



## 2012 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	Year End Progress Report
<b>1. Advance Living Streets</b>	<b>1. Advance Living Streets</b>
2012 Targets:	2012 Targets:
a) Create living streets policy.	Wayne H - The ETC has received an updated memo dated August 13, 2012 that sets the Living Streets Policy Framework. The ETC is moving forward with developing the Living Street Policy within the ETC and should have a draft available in February / March 2013.
b) Evaluate and resolve current street reconstruction special assessment policy.	Scott N – The Council approved a revised special assessment policy on August 6. The Council approved a slight revision to August 6 policy at their August 21 meeting.
c) Evaluate a utility franchise fee as a method of funding living	Scott N – The Council approved the new ordinance implementing

street policy goals.	franchise fees on customers of Xcel Energy and a new ordinance implementing a franchise fee on customers of CenterPoint energy on October 16. The new ordinances became effective in January 2013.
d) Resolve future of France Ave pedestrian bridge grant funding.	Wayne H – The project memorandum is complete and has been submitted to MNDOT for review and approval. Staff continues to talk with the property owners along France Avenue to obtain the needed easements for the project; so far we have not met any resistance to obtaining donated easements. The project is on schedule for the March 31, 2013 deadline for all submittals and approvals.
e) Complete Transit for Livable Communities grant process and begin bicyclist improvements when approved.	Wayne H – This project was completed in the fall of 2012. Staff is continuing to review additional options for Wooddale Avenue.
2013: Prioritize work on guiding documents in Engineering or other departments needed to support the living street goals; institute new reconstruction financing policy (if applicable), establish France Avenue collaborative group	
<b>2. Support Redevelopment of Major Commercial Areas</b>	<b>2. Support Redevelopment of Major Commercial Areas</b>
2012 Targets:	2012 Targets:
a) Approve and begin parking ramp improvements at 50 <sup>th</sup> and France.	Wayne H – The plan to add parking is now on hold until further review of the available options. Staff continues to work with Alliant Engineering to develop the way-finding system. We anticipate to bid out the project in April / May 2013 for a June installation.
b) Complete and approve Grandview development framework and begin zoning implementation.	Cary T & Bill N – The Grandview development framework was approved on April 17. Possible zoning changes were discussed at the joint work session with the Planning Commission on Sept 4. Staff and the Planning Commission are developing a process with how to move forward in the next steps for development in the area. No specific recommendations on Zoning Ordinance changes at this time. Could be developed through a PUD or City may consider form based codes in the future.
c) Redefine Centennial Lakes TIF project area.	Scott N – Completed on February 21.
d) Finalize agreement with Southdale Center regarding loan for	Scott N – Completed on June 19.

center improvements.	
e) Work to build support for a Minneapolis special taxing district to help fund 50 <sup>th</sup> and France improvements.	Scott N – Little progress in 2012. Recommend initiating a second push in 2013.
2013: Complete ramp improvements; promote “Open for Business” initiative; evaluate potential development plans for Pentagon Park	
<b>3. Evaluate Public Recreation Facilities/Enterprise Funds</b>	<b>3. Evaluate Public Recreation Facilities/Enterprise Funds</b>
2012 Targets:	2012 Targets:
a) Evaluate and resolve future use and programming at Edinborough Park.	Ann K – Grotto fill and tree ring fill is completed. Waterfall renovation is completed. Conducting a lighting survey to determine lights to be retrofitted or eliminated. Lighting project to be finished by July, 2014.
b) Evaluate and resolve future use and programming at the Art Center.	Ann K – Consultant George Sutton presented his final report to City Council and Art Center Board on October 16 <sup>th</sup> , 2012. Michael Frey was named General Manager on November 5, 2012. Michael and Board are working on Mission/Vision Statements. Staff, technology and programmatic changes will be implemented in 2013. Art Center Board will change to Arts and Culture Commission during 2013.
c) Evaluate and resolve future of the proposed Sports Dome.	Ann K – Staff and athletic associations are studying athletic field space for current and future needs. Consultants are currently studying the Braemar athletic field site to provide feasibility and cost estimates. Both studies will be completed by March 1, 2013.
d) Evaluate and resolve future of the proposed Hornet’s Nest.	Ann K – Boys high school team moved in on December 14, 2012 and girls high school teams moved in on December 21, 2012. Velocity plans to be operational by 2/1/13 and General Sports will be open by the end of February, 2013.
e) Evaluate and resolve the future of the Golf Dome.	Ann K –We are waiting for final settlement offer from Travelers Insurance. With Council approval of the project, the golf dome will open in October, 2013.
f) Provide direction to staff on operational goals of current facilities.	Scott N – Recommend that item be moved to 2013.
2013: Begin work on new facilities (if applicable), update business plans of current facilities based on Council direction, evaluate Senior Center, evaluate potential of a park master plan	

<b>4. Encourage Neighborhood Associations</b>	<b>4. Encourage Neighborhood Associations</b>
2012 Targets:	2012 Targets:
a) Identify neighborhood boundaries and names.	Karen K – Neighborhood Identification Steering Committee shared their recommendations with the City Council at the December 4 <sup>th</sup> work session after an extensive public engagement process. A public hearing on the proposed names and boundaries is scheduled for January 22, 2013
b) Formalize support and communication policies for neighborhood associations.	Karen K – A draft neighborhood association policy documents was shared with the City Council at the December 4 <sup>th</sup> work session. Public input on the proposed policy will also take place during the January 22, 2013 public hearing.
2013: Assist with the formation of associations through city-sponsored tools	
<b>5. Improve Decision-Making Through Formalized Policies</b>	<b>5. Improve Decision-Making Through Formalized Policies</b>
2012 Targets:	2012 Targets:
a) Adopt policy on Parks and Recreation user fees.	Ann K – The user fee working group shared a proposed policy with the City Council on August 21 <sup>st</sup> . The policy was approved by Council with minor modifications. Completed.
b) Adopt policy on naming of public facilities.	Ann K – The Council heard a presentation at the August 21 <sup>st</sup> meeting and requested a work session to discuss the proposal with the Donations Policy Working Group as well as the Naming and Dedication of City Facilities Policy Working Group. The work session is scheduled for January 22, 2013.
c) Adopt policy on donations.	Ann K - The Council heard a presentation at the August 21 <sup>st</sup> meeting and requested a work session to discuss proposal with the Donations Policy Working Group as well as the Naming and Dedication of City Facilities Policy Working Group. The work session is scheduled for January 22, 2013.
d) Adopt unified boards and commission bylaws.	Karen K – New bylaws for all boards and commissions (with the exception of the Planning Commission) were approved by the Council in April. Planning Commission bylaws were approved on August 6 <sup>th</sup> .
e) Complete recodification of City Code.	Karen K - Municipal Code Corporation delivered the legal draft to the City on September 24th. The City Clerk and City Attorney are reviewing

	<p>the draft. It will be disseminated to City staff for review. Staff review will be completed by mid-November, and a conference will be scheduled with our staff and Muni Code. After the conference and resolution of any issues found, the code moves into detailed editing (3-4 months). After the final proof is issued, the City has 45 days for review and return of proof. Final code will ship 4-6 weeks after City releases the proof.</p>
<p>2013: Identify sections of City Code for “best practices” review; repeal Neighborhood Traffic Management Plan; performance metrics; review policy manual</p>	
<p><b>6. Promote Environmental and Personal Health</b></p>	
<p>2012 Targets:</p>	
<p>a) Complete and promote Edina Emerald Energy Program</p>	<p>Karen K – EEEP won a 2012 Environment Initiative Award this spring. Two projects have been completed under the program. The program could be more successful if it had a financing partner or internal financing mechanism. Staff is currently updating program materials for the City website and will be including EEEP information with our economic development materials.</p>
<p>b) Facilitate do.Town initiatives</p>	<p>Jeff L - Healthy menu choices have been implemented for City concessions during the 3<sup>rd</sup> and 4<sup>th</sup> quarter of 2012. The Community Health Committee will be partnering with the Park Board in 2013 on the Yorktown Park pilot community garden project. The community garden resolution was passed in October, 2012. City Code language changes were made in September 2012 allowing Fairview Southdale Hospital to host a farmer’s market for employees and visitors. Healthy cooking demonstrations were implemented at the Centennial Lakes Farmer’s Market ending September, 2012. Walking audits were completed during the 3<sup>rd</sup> quarter of 2012. A parent group is reviewing suggestions for healthier foods within Edina schools. The do.town Worksite Wellness plan was completed by the City of Edina in September, 2012 and goals have been identified.</p>
<p>c) Continue progress on Green Step cities certification</p>	<p>Karen K – In June, Edina was recognized as a step 3 city, the highest step in the Green Step Cities program.</p>
<p>2013: Conduct organized hauling study; broaden mission of Community Health Committee</p>	

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	Year End Progress Report
<b>1. Improve Work Planning Process</b>	<b>1. Improve Work Planning Process</b>
2012 Targets:	2012 Targets:
a) Introduce biennial Council priorities and annual plan.	Karen K – Completed in February.
b) Begin biannual business meetings.	Karen K – Completed scheduled work sessions on July 17 and October 16.
c) Standardize board and commission work plans and Council input process.	Karen K – Draft work plans were shared with the City Council at the September 19 <sup>th</sup> work session and finalized at the December 17, 2013 work session.
d) Formalize biennial budget process and prioritize capital improvement budget items.	Karen K – City staff developed and implemented a process to review and rank capital improvement projects. That process served as the foundation of the CIP that was approved in December.
2013: Integrate biennial Council priority-setting with biennial budget process; drive work planning process to the department level	
<b>2. Reorganize City Departments</b>	<b>2. Reorganize City Departments</b>
2012 Targets:	2012 Targets:
a) Evaluate alternatives and announce changes.	Scott N – New structure was announced in mid-January and fully transitioned by March 1.
b) Reorganize office space as appropriate.	Scott N – Construction in the Police Department and in the Communications & Technology Services Department was completed this summer.
c) Mentor leaders during transition and into new roles.	Scott N – Ongoing

<b>3. Hire and Assimilate Key Leadership and Staff Positions</b>	<b>3. Hire and Assimilate Key Leadership and Staff Positions</b>
2012 Targets:	2012 Targets:
a) Public Works Director	Brian Olson started May 29.
b) Assistant City Engineer	Chad Milner started June 4.
c) Environmental Engineer	Ross Bintner started May 29.
d) Environmental Resources Coordinator	In process of recruiting.
e) Economic Development Manager	Bill Neuendorf started August 27.
f) Building Operations Manager	In process of recruiting for City Facilities Manager
g) Transportation Planner/Engineer	Currently developing job description and recruitment plan.
<b>4. Improve Communication Tools</b>	<b>4. Improve Communication Tools</b>
2012 Targets:	2012 Targets:
a) Complete website redesign.	Jennifer B – Redesign is complete and launched on June 21. Some new electronic forms were launched earlier this summer, as was a new civic engagement site, <a href="http://www.SpeakUpEdina">www.SpeakUpEdina</a> . On Sept. 10, the first online registration forms were launched for fall Parks & Recreation programs. Further development of the new ecommerce and event “ticketing” system is under way, as is work on a new email subscription service, online facility scheduling and online surveying.
b) Reformat Channel 16.	Jennifer B – “In Edina” program was cancelled. “Agenda: Edina” and “Beyond the Badge” were reformatted to shorter, more frequent segments. Programs are broken into individual segments for posting on websites. A new business-related program, “Enterprise Edina,” will debut in February 2013 and will be sponsored by the Edina Chamber of Commerce. Staff is also working with the Heritage Preservation Board to develop a new history and/or preservation-related program. Expenses, including staff costs, of the new program would be covered with sponsorships. A new video bulletin board system will go live in the winter of 2013.
c) Implement “Edina Open” WiFi system at City Facilities.	Jennifer B – Phase 1 of the WiFi project was completed by the end of July. WiFi was extended into the Hornets Nest at Braemar Arena in December.
d) Implement branding committee recommendations.	Jennifer B – Branding work related to employees’ uniforms, name tags

	and vehicles is done. Progress on rebranding print communications is under way. New logos that fit with brand standards have been developed for Braemar Arena and Edina Aquatic Center. Modifications were made to the Braemar Golf Course, Centennial Lakes Park, Edina Liquor and Edinborough Park logos. Work remains to be done on the Senior Center and EDINA 16 logos. Staff is proposing to develop formal brand voice guidelines with the assistance of a consultant in 2013.
e) Implement applicant tracking and new employee onboarding software.	Lisa S - Applicant tracking software went live on June 4. Job applicants can now apply online. Supervisors of part-time staff have been trained in using the recruitment software to screen applications. Human Resources we will work to develop and implement the onboarding functionality in 2013.
f) Develop intranet for internal communication.	Jennifer B – In process, but delayed due to untimely work by website developer.
2013: Further refine web-based resident engagement tools	
<b>5. Set Performance Expectations by Defining Organization Values</b>	<b>5. Set Performance Expectations by Defining Organization Values</b>
2012 Targets:	2012 Targets:
a) Identify and define key expectations of individual staff members.	Karen K – not started
b) Integrate key expectations into hiring process.	Lisa S – not started
2013: Develop city-wide training, integrate key expectations into performance review process; identify and define key expectations of city leaders	
<b>6. Improve Decision-Making Through Formalized Policies</b>	<b>6. Improve Decision-Making Through Formalized Policies</b>
2012 Targets:	2012 Targets:
a) Redesign non-union compensation plans.	Lisa S – a new job evaluation method was implemented for all full-time positions, and a new compensation plan for all full-time non-union staff was implemented January 1, 2013. Positions have been rated and updated market information was collected. We have

	<p>proposed a new plan design and are working with the Executive Leadership Team to finalize any changes. A new compensation plan for non-union employees will be shared with staff in late November. The changes will take effect January 1, 2013.</p>
<p>b) Develop training new board and commission members.</p>	<p>Karen K – New training presentation completed and delivered to current board and commission members this spring. New student members attended an orientation session facilitated by City staff in September.</p>
<p>c) Update employee handbook.</p>	<p>Lisa S – We are working with a consultant to consolidate the former City Code and internal staff policies into an employee handbook. The consultant has completed a draft handbook but the project was on hold until our HR Director returns from leave. It will resume in 2013.</p>
<p>2013: Develop city-wide safety committee; develop procedure manual for boards and commissions</p>	