Conduct annual update to business list thru Resource USA
		2020 and Beyond
		 Conduct business Council and business education meetings

- Increase attendance at Business Council and Education meetings by 10%
- Conduct at least two business visit a month
- Conduct two ambassador visits a year
- Using References USA, annually track the number of businesses and evaluate trends in business loss and gain

Strategic Priority: Economic Development

<u>Strategic Initiative:</u> Implement Rice/Larpenteur Alliance

<u>Desired Outcomes:</u> Economic investment in SE Roseville

Improvement of Quality of Life in SE Roseville

Increased Public Safety in SE Roseville

Increased connectivity/transportation options in SE Roseville

Goals/Focus Area	Responsible Staff/Commission	Timeline
Goals/Focus Area Implementation of Rice/Larpenteur Alliance	Responsible Staff/Commission Staff Lead: Community Development Department Supporting Staff: Fire Department, Parks and Recreation Department, Police Department, Public Works Department, City Manager. Commissions: Economic Development Authority; Human Rights, Inclusion, and Engagement Commission; Parks and Recreation Commission; Public Works, Environment, and Transportation Commission.	 1st Quarter, 2019 Select consultant to perform Alliance efforts Provide feedback at monthly Alliance meetings 2nd Quarter, 2019 Execute Professional Services Agreement with SPACC & Cooperative Funding Agreements with St. Paul, and Maplewood. Alliance hires consultant to prepare a name and logo for the area 3rd Quarter, 2019 Select and launch and name and logo
	Others: International Institute, Karen Organization of Minnesota, Bhutanese Community Organization of Minnesota, Association of Nepalis in Minnesota, existing Neighborhood Organizations, Non-profit agencies serving the area, Landlords, Roseville School District, Ramsey County, Area Businesses, and adjacent municipalities	 Hold a neighborhood event Explore and report on safety coordination amongst various public safety agencies serving the area 4th Quarter, 2019 Implement place-making initiatives 2020 and Beyond Implement place-making initiatives Participate in permanent Alliance

- Hold at least one neighborhood event per year
- Make at least 10 Roseville business owner and commercial property owner contacts as part of Rice/Larpenteur Alliance per year
- Implement at least one place-making initiative per year
- Track amount of dollar investment of new infrastructure investment in area
- Receive annual report on Unity Park activities
- Track crime trends in the Rice/Larpenteur area

2019-2020

Strategic Priority: Inclusive Community and Governance

<u>Strategic Initiative:</u> Continue Imagine Roseville Efforts and follow through with outcomes

Desired Outcomes: Provide opportunity for community members to have conversations that make connections and foster positive

relationships

Goals/Focus Area	Responsible Staff/Commission	Timeline
Outline the future goal/purpose	Staff Lead: City Manager	1st Quarter, 2019
and desired outcomes of		2 nd Quarter, 2019
Imagine Roseville efforts.	Supporting Staff: Assistant City Manager, Communications staff	 Council discussion scheduled for May 6, 2019 to discuss goals, purpose, desired outcomes and direction of Imagine Roseville efforts.
	Commissions: Human Rights, Inclusion and	3 rd Quarter, 2019
	Engagement	Convene Imagine Roseville working group to
		discuss next steps and measures of success
	Others:	4 th Quarter, 2019
		Report from Imagine Roseville working group
		to City Council on next steps and measures of
		success
		2020 and Beyond
		•

Measures of Success TBD

Strategic Priority: Inclusive Community and Governance

Strategic Initiative: Implement Racial Equity Plan

<u>Desired Outcomes:</u> Integrate racial equity into policies, procedures and processes in order to drive institutional and structural change within the organization.

Goals/Focus Area	Responsible Staff/Commission	Timeline
Roseville's applicant pool and	Staff Lead: City Manager	1 st Quarter, 2019
workforce is representative of		 Provide Update to City Council on staff's
the overall percentage of	Supporting Staff: Assistant City Manager,	GARE participation
people of color living in	Human Resources staff	2 nd Quarter, 2019
Roseville.		Gather demographic data of current workforce,
	Commissions: Internal	and applicant data for open positions over the past year. Review data for trends.
	Others: All hiring departments	3 rd Quarter, 2019
		 Begin reviewing current job postings and job descriptions for inclusive language. Continue to develop recruitment strategies that expand the pool of applicants.
		4 th Quarter, 2019
		Review screening questions, interview processes and start developing implicit bias training for key employees on interview panels.
		2020 and Beyond
		 Develop a 5-10 year recruiting plan to build up a reliable, wide base of contacts that can assist with recruitment of diverse candidate pools. Develop diverse pipeline of future employees through connections at high schools, colleges, trade schools, and other non-traditional avenues.

		Look for ways to develop non-traditional applicants (i.e. internships, mentoring, apprenticeships, etc.) that will get applicants "in the door" and keep them.
Racial equity is established as an on-going, sustainable and integrated priority of the city organization, elected and appointed leaders.	Staff Lead: City Manager, Assistant City Manager Supporting Staff: GARE team, Department Heads Commissions: Human Rights, Inclusion and Engagement Commission Others: City Council	 1st Quarter, 2019 Provide Update to City Council on staff's GARE participation 2nd Quarter, 2019 The Strategic Racial Equity Action plan is updated with specific actions, timelines and performance measures for the 2019-2020 priority items 3rd Quarter, 2019 Baseline racial equity knowledge training curriculum is developed for all staff. Sessions are offered during 3rd and 4th quarter 4th Quarter, 2019 Baseline racial equity knowledge training sessions are offered. 2020 and Beyond All staff and new hires receive baseline racial equity knowledge training. Advanced training on understanding and use of racial equity toolkit is developed and offered to key staff members. Racial equity toolkit is utilized in development and review of city policies, procedures, budget requests and engagement activities.

Goals/Focus Area	Responsible Staff/Commission	Timeline
Relationships between the city and leaders in communities of color are developed, and maintained.	Staff Lead: City Manager Supporting Staff: Assistant City Manager, GARE team, Communications staff, Police Department staff, Parks & Recreation staff. Commissions: Human Rights, Inclusion and Engagement Others: City Council, Department Heads	 Provide Update to City Council on staff's GARE participation HRIEC discusses best practices for city engagement and outreach 2nd Quarter, 2019 Discussion between HRIEC and Council on role of HRIEC in developing relationships and connections in communities of color (scheduled for June 3, 2019) Communications staff begins discussions on how to further develop relationships in underreached communities through microcommunication efforts. 3rd Quarter, 2019 Strategic communications plan, along with engagement and outreach best practices are developed. 4th Quarter, 2019 On-going efforts to communicate with, develop, and maintain relationships outside the boundaries of City Hall are continued. 2020 and Beyond Training for key staff members in best practices for engagement and outreach

- Track number of job descriptions reviewed and/or revised using a racial equity lens number of applicants of color for jobs,
- Track number of applicants of color interviewed
- Track number of applicants of color hired
- Track number of staff trained on the baseline knowledge concept of the GARE principles
- Track number of connections made within communities of color

- Track number of persons of color volunteering with City
- Track number of applicants of color applying for and being appointed to City Commissions

Strategic Priority: Inclusive Community and Governance

Strategic Initiative: Create Community Engagement Toolkit

<u>Desired Outcomes:</u> Best practices are used for city engagement and outreach efforts in order for all segments of the population to be

heard.

Goals/Focus Area	Responsible Staff/Commission	Timeline
A toolkit of best practices for engagement and outreach is developed and staff is trained on how to use it.	Staff Lead: Assistant City Manager Supporting Staff: City Manager, Communications staff, Department Heads Commissions: All City Commissions Others: Community partners, school cultural liaisons, community leaders	 Ist Quarter, 2019 HRIEC and staff work to compile information and data relating to best practices for engagement and outreach. Ind Quarter, 2019 HRIEC presents information to City Council on best practices recommendations. Ind Quarter, 2019 Staff and HRIEC work to refine specifics reflected in best practices document/recommendation. Ind Quarter, 2019 Staff begins to receive training on how to use best practices when developing and designing engagement and outreach efforts. Information is integrated into council reports reflecting the method of engagement used as well as the outcomes. 2020 and Beyond Ongoing education of all Commissions of best practices for community engagement

Develop micro-level
communication efforts and
channels in order to fill the gap
in our mass communication
efforts.

Staff Lead: City Manager

Supporting Staff: Assistant City Manager, Communications staff

Commissions: Human Rights, Inclusion and Engagement

Others:

1st Quarter, 2019 2nd Ouarter, 2019

• Conduct a communication audit to identify areas of the community we may not be reaching with mass communication efforts.

3rd Quarter, 2019

- Conduct a SWOT analysis of communication efforts.
- Begin to identify specific strategies to develop micro-level communication between the city and under-reached communities.

4th Quarter, 2019

• Continue to identify communication strategies in under-reached communities.

2020 and Beyond

 Work with leaders in under-reached communities to refine communication strategies and identify areas where the city should be communicating more and on which issues.

- Number of staff trained in engagement/outreach best practices
- Number of times the best practices model has been used

Strategic Priority: Housing

Strategic Initiative: Housing in Roseville Meets All Identified Needs (Housing Style/Type, Affordability, Availability, Market Needs)

<u>Desired Outcomes:</u> Increase the # of New Housing Units

Goals/Focus Area	Responsible Staff/Commission	Timeline
Ensure newly added housing	Staff Lead: Community Development	1 st Quarter, 2019
units consist of a variety of		Make Housing Needs Assessment available on the City's
housing styles and	Supporting Staff: City Manager,	website
affordability levels	Public Works Department	2 nd Quarter, 2019
	Commissions: Planning Commission, EDA	 Invite residential land broker to EDA meeting to provide a market update and conduct Q & A 3rd Quarter, 2019
	Others: Consultants, brokers, developers, property owners	 Reconcile Housing goals in Comp Plan w/Housing Needs Assessment and develop top 3-5 priorities for EDA consideration
		 Map housing priority sites in terms of 3-5 priorities – present to EDA for feedback & consensus
		4 th Quarter, 2019
		 Arrange & conduct an event for real estate professionals & developers focusing on promoting residential development in Roseville
		2020 and Beyond
		 Monitor and update map of housing priority sites
		Update Housing Needs Assessment
		 Annually track housing units added & type via building permit data

- EDA consensus on top 3-5 housing priorities
- Progress is made towards adding the prioritized housing unit types
- Promote Roseville housing opportunities to at least 3 developers a year

• Update Housing Needs Assessment every other year

2019-2020

Strategic Priority: Public Improvements

Strategic Initiative: Increase Pedestrian Connectivity and Safety

<u>Desired Outcomes:</u> Increased availability of pedestrian connections and a higher level of safety for pedestrians using sidewalks and

trails

Goals/Focus Area	Responsible Staff/Commission	Timeline
Identification of and application for grants for pathway construction of grants for pathway construction.	Staff Lead: Public Works Department Supporting Staff: Parks and Recreation Department Commissions: PWET Commission, Parks and Recreation Commission Others: Consultants, Ramsey County, MnDOT, Metropolitan Council	1st Quarter, 2019 2nd Quarter, 2019 Identify possible grant programs which fund pathways 3rd Quarter, 2019 Work with Ramsey County to identify upcoming roadway projects and prioritize pathway segments based on upcoming development and construction 4th Quarter, 2019 Incorporate specific segments into the CIP 2020 and Beyond Construct pathway segments
Develop and adopt a formal crosswalk policy for the installation and enhancement of marked crosswalks on local roadways.	Staff Lead: Public Works Supporting Staff: Commissions: PWET Commission, Parks and Rec Commission Others: Ramsey County, MnDOT, possibly consultants.	1st Quarter, 2019 2nd Quarter, 2019 3rd Quarter, 2019 • Identify all marked crosswalks on Roseville local roads and note common characteristics 4th Quarter, 2019 • Review new model policies for crosswalks as developed by the Local Road Research Board (expected in Fall of 2019)

2020 and Beyond
 Work with PWET Commission and the general public to identify where to install marked crosswalks on local roadways. Educate public on laws and proper usage of crosswalks for cyclists, drivers and pedestrians

- Application of at least two grants for pathway segments
- Use of other available funding (i.e. remaining Parks Renewal Funds, Municipal State Aid Funds, etc.) for construction of pathway segments
- Presentation of a proposed Crosswalk Policy to the City Council in third quarter of 2020.
- Track amount of lineal feet of trails/pathways/sidewalks added

Strategic Priority: Public Improvements

Strategic Initiative: Improve Storm Water Facilities

<u>Desired Outcomes:</u> Ensuring storm water facilities are properly maintained and funded in order to guarantee that storm water

quality is maintained and flooding issues are mitigated

Goals/Focus Area	Responsible Staff/Commission	Timeline
Develop Condition Rating	Staff Lead: Public Works	1 st Quarter, 2019
Criteria for ponds, storm water		2 nd Quarter, 2019
pipes and structures and start	Supporting Staff:	3 rd Quarter, 2019
intensive inspection program		 Refine condition rating criteria for ponds, pipes
	Commissions: PWET Commission	and structures
		4 th Quarter, 2019
	Others: Consultants, Watersheds	 Start intensive inspection program using new
		asset management program and mobile devices
		2020 and Beyond
		 Record condition ratings and refine CIP based
		on priority infrastructure needs
Develop a City wide storm	Staff Lead: Public Works	1 st Quarter, 2019
water model to identify		2 nd Quarter, 2019
localized flooding locations	Supporting Staff:	3 rd Quarter, 2019
and system deficiencies for		 Propose budget for the phased development of
large rain events	Commissions: PWET Commission	a City wide storm water model
		4 th Quarter, 2019
	Others: Consultants	 Enhance as built data within GIS database to
		support city wide model
		2020 and Beyond
		Hire a consultant to complete phase one of the
		City wide storm water model

- Updated CIP and operating budget reports for the 2021 budget cycle identifying capital investment priorities for the storm water infrastructure
- Development of a city-wide storm water model with Phase 1 complete by fall of 2020

2019-2020

Strategic Priority: Public Improvements

<u>Strategic Initiative:</u> Expand Public Transit Connections

<u>Desired Outcomes:</u> Ensuring that there are adequate and frequent transit connections to meet the needs of Roseville residents,

businesses, and visitors

Goals/Focus Area	Responsible Staff/Commission	Timeline
Expand Transit Opportunities	Staff Lead: Public Works Director, Community	1 st Quarter, 2019
in Roseville	Development Director, City Manager	2 nd Quarter, 2019
		3 rd Quarter, 2019
	Supporting Staff:	4 th Quarter, 2019
		Invite Representatives from Metropolitan
	Commissions: PWET Commission	Council to meet with City Council to discuss
		the needs of additional transit in Roseville
	Others: Metro Transit	2020 and Beyond
		City staff works with Metro Transit staff to
		identify transit opportunities and funding
		sources.
		City staff provides regular updates on work
		with Metro Transit staff

Measures of Success:

• Creation of additional connections and/or routes of transit serving Roseville residents and businesses.

Strategic Priority: Environmental Sustainability

<u>Strategic Initiative:</u> Increase Green Step City Step Certification Level

<u>Desired Outcomes:</u> Best practices for environmental sustainability are incorporated into Roseville's programs and services.

Goals/Focus Area	Responsible Staff/Commission	Timeline
Achieve Minnesota Green Step	Staff Lead: Public Works	1st Quarter, 2019
3 designation and work		
towards higher steps	Supporting Staff:	2 nd Quarter, 2019
	Commissions: PWET Commission	Report to Green Team (PWET Commission) on current steps and initiatives 2rd Overstern 2010
	Others: Consultants	3 rd Quarter, 2019
	Others: Consultants	 Achieve Green Step 3 and receive recognition at League of MN Cities Annual Conference in Duluth, MN
		4 th Quarter, 2019
		 Report to City Council on additional tasks and timing to reach Green Step 4 and 5
		2020 and Beyond
		Annually report to Green Team and City
		Council on progress and propose budgets to
		support advancement through the Green Step
		program

- Achieve Green Step 3 in 2019
- Develop a clear path for additional steps within the next three years
- Progress towards Green Step 4 and 5

Strategic Priority: Environmental Sustainability

<u>Strategic Initiative:</u> Reduce City's Carbon Footprint

<u>Desired Outcomes:</u> Making a measurable reduction to Roseville's impact on the environment

Goals/Focus Area	Responsible Staff/Commission	Timeline
Using 2018 as a baseline,	Staff Lead: Public Works	1st Quarter, 2019
identify a percent reduction		2 nd Quarter, 2019
goal for the City's Carbon	Supporting Staff: All other departments	Work with the PWET Commission to present
footprint by 2030	G I I DWIFT G I I	expert recommendations and background data
	Commissions: PWET Commission	3 rd Quarter, 2019
		4 th Quarter, 2019
	Others: Minnesota Pollution Control Agency,	Provide a recommendation from PWET
	other agencies that may provide grants/program assistance	Commission for a percent reduction in the
	assistance	City's Carbon footprint by 2030
		2020 and Beyond
		Identify specific measures and actions with CIP and budget impacts to implement new
		programs and technologies to reduce the City's
		carbon footprint
Update the City Campus	Staff Lead: Public Works	1st Quarter, 2019
Geothermal Master Plan to	Start Board I done it office	•
identify which buildings are	Supporting Staff: Parks and Recreation	2 nd Quarter, 2019
feasible to connect to the		Receive proposal from consultant to update the
existing capacity of the	Commissions: PWET Commission, Parks and	Geothermal Master Plan
geothermal system in order to	Recreation Commission	3 rd Quarter, 2019
further reduce the City's		Commission the update of the master plan
carbon footprint	Others: Consultants	4 th Quarter, 2019
		Report to PWET Commission, Parks and Rec
		Commission and City Hall with final
		recommendations from updated Master Plan
		2020 and Beyond
		Adjust CIP and operating budget to reflect
		implementation of recommendations from the updated Master Plan

- Establishment of a percent reduction goal for the City's carbon footprint by the end of 2019
- Adoption of plan to reduce City's carbon footprint
- Updated Geothermal Master Plan identifying expansion to additional City facilities