

Agenda
Work Session
City of Edina, Minnesota
Edina City Hall Community Room

Tuesday, October 20, 2015
5:30 PM

- I. Call To Order
- II. Roll Call
- III. Quarterly Business Meeting - Finance
- IV. Third Quarter Work Plan Updates
- V. Weber Woods Update
- VI. Park, Recreation and Trails Strategic Plan
- VII. Calendar Of Events
- VIII. Adjournment

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.



CITY OF EDINA

4801 West 50th Street
Edina, MN 55424
www.edinamn.gov

Date: October 20, 2015

Agenda Item #: III.

To: Mayor and City Council

Item Type:
Advisory Communication

From: Eric Roggeman, Finance Director

Item Activity:
Information

Subject: Quarterly Business Meeting - Finance

ACTION REQUESTED:

This item is for discussion only.

INTRODUCTION:

In 2007, the City started a quarterly review process for general fund financials called Quarterly Update. Quarterly Update is a two-page written summary of finances and notable transactions in the general fund.

In 2012, the City added quarterly business meetings held on the second work session after every calendar quarter end. At quarterly business meetings staff presents to Council finances and notable transactions in the general fund and all the enterprise funds. In some quarters, financial data is not ready in time to be included in Council packets prior to the meeting.

This quarter the financial data is ready and is attached for your review.

ATTACHMENTS:

General Fund Quarterly Update

Quarterly Financial Presentation



CITY OF EDINA, MINNESOTA

Quarterly Financial Update September 2015

General Fund - Revenues

General Fund revenues total \$20,351,783 through September 30, 2015. This amount represents 60% of total budgeted revenues for all of 2015, which is higher than 58% a year ago at the same time.

License and permit revenue increased \$345,280 from last year due to increased permit activity. The City has experienced rapid growth in permit revenue since 2009 of 15%, 13%, 16%, 32% and 9% annually from 2010 through 2014. The pace so far in 2015 is another 10% increase.

We have also received \$800,000 of parkland dedication fees through September 30 this year, with \$500,000 being transferred to the Construction Fund to fund the Park Signage Improvement Project.

General Fund – Expenditures

Total General Fund expenditures are 72.5% of budget so far this year, which is higher than a 70% rate a year ago. With a large percentage of our General Fund budget tied to wages and benefits, it is common for our expenditures to be very consistent throughout the year, meaning that most years we use about 25% of our budget every quarter. A breakdown of expenditures by functional category is below.

General government expenditures are 72% of budget so far this year, which is lower than the 2014 rate of 74%. Severance expenditures are high again in 2015, with vacation and sick time payouts of about \$316,000 so far this year. Many of the retirements that cause severance expenses also reduce ongoing salary and benefits expenditures. Although severance expenditures are higher than budgeted, the excess is paid for by assigned fund balance that we hold in the general fund for this purpose.

Public safety expenditures are 72% of budget for 2015, which is higher than the 2014 rate of 68.5%. Staffing levels have increased since 2014 to manage the ongoing increases in permit activity.

Public works expenditures total 72.5% of budget for 2015, which is higher than the 2014 rate of 70%. The higher expenditure rate in 2015 is partially due to the Street Maintenance Division in the Public Works Department getting an earlier start on street maintenance because of the earlier spring we had this year compared to last year.

Parks and recreation expenditures are 71% of budget in 2015, which is slightly higher than the 2014 rate of 70%. The parks department can have a spending pattern that is somewhat seasonal, and it can vary from year to year and quarter to quarter.

Other expenditures increased from the prior year due to timing differences in overall insurance payments. Finance distributes these insurance expenditures to other departments through our Central Services function at the end of the year as part of the annual audit process, and large variances during the year can be common.



CITY OF EDINA, MINNESOTA

Quarterly Financial Update September 2015

General Fund Statement of Revenue, Expenditures and Changes in Fund Balance - Budget and Actual For the nine months ended September 30, 2015

	2015			2014	
	Budget	Actual	Over/ (Under)	Actual	Increase/ (Decrease)
Revenues:					
Property taxes (1)	\$ 22,810,958	\$ 11,671,708	\$ (11,139,250)	\$ 11,015,358	\$ 656,350
Franchise and lodging tax	770,000	421,504	(348,496)	406,408	15,096
Licenses and permits (2)	3,830,080	3,785,028	(45,052)	3,439,748	345,280
Intergovernmental (3)	1,113,500	532,179	(581,321)	365,521	166,658
Charges for service	3,969,494	2,555,175	(1,414,319)	2,605,038	(49,863)
Fines and forfeitures	950,000	719,748	(230,252)	639,627	80,121
Other revenues	611,100	666,441	55,341	807,879	(141,438)
Total revenues	34,055,132	20,351,783	(13,703,349)	19,279,579	1,072,204
Expenditures:					
Administration	1,619,238	1,164,203	(455,035)	1,164,095	108
Comm & tech services	1,040,674	750,425	(290,249)	784,948	(34,523)
Human resources	495,637	325,057	(170,580)	338,370	(13,313)
Severance	200,000	315,963	115,963	359,346	(43,383)
Finance	904,918	578,751	(326,167)	591,050	(12,299)
Community development	1,612,160	1,077,282	(534,878)	1,083,110	(5,828)
Public works	8,459,610	6,270,022	(2,189,588)	5,815,474	454,548
Engineering	1,735,095	1,126,106	(608,989)	1,063,068	63,038
Police	10,357,415	7,227,948	(3,129,467)	7,089,002	138,946
Fire	7,007,398	5,224,866	(1,782,532)	4,470,894	753,972
Parks & recreation	1,388,087	990,354	(397,733)	950,811	39,543
Other	-	165,057	165,057	110,133	54,924
Total expenditures	34,820,232	25,216,034	(9,604,198)	23,820,301	1,395,733
Revenues over (under) expenditures	(765,100)	(4,864,251)	(4,099,151)	(4,540,722)	(323,529)
Other financing sources (uses):					
Transfers in (out)					
Liquor fund (4)	765,100	-	(765,100)	-	-
Other	-	(500,000)	(500,000)	(2,069,968)	1,569,968
Parkland dedication	-	800,000	800,000	397,278	402,722
Total other financing source	765,100	300,000	(465,100)	(1,672,690)	1,972,690
Net increase (decrease) in fund balance	\$ -	\$ (4,564,251)	\$ (4,564,251)	\$ (6,213,412)	\$ 1,649,161

- 1 The City receives the first property tax payment from the County in June and the second payment in December.
- 2 The licenses and permits category includes building permits.
- 3 The intergovernmental category includes grants from Federal, state and county sources. Generally, most of the grants the City receives are reimbursement grants, which means that if grant revenue increases, expenditures must also increase by an equal or greater amount.
- 4 The annual liquor fund transfer is always made in December.



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Quarterly Council Business Meeting Financial Update

October 20, 2015 City Council Work Session

2015 General Fund

Revenue

- 2015 YTD = \$20.4M vs. \$19.3M in 2014. (5.6% increase)
- 59.8% of budget, compared to 58.1% in 2014
- 2010-2014 average rate is 57.5%

Expenditures

- 2015 YTD = \$25.2M vs. \$23.8M in 2014. (5.9% increase)
- 72.4% of budget, compared to 70.2% in 2014.
- 2010-2014 average rate is 71.2%

Key Metric: License & Permit Revenue

- 2015 YTD = \$3.8M vs. \$3.4M in 2014. (10% increase)
- 98.8% of budget, compared to 104.9% in 2014.



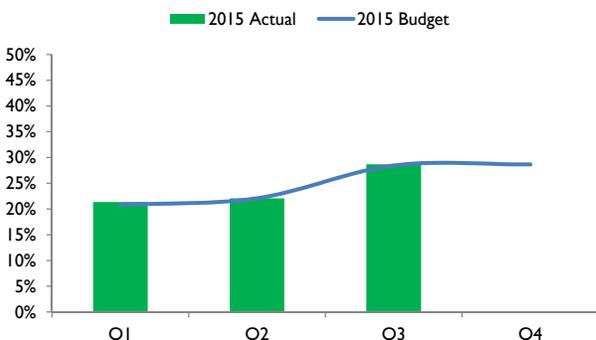
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Utilities Fund



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Utilities Fund Operating Revenue



Key Metric: Water pumped out of City wells

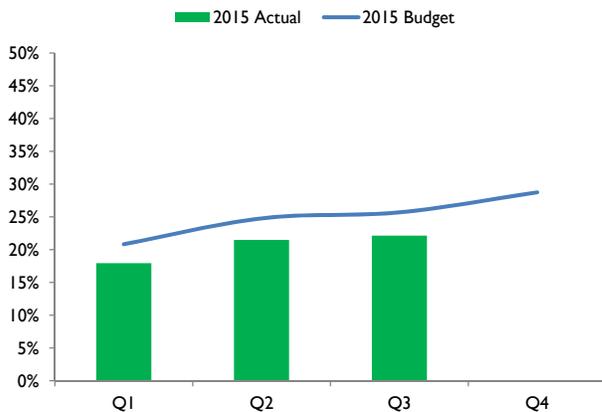
- 2015 YTD water pumped = 1.87B gallons vs. 1.91B gallons in 2014.
- 2010-2014 average pumping rate was 2.04B gallons Jan-Sept.

Liquor Fund



The CITY of EDINA

Liquor Fund Operating Revenue



Key Metric: Customer Counts

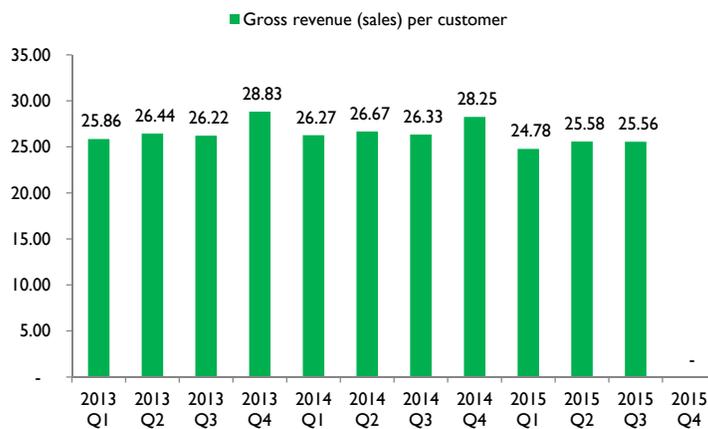
- 2015 YTD customers = 348,937 vs. 373,778 in 2014.
- 2010-2014 average count was 369,489. Based on this figure, 2015 customer numbers are down 5.6% from historical averages.

Liquor Fund



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Liquor Fund Sales per Customer

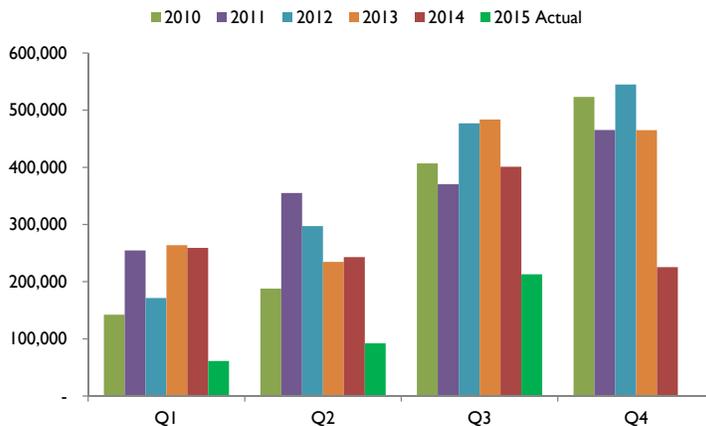


Liquor Fund



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Liquor Fund Operating Income

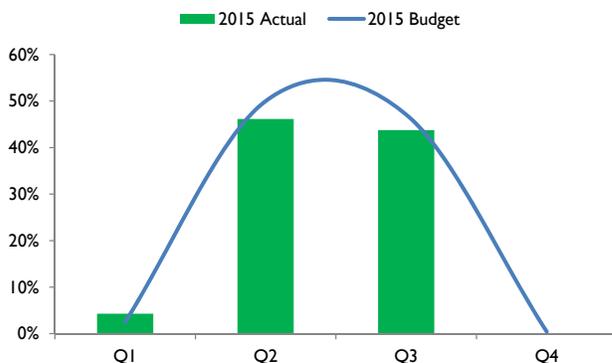


Aquatic Center Fund



The CITY of EDINA

Aquatic Center Operating Revenue



Key Metric: Season passes sold

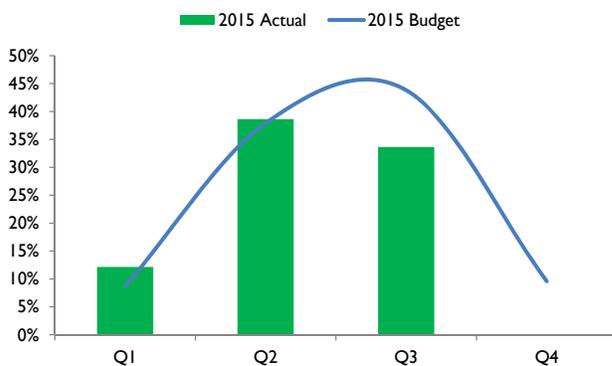
- 2015 YTD passes = 3,265 (10,218 people) vs. 3,462 (10,617 people) in 2014.
- 2010-2014 average sales were 3,382. Note that new POS system in 2012 may distort this comparison slightly.

Golf Course Fund



The CITY of EDINA

Golf Course Fund Operating Revenue



Key Metric: Golf rounds played (Braemar, Executive & Fred Richards)

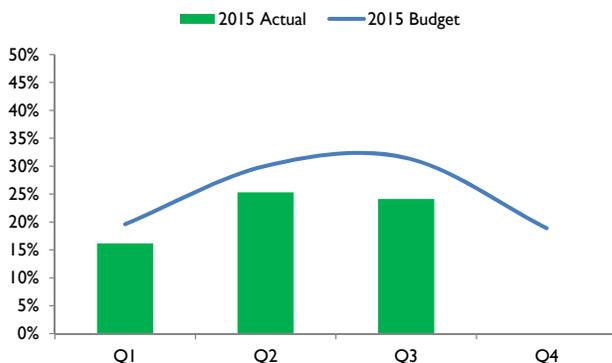
- 2015 YTD rounds = 60,246 vs. 81,469 in 2014.
- 2010-2014 average rounds were 82,705.

Golf Course Fund



The CITY of EDINA

Golf Course Fund Operating Expense



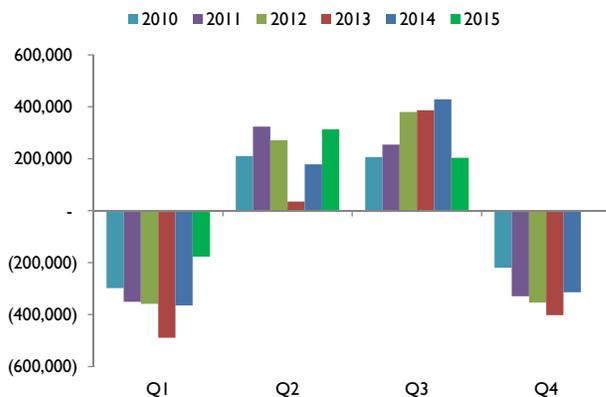
- Operating income improved \$97,333 from 2014 YTD.
- Actual expenses have come in under budget by approximately 5% each quarter while revenues have been on average only 2% under per quarter.

Golf Course Fund



The CITY of EDINA

Golf Course Fund Operating Income (Loss)



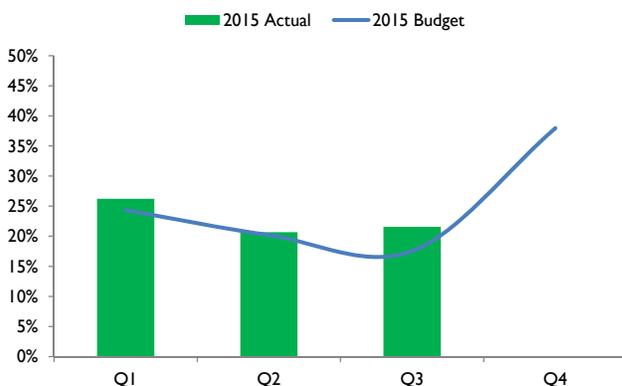
- Operating income improved \$97,333 from 2014 YTD.
- Actual expenses have come in under budget by approximately 5% each quarter while revenues have been on average only 2% under per quarter.
- Revenue pace slowed down in Q3 due to the range and Braemar Executive closures.

Arena Fund



The CITY of EDINA

Braemar Arena Operating Revenue



Key Metric: Ice rental hours sold

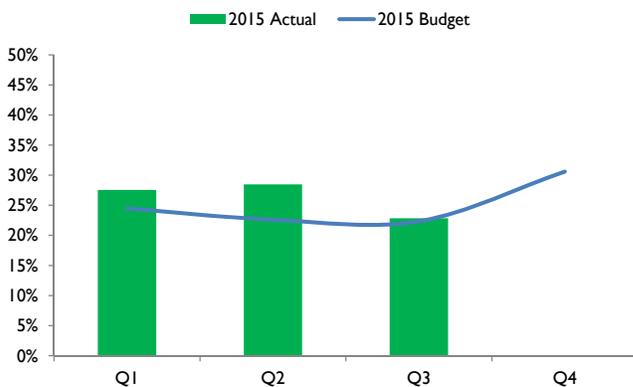
- 2015 hours sold = 2,954 prime & 2,975 nonprime vs. 2,246 prime & 2,647 nonprime in 2014.
- Utilization = 66% in 2015 vs. 67% in 2014.

Arena Fund



The CITY of EDINA

Braemar Arena Operating Expense



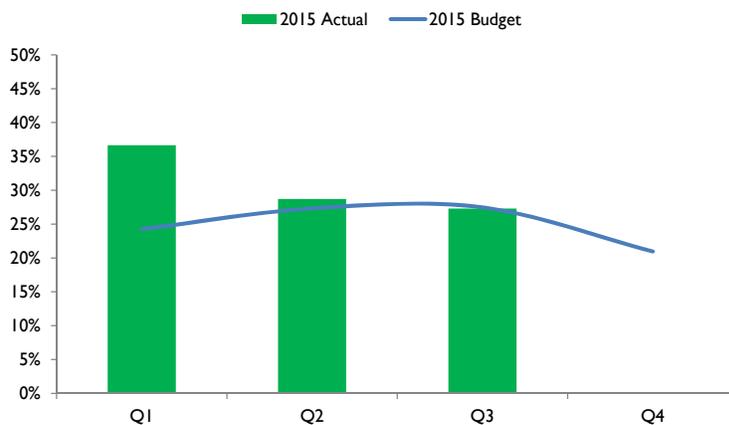
- Expenses have increased about \$270K from 2014 YTD.

Art Center Fund



The CITY of EDINA

Art Center Operating Revenue

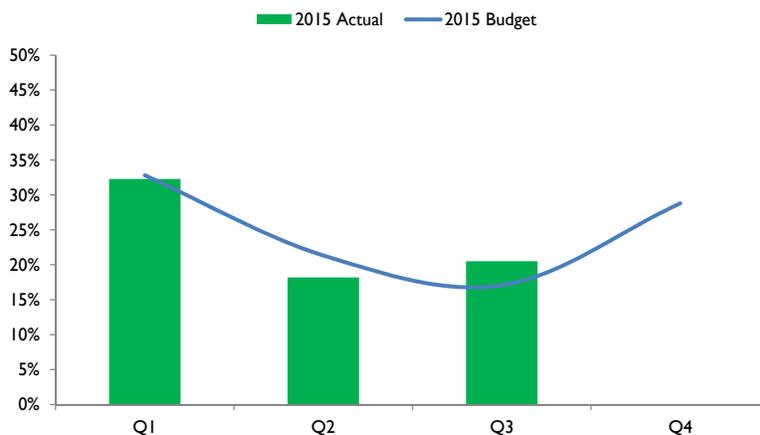


Edinborough Park Fund



The CITY of EDINA

Edinborough Operating Revenue

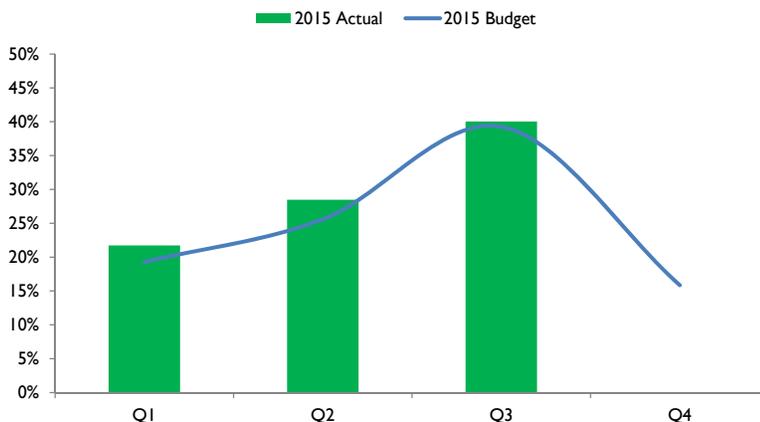


Centennial Lakes Fund



The CITY of EDINA

Centennial Lakes Operating Revenue

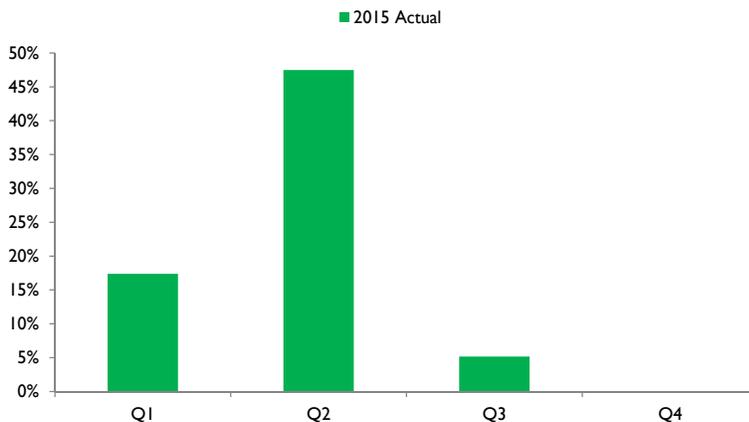


Sports Dome Fund



The CITY of EDINA

Braemar Field Operating Revenue





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4801 West 50th Street
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Date: October 20, 2015

Agenda Item #: IV.

To: Mayor and City Council

Item Type:

Other

From: Scott H. Neal, City Manager

Item Activity:

Subject: Third Quarter Work Plan Updates

Information

ACTION REQUESTED:

None.

INTRODUCTION:

Review 2014-2015 Work Plan.

ATTACHMENTS:

2015 3rd Qtr Work Plan Updates



2014-15 City of Edina Strategic Priorities

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 priorities for the 2014-15 biennial budget in support of our mission and vision:

- Community Vision
- Infrastructure
- Commercial and Mixed Use Redevelopment
- Workforce
- Communication and Engagement
- Aviation Noise

These themes will guide our organization as we identify projects and prioritize our work.

Community Vision	
Description	Key Performance Indicators
<p>A clear vision of a desired future will help focus our daily efforts and sustain a high quality of life. A vision for the community through the year 2040 that reflects the unique character, values and priorities of our citizens and stakeholders will be developed. Broad community participation will be central to our effort and critical to its ultimate success.</p> <ul style="list-style-type: none"> • Future • Values • 2040- or date certain in the future • Priorities 	<ul style="list-style-type: none"> • A Vision Plan will be in place prior to next Comprehensive Plan update. • 1200 citizens involved in a community process to create a vision.
Goals	Progress Report as of September 30, 2015
Identify consulting partner by 3/1/14. (Admin)	Completed. Council work session was held in January to clarify goals. Consultant RFI was issued in March. Future IQ selected as consultant in June.
Complete visioning process by 12/1/14. (Admin)	Completed. Held “think tank” workshop scheduled for September 9 and 11 with 110 participants. Community outreach included five public sessions and over 30 meetings hosted by individuals or outside organizations. Collected over 591 surveys.
Approve community vision by 3/1/15. (Admin)	Completed. Final version of Vision Edina Strategic Vision and Framework Report approved at May 19, 2015 City Council meeting.
Other: No update.	

Infrastructure	
Description	Key Performance Indicators
<p>The City is committed to preserving and expanding infrastructure systems to maintain reliability and quality, and to meet the demands of expansion and redevelopment. This will be accomplished through a long-term financing plan that balances prudence and community expectations.</p>	<ul style="list-style-type: none"> • Construction Fund structural deficit eliminated by 3/1/20. • Centennial Lakes TIF spending plan adopted and implemented by 12/31/15. • Municipal facilities upgrade scope finalized by 12/31/15. • 25,000 feet of bicycle improvements and 5,200 feet of

<ul style="list-style-type: none"> • Financing • Preservation • Expansion 	sidewalks are completed each year.
Goals	Progress Report as of September 30, 2015
Convert a half million in unreserved General Fund balance to operating budget by tightening revenue and expenditure estimates and increasing construction fund line item over the two year period. (Finance)	Completed. The 2015 adopted budget includes significant increases in general fund revenue estimates, license and permit revenue in particular. The adopted budget also allocates an additional \$625,000 of the property tax levy to fund equipment replacement in the construction fund.
Meet with Utility companies once each year to assess future plans and to advocate for interests of Edina residents and businesses. (Engineering)	Engaging in on-going discussions with all utility companies to continue assessing future plans.
Complete physical evaluation of all City buildings and facilities in order to develop a comprehensive maintenance plan and replacement schedule by 6/30/14. (Public Works)	Completed. A physical evaluation of all City buildings and facilities has been completed. In conjunction with the Energy and Environment Commission Building subcommittee, preparations are being made for a comprehensive maintenance and replacement plan that focuses on energy efficiency improvements.
Complete Living Streets Plan by 12/31/14 and related projects: (Engineering) France Ave pedestrian crossings by 12/31/14 54 th Street by 12/31/14 Tracy Avenue plan by 12/31/15	Living Streets Plan adopted. The Sidewalk Facilities Map was approved by Council and will amend the Comprehensive Plan. France Ave pedestrian crossings project is complete. 54 th Street Project is under construction. Tracy Avenue Project from Benton to TH62 is scheduled for a public hearing in December and construction in 2016. Engineering met with residents on Septembers 2014 and June 2015 to discuss the project. We also conducted a kick-off meeting on December 19 with the fire and public works departments to determine key requirements of the project. We recently received a variance from the State Aid Office for the horizontal curves.
Complete driving range and cart path projects at Braemar Golf Course by 12/31/15. (Parks & Rec)	The driving range and par 3 projects will be substantially completed by 10/16/15. Some work on the non-playing areas of the course will continue into November. The Braemar Master Plan was approved on June 2, 2015.
Complete Parks Master Plan by 12/31/14 (Parks & Rec)	The Park Strategic Plan was presented to the City Council on June

	17. The City Council will be reviewing the revised strategic plan with executive summary at the 10/20/15 work session.
Adopt and implement Centennial Lakes TIF spending plan by 12/31/15 (Admin)	The 2015-19 CIP includes infrastructure projects anticipated to be funded with remaining increment from the Centennial Lakes TIF District.
Finalize southeast Edina sanitary sewer capacity study by 4/1/14 for inclusion in the CIP. (Engineering)	Completed. Study has been completed and will be used for CIP planning purposes.
Complete construction of the sports dome by the end of 2014. (Parks & Rec)	Construction is complete with the exception of a few minor punch list items which will be completed by the end of 2015.
Other: No update.	

Commercial and Mixed Use Redevelopment	
Description	Key Performance Indicators
<p>Development and renewal of commercial and residential areas is essential to the on-going health of the city. The City will focus on the 50th & France and Grandview areas to create maximum positive impact. Tax increment financing and other tools will be used to provide incentives to develop in ways consistent with the City's land use, transit, density and health goals.</p> <ul style="list-style-type: none"> • 50th & France • Grandview • TIF • Transit/Land use/Density/Health 	<ul style="list-style-type: none"> • Public parking capacity at 50th and France is increased by 20%. The perception of parking availability at 50th and France is improved. Ground broken for redevelopment of parking facility by 12/31/14. • Grandview redevelopment plan executed with final public space plan by 12/31/15. • France Ave pedestrian plan improvements completed by 12/31/14. • Redevelopment roadway improvements substantially completed for Hazelton by 12/31/14.
Goals	Progress Report as of September 30, 2015
Complete plans to expand North Ramp and plan improvements at other ramps by 12/31/14. Complete ramp projects by 12/31/15. (Admin)	Restoration work to parking ramps, streetscape & wayfinding system is complete. Bids for south ramp elevator were rejected due to excessive cost. Expansion plans for North Ramp discussed in Q2 with design and implementation anticipated in 2016-2017.
Implement ramp demand management system by 5/31/14. (Admin)	Completed. Significant changes to employee permit parking policy and fees were implemented in May 2014 with minor adjustments implemented in January 2015.
Complete small area plan for Wooddale and Valley View by	WVV Small Area Plan was approved at the April 7, 2015 Council

12/31/14 and Cahill and 70 th Street by 12/31/15. (Admin/Community Development)	meeting. Plan was submitted to the Metropolitan Council for review.
Approve redevelopment plan for former public works site by 7/1/14; complete project by 12/31/15. (Admin)	In progress. Collaborative planning partnership with Frauenshuh was conducted in 2014-2015. The preferred project is a combination of community center, public parking, and multi-family residential. Additional information will be gathered about transportation network and community programming for further consideration in Q2 2016.
Approve redevelopment agreement with the School District for the current School District bus barn site by both the City and the School by July 1, 2014. (Admin)	
Work with 50 th and France property owners on redevelopment projects. (Admin)	The façade of the 3939 W. 50 th building and Edina Liquor Store will be complete in November. Walgreen's owner is considering mixed-use redevelopment and will pursue rezoning in Q4 2015.
Outline development goals and incentives related to sustainability, health and transit/connectivity by 12/31/15. (Community Dev)	Negotiations in development goals continue as part of a PUD. A list of goals is provided in the PUD Ordinance. The Valley View Wooddale Small Area Plan adopted principles that address buildings that "engage the street," to allow buildings up to the street and making connections to sidewalks. This is now used in all projects as a specific goal. Staff continues to work with the housing foundation in developing an affordable housing policy. Once adopted this would also become a development goal.
Master redevelopment plan for Pentagon Park approved by 12/31/14. (Comm Dev)	Preliminary site plan approval and PUD zoning was granted in March 2014. A full TIF redevelopment agreement was completed in May 2014. The developer continues to move ahead with redevelopment plans for each portion of the site. The south parcel was cleared in December 2014, ahead of original schedule. Developer is starting to consider first phase; anticipation of late 2015 for a full rezoning. Staff continues to meet with the developer twice per month. They are getting close to proceeding with the first phase of development and an overall master redevelopment plan. There is a potential that process will begin in the fourth quarter of this year, but not likely.
Other: In addition to the scheduled workload, staff has helped advance several redevelopment projects, primarily in the Greater	

Southdale area. Many new commercial projects were approved in 2014 and are in various stages of construction. Highlights include:
 Think Bank – Grand Opening November 2014.
 Onyx mixed-use on York Ave – PUD approved in 2014, site assembled in October 2014 and cleared in November 2014. Full construction has begun.
 6500 France – senior housing granted final approvals in Nov 2014. Construction has begun.
 7151 York / Yorktown Continental apartments – remodel of existing high rise and new building approved in 2014. Remodeling has begun. New construction has begun.
 66th & France medical office – approved in 2014 with completion summer 2015.
 66 West transitional housing – approved in October 2014. Construction anticipated in 2015 or 2016 (waiting for funding)
 New restaurant at 7690 France – approved in 2014. Construction anticipated in 2016.

Staff continues to work with developers, architects and owners on other redevelopment projects. They include:
 7200 France mixed-use – completed sketch plan review in 2014; Project is on hold.
 Galleria shopping center – owners anticipate expansion and renovation, likely in 2015/2016.
 Lincoln Corporate Center (Lincoln Ave & Bren Road) – Children’s Hospital is contemplating occupancy in the existing buildings for lease.
 Southdale Housing – Housing contemplated in the northeast corner of Southdale.
 NW Corner of 66th and York – Developers are considering a housing/mixed use project on the old Titus and Eberhardt properties
 SE Corner of 66th and York – Developers are also considering development on the old Best Buy site.
 Hotel begin considered for the NW corner of Southdale.
 Small Area Study underway for the Greater Southdale Area.

Workforce

Description	Key Performance Indicators
<p>High quality service delivery requires skilled employees who are properly deployed. The City supports high performance staffing approaches and the recruitment and retention of well-qualified employees. To support these efforts, the organization will provide competitive compensation and benefits packages.</p> <ul style="list-style-type: none"> • Staffing and resource allocation • Recruitment & retention • Compensation and benefits 	<ul style="list-style-type: none"> • Affordability of family insurance improves to meet average for comparison cities by end of 2016-2017 budget cycle. • Customer service evaluation scores on 2015 Quality of Life Survey continue to be 90% or better positive ratings with “excellent” ratings increasing to 30%. • An employee engagement baseline measurement is established through an employee engagement survey
Goals	Progress Report as of September 30, 2015

Restructure employee benefit program by 9/1/2014. (HR)	Completed. HR has worked with the Employee Advisory Committee to make significant changes for 2015 benefit to shift contribution dollars towards higher insurance costs (i.e. family/dependent coverage). The result is a significant increase in affordability of health insurance for all full-time employees. We have also ensured that all full-time employees will receive long-term disability coverage. We have evaluated benefits for part-time staff, and implemented a paid time off program for employees who work more than 20 hours per week year round.
Allocate \$150,000 in operating budget each benefit year towards our benefit plans. (Finance)	Completed.
Develop employee engagement survey and measure every two years starting in 2014. (Admin)	Completed. Results have been shared with City staff and follow up action items were identified for 2015 work plans.
Develop and implement customer service standards and related training organization-wide by 12/31/15. (Admin)	Completed. Customer service training sessions have been conducted, and approximately half of all full-time employees have participated in the training. The goal is to have all FT employees trained by year end. Starting in 2016, training will be offered quarterly for new hires.
Incorporate defined values into hiring process by 3/1/14 and performance management system by 3/1/15. (Admin/HR)	Completed. Edina IQS hiring process was developed and reviewed with ELT. HR led a training session on values-based hiring for managers. The first group of employee volunteers was trained in September of 2014 and a second group was trained in June 2015. IQS interviews are now being incorporated into the hiring process. A new performance review has been developed that incorporates an evaluation of employee IQS. All managers of full-time staff will be trained on the new system in September. HR is meeting with the Employee Advisory Committee in October to finalize development of the employee training. All full-time employees will attend training in November.
Develop standard onboarding and leadership training by 12/31/15. (Admin/HR)	All new full-time employees are now attending customer service training as part of the onboarding process. Leadership training for incorporating IQS into performance reviews was conducted in September.
Other: No update.	

Communication and Engagement	
Description	Key Performance Indicators
<p>To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication. Efforts to engage the community will utilize multiple platforms, be informative, transparent, responsive, and will involve volunteers and city commissions.</p> <ul style="list-style-type: none"> • Coordinated • Multi-platform • Strategic • Transparent • Two-way, interactive, inviting • Accessible • Comprehensive, informative • Timely 	<ul style="list-style-type: none"> • At least 85% of residents will continue to respond positively when asked if they felt they could have a say in local government in the 2015 Quality of Life Survey. 64 percent of respondents answered “yes” to the question “Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?” in the 2015 Quality of Life Survey. • Residents will continue to prefer a City communications tool as their primary information source for City news in the 2015 Quality of Life survey. “Word of mouth” was listed as the top “major source” of information about Edina government and activities in the 2015 Quality of Life Survey. The <i>Edina Sun-Current</i> newspaper was second with 38 percent, followed by <i>About Town</i> with 36 percent. However, only 16 percent of respondents said <i>About Town</i> was not at all a source for Edina government and activities, while 31 percent said that of the local newspaper. • The number of City Extra subscribers will increase by 25% from 8/1/13 to 12/31/15. Goal has been reached. • 90% of participants on boards, commissions, advisory groups and task forces rate their overall experience positively. • Ten neighborhood associations will be recognized by 12/31/15. • Registered users of City of Edina websites or fans/followers will increase by 20% from 8/1/13 to 12/31/15. Goal has been reached.
Goals	Progress Report as of September 30, 2015
Host and promote Speak Up Edina topic monthly. (CTS)	Successful online discussions have been held since January 2014. Communications Coordinator reports survey results and participation each month to the City Council. Monthly discussions

	have spawned other discussions, including parking at 50 th & France, the Capital Improvement Program and repurposing of Fred Richards Executive Golf Course.		
Use “telephone town hall” meeting or live social media chat at least once per year. (CTS)	State of the Community held in February and March 2014 and February and March 2015. A live town hall meeting was held December 6, 2014. The Council will hold another live town hall meeting December 5, 2015.		
Develop plan to promote City Extra by 3/1/14 and implement by 6/1/14. (CTS)	The entire “City Extra” email system was converted from Penteon to Mail Chimp in March 2015. The tool has already seen rapid growth. As of October 6, 2015, there are 27,860 City Extra subscriptions.		
Identify and train communication coordinators in each department by 6/1/14. (CTS)	An internal Communications Advisory Team (CAT) was formed in 2015 to aid the Communications staff. Staff members from all City departments are part of the CAT. The group plans to meet quarterly and has had two meetings this year, one focused on the employee extranet and the other on collaboration tools such as online forums.		
Train key City staff on public engagement methods by 12/1/14. (Admin)	No update.		
Prioritize needs for mobile apps and implement at least one mobile reporting app by 7/1/14. (CTS)	The City launched its first mobile app, Edina To Go, in June 2014. The requests for service reported through the app feed into the existing work order system in the Public Works Department. Since launch, the app has been downloaded 1,412 times.		
Develop and implement survey for volunteer participants and exit surveys for board and commission members by 3/1/14. (Admin)	Completed. Developed and implemented survey for departing board and commission members and shared results with Council. Will be using the same survey for Grandview CAT, Braemar Task Force and WVV Small Area Planning Team as these citizen advisory groups complete their service.		
Other: Workshop for residents interested in organizing a neighborhood held on May 17.			
Note: The Key Performance Indicator for “Registered users of City of Edina websites or fans/followers will increase by 20% from 8/1/13 to 12/31/15” has been met.			
www.EdinaMN.gov	Aug. 1, 2013	Oct 2, 2015	Change

	2,241	12,565	+461%
SpeakUpEdina.org	July 17, 2013	Oct 2, 2015	Change
	267	967	262.17%
Social Media Site	July 29, 2013*	Oct 2, 2015	Change
City Twitter	3,212	5,636	+75.5%
Scott Neal Twitter	127 (Oct. 25, 2013)	477	+275.6%
City Facebook	5,453	6,719	+23.2%
Braemar Arena	310	657	+111.9%
Braemar Golf Course	442	779	+76.2%
Braemar Field	(started in 2014)	109	n/a
Centennial Lakes Park	1,577	3,937	+149.7%
Edina Art Center	552	895	+62.1%
Edina Aquatic Center	759	1,419	+87%
Edina Liquor	200	518	+159%
Edina Senior Center	(started in 2014)	34	n/a
Edinborough Park	2,817	4,948	+75.6%
Nextdoor users		6,154	n/a
Instagram		179	n/a
Periscope		135	n/a
	Aug. 1-31, 2013	Sept 1-30, 2015	
YouTube channel views	4,733	5,648	19.3%
YouTube subscribers	116	264	128%

Other:

Aviation Noise

Description	Key Performance Indicators
Changes in flight patterns from the Minneapolis-Saint Paul International Airport over the community negatively affect the	<ul style="list-style-type: none"> • Achieve an outcome generally acceptable to the City. • Relationships with neighbors are not negatively impacted

<p>quality of community life. We are committed to influencing the outcome of decisions, mitigating the impacts to the community, and working with our neighboring communities to find the best possible solutions.</p> <ul style="list-style-type: none"> • Mitigating impact • Influencing outcome • Working with/partnering with the cities of Minneapolis, Bloomington, Richfield, the Federal Aviation Administration (FAA), Metropolitan Airports Commission (MAC), and the MSP Noise Oversight Committee (NOC) 	<p>by efforts.</p> <ul style="list-style-type: none"> • New positive relationships with MAC, FAA and the airlines are established.
Goals	Progress Report as of September 30, 2015
Average daily overflights of the City do not exceed their 2012 levels. (Comm Dev)	No progress to report on this goal. (SHN)
Average daily aviation noise levels in the City do not exceed 2012 levels. (Comm Dev)	No progress to report on this goal. (SHN)
The hybrid RNAV solution endorsed by the MAC in 11/2012 is implemented. (Comm Dev)	No progress to report on this goal. (SHN)
<p>Other: 2015 Q2 Update: Council Member Swenson continued her representation of the City at the NOC. Council Member Swenson was elected to be the vice-chair of the NOC At-large Cities group. Requested MAC staff to present an “Aviation Noise 101” meeting in Edina, which has been scheduled for Oct 27. City staff hosted MAC staff in June to learn about the MAC’s 2035 Long Term Comprehensive Plan for MSP; staff scheduled MAC staff to present plan to Council at Aug 5 Council meeting; staff continue to regularly confer with Loren Olson from City of Minneapolis on airport issues; met with her twice during Q2;</p> <p>2015 Q1 Update: City Council members and City staff traveled to Washington D.C. March 8-12th 2014 to meet with Senator Klobuchar and staff liaisons for Representatives Paulson, Ellison, Franken, and Nolan, as well staff from the Majority Senate Aviation Subcommittee and Majority and Minority House Aviation Subcommittee, to discuss RNAV implementation, reauthorization of the FAA budget bill, potentially removing RNAV from the list of categorical exclusions (CATEX), requiring the FAA to conduct Environmental Impact Assessments prior to RNAV implementation, and building local community engagement into all NextGen projects. Edina joined the National Organization for a Sound Controlled Environment (N.O.I.S.E) and members of the D.C. delegation participated in the 2014 N.O.I.S.E. Legislative Summit on May 9th, where legislative priorities were set for the current session. City Council Members and staff continue to work with neighboring communities and MAC to discuss noise mitigation strategies. City of Edina hosted the NOC cities meeting in August 2014.</p>	



CITY OF EDINA

4801 West 50th Street
Edina, MN 55424
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Date: October 20, 2015

Agenda Item #: VI.

To: Mayor and City Council

Item Type:
Reports / Recommendation

From: Ann Kattreh, Parks & Recreation Director

Item Activity:

Subject: Park, Recreation and Trails Strategic Plan

Discussion, Information

ACTION REQUESTED:

Please provide review, comments and recommendation on the Strategic Plan and the next step in the approval process.

INTRODUCTION:

Mayor Hovland and City Council members received copies of the Park, Recreation and Trails Strategic Plan along with the October 6, 2015 City Council packet. Staff requests that the Council review the plan and provide feedback on content and next steps in approval process.. Key components for review are the Executive Summary (Pages 8 - 91) and Implementation Section (Appendix A). Terry Minarik from Confluence will be present to answer questions.