

# Strategic Plan Action Plan & Budget Preparation Update

City Council

July 20, 2021



## VISION STATEMENT

Northfield will be an open, safe, welcoming community, recognized for its world-class colleges and historic riverfront downtown, and is dedicated to sustainably enhancing and preserving its vibrant culture, celebrated arts, strong economy and an excellent quality of life where all can thrive.

## MISSION STATEMENT

The City of Northfield works for the common good of our residents and businesses and the improvement of our community by providing excellent, innovative municipal services that carry out the City's vision for a high-quality of life for all.

## VALUES

### INTEGRITY

- Provide outstanding customer service
- Be open, honest, respectful, kind and accountable
- Demonstrate fiscal responsibility
- Act and communicate in authentic ways

### EXCELLENCE & INNOVATION

- Serve by leading and lead by serving
- Focus on clearly defined outcomes to achieve best results
- Commit to continuous improvement building on lessons learned
- Seek creative solutions for difficult problem

### CELEBRATION

- Welcome diversity, inclusivity, and welcoming broad perspectives
- Commemorate our unique and rich cultural sense of place
- Recognize others and their contributions
- Celebrate and acknowledge accomplishments


### TEAMWORK

- Actively participate in cooperative and collaborative approaches
- Commit to equitable treatment and the elimination of discrimination
- Build on our shared successes as a means for workplace satisfaction
- Utilize the experience and expertise within our organization and community

### STEWARDSHIP

- Protect our physical environment through ecologically sustainable practices and policies
- Maintain, improve and develop municipal assets
- Invest in others through advancement, mentorships and professional development
- Nurture personal well-being through physical and mental health initiatives

# Economic Vitality

- Baseline data targets priority
  - Partner Organizations
    - NDDC/NEC under review including advancing minority business enterprise
  - ARP Local Recovery Funds
    - City Funds
    - Potential Other Programs (grant review)
  - Redevelopment Areas (MnDOT & Other)
  - Growth Areas/Infrastructure (Water Plant & Water Tower Sites)
  - Community Branding Initiative
  - Riverfront Action Alignment
    - business concept designs, façade program
    - Park designation, bridge square review, parklet concept, other project implementation
  - Comprehensive Plan Update – Future Land Use Map
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# Housing Availability

- ARP Local Recovery Funds
  - CAC Hillcrest Village Project
  - City Funds
  - Potential Other Programs (grant review)
- Responding to market interest in multi-family rental
  - Finalize HRA/Three Rivers Spring Creek II project
  - Incentives on affordability (TIF/Abatement)
  - Potential inclusion with redevelopment (density near urban core)
- Rental Code: Healthy & Safe Housing
  - phased ordinance update initial coming in August review
  - Education materials – tenant & landlords
- Owner Occupied Market Interest – SF and MF
  - Respond to market interest
  - Council financing on
  - HRA incentives exploration (down payment assistance, additional land on Bluffview site)

# Quality Facilities

- Park Survey – late 2021/early 2022: satisfaction and input
- Capital planning – late 2021/early 2022
- 5-year CIP Trail & Sidewalk Gap review
- Ice Arena – updating options for maintenance timeline or alternate single sheet option
- NCRC Building Review – management agreement NCRC Corp, repairs and expansion (mainly FiftyNorth interest)
- Broadband – Metronet implementation & expanded review of Northfield City wifi
- Liquor Store – consulting dollars site analysis options

# Diversity, Equity & Inclusion

- Baseline data targets a priority
- Survey on baseline review of services & barriers related to access
- Racial Equity Action Plan
- Emerging Leaders Program
- Training
  - Baseline annual training
  - Supervisor and hiring processes
  - Policy amendments on equity



# Service Excellence

- Comprehensive Plan Update (consulting fees)
- Baseline assessment of satisfaction (survey)
- Department Analysis (tbd 2022 and 2023)
  - Reviewing possible areas of focus possible consulting fee
- Board & Commission
  - Legal work and training
- Employee Customer Service Training





# Climate Resiliency

- Carbon Reduction Fund – options/recommendations
- On site solar options
- Community solar for city power exploration
- Emerald Ash Borer Plan – new plantings & treatment plans
- Capital Equipment Plan – hybrid and electric review
- Transportation and mobility goals



# Future Steps

- August 13 Budget Worksession
  - Specific Strategic Plan Items will be called out in request
  - Opportunity for Initial Input from Council on recommendations
  - Council alternate Ideas
- Additional Budget Meeting Review and Priorities
- Exploration of Grants & Other Programs

