



2013 City of Edina Work Plan and Progress Report

The City of Edina’s mission is to provide effective and valued services, maintain a sound public infrastructure, offer premier public facilities and guide the development and redevelopment of lands, all in a manner that sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses.

Our vision is to be the preeminent place for living, learning, raising families and doing business distinguished by:

- A livable environment
- Effective and valued city services
- A sound public infrastructure
- A balance of land uses, and
- Innovation

The City of Edina is known for excellent city services and sound fiscal management. Our ongoing work will contribute this to tradition. In addition to our core services, the Council has identified six themes for the 2012-13 biennial budget in support of our mission and vision. These themes will guide our organization as we identify projects and prioritize our work.

2012-13 Council Priorities	Progress Report as of July 16, 2013
1. Advance Living Streets	1. Advance Living Streets
2013 Targets:	2013 Targets:
a) Create Living Streets Policy	Engineering: Approved by City Council on Aug. 20, 2013. Engineering and Communications & Technology Services staff is working with Feed the Dog Creative on branding for “Living Streets.”
b) Complete construction of new pedestrian crossings on France Avenue	Engineering: Bid opened on Jun. 27 was \$600,000 over budget and later rejected by the City Council. Revised plans have been submitted to MnDOT for approval. Project was re-bid in Nov. within budget with an anticipated award in January.
c) Coordinate the greater Southdale area transportation study	Engineering: On hold. Scope of work will be developed this winter with help of Transportation Commission and new Director of Engineering.

d) Develop prioritized plan for the use of pedestrian and cyclist safety funds	Engineering: Anticipated 2014 / 2015 projects have been identified and continued prioritization will be incorporated with the Living Streets Plan.
e) Develop sidewalk inventory and multi-year plan for building the City's sidewalk system	Engineering: Inventory is complete. Multi-year plan will be incorporated with the Living Streets Plan.
f) Develop standards for signage and pavement markings for bikeways and pedestrian paths	Engineering: Completed. Might need to be re-reviewed due to recent interest on less obtrusive signs – ie. 54 th Street project. Discussion will occur during the development of the Living Streets Plan.
g) Develop safe routes to school comprehensive plan	Engineering: Final draft being presented to Edina Public Schools committees/board, to City Council in early 2014.
Future Years: Establish France Avenue collaborative group	
2. Support Redevelopment of Major Commercial Areas	2. Support Redevelopment of Major Commercial Areas
2013 Targets:	2013 Targets:
a) 50 th & France: Develop plan to add parking and implement way finding/ramp usage signage.	Administration: In progress. Real estate purchase completed in June. Second real estate acquisition in process. Kimley-Horn Assoc. submitted draft Feasibility Study 12-31-2013 based on the preferences and direction of the stakeholders and Council. Final acceptance anticipated in Jan. 2014 with construction in summer 2014.
b) Grandview: Identify and implement near term improvements to physical infrastructure; work to identify economic development tools to induce development and conduct developer forums	Administration: In progress. Old Public Works site razed in May/Jun. TIF Study initiated with implementation anticipated in 2014/15. Phase I environmental study of bus garage site completed and options to relocate bus garage being explored. Community Advisory Team appointed and preparing Request for Interest to find development partner for former Public Work site. Community facility inventory completed and resident survey prepared to guide selection of development partner.
c) Southdale area: Work to determine priority of redevelopment of aging properties and appropriate development tools	Administration: In progress. Staff continues to work with owners and developers in pursuit of redevelopment of key sites including: Southdale outlots, Galleria, former Szechuan Star restaurant, 6500 France, former Wicks building, Eberhardt & Titus buildings.
d) Identify priorities for the use of HRA funds	Administration: Council work session was held on Jan. 8 to discuss priorities with respect to the HRA.

e) Develop small area plan template	Community Development: In progress.
Future Years: Work to determine priority of redevelopment of aging properties and appropriate development tools in southwest industrial district; evaluate potential development plans for Pentagon Park, create TIF District to promote redevelopment of Pentagon Park properties in 2014.	
3. Evaluate Public Recreation Facilities/Enterprise Funds	3. Evaluate Public Recreation Facilities/Enterprise Funds
2013 Targets:	2013 Targets:
a) Braemar Golf Course: implement path improvements and develop plans to redesign the driving range and adjacent executive golf course.	Parks & Recreation A consultant for design of the driving range and executive course was hired in Jun. Preliminary design was completed in Aug. The design is currently being reviewed by user groups, staff and watershed district. A revised plan will be completed by Feb. 2014. Ongoing path maintenance will be completed during the golf season. A master plan for cart path improvements is finished.
b) Evaluate and implement recommendations from the Art Center study	Parks & Recreation: Part time staffing changes were implemented in Apr. through Jun., 2013. An Art Center Mission statement was approved in February. Expansion of programming and inclusion in the Parks and Recreation Activities Directory has been completed. Max Solutions software for point-of-sale has been ordered and an online solution for handling memberships is in development.
c) Evaluate and resolve future of the proposed Sports Dome	Parks & Recreation: At the Oct. 14, 2013 Council meeting, staff was directed to begin the design and specification process for a sports dome and outdoor refrigerated ice rink. Work is currently being done on the design and plan to issue the first bid package in early Feb.
d) Complete Hornets Nest addition to Braemar arena	Parks & Recreation: The final issue regarding roofing has been resolved as of Oct. 11, 2013. The facility is finished.
e) Evaluate and resolve the reconstruction of the Golf Dome	Parks & Recreation: The Golf Dome opened on Nov. 9, 2013. Final negotiations with Travelers are ongoing, but will be completed in Jan., 2014.
f) Provide direction to staff on cost recovery expectations of current facilities	Parks & Recreation: The project is on the Park Board's 2014 Work Plan. The Park Board plans to form a working group to complete this project in 2014.
g) Develop a Parks & Recreation strategic plan	Parks & Recreation: Staff and Park Board working group are working on a RFP to hire a consultant. This project will be completed by Dec. 2014.

Future Years: Conduct senior center study	
4. Encourage Neighborhood Associations	4. Encourage Neighborhood Associations
2013 Targets:	2013 Targets:
a) Finalize neighborhood names and boundaries and City policy on recognized neighborhood associations	Administration: A neighborhood map and Neighborhood Association Policy were approved by the Council in Apr. Morningside became the first City-recognized neighborhood this summer, followed by Concord and Countryside this fall.
b) Begin administration of neighborhood association program, develop resources and conduct public information sessions	Administration: Continue to hold informational meetings. Created an informational packet for any group interested in becoming a neighborhood association. An "Organize Your Neighborhood" workshop was held in late Sept. with 30 participants. . A new website module was created to feature neighborhood associations, "City Extra" lists were developed for each of the 45 neighborhoods and staff began using Nextdoor.com as a way to communicate with neighborhoods. A new City street map was developed, showing the boundaries of all neighborhoods. In the process of hiring a part-time project coordinator to assist with neighborhood efforts.
Future Years:	
5. Improve Decision-Making Through Formalized Policies	5. Improve Decision-Making Through Formalized Policies
2013 Targets:	2013 Targets:
a) Adopt policy on naming of public facilities	Parks & Recreation: A work session was held in Jan. with members of the naming and donations committees and City Council. Staff will present a recommendation for new naming and donations policies by Feb. 2014.
b) Adopt policy on donations	Parks and Recreation: A work session was held in Jan. with members of the naming and donations committees and City Council. Staff will present a recommendation for new naming and donations policies by Feb. 2014.
c) Complete recodification of the City Code	Administration: A corrected proof was returned to Municipal Code Corporation. The completed Code Of Ordinances was delivered to City Council on Dec. 3, 2013. On Dec. 17, 2013, the enacting ordinance was

	adopted by City Council, and on Dec. 26, 2013, the new code became effective.
d) Conduct 2013 Quality of Life survey	Communications & Technology Services: Completed.
e) Develop a strategic plan for economic growth	Administration: In progress. Staff researching effective plans for sustainable long-term growth. One current tool is the Emerald Export Initiative. A successful export business forum was held in Mar.
f) Evaluate and potentially adopt rental housing registration program	Fire-Rescue & Inspections: Researching Eagan's program. Should meet with City Council to review.
g) Evaluate and potentially adopt code changes to address resident concerns about redevelopment on 50-foot lots.	Community Development: Code changes have been adopted by the City Council.
h) Adopt construction management policy and a plan for enforcement	Community Development: Residential Redevelopment Coordinator has been hired and is enforcing the ordinance. Made presentation to the Planning Commission regarding how it's going so far, including some recommendations for improvements. Will make the same presentation to the City Council in early 2014.
i) Revamp the City's operating budget process and document to improve public input and understanding	Administration: A Council retreat was held in May to identify strategic priorities for 2014-15 budget. Staff partnered with the Citizens League to complete three citizen engagement sessions in Jun. Budget recommendations were presented on August 5 and the budget was approved on Dec. 17. New budget content includes accomplishments from previous budget, goals for 2014-15 and performance measures.
Future Years: Identification sections of City Code for "best practices" review; review policy manual	
6. Promote Environmental and Personal Health	6. Promote Environmental and Personal Health
2013 Targets:	2013 Targets:
a) Promote Edina Emerald Energy Program and evaluate the addition of a residential program	Engineering: The "Green Business" page is up on the website and occasional inquiries are made about the process. The Energy & Environment Commission reviewed the potential for expanding the property assessed clean energy (PACE) tool to the residential sector and voted to recommend against this option at its May meeting.
b) Facilitate do.Town initiatives and evaluate the future of the program when Blue Cross-Blue Shield of Minnesota	Police: SHIP 3 has been funded and Tri-City Partners will focus more on SHIP initiatives in 2014. These initiatives overlap do.Town initiatives.

support ends	
c) Continue progress on Green Step cities certification	Engineering: The City of Edina was again recognized as a Step 3 Green Step city at a June League of <u>Minnesota Cities event</u> .
d) Broaden the mission of the Community Health Committee	Police: The Community Health Committee has completed a revision to 1503.02, expanding the Committee’s purpose and duties. The proposed revision was presented and adopted by the Council on Dec. 17th.
e) Develop a “Health Vision for Edina” as an enhancement to the Vision 20/20 strategic plan	Police: The proposed Vision is complete and was presented to the Council on Dec. 17.
Future Years: Organized hauling study	

In addition to proving core services, City leadership has also identified themes for the biennial budget related to internal city operations. These themes support Edina’s mission, vision and Council priorities.

City Leadership Priorities	Progress Report as of July 16, 2013
1. Improve Work Planning Process	1. Improve Work Planning Process
2013 Targets:	2013 Targets:
a) Utilize annual department work plans as a prioritization and accountability tool	Administration: Currently in process.
2. Improve Service Through Technology	2. Improve Service Through Technology
2013 Targets:	2013 Targets:
a) Implement computer-aided mass appraisal for computer testing	Community Development: In progress.
b) Conduct needs assessment and bid contract for electronic records management	Administration/Communications & Technology Services: Committee completed needs assessment survey and received RFI’s from four proposers on Sept. 30. On Nov. 4, 2013 Council approved the purchase of LaserFiche software to manage electronic records. In Dec. 2013 IT installed LaserFiche and our vendor Crabtree Companies began working with the Building Division to bring already scanned commercial building plans into the system.
c) Design and implement second phase of City WiFi network	Communication & Technology Services: The City’s WiFi networks have been expanded to Arneson Acres Park, Braemar Golf Dome, Countryside Park, Edina Aquatic Center, Edina Liquor – Southdale, Fire Stations No. 1 and 2 and Rosland Park (for seasonal use).
d) Develop mobile device strategy and related policies	Communication & Technology Services: The Communications & Technology Services Department has implemented AirWatch for mobile device management. Mobile devices have been rolled out in all departments except Finance. Some Council Members are also using mobile devices.
e) Complete new “Edina store” on city website	Communication & Technology Services: All program registration is now handled through the new website and work is under way on the new “Edina Store,” to be powered by Magento. Enhancements were made to the Public Works Department’s load restrictions permit to

	allow users to print off permits from the website. Work is under way on a module to sell, track and enhance memberships for the Edina Art Center, Edina Aquatic Center, Edina Senior Center and Edinborough Park.
f) Introduce field use of iPad for fire and building inspections	Fire-Rescue & Inspections/Communications & Technology Services: All inspectors are now using iPads in the field.
g) Purchase and implement CityWorks code enforcement software in Health Division	Police: Implementation is in progress in partnership with Public Works
h) Implement online facility registration	Parks and Recreation/Communications & Technology Services: Completed.
i) Implement new fleet management software	Public Works/Communications & Technology Services: Software has been installed and we are now working with the Contractor to import our custom reports as well as train our Staff on the capabilities of the new system. The project is complete.
j) Implement new software and hardware to improve the distribution of Council packets	Communication & Technology Services: The Communications & Technology Services Department is trying the Granicus application iLegislate to deliver Council packets to iPad users. Additionally, iPads have been issued to three Council Members.
3. Hire and Assimilate Key Leadership and Staff Positions	3. Hire and Assimilate Key Leadership and Staff Positions
2013 Targets:	2013 Targets:
a) I.T. Manager	Human Resources: The new I.T. Manager began work Feb. 26.
b) Building Services Manager	Human Resources: The City Facilities Manager began work April 22.
c) Transportation Planner	Human Resources: The Transportation Planner began work June 19.
4. Improve Communication Tools	4. Improve Communication Tools
2013 Targets:	2013 Targets:
a) Implement branding committee recommendations	Communications & Technology Services: A redesigned logo for the government access channel, Edina 16, was introduced earlier this year, as was a new logo for the Edina Senior Center.
b) Complete implement of new employee onboarding software	Human Resources: The initial set up is complete. H.R. will pilot the software with the Payroll Specialist position to be hired in February.
c) Develop intranet for internal communication	Communication & Technology Services: In progress as an extranet.

d) Establish employee benefit committee to assist with the selection and communication of employee benefit plans	Human Resources: The Employee Advisory Committee (EAC) has been meeting 1-2 times per month. The primary 2014 goal is to recommend changes that will make most effective use of dollars available, improve the city's ability to recruit and retain high-performing employees, and maintain compliance with healthcare reform and other legal requirements. The EAC has been actively researching and evaluating options. The EAC has made recommendations for 2014 changes to the benefits structure and the City Manager has approved these recommendations.
e) Establish labor management committees for police and fire bargaining units	Human Resources: Exploratory meetings with TCALMC will be held mid-Jan. The current vacancies of Fire Chief and Police Chief may delay this.
f) Purchase and implement police-to-citizen internet-based application	Police: This project is on hold due to Richfield dispatch transition and I.T. workload.
5. Set Performance Expectations by Defining Organization Values	5. Set Performance Expectations by Defining Organization Values
2013 Targets:	2013 Targets:
a) Identify and define key expectations of individual staff members	Administration: The internal project team conducted an employee survey, held a half day retreat for selected staff and conducted an organization culture assessment of leadership. Based on that information, three key values have been identified for Edina staff, known as the Edina IQS (Integrity, Quality and Service). The newly identified values have been shared with leadership and will be shared with all staff by the end of Oct. Several additional initiatives are underway to support the new values, including quarterly skill development workshops for leaders.
b) Integrate key expectations into hiring process	Human Resources: H.R. will begin work after expectations are defined.
6. Improve Decision-Making Through Formalized Policies	6. Improve Decision-Making Through Formalized Policies
2013 Targets:	2013 Targets:
a) Revise and implement computer use policy	Communications & Technology Services: Computer Use Policy has been rewritten as a "Technology Use Policy" and is currently under review by I.T. Division staff. The proposed policy includes mobile devices.
b) Develop City staff handbook	Human Resources: In process.

c) Complete board and commission procedure manual	Administration: Reappointment and recruitment process documentation has begun and will be completed by Oct. 15. Staff will begin working on the manual when the rewrite of the budget document is completed later this fall.
d) Develop and implement plans to comply with the Patient Protection and Affordable Care Act.	Human Resources: HR has met all required deadlines to date, and is now offering health insurance to employees whose positions work more than 30 hours per week year round. HR will continue to monitor changes and react accordingly.