



FY 2018 – 2020

# STRATEGIC PLAN Action Plan



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A commitment to strategic thinking,  
measurable results and the delivery of  
quality services.

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## STRATEGIC PLAN SUMMARY 2018-2020

### City of Northfield

STRATEGIC PRIORITY	DESIRED OUTCOME	KEY OUTCOME INDICATOR	TARGET	STRATEGIC INITIATIVES
<b>ECONOMIC DEVELOPMENT</b>  <i>A Community That's Economically Thriving</i>	Expanded commercial & industrial tax base	- Commercial EMV - Industrial EMV	- Commercial and industrial tax value increased \$ _____ by 12/2020	a) Comprehensive Redevelopment b) Business Expansion c) New growth expansion d) Develop tourism strategy e) Downtown revitalization f) Riverfront enhancement
	Enhanced tourism	- Lodging and sales tax - Events attendance - Pull factors	- Inc. _____ lodging tax - Inc. _____ sales tax- non-NF - Inc. targeted Pull Factors	
	Expanded downtown	Downtown sq. ft.	_____ add'l sq. ft.	
<b>AFFORDABLE HOUSING</b>  <i>A Community Where Everyone Can Afford to Live</i>	Grow & maintain affordable housing	- Affordable units - Workforce units	_____ total units by 2020	a) Koester Court preservation b) Revise res. rehab prog. for income-eligible homeowners c) Barrier removal strategy-aff. hsg. d) Develop senior housing plan e) Develop Southbridge property f) Workforce housing strategy
	More senior units	Senior unit inventory	_____ new affordable senior units	
	Expanded supportive & emergency housing	Supportive & emergency hsg units	_____ new units	
<b>INFRASTRUCTURE</b>  <i>A Community Where Infrastructure Supports Its Objectives</i>	Improved infrastructure systems	- System indicators-PCI, breaks, back-ups, etc.	- Targeted improvements achieved-each system	a) Coordinate Fire Station project b) Plan & develop new Liquor Store c) Coordinate decision process for Ice Arena d) Develop community internet strategy e) Update pavement mgt. system f) Create stormwater main. plan g) Update pedestrian/bike, parks & trails plan
	Resolution of major facility projects	Project timelines-each project	- Fire Station- 1/1/19 - Liquor Store- 1/1/18 - Arena, build/no-6/1/18	
	Increased satisfaction with high speed internet	Internet speed measurements	=> 20% increase in citizen satisfaction with internet services	
<b>DIVERSITY, EQUITY, INCLUSION</b>  <i>A Community that Welcomes Everyone</i>	Increased transit options for all	- Existing routes - Surveys - Ridership	# _____ new routes for underserved _____ new rides created	a) Develop equitable service access strategy b) Develop and implement the Racial Equity Action Plan c) Develop a recruitment plan for volunteers, board/commission members, interns d) Implement recruitment, hiring and retention plan for City staff positions
	Staff and volunteers reflect community	Staffing statistics	Increase from _____ to _____ by 2020	
	Improved access to City services for all demographics	- Surveys - Access statistics	=> 75% of targeted access improvements met	
<b>OPERATIONAL EFFECTIVENESS</b>  <i>A Community with a Government that Works</i>	Adequate staff to meet demands	Staffing analyses	Approved targets met	a) Dev. operating effectiveness b) Eval comp. training programs c) Establish integrated work plan d) Develop Council/Staff relationship trust-building process e) Community engagement plan f) Communication plan
	Improved respect/trust-internal	Council/staff survey	=> 80% see improvement	
	Improved external communication	- Survey - Feedback mechanisms	=> 75% of stakeholders say meets or exceeds	
<b>CLIMATE CHANGE IMPACTS</b>  <i>A Community that's Resilient and Sustainable</i>	A clear vision for climate action	CAP development timeline	Adopted CAP	a) Climate communication/outreach program b) Develop/deploy awareness survey c) Comprehensive stormwater plan d) Develop and implement Climate Action Plan
	An economy resilient to energy & environment impacts	- Flood damage - Climate benchmarks	Meet CAP targets	
	Reduced net carbon emissions	Carbon measurements	Carbon neutral city by _____	

**Note:** Specific Strategic Plan "Targets" will be developed in the Action Plan Phase.

# Strategic Plan Summary

Northfield, MN

## Strategic Plan

### Strategic Planning Process



### Community Engagement & Outreach

- A. Joint Facilitation Session. City Council, Economic Development Authority, Planning Commission.
- B. Board & Commission Community Forum. Real-time voting & facilitated discussion.
- C. Community Survey. Online, print, English-Spanish versions.

### Components of the Strategic Plan

#### A. Strategic Priorities

- The highest priority issues to be addressed.
- Relevant to the challenges facing the community & current operational challenges.

#### B. Desired Outcomes

- What we are seeking to achieve in each priority area.
- What success looks like.

#### C. Key Outcome Indicator

- Indicators of the success we desire
- What we can monitor, count, report
- Direct relationship - indicator to desired outcome

#### D. Target

- Measurable end date - achieves desired outcomes
- Realistic - based upon the desired outcome
- Stretch, but achievable.
- Direct relationship - target to outcome desired

#### E. Strategic Initiatives

- Covers multi-year planning period
- Is SMART - Specific, Measurable, Actionable, Realistic, Time-bound

### Strategic Initiative - Action Plans

- Provides a framework for planning "how" a strategic initiative will be developed and implemented
- Who, What, When, How
- Development Status = Currently under development and review by staff, City Council, Boards & Commissions & related stakeholders

### Council-Staff Leadership


























- A. Council Owns. Purpose, Direction, Success Definition, Accountability
- B. Staff Owns. Action Plans, Methods, Performance
- C. Shared Council & Staff Ownership. Perspectives, Creation, Accountability

### Strategic Planning Timelines

- A. Outreach, Assessment & Plan City Council & Staff (May through July)
- B. Strategic Plan (2018-2020) Council Considers Adoption - Planned (August 8th)
- C. Action Plan Initiation Council Considers Support to Initiate Action Plan (September)
- D. Action Plan & Strategic Plan Implementation & Reporting (Ongoing).



























# Strategic Plan Summary 2018- 2020 with Targets








Northfield, MN

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
<b>Economic Development</b> <i>A Community That's Economically Thriving</i>	 <b>Expanded Commercial &amp; Industrial Tax Base</b> Economic Development	 <b>Commercial Net Tax Capacity Value</b> Economic Development	\$3,198,255 Net Tax Capacity for Commercial Properties as assessed by Rice and Dakota Counties	 <b>Develop a Comprehensive Redevelopment Plan</b> Economic Development
	 <b>Enhanced Tourism</b> Economic Development	 <b>Lodging and sales tax</b> Economic Development	<ul style="list-style-type: none"> <li>Inc. ___ lodging tax</li> <li>Inc. ___ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b> Economic Development
				 <b>Riverfront Expansion Plan</b> Economic Development
		 <b>Events attendance</b> Economic Development	<ul style="list-style-type: none"> <li>Inc. ___ lodging tax</li> <li>Inc. ___ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b> Economic Development
				 <b>Riverfront Expansion Plan</b> Economic Development
	 <b>Expanded Downtown</b> Economic Development	 <b>Pull factors</b> Economic Development	<ul style="list-style-type: none"> <li>Inc. ___ lodging tax</li> <li>Inc. ___ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b> Economic Development
				 <b>Downtown Revitalization Plan</b> Economic Development
<b>Affordable Housing</b> <i>A Community Where Everyone Can Afford to Live</i>	 <b>Grow &amp; maintain affordable housing</b> Affordable Housing	 <b>Affordable units</b> Affordable Housing	___ total units by 2020	 <b>Koester Court Preservation</b> Affordable Housing
				 <b>Revise Residential Rehab Program for Homeowners</b> Affordable Housing
				 <b>Barrier Removal Strategy-Affordable Housing</b> Affordable Housing
				 <b>Develop Southbridge Property</b> Affordable Housing
				 <b>Workforce Housing Strategy</b> Affordable Housing
		 <b>Workforce units</b> Affordable Housing	___ total units by 2020	 <b>Koester Court Preservation</b> Affordable Housing
				 <b>Revise Residential Rehab Program for Homeowners</b> Affordable Housing
				 <b>Barrier Removal Strategy-Affordable Housing</b> Affordable Housing



Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
	<div> <div></div> <div>More senior units</div> <div>Affordable Housing</div> </div> <div> <div></div> <div>Expanded supportive &amp; emergency housing</div> <div>Affordable Housing</div> </div>	<div> <div></div> <div>Senior unit inventory</div> <div>Affordable Housing</div> </div> <div> <div></div> <div>Supportive &amp; emergency housing units</div> <div>Affordable Housing</div> </div>	<div> <div></div> <div>new affordable senior units</div> </div> <div> <div></div> <div>new units</div> </div>	<div> <div></div> <div>Develop Southbridge Property</div> <div>Affordable Housing</div> </div> <div> <div></div> <div>Workforce Housing Strategy</div> <div>Affordable Housing</div> </div> <div> <div></div> <div>Develop Senior Housing Plan</div> <div>Affordable Housing</div> </div>
<b>Infrastructure</b> <i>A Community Where Infrastructure Supports Its Objectives</i>	<div> <div></div> <div>Improved Infrastructure systems</div> <div>Infrastructure</div> </div>	<div> <div></div> <div>System indicators- PCI, breaks, back-ups, etc.</div> <div>Infrastructure</div> </div>	<div> <div></div> <div>Targeted improvements achieved-each system</div> </div>	<div> <div></div> <div>Update Pavement Management System</div> <div>Infrastructure</div> </div>
				<div> <div></div> <div>Create Stormwater Maintenance Plan</div> <div>Infrastructure</div> </div>
				<div> <div></div> <div>Update pedestrian/bike, parks &amp; trails plan</div> <div>Infrastructure</div> </div>
	<div> <div></div> <div>Resolution of major facility projects</div> <div>Infrastructure</div> </div>	<div> <div></div> <div>Project timelines - each project</div> <div>Infrastructure</div> </div>	<div> <div></div> <div> <ul style="list-style-type: none"> <li>Fire Station- 1/1/19</li> <li>Liquor Store- 1/1/18</li> <li>Arena, build/no- 6/1/18</li> </ul> </div> </div>	<div> <div></div> <div>Coordinate decision process for Fire Station Expansion</div> <div>Infrastructure</div> </div>
				<div> <div></div> <div>Plan and Develop new Liquor Store</div> <div>Infrastructure</div> </div>
				<div> <div></div> <div>Coordinate decision process for Ice Arena</div> <div>Infrastructure</div> </div>
<b>Diversity, Equity, Inclusion</b> <i>A Community that Welcomes Everyone</i>	<div> <div></div> <div>Increased transit options for all</div> <div>Diversity, Equity, Inclusion</div> </div>	<div> <div></div> <div>Existing routes</div> <div>Diversity, Equity, Inclusion</div> </div>		<div> <div></div> <div>Develop Equitable Service Access Plan</div> <div>Diversity, Equity, Inclusion</div> </div>
		<div> <div></div> <div>Surveys</div> <div>Diversity, Equity, Inclusion</div> </div>		<div> <div></div> <div>Develop Equitable Service Access Plan</div> <div>Diversity, Equity, Inclusion</div> </div>
		<div> <div></div> <div>Ridership</div> <div>Diversity, Equity, Inclusion</div> </div>		<div> <div></div> <div>Develop Equitable Service Access Plan</div> <div>Diversity, Equity, Inclusion</div> </div>
	<div> <div></div> <div>Staff and volunteers reflect community</div> <div>Diversity, Equity, Inclusion</div> </div>	<div> <div></div> <div>Staffing statistics</div> <div>Diversity, Equity, Inclusion</div> </div>	<div> <div></div> <div>Increase from ___ to ___ by 2020</div> </div>	<div> <div></div> <div>Develop and Implement the GARE Equity Action Plan</div> <div>Diversity, Equity, Inclusion</div> </div>
				<div> <div></div> <div>Implement Recruitment, Hiring, and Retention Plan for City Staff Positions</div> <div>Diversity, Equity, Inclusion</div> </div>
















Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
	 <b>Improved access to City services for all demographics</b> Diversity, Equity, Inclusion	 <b>Surveys</b> Diversity, Equity, Inclusion	=/> 75% of targeted access improvements met	 <b>Develop a recruitment plan for volunteers, board/commission members, interns</b> Diversity, Equity, Inclusion
				 <b>Develop Equitable Service Access Plan</b> Diversity, Equity, Inclusion
				 <b>Develop and Implement the GARE Equity Action Plan</b> Diversity, Equity, Inclusion
				 <b>Develop Equitable Service Access Plan</b> Diversity, Equity, Inclusion
				 <b>Develop and Implement the GARE Equity Action Plan</b> Diversity, Equity, Inclusion
<b>Operational Effectiveness</b> <i>A Community with a Government that Works</i>	 <b>Adequate staff to meet demands</b> Operational Effectiveness	 <b>Staffing analyses</b> Operational Effectiveness	Approved targets met	 <b>Develop Operating Effectiveness Plan</b> Operational Effectiveness
				 <b>Evaluate comprehensive training programs</b> Operational Effectiveness
	 <b>Improved respect/trust - internal</b> Operational Effectiveness	 <b>Council/staff survey</b> Operational Effectiveness	=/> 80% see improvement	 <b>Establish integrated work plan</b> Operational Effectiveness
				 <b>Develop Council/Staff relationship trust-building process/plan</b> Operational Effectiveness
				 <b>Communications Plan</b> Operational Effectiveness
	 <b>Improved external communication</b> Operational Effectiveness	 <b>Survey</b> Operational Effectiveness	=/> 75% of stakeholders say meets or exceeds	 <b>Create Community Engagement Plan</b> Operational Effectiveness
				 <b>Communications Plan</b> Operational Effectiveness
		 <b>Feedback mechanisms</b> Operational Effectiveness	=/> 75% of stakeholders say meets or exceeds	 <b>Create Community Engagement Plan</b> Operational Effectiveness
				 <b>Communications Plan</b> Operational Effectiveness
<b>Climate Change Impacts</b> <i>A Community that's Resilient and Sustainable</i>	 <b>A clear vision for climate action</b> Climate Change Impacts	 <b>CAP development timeline</b> Climate Change Impacts	Adopted CAP	 <b>Climate Communication/Outreach Program</b> Climate Change Impacts

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
	— <b>An economy resilient to energy &amp; environment impacts</b> Climate Change Impacts			 <b>Develop and Deploy Awareness Survey</b> Climate Change Impacts
				 <b>Develop and Implement Climate Action Plan</b> Climate Change Impacts
		— <b>Flood damage</b> Climate Change Impacts	Meet CAP targets	 <b>Comprehensive Stormwater Plan (CSP)</b> Climate Change Impacts
		— <b>Climate benchmarks</b> Climate Change Impacts	Meet CAP targets	 <b>Comprehensive Stormwater Plan (CSP)</b> Climate Change Impacts
	— <b>Reduced net carbon emissions</b> Climate Change Impacts	— <b>Carbon measurements</b> Climate Change Impacts	Carbon neutral city by ____	 <b>Climate Communication/Outreach Program</b> Climate Change Impacts
				 <b>Develop and Deploy Awareness Survey</b> Climate Change Impacts
				 <b>Develop and Implement Climate Action Plan</b> Climate Change Impacts



































## Strategic Plan Summary with Targets

Economic Development
















Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
<b>Economic Development</b> <i>A Community That's Economically Thriving</i>	 <b>Expanded Commercial &amp; Industrial Tax Base</b>	 <b>Commercial Net Tax Capacity Value</b>	\$3,198,255 Net Tax Capacity for Commercial Properties as assessed by Rice and Dakota Counties	 <b>Develop a Comprehensive Redevelopment Plan</b>
	 <b>Enhanced Tourism</b>	 <b>Lodging and sales tax</b>	<ul style="list-style-type: none"> <li>Inc. ____ lodging tax</li> <li>Inc. ____ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b>
				 <b>Riverfront Expansion Plan</b>
		 <b>Events attendance</b>	<ul style="list-style-type: none"> <li>Inc. ____ lodging tax</li> <li>Inc. ____ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b>
				 <b>Riverfront Expansion Plan</b>
	 <b>Expanded Downtown</b>	 <b>Pull factors</b>	<ul style="list-style-type: none"> <li>Inc. ____ lodging tax</li> <li>Inc. ____ sales tax-non-NF</li> <li>Inc. targeted Pull Factors</li> </ul>	 <b>Develop Tourism Strategy</b>
				 <b>Downtown Revitalization Plan</b>
				 <b>Riverfront Expansion Plan</b>

**Action Report**  
Economic Development

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Expanded Commercial & Industrial Tax Base	 Develop a Comprehensive Redevelopment Plan	 Identify incentives and development resources (financial, partner entities, etc.) particularly those areas related to intensification of land use	Established resource dashboard for redevelopment resources	12/31/17	0 %
		 Identify Key Potential Redevelopment Areas (Geographic Areas Mapping)	Comprehensive list of key potential redevelopment areas identified	12/31/17	0 %
		 Receive small area concept plan for the Q-Block site and Econo site related to potential liquor store project	Completion of concept drawing for further analysis to come forward on development options	10/3/17	0 %
		 Review historical plans and studies	Compiled historical data	12/31/17	0 %
		 Clarification of roles for redevelopment	Completed Joint Working Sessions	7/31/18	0 %
		 Develop small area plan through the EDA or in partnership with entities such as Northfield Roundtable for specific redevelopment projects or opportunities	Approved small area plan, potential site assembly required	12/31/18	0 %
		 Establish goal for commercial & industrial tax value increase (overall not specific to just redevelopment)	Council and EDA approval of defined Target \$ amount	1/31/18	0 %
		 Identify stakeholders	Established stakeholder discussion groups	12/31/18	0 %
		 Prioritization of redevelopment areas	Prioritized list of redevelopment areas with corresponding timelines	7/31/18	0 %
		 Recruit developers for specific redevelopment projects or opportunities in conformance with the comprehensive plan	Developed Request for Proposals	3/31/19	0 %
	 Business Expansion and Infill Development Plan	 Establish formalized business retention and expansion opportunity identification plan	Complete agreed upon business visit/surveying/data collection on business needs and opportunities (example: U of MN Extension BR&E survey instrument, ongoing visit formats and communications, etc.)	12/31/17	0 %
		 Review available incentives for current and future business infill development	Established resource dashboard for infill development resources	12/31/17	0 %
		 Review historical documents and studies	Compiled historical data	12/31/17	0 %
		 Clarification of roles of business interaction	Completed Joint Working Sessions	7/31/18	0 %








Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Compile a database of recent business expansions as it relates to City involvement	Compiled database	2/28/18	0 %
		 Complete new development expansions and infill	Increased taxable value, job creation	1/31/20	0 %
		 Establish goal for commercial and industrial tax value increase (not exclusive to specific expansion and infill sites)	Council and EDA approval of target for commercial and industrial tax value increase	1/31/18	0 %
		 Identification of current available infill sites	Complete update to EDA, Planning Commission and Council on existing infill sites available for commercial and industrial uses.	8/31/18	0 %
		 Identify expansion needs of existing businesses for infill sites where their existing site does not accommodate needs	Completion of formal business retention and expansion plan (targeted for infill sites)	12/31/18	0 %
		 Identify relationship between existing Northfield businesses and City of Northfield - 2018	Survey existing businesses	12/31/18	0 %
		 Identify resources available for business expansion assistance	Established resource dashboard for business expansion assistance	7/31/18	0 %
		 Recruit targeted commercial and industrial businesses that would fit the need of infill sites	Completion of formal business recruitment plan (targeted in this area for infill areas)	12/31/19	0 %
	 New Growth Plan	 Clarification of City relationships of roles of expansion and establishing a shared vision of planning for the area	Consensus agreement on governance responsibilities Consensus of land use and zoning goals as well as clarification of targeted businesses for each expansion area	3/31/18	0 %
		 Complete any amendments necessary for the comprehensive land use plan and zoning ordinance	Amended land use plan and zoning ordinance	9/30/18	0 %
		 Complete new development in expansion areas	Increased taxable value, job creation	12/31/20	0 %
		 Complete small area development concept plans and determine priority options and alternatives to provide flexibility in reaction to development	Consensus agreement on small area development concept plans including preferred options	3/31/18	0 %
		 Complete Xcel Energy Certified Site Application	Completion of certification with active listing on Xcel website	1/31/18	0 %
		 Construct necessary infrastructure necessary to serve committed businesses or to attract new	Completion of defined public infrastructure	8/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		<div> <div></div> Establish goal for commercial and industrial tax value increase (overall not specific to just new growth plan) </div>	Council and EDA approval of defined Target \$ amount	1/31/18	0 %
		<div> <div></div> Establish Priority Expansion Areas to pursue (Geographic Areas Mapping) consistent with the comprehensive plan </div>	EDA, Planning Commission, and City Council agreement on priority expansion areas to explore for development	2/28/18	0 %
		<div> <div></div> Explore the development of a decision matrix into future orderly annexation area considerations for commercial &amp; industrial related properties </div>	Completion of options to present the EDA and City Council	6/30/19	0 %
		<div> <div></div> Identify expansion needs of existing businesses not served by expansion or infill sites for potential development in growth areas </div>	Completion of formal business retention and expansion plan (targeted in this area for new growth areas)	12/31/18	0 %
		<div> <div></div> Identify phased priority infrastructure needs and funding opportunities both local as well as potential leveraged private, state, federal funds </div>	Presentation to Council and EDA on scope and potential funding options	8/31/18	0 %
		<div> <div></div> Identify site stakeholders </div>	Educate site stakeholders on city work and define and codify their interests	10/31/18	0 %
		<div> <div></div> Recruit targeted commercial and industrial businesses that cannot be served through infill sites </div>	Completion of formal business recruitment plan (targeted in this area for new growth areas)	1/31/19	0 %
		<div> <div></div> Review historical documents and studies </div>	Compiled historical data with detailed plans and executive summary provided to EDA, Planning Commission and Council	1/31/18	0 %
<div> <div></div> Enhanced Tourism </div>	<div> <div></div> Develop Tourism Strategy </div>	<div> <div></div> Completion of public arts policy </div>	Completion of public arts policy. ACC recommend and Council approve	9/30/17	100 %
		<div> <div></div> Develop specific goals and create action steps for film rebate program and cultural district development </div>	EDA & Council presentation	12/31/18	0 %
		<div> <div></div> Establish goal for increased lodging, sales taxes and targeted pull factors increased </div>	Council approval of target for lodging, sales taxes and targeted pull factors	1/31/18	0 %
		<div> <div></div> Explore funding opportunities related to the incorporation of 1% for the arts goal of the comprehensive plan </div>	Presentation of options for consideration to ACC & City Council	12/31/18	0 %
		<div> <div></div> Explore need for public WiFi installation in Bridge Square, Division Street for visitor access to enhance tourism experience </div>	Project planned, funded, implemented	5/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Identify and develop possible initiatives in collaboration with the ACC to promote the arts & cultural qualities in Northfield	ACC complete review of opportunities in conjunction with Arts Lab cohort Cultural Plan members	11/30/18	0 %
		 Identify City role in tourism strategies in the areas of recreation, arts & culture	Council, ACC and EDA presentations	1/31/18	0 %
		 Identify key partners for tourism strategy emphasizing recreation, arts & culture	Establish relationship as staff liaison to CVB	1/31/18	0 %
		 Research and review potential "Cultural District" for downtown marketing with CVB and potential incentive program	Implementation of District	7/31/18	0 %
		 Review historical documents, studies, past actions, strategies	Compiled historical data compiled, reviewed by stakeholder group	3/31/18	0 %
		 Review potential film rebate program with Chamber of Commerce and CVB	Implementation of program	7/31/18	0 %
		 Using the Existing Northfield Gateway Corridor Improvement Plan, develop improvements for gateway nodes/corridor from 5th Street to 2nd street along the Highway 3 Gateway Corridor to promote tourism using arts, culture and recreation.	Presentation of completed plan to Council & partner organizations, including ACC, EDA, CVB, Roundtable	3/31/19	0 %
		 With partner organizations & City, develop a Cultural Plan as an outcome of ArtsLab participation	Presentation of completed plan to Council & partner organizations, including ACC, EDA, CVB, Roundtable	10/1/18	0 %
 Expanded Downtown	 Downtown Revitalization Plan	 Establish goal for additional square footage to be added to the downtown	Council and EDA approval of target for additional square footage in downtown.	12/31/17	0 %
		 Identify incentives and development resources (financial, partner entities, etc.)	Established resource dashboard for downtown revitalization resources	12/31/17	0 %
		 Identify key potential revitalization areas (Geographic Areas Mapping)	Prioritized list of redevelopment areas with corresponding timelines	12/31/17	0 %
		 Clarification of roles for redevelopment	Completed Joint Working Sessions	7/31/18	0 %
		 Complete additional expansion in downtown	Increased commercial (including residential rental or owner occupied) square footage in downtown	1/31/20	0 %



















Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		<div> <div></div> Establish goal for commercial and industrial tax value increase (overall not specific to just downtown) </div>	Council and EDA approval of target for commercial and industrial tax value increase (overall not specific to just expansion and infill sites)	1/31/18	0 %
		<div> <div></div> Initiate discussions with current building/land owners about future use </div>	Working stakeholder discussion groups created	12/31/18	0 %
		<div> <div></div> Prioritization of revitalization areas </div>	Prioritized list of redevelopment areas with corresponding timelines. EDA approve	7/31/18	0 %
		<div> <div></div> Research and review potential "Cultural District" incentive for downtown development </div>	Implementation of Program	7/31/18	0 %
		<div> <div></div> Review historical documents and studies </div>	Compiled historical data: City & Partners – NDDC, Northfield Roundtable, etc.	7/31/18	0 %
	<div> <div></div> Riverfront Expansion Plan </div>	<div> <div></div> Clarification of City relationships of roles of riverfront expansion </div>	Completed Joint Working Session	5/31/18	0 %
		<div> <div></div> Establish goal for commercial and industrial tax value increase (overall not specific to just downtown) </div>	Council and EDA approval of target for commercial and industrial tax value increase (overall not specific to just expansion and infill sites)	1/31/18	0 %
		<div> <div></div> Establish goal to increase lodging tax and sales tax from non-Northfield residents </div>	Council and EDA approval of target to increase lodging tax and sales tax from non-Northfield residents	1/31/18	0 %
		<div> <div></div> Identify and pursue potential uses for orientation to river </div>	Prioritized three areas of riverfront expansion with corresponding timelines	7/31/18	0 %
		<div> <div></div> Identify locations for non-motorized boat access near downtown </div>	Identify a take out location upstream from the dam	2/1/18	0 %
		<div> <div></div> Identify resources (financial, partner entities, etc.) </div>	Established resource dashboard for riverfront purposes	9/30/18	0 %
		<div> <div></div> Identify Riverfront Areas for possible expansion (Geographic Areas Mapping) that may more effectively integrate the Cannon River into the fabric of the downtown </div>	Presentation of options for expansion to EDA	6/30/18	0 %
		<div> <div></div> Identify site stakeholders </div>	Working stakeholder discussion groups created	8/31/18	0 %
		<div> <div></div> Initiate riverfront expansion next action steps identified to specific projects based on priority areas </div>	Approve defined expansion project areas and updated action steps in this area	10/31/18	0 %



Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 <a href="#">Prioritization of riverfront areas (short term/long term)</a>	Prioritized three areas of riverfront expansion with corresponding timelines	7/31/18	0 %
		 <a href="#">Review historical documents and studies</a>	Compiled historical data	2/28/18	0 %
		 <a href="#">Budget Prioritization for Riverfront Enhancement 2019-2020</a>		9/18/18	0 %
		 <a href="#">Creation of Riverfront Enhancement Advisory Committee &amp; Mayoral Appointments</a>		9/21/18	0 %
 <a href="#">Additional Outcome</a>	 <a href="#">Delete this Record</a>	 <a href="#">Additional Action</a>		4/15/18	0 %

## Strategic Plan Summary with Targets

### Affordable Housing

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
Affordable Housing <i>A Community Where Everyone Can Afford to Live</i>	 Grow & maintain affordable housing	 Affordable units	____ total units by 2020	 <del>Koester Court Preservation</del>
				 Revise Residential Rehab Program for Homeowners
				 Barrier Removal Strategy-Affordable Housing
				 Develop Southbridge Property
				 Workforce Housing Strategy
	 Workforce units	____ total units by 2020	 <del>Koester Court Preservation</del>	
			 Revise Residential Rehab Program for Homeowners	
			 Barrier Removal Strategy-Affordable Housing	
			 Develop Southbridge Property	
			 Workforce Housing Strategy	
 More senior units	 Senior unit inventory	____ new affordable senior units	 Develop Senior Housing Plan	
 Expanded supportive & emergency housing	 Supportive & emergency housing units	____ new units		














**Action Report**  
Affordable Housing

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
Grow & maintain affordable housing	Koester Court Preservation	Assist Common Bond with Tax Credit Application for the preservation of approximately 95 units of income restricted units that will preserve affordability in Northfield	Application Submitted	6/30/18	100 %
		Commit CDBG Funding for project to assist in effort to rehabilitate units in addition to preservation of income restrictions	CDBG Application Submitted & Approved	1/31/19	100 %
		Establish goal for total units to be added in affordable housing by 2020	HRA and Council approval of target metric	1/31/18	0 %
	Revise Residential Rehab Program for Homeowners	Guidelines and application Given to Link Center to be translated into Spanish	New guidelines and application Translated by Link Center	12/31/17	100 %
		Implement Administrative Contract with Three Rivers Community Action	Administrative Services Provided	12/31/17	0 %
		New guidelines and application placed on City Website	Guidelines & application published on City Website	12/31/17	100 %
		Publish new guidelines owner-occupied residential rehab program	Guidelines/Application Published	12/31/17	100 %
		Establish goal for total units to be added in affordable housing by 2020	HRA and Council approval of metrics	1/31/18	0 %
		Evaluate CDBG Program Changes from 2017	Complete a review look back on changes from staff with approved changes by HRA	5/31/18	100 %
	Barrier Removal Strategy-Affordable Housing	Create Team to Review Land Use Code/Zoning Ord	Findings & Report submitted to City Administrator	12/31/18	0 %
		Create Team to Review Rental License Ordinances Review Best Practices	Findings & Report submitted to Planning Commission for review and direction on possible recommendations to council	12/31/18	0 %
		Recommended amendments to Planning Commission and City Council	Presentation to PC and Council	1/31/19	0 %
	Develop Southbridge Property	Construction of new affordable housing underway	Building Permit and project started	7/31/20	0 %
		Determine location at Southbridge property and number of units to be constructed	Accepted site plan in place	6/30/18	100 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		<div></div> Establish goal for total units to be added in affordable housing by 2020	HRA and Council approval of metrics	12/31/20	0 %
		<div></div> Partner with Three Rivers Community Action Agency (TRCAA) to apply for Tax Credits	Tax Credit Application submitted	6/30/18	0 %
		<div></div> Partner with TRCAA to obtain additional funds and Financing, i.e. Tax Increment Financing, CDBG etc.	Total Funding for project in place	12/31/19	0 %
		<div></div> Seek input and feedback from surrounding neighborhoods	Neighborhood meetings held	3/31/18	100 %
	<div></div> Workforce Housing Strategy	<div></div> 2017 Housing Study – Capstone Project	Study presented to HRA Board	8/31/17	100 %
		<div></div> Establish goal for total units to be added in affordable housing by 2020	HRA and Council approval of metrics	1/31/18	0 %
		<div></div> Participate in Rice County Housing Study	Study Complete	12/31/18	0 %
		<div></div> Research partnership with owner & developer of adjacent, undeveloped property	Development Agreement	6/30/18	0 %
		<div></div> Research possible development of 2-acre residential lot for housing development	Lot purchased and developed	12/31/20	0 %
<div></div> More senior units	<div></div> Develop Senior Housing Plan	<div></div> Determine the number of seniors units in Northfield	Inventory created, presented to HRA Board	8/31/17	0 %
		<div></div> Forecast additional need or increasing demand for senior housing utilizing Rice County and US Census data	Prepared report presented to HRA Board	8/31/17	0 %
		<div></div> Establish goal for total units to be added in senior housing units target	HRA and Council approval of target metric	1/31/18	0 %
		<div></div> Evaluate and promote opportunity for senior co-op housing development	Existing single-family, entry-level homes made available for resale	12/31/20	0 %
		<div></div> Revise zoning & subdivision ordinances to ensure opportunities for development of alternative/innovative typed and styled senior housing such as mixed use, accessory structures such as “granny flats” or “mother-in-law” apartments in conjunction with existing or new neighborhoods, especially near downtown	Completion of analysis of market interests and complete revisions as determined appropriate	12/31/19	0 %























## Strategic Plan Summary with Targets

### Infrastructure



















Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
<b>Infrastructure</b> <i>A Community Where Infrastructure Supports Its Objectives</i>	 Improved Infrastructure systems	 System indicators- PCI, breaks, back-ups, etc.	Targeted improvements achieved-each system	 Update Pavement Management System
				 Create Stormwater Maintenance Plan
				 Update pedestrian/bike, parks & trails plan
	 Resolution of major facility projects	 Project timelines - each project	<ul style="list-style-type: none"> <li>• Fire Station- 1/1/19</li> <li>• Liquor Store- 1/1/18</li> <li>• Arena, build/no- 6/1/18</li> </ul>	 Coordinate decision process for Fire Station Expansion
				 Plan and Develop new Liquor Store
				 Coordinate decision process for Ice Arena
	 Increased satisfaction with high speed internet	 Internet speed measurements	=/> 20% increase in citizen satisfaction with internet services	 Develop Internet Strategy






















# Action Report

Infrastructure

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Improved Infrastructure systems	 Update Pavement Management System	 City Council Sets PCI Goals of Street System	Council sets direction on pavement management	3/31/17	0 %
		 <del>Analyze Collected Data</del>	Field data is reviewed for quality assurance	10/31/17	100 %
		 <del>Data Collection of Existing Streets</del>	Field information is collected and inputted into pavement management program	9/30/17	100 %
		 Run Scenarios on Pavement Management System	Pavement Condition Index (PCI) scenarios are run for funding option/PCI goals	12/31/17	0 %
		 Implement Financial Options	Council move forward as necessary to achieve PCI goal	9/30/18	0 %
		 Share Financial Impacts with City Council	Presentation to Council on findings	2/28/18	0 %
	 Create Stormwater Maintenance Plan	 Determine Cost of Maintenance Activities	Develop estimates, for annual budgeting	9/30/19	0 %
		 Establish a Maintenance Plan	Create scheduled inspections for all stormwater infrastructure	1/31/19	0 %
		 Gather Information on Existing System	All inlet and outlets to ponds and river inspected	6/30/18	0 %
		 Identify Maintenance Activities	Prioritization of needed maintenance activities	6/30/19	0 %
	 Update pedestrian /bike, parks & trails plan	 <del>Council sets aside funding for consultant</del>	Funding approved	9/30/17	100 %
		 <del>Develop scope of update</del>	Scope of the project is determined	9/30/17	100 %
		 Comprehensive Plan Amendment for Planning Commission approval	Recommendation of Approval of comp plan amendment to City Council	12/31/18	0 %
		 Develop draft plan	Draft completed	6/30/18	0 %
		 Draft plans for PRAB approval	PRAB approves draft plans	9/30/18	0 %
		 Engage public, PRAB, and Planning Commission	Engagement of Boards and commission and input from the public is provided	6/30/18	0 %
		 Send out request for proposal (RFP)	Hire a consultant	1/31/18	0 %
		 Submit final plans to council	Council approves plans and comp plan amendment	1/31/19	0 %



Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Update draft plans	Plans are complete	10/31/18	0 %
 Resolution of major facility projects	 Coordinate decision process for Fire Station Expansion	 Approve building and site design resolution	Approve by Council	10/6/17	100 %
		 Draft JPA & Lease completed	Internal completion – City Attorney, Bond Attorney, Finance Director, NAFRS Reps.	10/6/17	100 %
		 Final pre-bid cost estimate completed & presented to NAFRS design committee & NAFRS Facility Committees	Review & support of final recommendations to NAFRS Board	10/18/17	0 %
		 NAFRS Board Action on Lease & JPA changes	Approve resolution for preliminary approval of lease & JPA changes and related recommendation to parties	10/19/17	0 %
		 Northfield approve calling for public hearing	Approve resolution calling for hearing	11/20/17	100 %
		 Northfield conduct public hearing on project CIP	Complete public hearing and Authorization of Bonds	12/11/17	100 %
		 Northfield Council Review Communication Tower and Gateway Enhancements	Receive and discuss alternates and cost considerations	11/13/17	100 %
		 Presentations to JPA Parties for Resolution of Support to Proceed	Presentations by NAFRS Representatives. Includes design, cost, financing, project schedule, etc.	11/13/17	100 %
		 Approvals JPA Parties for Resolution of Support to Proceed	Presentations by NAFRS Representatives	11/20/17	0 %
		 Approve final plans and specifications and authorize for bids (30 days after hearing minimum)	Council approve resolutions approving plans and specifications and authorizing bids	1/15/18	0 %
		 Award bonds	Approve bonds	4/20/18	0 %
		 CIP Bond Reverse Referendum Filing Period Ends		2/28/18	100 %
		 City Award Construction Contracts, Approve JPA Amendment, Approve Lease Agreements	Final Council approvals	3/12/18	0 %
		 Construction contracts approved by City	Final approval council and execution by all parties	3/19/18	0 %
		 Final JPA Amendment Approval and NAFRS Approval of Lease Agreement and Recommend Project	NAFRS Approve Lease and Recommend Project  Rural Fire and Dundas approve lease and final agreements	3/5/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Open bids	Bid opening conducted by CM, Architect, City Reps.	2/27/18	100 %
		 Project commencement	Authorization by Construction Manager Authorization by Construction Manager	4/1/18	0 %
		 Project Completion	Certificate of occupancy	1/31/19	15 %
		 Subproject		4/30/18	0 %
	 Plan and Develop new Liquor Store	 Council Direction on Liquor Store	Formal Action on Next Steps (specific yet to be determined)	12/31/17	0 %
		 Hire Architect to initiate Conceptual Design phase	Staff solicitation, interviews, proposal reviews, negotiation, contract award	12/31/17	0 %
		 Prepare pro forma based upon Market Study update and Conceptual Design cost estimates	Staff and consultant team complete cost estimates	12/31/17	100 %
		 Present Conceptual Designs and preliminary cost estimates to Council	Presentation on site option reviews	10/3/17	100 %
		 Staff further analysis site considerations and recommendation development for Council	Presentation of Recommendations	12/31/18	0 %
		 Update 2015 Market Study to reflect market changes	Completion of market analysis Completion of market analysis	12/31/17	100 %
		 Council Site Selection and Purchase		12/31/18	0 %
		 Design Development phase		10/31/18	0 %
		 Negotiate terms		7/1/18	0 %
		 Schematic Design phase		9/1/18	0 %
		 Construction Document phase		8/5/19	0 %
	 Coordinate decision process for Ice Arena	 Complete Operational Analysis	All report completed	9/30/17	100 %
		 Determination of Next Steps	Not Yet Determined	12/31/17	100 %
		 Financing Options / impacts	Financial Scenario's completed	11/30/17	100 %
		 Present Operation Analysis to Northfield Ice Board	Presentation completed	11/30/17	100 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 <del>Recommendation on options from Northfield Ice Board</del>	Direction from Ice Board on how to proceed	12/31/17	100 %
		 <del>Remodel Existing Arena - Option/Costs</del>	Option is created along with costs	8/31/17	100 %
		 <del>Present Council Options on moving forward</del>	Presentation to Council of Options and Recommendations	1/31/18	100 %
		 Community Vote		11/6/18	0 %
 Increased satisfaction with high speed internet	 Develop Internet Strategy	 Develop baseline of residential satisfaction with Internet services	Completed baseline	11/30/17	0 %
		 Conduct concluding survey of residential satisfaction with Internet services	20% improvement in citizen satisfaction per year	5/31/21	0 %
		 Develop plan to implement improved Internet services	Bring plan to council for approval	5/31/19	0 %
		 Evaluate dual-franchise possibilities with high-speed internet providers	Completed agreements with vendors for dual franchise	5/31/18	0 %
		 Evaluate options for citywide fiber coverage	Viable options for citywide fiber coverage	8/31/18	0 %
		 Implement improved internet services plan	__% of residents have access to fast internet	7/31/20	0 %


















## Strategic Plan Summary with Targets















Diversity, Equity, Inclusion

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
Diversity, Equity, Inclusion <i>A Community that Welcomes Everyone</i>	Increased transit options for all	Existing routes		Develop Equitable Service Access Plan
		Surveys		Develop Equitable Service Access Plan
		Ridership		Develop Equitable Service Access Plan
	Staff and volunteers reflect community	Staffing statistics	Increase from ___ to ___ by 2020	Develop and Implement the GARE Equity Action Plan
				Implement Recruitment, Hiring, and Retention Plan for City Staff Positions
				Develop a recruitment plan for volunteers, board/commission members, interns
	Improved access to City services for all demographics	Surveys	= /> 75% of targeted access improvements met	Develop Equitable Service Access Plan
				Develop and Implement the GARE Equity Action Plan
		Access statistics	= /> 75% of targeted access improvements met	Develop Equitable Service Access Plan
				Develop and Implement the GARE Equity Action Plan


















## Action Report




Diversity, Equity, Inclusion

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Increased transit options for all	 Develop Equitable Service Access Plan	 Collect information from current transportation companies regarding existing routes, rates of use, rider information, etc.	Complete internal analysis Complete internal analysis	12/31/17	0 %
		 <del>Complete Age Friendly Survey to Identify Potential Inequitable Service Access</del>	Complete Age Friendly survey and analyze results	12/31/17	0 %
		 <del>City Staff and Department Survey to ID weaknesses and areas of concern related to serving all segments of the Community</del>	Complete internal survey	6/30/18	0 %
		 Create a proposal for increased transportation services and routes within City	Recommendations and complete action plan to implement changes	12/31/18	0 %
		 Establish goal for "targeted access" metric on "=> of targeted access improvements met."	Council approval of defined "targeted access" metric	1/31/18	0 %
		 Evaluate needs and facility discussion of Age Friendly	Complete survey and priority list with the Friendly Community Partner	2/28/18	0 %
		 Identify Partner Agencies & the Information they maintain that relates to Northfield Demographics and Services	Complete inventory internal for staff review	2/28/18	0 %
		 Recommend a plan to improve translation and communication services within City Offices and in the Community	Complete review in coordination with communications plan development	6/30/18	0 %
		 Create Northfield Transportation Advisory Committee & Mayoral Appointments		7/17/18	0 %
 Staff and volunteers reflect community	 Develop and Implement the GARE Equity Action Plan	 <del>Identify and Organize Department Leaders and Staff to be part of the core GARE team year 2 cohort</del>	Designation of staff and/or elected or appointed officials participating in year 2	12/31/17	0 %
		 Develop a Racial Equity Action Plan for the City of Northfield	Council adoption of Racial Equity Action Plan	7/31/18	0 %
		 Establish goal for "targeted access improvements" metric	Council approval of defined "targeted access improvements"	12/31/18	0 %
		 Establish goal for target metric on "increasing from ___ to ___ by 2020 the staff and volunteers to reflect the community"	Council approval of defined Target \$ amount	1/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Identify Partner Agencies & the Information they maintain that relates to Race and Equity in Northfield	Completion of summary document of partners and programs	3/31/18	0 %
		 Implement the GARE Equity Action Plan across all Departments within the City	Complete implementation of one full year of implementation to be determined	12/31/19	0 %
		 Racial Equity Action Plan staff development	Year 1 GARE Cohort completed draft Racial Equity Action Plan for Council Review	3/31/18	0 %
		 Review and recommend Municipal ID Implementation	Complete report and recommendations to council for adoption	12/31/18	0 %
	 Implement Recruitment, Hiring, and Retention Plan for City Staff Positions	 Identify techniques and steps to achieve Diversity among City Staff that closely matches the Community Diversity	Use 2017 GARE Action plan. Staff will continue to build on community relationships and contact when in need to fill vacant volunteer and employment opportunities	12/31/17	0 %
		 Study Demographics of City Staff and Community	Use demographic information gathered by the GARE Cohort 1st quarter 2017 as a starting point	12/31/17	0 %
		 Establish goal for "targeted access" metric on "=> of targeted access improvements met."	Council approval of defined "targeted access" metric	1/31/18	0 %
		 Implement a Recruitment, Hiring, and Retention Plan that will address issues of Diversity, Equity, and Inclusion	Plan development and implementation	12/31/18	0 %
	 Develop a recruitment plan for volunteers, board/commission members, interns	 Identify techniques and steps to advertise and attract applicants from all sectors of community	2017 - Increase recruitment with the Northfield High School, Youth First, and Link Center. Invited to Greenvale neighborhood gathering Fall 2017 and will continue to build ongoing relationships in the community.	12/28/18	0 %
		 Implement recruitment plan that will reach, attract and appeal applicants from all sectors of community	Establish relationships and resources in order to reach all community members about City opportunities. 2017 and ongoing	12/28/18	0 %
		 Establish goal for target metric on "increasing from __ to __ by 2020 the staff and volunteers to reflect the community"	Council approval of defined Target \$ amount	1/31/18	0 %
		 Study Demographics of community	Update 2017 demographic data gathered by 2017 GARE cohort	4/1/20	0 %



















Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Improved access to City services for all demographics	 Develop Equitable Service Access Plan	 Collect information from current transportation companies regarding existing routes, rates of use, rider information, etc.	Complete internal analysis Complete internal analysis	12/31/17	0 %
		 <del>Complete Age-Friendly Survey to Identify Potential Inequitable Service Access</del>	Complete Age Friendly survey and analyze results	12/31/17	0 %
		 <del>City Staff and Department Survey to ID weaknesses and areas of concern related to serving all segments of the Community</del>	Complete internal survey	6/30/18	0 %
		 Create a proposal for increased transportation services and routes within City	Recommendations and complete action plan to implement changes	12/31/18	0 %
		 Establish goal for "targeted access" metric on "=> of targeted access improvements met."	Council approval of defined "targeted access" metric	1/31/18	0 %
		 Evaluate needs and facility discussion of Age Friendly	Complete survey and priority list with the Friendly Community Partner	2/28/18	0 %
		 Identify Partner Agencies & the Information they maintain that relates to Northfield Demographics and Services	Complete inventory internal for staff review	2/28/18	0 %
		 Recommend a plan to improve translation and communication services within City Offices and in the Community	Complete review in coordination with communications plan development	6/30/18	0 %
		 Create Northfield Transportation Advisory Committee & Mayoral Appointments		7/17/18	0 %
	 Develop and Implement the GARE Equity Action Plan	 <del>Identify and Organize Department Leaders and Staff to be part of the core GARE team year 2 cohort</del>	Designation of staff and/or elected or appointed officials participating in year 2	12/31/17	0 %
		 Develop a Racial Equity Action Plan for the City of Northfield	Council adoption of Racial Equity Action Plan	7/31/18	0 %
		 Establish goal for "targeted access improvements" metric	Council approval of defined "targeted access improvements"	12/31/18	0 %
		 Establish goal for target metric on "increasing from ___ to ___ by 2020 the staff and volunteers to reflect the community"	Council approval of defined Target \$ amount	1/31/18	0 %
		 Identify Partner Agencies & the Information they maintain that relates to Race and Equity in Northfield	Completion of summary document of partners and programs	3/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Implement the GARE Equity Action Plan across all Departments within the City	Complete implementation of one full year of implementation to be determined	12/31/19	0 %
		 Racial Equity Action Plan staff development	Year 1 GARE Cohort completed draft Racial Equity Action Plan for Council Review	3/31/18	0 %
		 Review and recommend Municipal ID Implementation	Complete report and recommendations to council for adoption	12/31/18	0 %





















## Strategic Plan Summary with Targets















### Operational Effectiveness




















Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
Operational Effectiveness <i>A Community with a Government that Works</i>	 Adequate staff to meet demands	 Staffing analyses	Approved targets met	 Develop Operating Effectiveness Plan
				 Evaluate comprehensive training programs
	 Improved respect/trust - internal	 Council/staff survey	= /> 80% see improvement	 Establish integrated work plan
				 Develop Council/Staff relationship trust-building process/plan
				 Communications Plan
	 Improved external communication	 Survey	= /> 75% of stakeholders say meets or exceeds	 Create Community Engagement Plan
				 Communications Plan
		 Feedback mechanisms	= /> 75% of stakeholders say meets or exceeds	 Create Community Engagement Plan
				 Communications Plan

## Action Report

Operational Effectiveness

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Adequate staff to meet demands	 Develop Operating Effectiveness Plan	 Technology - evaluate leverage of technology for increased effectiveness	Technology for department selected is evaluated with improvements noted	12/31/17	0 %
		 Data collection from similar cities	Comparable cities determined and data collected	12/31/18	0 %
		 Determine appropriate target for outcome evaluation	Completion of targets	1/31/18	0 %
		 Determine initial areas to review	Departments selected	3/31/18	0 %
		 Find outside source to assist	Outside source selected	3/31/18	0 %
		 Initiate organization wide review of appropriate services	Services evaluated and noted	12/31/18	0 %
		 Present findings & seek approvals as necessary	Finding presented to appropriate body and budget implications determined. Funding & approvals requested and approved	6/30/18	0 %
		 Staffing analysis - Develop appropriate staffing levels in 3 divisions	Determination of department for review each year	6/30/18	0 %
	 Evaluate comprehensive training programs	 Create project scope for needed training	Project scope created	12/31/20	0 %
		 Determine appropriate target for outcome evaluation	Completion of targets	1/31/18	0 %
		 Determine budget implications	Budget needs identified	12/31/20	0 %
		 Establish an ongoing review schedule	Gant chart with ongoing reviews department and city-wide noted	12/31/20	0 %
		 Initiate organization wide review of training	Analysis of training completed; documented where needed	12/31/20	0 %
		 Present findings & seek approvals as necessary	Information presented to appropriate authority. Approvals and budget requests sought as needed	12/31/20	0 %
		 Technology - evaluate leverage of technology	Analysis of technology completed (in person versus electronic) as well as training needs identified on existing technology available	12/31/20	0 %
	 Establish integrated work plan	 Actions to be finalized once strategic planning process is completed	Complete initial targets for Strategic Actions	1/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Create Gant chart or large spreadsheet to track progress	Software purchased or method created to chart progress on items	8/31/18	0 %
		 Incorporate items from strategic initiatives action plans to create realistic timelines and work plan	Realistic integrated work plan created in conjunction with employees	8/31/18	0 %
		 Report progress and results	Progress and results reported to appropriate groups. January Council Presentation Quarterly Council Reporting Q1: to be determined Q2: to be determined Q3: to be determined Q4: to be determined	12/31/18	0 %
 Improved respect/trust - internal	 Establish integrated work plan	 Actions to be finalized once strategic planning process is completed	Complete initial targets for Strategic Actions	1/31/18	0 %
		 Create Gant chart or large spreadsheet to track progress	Software purchased or method created to chart progress on items	8/31/18	0 %
		 Incorporate items from strategic initiatives action plans to create realistic timelines and work plan	Realistic integrated work plan created in conjunction with employees	8/31/18	0 %
		 Report progress and results	Progress and results reported to appropriate groups. January Council Presentation Quarterly Council Reporting Q1: to be determined Q2: to be determined Q3: to be determined Q4: to be determined	12/31/18	0 %
	 Develop Council/Staff relationship trust-building process/plan	 Create safe feedback mechanism	Agreed to ongoing feedback mechanism created	12/31/18	0 %
		 Determine budget implications and seek necessary approvals	Budget implications determined. Funding and other approvals secured	9/30/18	0 %
		 Determine needs – survey staff and council	Survey created and completed	12/31/18	0 %
		 Find outside source to facilitate (training/education process)	Outside sources for facilitation of training/education process secured	12/31/18	0 %
















Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 Improved external communication		 Initiate roles and responsibilities education process for council and staff	Roles and responsibilities education completed	12/31/18	0 %
		 Ongoing feedback from council and staff	Opinions reflected in feedback show improvement in relationships	12/31/20	0 %
	 Create Community Engagement Plan	 Create updated community plan based on feedback	Draft plan updated.	12/31/18	0 %
		 Outreach – Identify & Meet with targeted community groups to gather input	Identified community groups met with community including Council	3/31/18	0 %
		 Report results and plan to community and council	Results and plan shared with community and council	3/31/19	0 %
		 Review what we are currently doing	Updated department communication spreadsheet completed	3/31/18	0 %
		 Survey – Use League of Minnesota Cities community engagement survey as a template for a community-wide survey	Survey completed and returned. Paper & electronic format	12/31/18	0 %
		 Use outside sources to assist in aggregating statistics from survey. Consult with St. Olaf and Carleton Statistics or use outside paid resource	Source chosen and Statistics aggregated	12/31/18	0 %
	 Communications Plan	 Create updated community plan based on feedback	Plan is created	12/31/18	0 %
		 Determine budget implications and seek necessary approvals	Budget requirements determined and necessary approvals completed	6/30/18	0 %
		 Implementation	Plan is implemented	12/31/20	0 %
		 Outreach – in conjunction with community engagement identify & meet targeted community groups to gather input & include communications questions on survey	Outreach completed and input gathered	3/31/18	0 %
		 Outreach - Report results to community and council	Results reported	12/31/18	0 %
		 Review applicable communication avenues	Communication avenues documented	12/31/18	0 %
		 Review items contained in draft Spethman document to determine usefulness and applicability for current conditions and moving forward	Review completed	3/31/18	0 %
		 Review what we are currently doing. Review and update chart from 2014	Review completed and 2014 chart updated	6/30/18	0 %



Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Technology – evaluate leverage of technology	Technology evaluated and improvements noted	12/31/18	0 %




















## Strategic Plan Summary with Targets




















Climate Change Impacts




















Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
<b>Climate Change Impacts</b> <i>A Community that's Resilient and Sustainable</i>	 A clear vision for climate action	 CAP development timeline	Adopted CAP	 Climate Communication/Outreach Program
				 Develop and Deploy Awareness Survey
				 Develop and Implement Climate Action Plan
	 An economy resilient to energy & environment impacts	 Flood damage	Meet CAP targets	 Comprehensive Stormwater Plan (CSP)
		 Climate benchmarks	Meet CAP targets	 Comprehensive Stormwater Plan (CSP)
	 Reduced net carbon emissions	 Carbon measurements	Carbon neutral city by ____	 Climate Communication/Outreach Program
				 Develop and Deploy Awareness Survey
				 Develop and Implement Climate Action Plan


## Action Report


Climate Change Impacts

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
 A clear vision for climate action	 Climate Communication/Outreach Program	 Establish a Climate Communication/Outreach Team	Communication/Outreach team is established	7/31/18	30 %
		 Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		 Referral to the Climate Action Plan Team for CAP inclusion	Communication/Outreach team prepare items for inclusion in the CAP: Detailed phased communication plan for remainder of 2018- 2020 developed	8/31/18	0 %
		 Start outreach program after CAP implementation	Outreach program is setup identifying communication strategies	1/31/20	0 %
	 Develop and Deploy Awareness Survey	 Create a draft survey	A draft survey is created	9/30/18	0 %
		 Draft survey brought to the Environmental Quality Commission	The draft survey is brought to the EQC for comments and review	10/31/18	0 %
		 <del>Establish a Climate Action Plan Team</del>	Climate Action Plan team is established	1/31/18	100 %
		 Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		 Final Survey brought to Environmental Quality Commission for approval of staff to deploy survey	A final survey is brought to the EQC for review	12/31/18	0 %
		 Finalize Survey with Environmental Quality Commission comments	A final survey is created	11/30/18	0 %
		 Implement survey to public	The survey is deployed to the public	4/30/19	0 %
		 Redeploy survey to determine measure based upon CAP implementation	The survey is re-deployed to the public	12/31/20	0 %
		 Research and review surveys completed by other communities and organizations	Surveys are gathered and reviewed	6/30/18	0 %
		 Review findings of survey with Environmental Quality Commission	Information from the survey is brought to the EQC	5/31/19	0 %
	 Develop and Implement Climate Action Plan	 Adoption of CAP by City Council	The CAP is adopted by the City Council	12/31/19	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Bring Environmental Quality Commissions recommendation to approve the CAP to the City Council via Resolution	The CAP resolution is brought to the City Council	11/30/19	0 %
		 Determine whether the CAP will be completed internally or externally (If external, needs to have a budget)	If internal, staff time is dedicated If external, funds are budgeted for the CAP	7/31/18	0 %
		 Develop a draft outline for the CAP	A draft outline is developed	6/30/19	0 %
		 Develop a final draft CAP based upon comments	The final draft CAP is developed	10/31/19	0 %
		 Develop a rough draft CAP	A rough draft CAP is developed	8/31/18	0 %
		 <del>Establish a Climate Action Plan Team</del>	Climate Action Plan team is established	1/31/18	100 %
		 Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		 Implement CAP by staff	The CAP is implemented by staff The CAP is implemented by staff	1/31/20	0 %
		 Present the draft outline to the Environmental Quality Commission	The CAP draft outline is presented to the EQC	6/30/19	0 %
		 Present the final draft to the Environmental Quality Commission. Environmental Quality Commission's recommendation to the City Council	The CAP final draft is presented to the EQC and EQC recommends the final CAP to the City Council	10/31/19	0 %
		 Present the rough draft to the City Council	The CAP rough draft is presented to the City Council	9/30/19	0 %
		 Present the rough draft to the Environmental Quality Commission	The CAP rough draft is presented to the EQC	9/30/19	0 %
		 Research and review the scope of work for a CAP	Scope of work for the CAP is established	6/30/18	0 %
 An economy resilient to energy & environment impacts	 Comprehensive Stormwater Plan (CSP)	 Approval of consultant for CSP to City Council	A consultant is approved for the CSP by the City Council	3/31/19	0 %
		 Budget funds for CSP	Funds are allocated in the 2019 budget	6/30/18	0 %
		 Create draft CSP	CSP draft is created	9/30/19	0 %
		 Determine Climate Action Plan Targets	Complete approval of Climate Action Plan Targets approval by EQC and Council	1/31/18	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Draft Plan presentation to the Environmental Quality Commission	CSP draft is presented to the EQC	10/31/19	0 %
		 Establish a Comprehensive Stormwater team	A Comprehensive Stormwater team is established	1/31/18	0 %
		 Final CSP	Final CSP is created	2/29/20	0 %
		 Final CSP approved by the City Council	CSP is approved by the City Council	3/31/20	0 %
		 Request for Proposals for CSP to City Council	RFP is presented and approved to the City Council	1/31/19	0 %
 Reduced net carbon emissions	 Climate Communication/Outreach Program	 Establish a Climate Communication/Outreach Team	Communication/Outreach team is established	7/31/18	30 %
		 Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		 Referral to the Climate Action Plan Team for CAP inclusion	Communication/Outreach team prepare items for inclusion in the CAP: Detailed phased communication plan for remainder of 2018- 2020 developed	8/31/18	0 %
		 Start outreach program after CAP implementation	Outreach program is setup identifying communication strategies	1/31/20	0 %
	 Develop and Deploy Awareness Survey	 Create a draft survey	A draft survey is created	9/30/18	0 %
		 Draft survey brought to the Environmental Quality Commission	The draft survey is brought to the EQC for comments and review	10/31/18	0 %
		 <del>Establish a Climate Action Plan Team</del>	Climate Action Plan team is established	1/31/18	100 %
		 Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		 Final Survey brought to Environmental Quality Commission for approval of staff to deploy survey	A final survey is brought to the EQC for review	12/31/18	0 %
		 Finalize Survey with Environmental Quality Commission comments	A final survey is created	11/30/18	0 %
		 Implement survey to public	The survey is deployed to the public	4/30/19	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		<div></div> Redeploy survey to determine measure based upon CAP implementation	The survey is re-deployed to the public	12/31/20	0 %
		<div></div> Research and review surveys completed by other communities and organizations	Surveys are gathered and reviewed Surveys are gathered and reviewed	6/30/18	0 %
		<div></div> Review findings of survey with Environmental Quality Commission	Information from the survey is brought to the EQC	5/31/19	0 %
	 Develop and Implement Climate Action Plan	<div></div> Adoption of CAP by City Council	The CAP is adopted by the City Council	12/31/19	0 %
		<div></div> Bring Environmental Quality Commissions recommendation to approve the CAP to the City Council via Resolution	The CAP resolution is brought to the City Council	11/30/19	0 %
		<div></div> Determine whether the CAP will be completed internally or externally (If external, needs to have a budget)	If internal, staff time is dedicated If external, funds are budgeted for the CAP	7/31/18	0 %
		<div></div> Develop a draft outline for the CAP	A draft outline is developed	6/30/19	0 %
		<div></div> Develop a final draft CAP based upon comments	The final draft CAP is developed	10/31/19	0 %
		<div></div> Develop a rough draft CAP	A rough draft CAP is developed	8/31/18	0 %
		<div></div> Establish a Climate Action Plan Team	Climate Action Plan team is established	1/31/18	100 %
		<div></div> Establish target for carbon neutral city date of goal	Completion of date as a metric target for carbon neutral city as recommended by EQC and approved by Council	1/31/18	0 %
		<div></div> Implement CAP by staff	The CAP is implemented by staff The CAP is implemented by staff	1/31/20	0 %
		<div></div> Present the draft outline to the Environmental Quality Commission	The CAP draft outline is presented to the EQC	6/30/19	0 %
		<div></div> Present the final draft to the Environmental Quality Commission. Environmental Quality Commission's recommendation to the City Council	The CAP final draft is presented to the EQC and EQC recommends the final CAP to the City Council	10/31/19	0 %
		<div></div> Present the rough draft to the City Council	The CAP rough draft is presented to the City Council	9/30/19	0 %
		<div></div> Present the rough draft to the Environmental Quality Commission	The CAP rough draft is presented to the EQC	9/30/19	0 %

Desired Outcome	Strategic Initiative	Actions	Action Measure of Success	Action End Date	Action Percent Complete
		 Research and review the scope of work for a CAP	Scope of work for the CAP is established	6/30/18	0 %