City of Elk River 2011 Goals

Abounding in natural beauty, Elk River is a vibrant, historic rivertown that promotes an active lifestyle in an innovative and involved community offering unlimited opportunities.

Goal: Innovation- Develop new programs and services to meet the needs of the community									
	Action Steps	Task	09	% - (Com	ple	ted		Update
A1		Complete critical evaluation of Web QA for perceived value internally and externally						Allard	Solution proposed in 2013 budge
A2	Evaluate existing programs and services	Complete evaluation of alternative hours review						Portner	
A3		Benchmark services provided by like cities						Simon	Survey being analyzed, results incorporated into 2013 budget
A4		Review assessment policy and funding options to assure they meet the needs of all residents						Femrite	staff resources necessary,budgeted in 2012. Ordinance approved, street utility
A5	Enhance communication	Periodic external communication from Council (i.e. blog, newsletter, etc.)						Allard	Quarterly newsletter article from Mayor, Council ipads and email addresses
A6	Explore and develop new programs and services	Prepare survey for distribution to residents; gauge interest in new and existing services						Deckert	Citizen satisfaction survey presented and accepted by the Council in November, 2011
A7		Expand ability to accept alternative forms of payment (Credit cards, online payments)						Simon	Well underway. Staff is training. Full roll out expected within the month.

Goal: Community Development- Enhance and Expand community involvement and public participation through a variety of innovative

	Action Steps	Task	0% - Completed		eted Lea		ead Update	
B1	Enhance and expand	Periodic internal communication from Administrator (i.e. email, blog, newsletter, etc.)					Portner	Weekly Council update/ sharepoint
B2	- communication -	Report current communication practices; recommend improvements					Allard	Branding implementation in process
В3		Complete evaluation of citywatch or similar tool for general citizenry information					Cunningha	Ongoing. Staff continues to test the system and will explore integrating it for emergency public notification.
B4	Enhance and Expand and diversify public education and outreach	Complete evaluation of social media use for various departments					Deckert	Ongoing. Parks and rec, pinewood, EDA, and Energy City have been completed.
B5		Increase use of press releases and city-wide marketing materials					Dept head	Prerequisite: Brand plan. Press release template completed. Culture adjustment
В6		Approach school administration for civic engagement/ city service education					Portner	Initial Conversation completed. Further development necessary
В7	Create City Brand	Complete City branding process					Deckert	Completed, implementation ongoing
В8	Increase volunteerism	create recruitment, management of volunteer program					Portner	Volunteer volunteer coordinanter named

Goal: Beautification- Have attractive, welcoming streetscapes at City entrances and primary corridors. Enforce Zoning Ordinances

	Action Steps	Task	0% - Completed			ted		Update	
C1	Improve, revitalize, and invest in streetscaping along primary corridors and entrances	Prepare plans to improve primary intersections with landscaping, lighting, and hardscaping.						Barnhart	Plan framework completed, details specific to intersection
C2		Complete review, provide recommendations to incentivize improvements/ beautification						Barnhart	Ongoing
C3		Survey city owned property along major corridors, determine if improvements are necessary						Hecker	Ongoing
C4		Complete improvements to primary intersections						Femrite	Prerequisite: Intersection design. Budget discussion
C 5		Implement median and streetscape design and maintenance standards						DoCO	Prerequisite: median design Budget discussion
C6		Implement maintenance/ upkeep plan						DoCO	Prerequisite: Plan development. Budget discussion
C7		Enforce maintenance standards with outside agencies						Barnhart	Ongoing
C8		Actively enforce zoning standards on primary corridors						Barnhart	Approved by Council in June, 2011, action ongoing
C 9	Provide consistent and expanded signage	Utilizing brand, develop and construct consistent civic signage plan						Barnhart	Council reviewed in May, orking through design details.
C10	Create opportunities to beautify community	Promote a "Spruce Up Elk River" day						Haug	Community cleanup completed. Other opportunities being considered

Goal: Opportunities- Foster a pro-business atmosphere that provides incentives and other opportunities for new and existing business

	growth										
	Action Steps	Task	0% - Completed			ed	Update				
D:	– Position land for – development	Complete downtown plan						Barnhart	In process, monthly meetings		
D:		Identify and secure land for future Commercial/ Industrial development						Deckert	In process, includes data center planning, wetland banking.		
D:	3	Increase presence with legislators for state highway transportation improvements						Femrite	waiting final approval of 10/169 plans from FHWA. Ongoing relationship building.		
D4	Facilitate development and redevelopment	Complete low cost/ high benefit enhancements to improve traffic flow through the existing street intersections.						Femrite	Right turn lane extension for east bound to south bound movements at the intersection of 193 rd Ave and TH 169. Budget item		
D!	Evaluate existing programs and services	Review incentive packages for new businesses, recommend improvements						Deckert	working with GreaterMSP on review of incentive packages, compiling data on potential improvements in the future for existing incentives and potential new incentives		