

Memorandum

Date: January 25, 2012

To: City Council & Staff Participants in Council Work Plan Meetings

From: Mayor Dan Roe 

Subject: 2012/13/14 Strategic and Work Plan Suggestions/Items of Interest

Dear Fellow Councilmembers and Staff:

Per our homework assignment, I offer my suggestions for 2012/13/14 strategic/work plan items, in no particular order:

1. Increase efforts toward business and economic development (short term and long term).

Develop strategies; dedicate staff resources; engage the business & development community; enhance our “tool box”

Vision Connection:

Goal: Roseville is a desirable place to live, work, and play

Strategies:

Provide regional leadership in creative and sustainable redevelopment
Enhance the city’s diverse business community

2. Increase connectivity and improve transportation (short term and long term)

Develop a build-out plan for existing pathway master plan and parks & rec master plan pathway components, including projected costs and timing (year 1, year 2, etc.); add missing short links to connect multi-family to bus stops and school crossings (on the same side of the street as the complex)

Vision Connection:

Goal: Roseville has world-renowned parks, open space, and multi-generational recreation programs and facilities

Strategies:

Provide high quality and well maintained facilities, parks and trails

Goal: Roseville has a comprehensive, safe, efficient, and reliable transportation system

Strategies:

Expand, maintain, and promote a system of continuous and connected pathways that encourage walking and biking

3. Develop strategies and plans for supporting our senior community (short term and long term).

Work to develop partnerships with existing agencies; better catalog existing City spending related to seniors (rec programs, etc.); explore additional financial support;

Vision Connection:

Goal: Roseville has a strong and inclusive sense of community

Strategies:

Promote and support city-sponsored and community-based events

Goal: Roseville supports the health and wellness of community members

Strategies:

Promote and encourage active and healthy lifestyles for all

Goal: Roseville supports high quality lifelong learning

Strategies:

Promote the benefits of lifelong learning and intergenerational education

4. Develop better connections between city government, school districts, and public and private providers of services to those in need in our community (short term and long term).

Regular, routine meetings between key players – school reps, police & fire reps, code enf and HRA reps, parks & rec reps, county reps, local faith group reps (churches, Love INC, Habitat groups, etc.), NWYFS, Keystone, senior programs, etc. Work to establish strong connections between those who encounter folks in need (schools and city staff) to those who provide services for folks in need (volunteer groups, county agencies, etc.)

Vision Connection:

Goal: Roseville is a desirable place to live, work, and play

Strategies:

Create an attractive, vibrant, and effective city with a high quality of life

5. Continue to emphasize and refine our performance measurement (short term).

Define links between budget programs/functions and city goals/outcomes; define performance measures in terms of achievement of those goals/outcomes.

Vision Connection:

Goal: Roseville is a desirable place to live, work, and play

Strategies:

Provide excellent, effective, and efficient city services

Goal: Roseville responsibly funds programs, services, and infrastructure to meet long-term needs

Strategies:

Incorporate community priorities in funding decision-making process

6. Support Human Rights Commission efforts on civic engagement and neighborhoods (short term).

Vision Connection:

Goal: Roseville residents are invested in their community

Strategies:

Provide meaningful opportunities for community engagement

Ensure that city government is civil, informative, and responsive