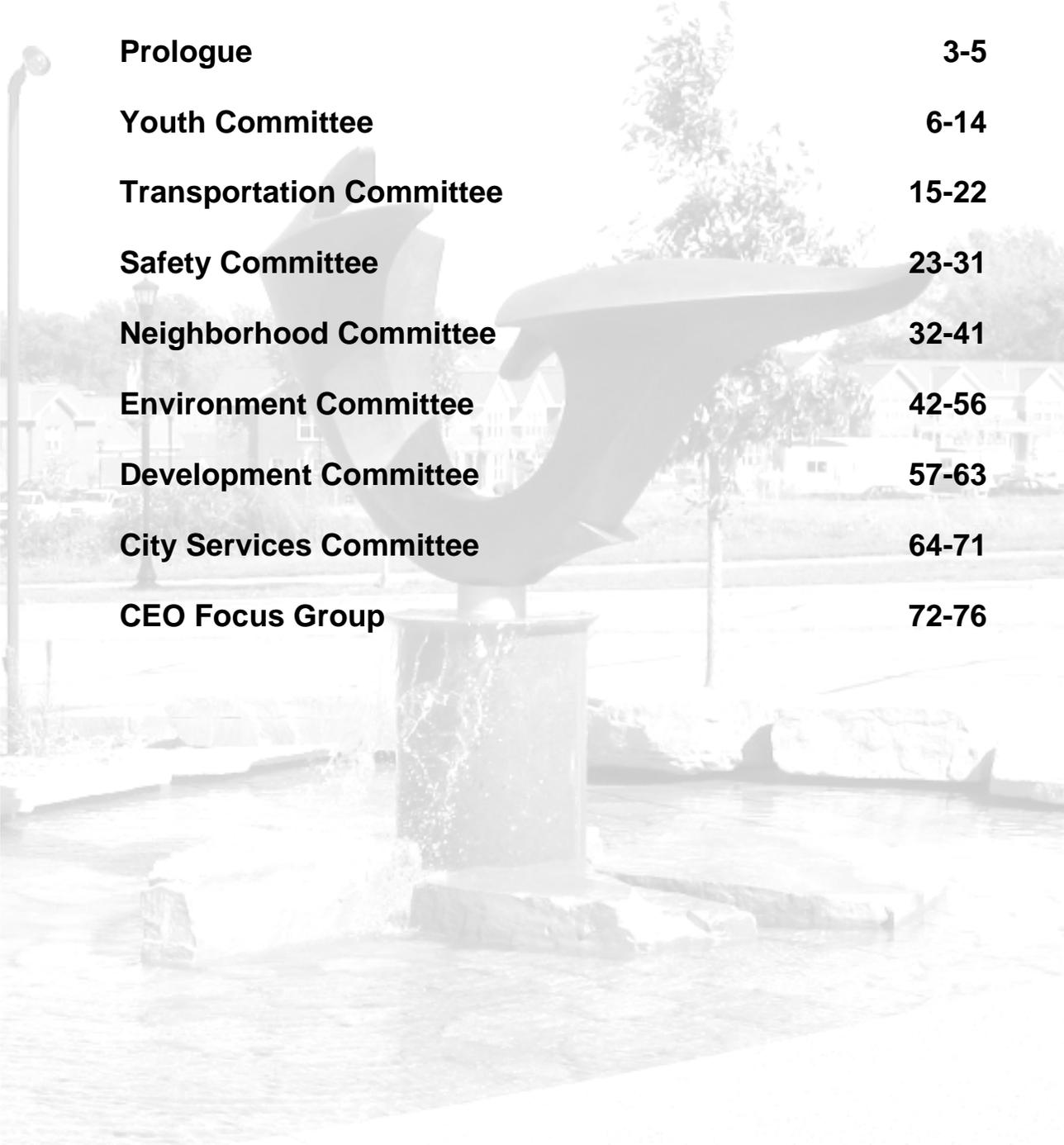


BURNSVILLE FOR THE 21ST CENTURY VISIONING PROJECT



FINAL
REPORT
DECEMBER 2006

Table of Contents



Prologue	3-5
Youth Committee	6-14
Transportation Committee	15-22
Safety Committee	23-31
Neighborhood Committee	32-41
Environment Committee	42-56
Development Committee	57-63
City Services Committee	64-71
CEO Focus Group	72-76

PREFACE

The Challenge

It is not every day citizens are asked to help design their community's future. Yet, in early 2006, that is exactly what 120 brave volunteers agreed to do for Burnsville.

This isn't the first time. Burnsville has a history of strong citizen involvement. In 1988 and again in 1996, the City asked citizens to outline the kind of future they wanted for themselves and their children. The most recent effort, Partnerships for Tomorrow, resulted in an impressive document establishing six major theme areas and 64 detailed Action Plans for the community to pursue. After reviewing the remarkable progress made on those plans, the City Council decided it was time again to revisit the future launching *Burnsville for the 21st Century*.

A visioning process is important now for many reasons. In the lifecycle of cities, Burnsville is nearing middle age. It is almost completely built out. Burnsville faces the unique challenges and exciting opportunities of a mature city: infrastructure maintenance and replacement; redevelopment; environmental protection; neighborhoods renewal and preservation; cultural diversity; and an aging population, to name just a few. It is imperative to determine that the vision the City uses to set priorities is the vision shared by its residents and stakeholders.

The Process

The net was cast far and wide to encourage attendance at the Burnsville for the 21st Century kickoff meeting in June 2006. Faith communities, civic organizations, community groups, schools, the business community and individual residents were invited through personal invitation, posters and flyers, newspaper ads, newspaper articles, City publications, City website and cable television public service announcements.

The kickoff meeting was facilitated by Jim Benson, President Emeritus of Bemidji State University. Benson dynamically engaged the crowd in answering three questions: "What are we good at?", "What are we passionate about?", and "What will bring us prosperity?" (Based on Jim Collins' *Good to Great*). Attendees were asked to contemplate our assets, capabilities and abilities, and identify the resources on which to build the

future of Burnsville. The attendees generated 676 ideas that day and volunteered to continue working on committees to help build Burnsville's vision for the 21st Century.

In July, 2006, committees were convened in seven theme areas (six of which were created during the Partnerships for Tomorrow effort): Youth, Transportation, Safety, Neighborhoods, Environment, Development and City Services. They concluded their meetings in November 2006. The initial committee meeting began with City staff giving a "state of the City" update. In addition, each committee member was given the current Ends and Outcomes, the Partnerships for Tomorrow report, the update to Council on Partnerships for Tomorrow, the kickoff meeting "Good to Great" ideas and any other information or data that was requested. This provided background information for each committee to begin work.

An additional all-committee informational and educational meeting was conducted in September 2006. This environmental scan provided the committees with information on sustainability, demographic trends and economic forecasts. To explore another layer of the community, a CEO Focus Group was also convened in September 2006. Leading officials from some of Burnsville's largest employers discussed Burnsville's strengths and opportunities from a business perspective.

The Goal

The overall goal of this process was to engage citizens and stakeholders in defining the kind of community we should be actively seeking to attain with far-reaching and future-thinking vision statements and goals. Staff worked with committee members to envision an ideal place, look to the future and see the picture of Burnsville from a "40,000 foot level".

At times potential funding tools or funding sources were considered and in turn documented. However, it was not the mission of these committees to be tactical or to assign funding priorities in each theme area. On the contrary, these committees identified long-term vision statements and broad reaching goals. Strategies were suggested to help clarify the intent of the goals, and measurement tools were added so outcomes could be clearly identified.

The Future

This document will serve as a reference tool for future strategic planning when the City of Burnsville, Burnsville City Council and City of Burnsville staff are determining tactics. Each section of this report has a relatively similar format. The Discussion section summarizes and clarifies the rationale behind the vision, goals and strategies. The terms “strategies” and “action steps” have been used synonymously throughout the document. Also, “success measures”, “success index” and “measurement tools” have all been used in a similar way to measure or define success for each goal.

In some cases the committees had duplicate ideas. Instead of segmenting the work, it seemed to make a greater statement about the importance of an idea or goal if it occupied two different sections of the report. Duplicate ideas that had relevance across themes were neither encouraged nor discouraged.

Timelines were not identified in this report because not all goals can realistically be achieved simultaneously; some goals were identified as ongoing or long-term with the City Council ultimately determining funding strategies, timelines and priorities in each Theme area.

Committees asked that City staff prepare a progress report every five years, similar to the progress report for PFT that was presented to Council in March 2006. Committee members asked to be provided with the progress report and/or be notified of the Council meetings when this report would be discussed.

Past visioning processes have laid the expectations for the *community* of Burnsville. The City has worked diligently to fulfill those expectations. The past visioning projects established significant goals that have been dreamed and accomplished. The Burnsville for the 21st Century visioning project will no doubt bear similar results.

The Burnsville for the 21st Century final report is a valuable planning tool that will guide and shape the future of Burnsville for years to come.

Youth Committee



Committee Members:

- Joe Duea - Chair
- Alan Spillers - Vice Chair
- Sandi Novak
- Golda Kosi Onyeneho
- Vicki Roy
- Andrea Sjogren
- Tom Taylor
- Connie Erickson
- Sharon Diedrich
- John Seipp
- Helen Waldock
- Diondria Duckett
- Trevor Ramlow
- Jessie Patterson

City Staff: Gary Harker, JJ Ryan, Eric Billiet, Bridget Dalrymple

Introduction:

It was a pleasure to have youth serving on this Youth Visioning Committee. The perspective they brought to the group on what is important to youth, today and into the future, was invaluable. This insight laid the foundation upon which the committee formed the vision, the goal, strategies, action steps and measurement tools for the future of youth in Burnsville.

There were numerous times when committee members began to strategize about which system and philosophy should be undertaken, how the work group should be formed, what tasks the work group should undertake, how the communications plan should be implemented and what funding opportunities are available to youth committees. This visioning project has motivated people who are excited about carrying forward these goals for youth. The underlying strategic work in this report does not rest on one organization, however, it is an effective and efficient use of the City's resources to initiate and be a catalyst for bringing individuals and organizations together who work toward this vision for youth in Burnsville.

This is not about a new program but about a new philosophy in the way we view our youth in this community. Therefore, there is only one goal for this committee that is repeated on every page. It is a broad goal that truly captures all of what this committee hopes can be accomplished for the future of Burnsville youth. By creating a system and philosophy from which programs, organizations, stakeholders, individuals, families and the entire community can work, then the vision for the youth of Burnsville can be realized.

YOUTH VISION: Burnsville is a community where all youth are valued and thrive.

YOUTH GOAL: Develop a coordinated and sustainable system and philosophy that promotes the healthy development of all Burnsville youth.

Youth Strategy A: Organize a youth committee or work group made up of both youth and adults.

Discussion: Many of the committee members currently serve, work or volunteer with youth-serving organizations and are familiar with youth development philosophies and systems. The committee feels strongly, as evidenced in the goal statement, that a new system and philosophy needs to be created in Burnsville. The committee discussed existing systems and philosophies (such as the Search Institute's 40 Developmental Assets) to adopt in carrying forward the goal.

Fostering an overarching system and philosophy that the entire community can embrace is essential. There is a need to combine resources and energy and share information and ideas among existing and any new youth-serving or youth-interested organizations. The committee wanted these organizations and the entire community to work toward a common vision of youth development and subscribe to an overarching, guiding approach. The City could serve as a catalyst to bring these organizations together and engage community partners.

➤ **Action Steps:**

- Include youth, businesses, civic groups, members of the faith community, schools and health organizations who are representatives of the community of Burnsville as valuable partners and committee volunteers and organizers.
- Identify who and what each potential work group member represents.
- Group should meet on a regular basis.
- Group should determine roles and responsibilities of engagement in the initiative.

YOUTH GOAL: Develop a coordinated and sustainable system and philosophy that promotes the healthy development of all Burnsville youth.

Youth Strategy B: Create and implement a strategic communications plan to increase awareness and educate the community with regard to asset development and the overall campaign and system.

Discussion: A communications plan needs to be developed so that the information sharing, program offerings and opportunities for youth can be shared throughout the community. An information hub was suggested so that residents could find answers and information in one location. This is one strategy in a broader communications need. It is important that the information be available to diverse populations and that the communications initiative be easily identifiable in terms of a recognizable brand, name or logo. There would need to be careful consideration in the related messages being communicated so as to reach all segments of the community.

➤ **Action Steps:**

- Develop and utilize web sites, newsletters, public service announcements, newspapers, logo, etc. to relay information about initiative.
- Create an identity for the youth initiative and begin to use the materials in publications.
- Make sure that communication is cognizant of diversity within the community. Analyze whether communication is capturing and reflecting diversity in community.
- Communication should include information on how people might be involved and how everyone can contribute to a community that supports youth.
- Communication should include timely information about activities and events that support healthy youth development.
- Develop collateral materials that illustrate the importance of a youth-serving initiative.
- Information and communication should be housed in an accessible place that people know about and have continual contact with.

YOUTH GOAL: Develop a coordinated and sustainable system and philosophy that promotes the healthy development of all Burnsville youth.

Youth Strategy C: Recruit, support and develop collaborative networks, partners and volunteers in the community.

Discussion: The Committee discussed the importance of having all segments of the community buy into the system and philosophy, working toward developing youth that are active and productive members of society. Even businesses and senior populations should be encouraged to support youth in Burnsville, be active, volunteer and take ownership whenever possible. By creating these networks there are more opportunities for youth to be involved, which was directly identified as a high priority from the younger committee members involved in this project.

➤ **Action Steps:**

- Make certain that every home, school, business, church and individual takes ownership for what they can provide to ensure a healthy community for youth.
- Make certain that all are committed to asset development in youth to whatever degree they are able to be involved.
- Seek out what exists and what needs to be done to enhance what we already have with regard to youth. Determine how we move from a good youth-serving community to an ideal youth-serving community.
- Build the capacity and capability of individuals, schools, community groups, businesses, health organizations and the faith community to develop assets in Burnsville youth.
- Influence community decision makers and opinion leaders to leverage financial, media, policy and other resources in support of this system and philosophy.
- Establish liaisons on the Chamber of Commerce, City Council and other civic group as deemed necessary.
- Encourage inclusion of youth on boards, committees and councils whenever possible.
- Determine what individuals, schools, community groups, businesses, faith communities, health organizations and the city presently do, or might possibly do, that will empower youth to

build assets in their own lives, in the lives of peers, and in community-wide initiatives.

YOUTH GOAL: Develop a coordinated and sustainable system and philosophy that promotes the healthy development of all Burnsville youth.

Youth Strategy D: Create and implement a short and long-term funding plan.

Discussion: Financial continuity of the system and philosophy should not fall solely on one organization. The cost of supporting youth in our community should be shared among a variety of organizations, individuals and businesses. Available resources should be researched and partnerships should be leveraged to enable the work group to carry out the system and philosophy community-wide.

➤ **Action Steps:**

- Create a budget that will allow this philosophy to flourish.
- Do a cost analysis to weigh the total expected costs of launching and sustaining this initiative against the total expected benefits in order to determine priorities and make choices.
- Seek out grants, business donations, private donations, foundation support, and the like to sustain the philosophy of the youth initiative.
- Develop/facilitate sponsorship opportunities for youth-serving programs.

YOUTH COMMITTEE

Strategies for Measuring Success

Measure the success of the system and philosophy by evaluating the effectiveness and impact of the initiative.

Discussion: The Youth Committee felt strongly that the system and philosophy be evaluated regularly. It is imperative that the work group subscribe to common goals and outcomes, but also know when goals and strategies have been accomplished. There should be on-going accountability and reporting across all levels to promote sustainability and continuity of the system and philosophy.

➤ **Measurement Tools:**

- Review the goal, strategies and action steps to discern what it will take to achieve them fully.
- Evaluate progress regularly. Conduct short-term and long-term surveys as well as longitudinal studies to measure progress.
- Ensure that there is research done prior to launching initiative and throughout time.
- Develop and conduct a community-wide survey (or surveys) with regard to healthy youth and healthy communities. Analyze information to determine the next steps for the initiative.
- Ensure that effectiveness is able to be measured in quantifiable ways.
- Measure the level of awareness among participating groups regularly.
- Communicate findings routinely and at least annually via an annual summary that describes the overall effectiveness of the system and philosophy.

Transportation Committee



Transportation Committee

Committee Members:

- Scott Bemis - Chair
- Nancy Nystuen – Vice Chair
- Andrew Krueger
- Robin Selvig
- Patrick Tillemans
- Amie Burrill
- Steve Cherney
- Timothy Ivers
- Daron VanHeldon

City Staff: Bud Osmundson, Ryan Peterson, Bridget Dalrymple

Introduction:

Transportation improvements are expensive and very few of the transportation corridors that are in need of reform in Burnsville are under the City's jurisdiction. Fully understanding these facts, the Visioning Transportation Committee feels strongly that Burnsville can be a leader in spearheading some of the much needed change. Engaging local communities, counties South of the River, the State and even Federal governments in partnerships for support and funding is essential.

Because of the regional impact of transportation projects, the Committee knows that many of these goals and strategies will not be accomplished in the next year or two. The Committee was concerned with creating a long-term vision for transportation in Burnsville regardless of current political or economic hurdles.

Vision: The efficient movement of goods, people and services.

Transportation Goal A: Increase capacity on River crossings over Minnesota River.

Discussion: Understanding the logistical difficulties in creating additional crossings over the Minnesota River, the Committee suggests increasing capacity through transit solutions and promoting the acquisition of easements for future expansion on the existing crossings. The implementation of MNPass on 35W should be vigorously promoted and pursued. This should be a top priority for increasing capacity on Minnesota River crossings.

➤ **Strategies/Action Steps:**

- Promote the use of MNPass on I-35 W HOV lane or find and implement better alternatives for increased utilization of the lanes.
- Support Bus Rapid Transit (BRT) on Cedar Avenue, I35W, I35E and 169.
- Stay educated and informed of trends and changes in transportation technology leading to the creation and use of alternative forms of transportation (i.e. commuter rail, light rail, Personal Rapid Transit, etc.).
- Secure easements and corridors for expansion of existing modes of transportation and future alternative modes of transportation.

➤ **Measurable:**

- Increased capacity and/or additional river crossing options.

Transportation Goal B: Play a major role in determining solutions to regional transportation problems.

Discussion: Some of the strategies listed below are outside of Burnsville's jurisdiction or financial capacity to control because the project areas are controlled by County, State or Federal agencies. These are, however, transportation concerns that directly impact Burnsville residents and businesses. The committee feels strongly that Burnsville can take an active role in advocating for change or jumpstarting campaigns to determine solutions to these problems. The committee would like Burnsville to lead the region in, and advocate for, transportation solutions.

➤ **Strategies/Action Steps:**

- Advocate improvements to TH13 to improve traffic flow to the Bloomington Ferry Bridge.
- Advocate for a transit hub at 494 and 35W to improve traffic flow on 35W in Burnsville and allow 35W transit users an east/west transit hub at 494.
- Recommend cities and counties south of the River establish a coalition to lobby for state and federal transportation funding for south of the River projects using I35W MnPass and BRT as catalyst projects. The coalition could advocate east-west improvements between the counties as well and other non-I35W related transit issues.
- Encourage Lakeville to join MVTA and build a Park and Ride.
- Support I-35W/Cliff Road interchange study.
- Develop alternative east/west corridors for second beltway through neighboring counties.

Transportation Goal C: Reduce traffic congestion in Burnsville.

Discussion: The majority of strategies under this goal focus on the reduction of traffic congestion by increasing knowledge about transit options and ultimately increasing transit use. The committee spent a significant amount of time discussing “alternative” transit options in Burnsville and as well as in the region. Additional work could be done to encourage the usage of systems currently in place which could correlate directly to a decrease in traffic congestion.

➤ **Strategies/Action Steps:**

- Increase information dissemination on options for alternative methods of transportation and metro commuter services in and around Burnsville (i.e. MVTA services, Metro Transit services, Metro Mobility services, DARTS, bus system, bike, Segway, scooter, telecommuting, flex route schedule, etc.).
- Increase the number of alternative transportation options and increase the utilization of alternative options. (For example, increase the number of bus routes AND increase the number of people riding the bus or provide more bicycle-friendly paths AND increase the number of people using this mode of transportation).
- Create a program, engaging Burnsville Chamber of Commerce and Burnsville businesses, to provide incentives to employees that participate in alternative commuter activities. Encourage local businesses to participate in joint marketing efforts on transit and help in dissemination of route and fare information.
- Support BRT on I-35W.
- Continue transit improvements, including park-and-ride facilities and the development of infrastructure for and shuttle bus service between businesses along CSAH 42.

Transportation Goal D: Improve traffic flow in Burnsville.

Discussion: Burnsville has unique transportation challenges because of the significant transportation corridors that travel throughout the City. Meshing the regional transportation needs on major roadways with the local transportation needs on local roadways is important. Moving motorists smoothly, safely and quickly is essential. But, because of these unique characteristics, Burnsville also has an opportunity to be an innovator in traffic design and improved traffic flow.

➤ **Strategies/Action Steps:**

- Support an interchange at Highway 5 and TH13, construct improvements of Chowen Avenue intersection with TH13 and implement signal synchronization on Nicollet Avenue.
- Conduct accident study and additional flow enhancement design programs to decrease accidents at Highway 42 between Nicollet and the 35W/35E split.
- Research more efficient traffic flow techniques and designs to decrease congestion (i.e. roundabouts, etc.).
- Continue implementation of City Capital Improvement Program as it relates to traffic capacity and safety.
- Encourage expanded use of transit services.

Transportation Goal E: Expand use of transit services.

Discussion: Burnsville is a key partner in the Minnesota Valley Transit Authority and other transit service organizations. Existing transit services should be advocated and promoted whenever possible. The use of transit services benefits the community by improving traffic flow, decreasing traffic congestion, decreasing the negative impact on the environment by decreasing the number of automobiles on the road, provides a service for transit challenged residents and much more.

➤ **Strategies/Action Steps:**

- Support expansion of Burnsville MVTA ramp to provide for more parking.
- Increase point-to-point transit for the whole community (special event service, service to seniors, transit challenged and all others that need/want it).
- Encourage use and expansion of existing transit services and systems: CAP, County, CAC and others.
- Work with area transit providers to evaluate rider-ship and establish options for mixed use busing (for example: using school buses for public transportation when not being used for school purposes, sharing vehicles, sharing drivers or sharing riders when practical, etc.)
- Increase transit marketing and communication efforts.
- Provide improved and increased bus stop signage, shelters and benches throughout the City.
- Advocate Burnsville and Minnesota Valley Transit Authority projects in Dakota and Scott County's Capital Improvement Program, including clearly marking bus stops.

Transportation Goal F: Develop user friendly bike and walking trails which will support recreational opportunities and link people to jobs and business locations.

Discussion: This goal is identical to the Partnerships for Tomorrow (PFT) goal. The PFT discussion said, “If this goal is not accomplished now, it will be an even more difficult goal to accomplish in 5 to 10 years.” Although linking all of Burnsville via trail seems to be a financially daunting and seemingly unachievable goal, the Committee wanted to advocate that the City continue to work toward this end. Although past surveys have noted trails as being low on the priority list for residents, trails play a key role in the overall quality of life and sense of community. Trails help to link key areas of the City (neighborhoods, businesses, attractions, healthcare providers, parks, schools, natural amenities, etc.), provide a fun activity for families and citizens of all ages, promote a healthy community, and provide an alternative mode of transportation for commuters, employees, and residents alike. Trails should be assessed for their transportation significance as well as their recreational significance.

➤ **Strategies/Action Steps:**

- Support implementation of the Trails Master Plan.
- Plan and create a trail system along the Minnesota River and pursue additional trail improvements through City and County Capital Improvement Programs.
- Determine use/potential use of trail commuting, economic benefits and determine priority for funding for trails. Funding for trails should be shared between Transportation and Parks budget, based on end-user benefits.
- Improve safety and way-finding signage on trails (at intersections, use of bike logos on bike lanes, route identification, etc.)
- Encourage businesses to provide safe places to leave bicycles, encouraging more rider-ship.
- Distribute bicycle educational materials, such as bike trail maps, through local bike shops, on distribution racks, at special events, in schools, on Cable TV, on the City’s website, etc.
- Support the construction and maintenance of walkways and bikeways on the pedestrian overpass at Nicollet and TH13, on the old Cedar Avenue Bridge, on the Bloomington Ferry Bridge, on I35W, on CSAH 42 and TH13.

Safety Committee



Safety Committee

Committee Members:

- Mike Hughes - Chair
- Karen Oravis - Vice Chair
- Mike Costello
- Jamie Jones
- Steve Foster
- Larry Meadors
- Jacki Nelson
- Duke Powell
- Ken Selby
- Steve Hegdal
- Mary Ajax
- Carole Abrahamson
- Marilyn Johnson

City Staff: Bob Hawkins, Steve Harklerode, Bridget Dalrymple

Introduction:

The Safety Committee was comprised of a diverse team of residents with varying points of view. The discussions were wide-ranging and in-depth. The committee analyzed police and fire statistics over the past several years. The committee began by compiling priorities into a goal tree with action steps and success measures listed. However, after continued discussion, it was difficult for the committee to focus their energies on such varying topics.

Committee discussion focused on three main areas: the level of public safety service, funding for public safety, and community support for public safety. The broad goal tree quickly became three distinct goal statements and all the priorities listed on that goal tree were incorporated thereto. Once these three topics were sifted out, the committee was in consensus and a vision statement was easily identified.

The committee felt that there are two distinctive thoughts in terms of public safety: that citizens are safe, as measured by safety statistics that are publicly available AND that citizens feel safe, as measured by police surveys and the City's annual survey. If only one of these areas is being met, then Burnsville is not truly succeeding at public safety.

The committee did not spend a significant amount of time discussing funding solutions or determining strategic plans for accomplishing the goals. As charged, the Committee spent most of their time determining broad ranging, long term goals with potential options for accomplishing the

goals. When funding or more strategic planning was discussed it was included in this report. The committee felt confident that staff could more effectively offer solutions in the areas of funding, research and strategic planning.

Vision: All Burnsville citizens ARE safe and all Burnsville citizens FEEL safe.

Safety Goal A: Maintain and improve the level of public safety service.

Discussion: During May 2006, roughly 80% of “customers” rated public safety service as excellent or good in the Police Department Survey. Burnsville’s Residential and Business surveys consistently display even higher approval ratings. Overall, the Safety Committee believes the level of public safety service in the community is excellent. Therefore, many of the goals and strategies suggest maintaining the level of service that already exists and/or improving the level of service if feasible.

➤ **Strategies/Action Steps:**

- Increase patrols in neighborhoods and in multi-housing units.
- Install video monitoring cameras in high risk areas as a crime deterrent.
 - Locations of the video cameras could be determined by the Police Department’s maps showing crime clusters.
 - Video cameras can amplify the performance of officers so that more area can be covered during patrols.
 - Camera feeds can be linked to squad cars for additional surveillance opportunities.
 - This is a lower cost alternative to hiring more staff.
 - Monitoring of the video can be performed by non-licensed, but trained, volunteers during high crime times.
 - Funding for video cameras and equipment could be obtained through partnerships with area businesses or through grant programs.
- Enforce current ordinance regarding building numbers and signage (10-30-2).
- Standardize address identifiers on private roads (i.e. Town home complexes).
- Offer low cost program to paint numbers on curbs to decrease response time by emergency response units.
- Increase enforcement in the areas of rental housing licensing, commercial smoke alarm requirements and commercial vehicle weight limits and load coverage requirements.

➤ **Success Measures:**

- Burnsville should have the lowest Part 1 and Part 2 crime rates when compared with similar recognized comparable cities (i.e. Stanton Group comparables).

- Utilize customer surveys to gauge public perception of public safety.
- Improve or maintain emergency response time as the identified benchmark in the Fire Department study.

Safety Goal B: Public safety needs to be funded and needs to be a funding priority.

Discussion: The Safety committee discussed how other municipalities might be seeing problems in their own public safety departments due to funding cuts. Therefore, the committee feels strongly that public safety should be a funding priority when considering all city services. The number of personnel and personnel discretionary time speaks to maintaining the level of service and allows personnel to put more effort toward community relations.

➤ **Strategies/Action Steps:**

- Restore specialty positions in public safety departments and continue to add personnel as needed based on crime trends. Initiate partnerships to share costs for a retail officer with area business that will benefit (especially in the areas of Burnsville Center, Burnhaven, Highway 42 Corridor and other surrounding retail areas).
- Continually analyze public safety personnel, facility and equipment needs to ensure that the funding schedule adequately reflects current needs AND future projections.
- Increase the number of personnel and/or personnel discretionary time so that more safety education, crime prevention and fire prevention campaigns can be employed. The intent is to increase community safety, increase the time each officer can spend on community outreach and increase or maintain the level of personnel job satisfaction.
- Capitalize on local and regional partnerships (communication and cost sharing) when practical especially in the areas of recordkeeping, shared specialized equipment and personnel, homeland security, terrorism and bioterrorism.

➤ **Success Measures:**

- Burnsville will have the most efficient use of public safety equipment and personnel utilization of similar sized cities in the metro area.
- Maintain or increase the amount of staff discretionary time.
- Burnsville public safety personnel will have high levels of job satisfaction as determined through exit interviews, the number

of employee grievances, turnover and length of service/retention.

- Burnsville public safety departments achieve their goals while operating within budget.

Safety Goal C: Everyone in the community should be encouraged to support public safety, become involved through volunteerism or community service in public safety and continue to participate in public safety efforts.

Discussion: Volunteerism and community service are a valuable resource. Community involvement in each public safety department builds mutual trust and respect. The committee discussed numerous times the concept of organizing a Public Safety ACTION Committee (PSAC).

Creating a PSAC would provide assistance in reaching these visioning goals. The committee felt that this should NOT be an advisory board or give recommendations to the Council on funding in the police department. Instead, the PSAC could assist the City in carrying out the goals and action steps identified, could act as a liaison between the public safety departments and the citizens, could help to recruit and organize volunteers for tasks that do not need licensed officers and could help to engage the community in public safety education campaigns and initiatives.

➤ **Strategies/Action Steps:**

- Organize a Public Safety Action Committee to bring public safety-minded and concerned people together to assist in carrying out the action steps and strategies to accomplish the public safety goals.
 - Examples of existing groups that could be involved in the PSAC include: CERT, Mobile Volunteer Network, Burnsville Citizen Core Council, Community Action Council, Neighborhood Watch, Block Captains, Explorers, citizens and City staff liaisons.
- Provide a forum for open discussion by stakeholders for priorities of resource delegation (i.e. traffic versus burglary) through block captains and neighborhood meetings.
- Offer a Citizen's Academy for both police and fire.
- Increase the number of safety education, crime prevention and fire prevention campaigns offered such as anti-speeding campaigns, decreased cell phone use while driving and over-serving and drunk driving campaigns.
- Increase the number of volunteer opportunities and actively recruit for membership especially in organizations such as

CERT, Mobile Volunteer Network, Neighborhood Watch, Block Captains and others.

- Encourage residents and businesses to utilize Crime Prevention through Environmental Design (CPTED) best practices which are the proper design and effective use of the built environment in order to lead to a reduction in the fear and incidence of crime, and an improvement in the quality of life.
 - Research how other communities are implementing CPTED practices such as Tempe Arizona, Mesa Arizona and Victoria British Columbia.
 - Communicate to and educate both residents and businesses as to what the CPTED best practices are.
- Educate local liquor license holders to decrease over-serving and encourage them to offer transportation to intoxicated patrons.

➤ **Success Measures:**

- Maintain or increase level of trust in public safety personnel (as measured by survey results).
- Maintain or increase rate of citizen volunteerism in public safety.
- Maintain or increase the amount of citizen awareness of Burnsville public safety campaigns (as determined by survey results) and increase the number of participants in campaigns.

Neighborhood Committee



"MANY VOICES, ONE VISION"

Neighborhood Committee

Committee Members:

- Chris Teiken - Chair
- Bob Viering – Vice Chair
- Tom Harmening
- Steve Dale
- Pat Roehrick
- Mary Sherry
- Norman Tubbs
- Leonard Vassbotn
- Lois Vassbotn
- Karolyn Anderson

City Staff: Tom Hansen, Julie Dorshak, Bridget Dalrymple

Introduction:

The Neighborhood Committee felt that there are two distinct and equally important areas of healthy neighborhoods: the physical, “touch it” type of aesthetic appeal of homes and neighborhoods and the “feel good” qualities of neighborhoods. Although the physical characteristics are easier to see and measure, ensuring that residents feel good about their community is much more meaningful. Through this, two vision statements were created, both dependent on the other. By obtaining a high level of aesthetic quality in neighborhoods, residents will feel good about their neighborhood and have pride in Burnsville. Vision A is an avenue to obtain Vision B and can be a self improving cycle.

During the course of four months, two specific areas were continually discussed and therefore seen as high priority goals for obtaining the vision statements and ensuring the future quality of neighborhoods in Burnsville: residential code enforcement and communication with residents.

Funding for additional neighborhood improvement programs and additional residential inspection personnel was discussed. The committee advocates the maximum usage of CDBG funds if possible, City-funded and/or partnerships for enhancement of neighborhoods and the use of volunteers when possible for increased code enforcement.

VISION A: To preserve the quality of life in Burnsville the community shall maintain property aesthetics, physical appearances and quantitative standards.

Neighborhood Goal A: The City shall increase and maintain a high level of code enforcement in the City.

Discussion: Seen as one of the highest priorities by this committee, code enforcement was discussed at length. Although the City's inspection department is made up of residential and commercial inspectors, the committee felt strongly that additional personnel (full time and/or volunteer) should be added to residential inspections and code enforcement. The committee also wanted to advocate that the City take a more proactive role in enforcement. Instead of a complaint-initiated system, the City should consider initiating inspections in areas of the City that historically have a higher number of code violations. The City should focus on these areas initially, working to cover the entire City over several years.

➤ **Strategies/Action Steps:**

- Organize a "best practices" neighborhood panel
 - Research the implementation of this type of program in other communities to establish a "best practices" for organization of the panel, responsibilities of the panel and authority granted to the panel.
 - Pass ordinance to grant authority to the panel to enforce City Codes and aid in rectification of violation.
 - Panel would act as mediation step before going into the legal system, would assess problems and offer solutions when appropriate.
 - The panel could utilize City staff, Community Action Council and other community organizations when exploring solutions.
- Allocate the resources necessary to increase code enforcement.
- Implement a proactive, concerted code enforcement program.
- Promote the upkeep of properties and overall neighborhood appearance through effective and increased code enforcement.

➤ **Success Measures:**

- Research and implementation of a neighborhood panel
- Increased number of personnel dedicated to code violations and code enforcement.

- Increased number of code violations that are rectified before entering the legal system.

Neighborhood Goal B: The City shall increase and maintain communication with residents and shall create marketing and educational materials for programs and services in the community.

Discussion: Seen by the committee as one of the highest priority topics, communication was included both under Vision A and under Vision B. The committee felt strongly that the City's current communication efforts are good, however, as the diversity of the community continues to grow, we need to explore methods to expand communication. We need to understand differences in communication styles and learn what the best methods are for reaching out and communicating with different segments of the community.

➤ **Strategies/Action Steps**

- Facilitate communications between Associations.
- Increase communication about existing neighborhood improvement programs such as the annual tree sale, block grants, cul-d-sac improvement grants, etc.
- Communicate, in simple language, common zoning codes to every residence in Burnsville, in a variety of languages through a variety of communication venues.
- Communicate building standard changes (i.e. front setbacks to accommodate front porches) that could encourage home improvement and redevelopment.
- Create and market Neighborhood Improvement Grants for common areas, trash removal and house painting aiding diverse populations including minorities and seniors.
- Encourage home improvement for upcoming home sales to increase sales, price, etc. Realtors could put home sellers in touch with agencies/City that could provide low interest loans, etc. with a goal of 100 homes assisted per year.

➤ **Success Measures:**

- Assess the needs of diverse populations (seniors, minorities, young families, etc.) via surveys and data collect
- Assess programs for success.

VISION B: To preserve quality of life in Burnsville the community shall maintain community pride, social connectivity and qualitative standards.

Neighborhood Goal C: Create a sense of neighborhood through identification and organization of neighborhoods throughout Burnsville.

Discussion: It is imperative to foster the power of neighborhoods to create a sense of community pride in Burnsville. In that, the Committee wanted to encourage a sense of strong neighborhood organization through community building activities, community safety, neighborhoods having a consolidated voice, promoting neighbors knowing one another and working together on neighborhood improvement projects.

➤ **Strategies/Action Steps:**

- Research how other communities identify and organize neighborhoods successfully (i.e. formalize large neighborhoods, then allow pockets or sub-neighborhoods within those larger neighborhoods to self organize).
- Communicate the advantages of neighborhood organization by providing positive examples (neighborhood improvements, beautification of neighborhoods, cul-d-sac grants, Neighborhood Watch, newsletters, etc.).
- Identify existing and develop new strong, organized neighborhoods. Be deliberate in neighborhood organization.
- Explore “I Neighborhoods” concept, which includes web-based organizing of neighborhoods. See how this method can serve neighborhoods in a variety of ways.
- Provide educational and informational materials to neighborhoods so they can more easily organize themselves and set standards for organization (provide sample bylaws and examples of organizational tools).
- Build leadership in the community by identifying neighborhood leaders and having these leaders come together regularly to talk, share ideas, plant seeds and be catalysts.

➤ **Success Measures:**

- An increased number of organized neighborhoods.
- Tools available for neighborhoods to organize.

- More neighborhood leaders identified and meeting regularly.
- Neighborhoods identified on a map.

Neighborhood Goal D: Protect property values by encouraging a higher percentage of homeownership versus rental property in the City of Burnsville.

Discussion: The Committee felt that when a resident invests in buying their own home, they have a greater stake in maintaining their investment and have a greater desire to be involved in neighborhood activities. Therefore, the City should encourage lenders and other agencies to find new, diverse homeowners. Some residents may not feel that they qualify to purchase a home, but they should be encouraged to invest in the community.

➤ **Strategies/Action Steps:**

- Work with lenders and social service agencies to provide financial literacy and special programs to encourage and increase homeownership.
- Maintain or improve Rental Licensing Program coordination
- Promote utilization of County programs such as HUD 1st Home Buyer Programs, etc.

➤ **Success Measures:**

- Maintain and/or increase the number of owner-occupied homes in Burnsville.
- Maintain and/or increase the number of identified and licensed single-family rental properties.

Neighborhood Goal E: Increase volunteerism and citizenship opportunities in Burnsville.

Discussion: It is important to bring people together, to get involved and volunteer that care about our city. This will help to foster a sense of community pride, get people out of their homes and more involved with their neighbors, allow residents to feel good about their community and encourage them to make the City a better place to live, work and play. By encouraging more volunteerism and providing citizenship opportunities, leaders will be identified and more easily transition into leadership roles community-wide.

➤ **Strategies/Action Steps:**

- Bring community-minded people together to be involved and volunteer.
- Maintain a strong sense of community pride, foster the original Burnsville pioneering spirit that can be passed on to future generations.
- Bring more people into leadership roles in the community.
- Continually promote the benefits of volunteering by highlighting successful City or community volunteers.

➤ **Success Measure:**

- Continually measure the culture or “community spirit/quality of life” satisfaction level.

Neighborhood Goal F: The City shall increase and maintain communication with residents and shall create marketing and educational materials for programs and services in the community.

Discussion: The City needs to use communication as a catalyst for community pride. By having a clear and positive identity for Burnsville, residents can rally around that identity, take ownership and pride in the positive identity and help to spread the word about the community. It is important to provide forums for communication that will inform and educate citizens about programs and services within the community.

➤ **Strategies/Action Steps**

- Create a clear and positive community identity.
- Articulate community identity and create programs such as Healthy Communities or asset-based community development programs that foster that identity and bring neighbors and neighborhoods together.
- Implement annual neighborhood meetings.
- Create Town Home Association Management Standards/Manual
- The Council should remain aware of trends in building standards so that the building standards, zoning requirements and City Codes can be flexible to accommodate changing times.

➤ **Success Measures:**

- Continually measure the culture or “community spirit/quality of life” satisfaction level through surveys.

Environment Committee



Environment Committee

Committee Members:

- Paula O’Keefe - Chair
- David Scheerer – Vice Chair
- Curt Enestvedt
- Michael Falk
- Tony Fragiacomio
- Lloyd Hansen
- Len Nachman
- Cindy Rice
- Darlene Tworzyanski
- Michael Kerns
- Pat Nanninga
- Tom Smith
- Dan Watts
- Mary Oaster
- Donna Salzle

City Staff: Terry Schultz, Randy Oppelt, Daryl Jacobsen, Sue Bast, Johanna Schussler, Bridget Dalrymple

Introduction:

The committee consisted of a variety of environmentally minded and concerned citizens. Some of the members are educated in this field, some volunteer or work in the field, and some are the leaders of lake associations. Collectively, this committee was concerned with addressing every aspect of the environment: personal health, air, water, land and wildlife. Each of these topics impacts all residents of Burnsville and has a significant impact on surrounding communities. The work of this committee is a charge to the City to act locally and think globally by partnering with businesses, school districts, developers, landowners, multi-housing managers and all citizens of Burnsville.

Overall, the Environment Committee wants the City to incorporate an environmental emphasis in all aspects of the community-“Walk the Talk” and be a model city for health and progressive environmental practices. Once the environment goals are combined and considered with all the other committees’ goals a more community-wide healthy and happy City target can be reached. The committee feels that communication is essential. The City must initiate communication and education campaigns for existing programs and new programs as they are developed.

Because of the large number of active members, this committee divided up into work groups that created goals and strategies in the following key areas: Minnesota River Quadrant, waste management, water resources,

energy conservation and overall quality of life. The committee believes that many of the strategies should be acted on as early as next year. Once these ideas were formed, the vision statement developed quickly. The vision statement is the foundation for which the goals, sub-goals and action steps should be built on.

Vision: Burnsville must sustain a healthy, clean and environmentally friendly community for current and future generations.

Environment Goal A: Ensure that the development of the Northwest Minnesota River Quadrant is not only a commercial success, but that the highest quality natural resources value and recreational value is achieved.

Sub Goal 1: Create a steering/advisory committee for the development of the Minnesota River Quadrant similar to the Heart of the City steering committee.

Discussion: The more involved citizens are the more successful projects will be because there is ownership for the future of Burnsville. This will allow a very important and beneficial partnership with city officials, city staff, and citizens. This committee will be critical to help facilitate public education, communication, input and “buy-in” from the community.

➤ **Strategies/Action Steps:**

- The committee should be composed of a variety of knowledgeable and interested citizens, including representation from environmentally knowledgeable individuals.
- There is an urgency to begin this process and establish a committee by the start of 2007.

Sub Goal 2: Modify the existing Kraemer Quarry planned unit development (PUD) to include the following goals for water quality.

DISCUSSION: The eventual development of the Kraemer Quarry from a mining pit to a spring fed lake has presented the community with the opportunity to create one of the metropolitan area’s most pristine and beautiful lakes. The future golf course, Quarry Lake, river front and the surrounding development will be the gateway to Burnsville. This area will be visible to travelers on I-35W, and it will rapidly define the City of Burnsville to people visiting and traveling through the City.

➤ **Strategies/Action Steps:**

- Develop a healthy lake fishery
Direct the City Natural Resources Dept. to develop a lake plan that will result in a high quality self sustaining fishery in Kraemer Lake. Work with Kraemer to ensure that continuing mining activities meet the requirements of this plan. An example is that future mining should follow a plan for lakeshore contouring that will help support a healthy fishery.
- Protect future drinking water resource
Excess quarry ground water is now being pumped into the Minnesota River. The City should work with Kraemer and the

State to ensure that the water supply from the Kraemer pit and from the future lake is available for municipal drinking water use now and into the future.

- Prohibit all industrial development, both light industrial and heavy industrial, on land adjoining future lake shore

Elimination of industrial development will help eliminate pollution of the future lake. A model for developing the Kraemer Quarry area is the Centennial Lakes area in Edina, MN. Centennial Lakes once was a gravel pit. Today it is a beautiful mixed-use community with lakes, residential and commercial properties, and no industrial use. Any industrial use of property within 1,000 ft. of the future quarry lake should be prohibited. In addition the City will ensure that all development in the future lake area meets or exceeds all MN DNR shore land ordinances and building restrictions.

- Create shorelines that are naturally shaped and aesthetically pleasing

Begin now working closely with Kraemer Quarry to ensure that the lake will have as naturally shaped shorelines as possible, especially the west and east shorelines.

- Create natural buffer areas

Ensure that some land along and near the lake shore consists of natural buffer areas of native plantings similar to the gardens surrounding Centennial Lakes.

Sub Goal 3: Modify the existing Kraemer Quarry planned unit development (PUD) to include the following goals for public access and a recreational water resource.

➤ **Strategies/Action Steps:**

- Develop a significant public park with a swimming beach on the new lake

The current Northwest River Quadrant plan includes a small public park on the northwest corner of the new Kraemer Lake. Since Kraemer Lake will be one of the metropolitan area's most pristine and beautiful lakes, a much larger public park with a public swimming beach must be a part of the PUD. Work with Kraemer to ensure that continuing mining activities allow for the development of the future swimming beach.

- Build public boat access onto the new lake

The PUD should be amended to include a requirement for motorized boat access to the new lake. The public boat access should include vehicle and boat trailer parking.

- Develop a hiking and biking trail system to and from the new lake

Trails from the future lake area to the Minnesota River should be included in the PUD. A trail from the future lake area to the Heart of the City area should also be included. These trails should connect to other trails throughout the Minnesota River valley and to other trails throughout the City.

Environment Goal B: Support new options for Waste Management by focusing on best management practices “from the cradle to the grave”.

Sub Goal 1: Create a new emphasis on **packaging** materials and reduction

➤ **Strategies/Action Steps:**

- Educate and encourage businesses and residents to purchase products with environmentally preferable packaging.
- Adopt local ordinances mandating the use of recycled/recyclable packaging (i.e. Stonyfield Farms yogurt containers).
- Research how more waste can be eliminated to become a resource instead of a liability, i.e. feedstocks.

Sub Goal 2: Create a new emphasis on **recycling** materials from businesses and households

➤ **Strategies/Action Steps:**

- Explore and utilize new technologies for recycling.
- Research and establish city-wide collection/recycling days with curbside collection
- Adopt local ordinances for mandatory recycling programs for businesses (office paper, cardboard, glass, plastics, metal, etc.).
- Encourage local businesses to have take-back programs for materials, i.e. electronics.
- Increase opportunities for the city to provide incentives and assistance to businesses.
- Improve communication with owners, managers and residents in multi-family housing units regarding recycling options.
- Increase participation of youths/students in recycling and reuse programs.
- Begin education/public relations campaign regarding costs and benefits for landfills versus recycling, composting and reuse of collections.
- Increase the City’s emphasis and involvement with the ARROW program.

Sub Goal 3: Create a new emphasis on **composting** (yard waste)

➤ **Strategies/Action Steps:**

- Implement a compost-at-home processing/backyard collection with usable bins on-site at residences.

- Research the feasibility of a city collection pile to be used by the residents.
- Inform and clarify to property managers, association boards and lawn contractors in multi-family housing about the responsibility and opportunities for proper management of materials.

Sub Goal 4: Create a new emphasis on **management of organics** (food waste)

➤ **Strategies/Action Steps:**

- Implement programs with ISD #191, Burnsville Center, Ridgeview and others to give local farmers or compost facilities excess food and food waste (i.e. Second Harvest, farmers, NRC composting) .
- Improve communication with owners, managers and residents in multi-family housing units regarding disposal of organics.
- Research how multi-family housing units can establish organic collections.
- Expand collections of organics in single family residence neighborhoods (i.e., North River Hills).
- Pursue a pilot project that gives variances for yard waste and organics to be mixed for collection (i.e., Chanhassen and Hutchinson).
- Seek grants and other assistance as needed to implement programs.

Environment Goal C: Identify and preserve the City's valuable water resources.

Sub Goal 1: The City will focus on achieving the highest water quality possible for all City lakes, ponds, wetlands, and streams.

DISCUSSION: The citizens of Burnsville place a very high value on water quality. The City currently has a comprehensive Water Resources Management Plan and the City should continue their commitment to this plan. In addition, the City should re-evaluate the plan on a regular basis to see if the goals of the plan continue to meet the City's residents' vision for high water quality.

➤ **Strategies/Action Steps:**

- Continue evaluation of water quality goals
The lake water quality goals identified in the Water Resources Management Plan should be re-evaluated in 2008 in partnership with the lake associations and the residents, and every five years thereafter.
- Build strong lake associations
The City will work with lakeshore property owners to improve existing lake associations and to organize new lake associations where none exist today. Active lake associations are a valuable asset for residents and City staff as they work together to achieve water quality goals.
- Restore wetlands
The City will aggressively work to restore wetlands. This may include converting some park properties to wetlands. It may also include purchasing property for wetland restoration.

Sub Goal 2: Explore and adopt new technologies for storm water management

DISCUSSION: Federal and State mandated goals and requirements for storm water management will continue to place a substantial burden on the City. The City should be proactive in anticipating these requirements, taking action to meet goals, and even exceed goals, so that the community can enjoy the highest wetland, pond, lake, and river water quality possible.

➤ **Strategies/Action Steps:**

- Adopt new technologies
The City will be proactive in adopting new storm water management technologies as they become available. The

City's shall be a leader in the field and its storm water practices shall be an example for others to follow.

- Work with nature

Where possible, the City will focus on solutions that work with nature, as opposed to mechanical methods, for managing storm water. New technology designed to develop engineered wetlands should be used to pre-treat storm water.

- Develop on-site storm water pretreatment

Develop a comprehensive plan for pretreatment and management of storm water runoff from residential, commercial and industrial properties by property owners.

- Rain gardens and buffer strips

Educate, encourage and provide incentives for residents to create rain gardens and buffer strips to help filter and divert storm water from lakes, ponds and wetlands.

- City will set the example

The City will set the example by incorporating storm water management "best practices" for all City owned properties, including:

- a. Building rain gardens on City owned property
- b. Watering City property from ponds and lakes
- c. Building curb cuts from City owned parking lots and streets into boulevards, street medians, and other City owned property so that storm water runs into areas where it can percolate into the ground rather than run into the storm water drain pipes.

- Work with other agencies

The City will work with other government agencies such as the Dakota County Soil and Water Management District to improve water quality.

Sub Goal 3: Preserve, enhance, and restore the Minnesota River and the Minnesota River Valley for public use.

DISCUSSION: The Minnesota River and the Minnesota Valley Wildlife Refuge are a tremendous natural resource for the community. The Minnesota Valley National Wildlife Refuge is one of only four urban wildlife refuges in the nation, a place where coyotes, bald eagles, badgers, and beavers live next door to three million people.

Poor river water quality and lack of convenient public access are barriers to public use of the river, the river valley, and the Minnesota Valley Wildlife Refuge.

➤ **Strategies/Action Steps:**

- Improve Minnesota River water quality

The City will work with and they will support the efforts of other government agencies and private organizations working to improve Minnesota River water quality.

- Develop public access to the Minnesota River

The City will work with federal agencies to develop public access to the Minnesota River and the Minnesota Valley Wildlife Refuge along the City's northern border.

- Develop boat access to the river

The City recognizes that the Minnesota River is a valuable asset to the citizens of Burnsville. The City will work with other agencies to develop a City of Burnsville municipal boat launch, parking facility, and possibly even a public marina on the Minnesota River on the City's northern border.

Sub Goal 4: The City will encourage water conservation

DISCUSSION: Recognizing that water is a limited and precious resource and that the treatment, transportation, and storage of potable drinking water is expensive, the City will encourage conservation of water resources.

➤ **Strategies/Action Steps:**

- Increase enforcement and education of the watering ban for residences and businesses.
- Consider changes to the watering ban in the future as water demands rise. For example, extend the no watering hours to include more of the warmer and windier time of the day.
- Educate business owners and homeowners about future cost savings with more native plantings and less manicured lawn, such as, less watering, mowing, fertilizing, maintenance, etc.
- Include requirements in redevelopment plans and provide incentives to businesses to have more native landscaping /plantings and less manicured lawn.
- Require new construction and redevelopment to install low flow showerheads, faucets, toilets, and appliances that are water saving.

Environment Goal D: Make sustainable energy conservation a focus and priority for community planning through planning, education and incentives.

Sub Goal 1: Promote and create energy educational materials

➤ **Strategies/Action Steps:**

- We need to see the value in energy conservation. It will be important to educate all stakeholders on the impacts of the decisions they make relative to energy including how it impacts them economically as well as the impact to the environment.
- Create a staff position dedicated to exploring new technologies, education and developing an office of “Sustainability and Energy Efficiency” for Burnsville and perhaps invite neighboring cities to share the support of this office.

Sub Goal 2: Optimize and utilize the best available and emerging technologies

➤ **Strategies/Action Steps:**

- Make sure building codes are reviewed annually to reflect new developments that materially reduce the energy consumption of a proposed building.
- Make sure that the local citizens are made aware of new technologies to the extent possible through established communication systems, such as, community information mailings or an energy specific section in the various community publications.
- Explore alternative energy options, such as: wind, fuel cells, solar power, heating and cooling systems, energy storage systems, and geothermal systems.
- Educate and encourage more citizens to support alternative energy by purchasing wind power through their power company.
- Have the city purchase environmentally friendly vehicles, such as hybrids, for their city staff and police car fleets

Sub Goal 3: Integrate new locations into the light rail system and mass transit systems

➤ **Strategies/Action Steps:**

- When new areas are developed, such as those being contemplated on the west side of 35W, consider access and integration into the light rail system and mass transit system be considered in the planning and design phase.

Sub Goal 4: Require and create incentives for new development and redevelopment to be energy efficient.

➤ **Strategies/Action Steps:**

- Create conservation incentives especially when public financing supports development efforts in the community.
- Develop measurements and cost effective ways to realize benefits for the environment.

Sub Goal 5: Provide for cost effective energy conservation/management support in all new buildings and redevelopment. This is to be especially employed in City and public buildings.

➤ **Strategies/Action Steps:**

- Integrate all new construction and redevelopment into an “ECO City” or “green building” concept by including features such as double door entrance and exit requirements, most efficient lighting requirements, applying as many "green building concepts" as possible, etc.
- Integrate energy conservation in public redevelopment projects.
- Encourage residents and businesses to plant trees near their buildings for energy conservation.
- Require in building permits to save as many existing trees as possible.

Environment Goal E: Work toward continually improving the environmental Quality of Life and Aesthetic appeal of Burnsville.

Sub Goal 1: Improve and maintain all green spaces, open spaces, and parks within the city.

➤ **Strategies/Action Steps:**

- Preserve existing green space and promote the increase of green space in re-development areas. Also promote incentives to reduce impervious surfaces in re-development.
- Preserve and maintain all existing public recreational areas within the city.
- Consider a wildlife reintroduction plan throughout the city. This could include installing nesting structures and bird houses where appropriate, such as osprey nesting platforms, wood duck boxes in parks, bluebird houses, etc. Partner with community volunteer groups to implement.
- Establish community garden areas within the city and plan community events to plant and maintain these gardens.
- Assist residents in identifying diseased trees and invasive plant species on private property in order to maintain the natural beauty of the land and allow for species diversity.
- Encourage the planting of native species. Educational programs should be more widely available to residents to teach and encourage planting native species which do not require constant watering and energy consumption.
- Consider changes in landscaping of the city boulevards to include capture of rain water in order to conserve water and maintain the health of trees and plants on the boulevards.

Sub Goal 2: Improve the existing bike and pedestrian trail way system interconnecting parks, scenic areas, and amenities within the city.

➤ **Strategies/Action Steps:**

- Work with the city of Bloomington to create a bike and pedestrian crossing along the old Cedar Ave. Bridge in order to connect Burnsville's trails to Bloomington and the northern suburbs and to provide a historic connection to the Minnesota River and our past.
- Complete an improved east-west off-street bike and pedestrian trail north of highway 13. The city should consider a trail connecting the River Hills Drive path in the eastern half of the city with the Minnesota River Quadrant in the west.

- Establish a trail connection to the northeast along Highway 13 into Eagan.
- Establish a trail connection from the Heart of the City area to the aforementioned east-west trail north of Highway 13.

Sub Goal 3: Identify and reduce noise pollution in areas where people live and work. The city should recognize that noise pollution is a typically overlooked environmental problem that directly affects our quality of life.

➤ **Strategies/Action Steps:**

- Investigate and adopt any new technologies that can help reduce freeway and highway noise in Burnsville’s residential areas.
- Work with the Metropolitan Airports Commission to find ways of reducing the number of jets flying directly over the higher density residential areas of Burnsville.
- Periodically measure noise pollution levels during both daytime and nighttime hours in the higher density residential areas throughout the city and identify areas that have above normal levels.
- Utilize volunteer resources to acquire sound measurement data. (Similar to the county model used for acquiring water quality data.)
- Determine the exact sound sources causing peak noise level readings in a given area. Sources such as: Trucks, jets, trains, loud cars or motorcycles, etc.
- Enforce the existing city noise ordinances and investigate noise mitigation technologies that can reduce noise pollution in the areas found to have above normal noise pollution levels.
- Because the Union Pacific railroad passes through the city, the city should be aware that very loud train horn noise in areas like the Heart of the City and the developing Minnesota River Quadrant district may be a problem for residents moving into these areas. Investigate establishing a railroad line Quiet Zone for current and future rail line road crossings. (Examples: Dupont Ave. and Cliff Road) New technology such as Automated Wayside Horns used in conjunction with existing crossing gate systems could allow the establishment of a Quiet Zone within the city.

Development Committee



Development Committee

Committee Members:

- | | |
|-------------------------------|---------------------|
| ■ Sam O’Connell – Chair | ■ Jennifer Williams |
| ■ Jim Stachowski – Vice Chair | ■ Steve Saefke |
| ■ Jeff Colegrove | ■ Rich Abbruscato |
| ■ Warren Hartwell | ■ Diane Sweeney |
| ■ Wayne Huelskoetter | ■ Richard Daly |
| ■ Bill Jorgensen | ■ Jan Morphew |
| ■ Tom Keenan | ■ Harley Jensen |
| ■ Adeel Lari | ■ Kate Onyeneho |
| ■ Doug Silkey | |

City Staff: Jenni Faulkner, Skip Nienhaus, Chris Slania, Bridget Dalrymple

Introduction:

The Development Committee had a significant amount of interest from citizens and therefore was the largest committee with active participation. The committee had “50,000 foot level” ideas and spent very little time discussing funding for these action steps. The work produced here reflects what the committee sees as the priorities for development of Burnsville.

Work began by building off of Jane Jacob’s vision for communities: “The greatest asset a city can have is something different from every other place”. The Development Committee felt passionate about making Burnsville a unique location, with unique architecture, unique attractions and noticeable identifiers-an identity all its own. Understanding that the whole picture needs to be addressed and that there is more need than funds available, a clear vision is essential to accomplishing the goals. That means that all committee work will need to be combined together to create a global picture of Burnsville’s future.

Vision Statement: We will uplift our whole community and preserve the pride we have in Burnsville.

Development Goal A: Secure our economic future with technology.

Discussion: To stand out from other cities in the area, the committee would like Burnsville to focus its economic development future in progressive and lucrative fields such as medical devices, biotechnology, nanotechnology and related suppliers. Capitalizing on existing strengths such as the Burnsville Medical Alliance and potential partnerships with current leaders in these fields is imperative. Burnsville should consider a Wi-Fi network and other technologies available to bolster its image as a high tech community and to provide affordable services to the business community and residents. The City will need to be flexible in its zoning so that attractive space can be identified and, if necessary, rehabilitated to provide locations that will facilitate new business development in these progressive fields.

➤ **Strategies/Action Steps:**

- Develop affordable Wi-Fi and other communication networks to be competitive now and in the future.
- Be a world leader in the bio/nano/high tech industry and in the development of medical devices.
- Enhance and strengthen the Medical Alliance with increased funding and business incentives. Encourage the Medical Alliance to continually engage in a high priority partnership with Fairview Ridges to secure additional specialties south of the river. Encourage the Medical Alliance to pursue such projects as telemedicine, research facilities and incubator programs.
- Increase strategic partnerships with innovative organizations like U of M, Mayo Clinic and Fairview Ridges.
- Redevelop smaller, older commercial areas with innovative uses.
- Create a cycle of learning by working with higher education to train/retrain workers.

Toolbox:

- Make a commitment to use existing tax incentives for business expansion.
- Partner with medical leaders.
- Support the Medical Alliance with appropriate resources and budget from the City.

Measures:

- Develop a K-12+ technology curriculum

Development Goal B: Declare the Heart of the City the Soul of the City.

Discussion: The committee got creative with this goal and envisioned an area in the community that could be “alive”. The Heart of the City was innovative but since its inception other communities are following suit with similar projects. It will be essential to challenge ourselves and identify unique characteristics in this area. The Heart of the City needs to be a place that is fun, hip and entertaining, a destination that residents would be proud to bring visitors (a true economic engine with regional appeal). There is the potential for the Heart of the City to inspire, educate and be world-class.

➤ **Strategies/Action Steps:**

- Anchor the HOC with a unique, multi-purpose attraction that cannot found anywhere else in the Twin Cities (e.g. Center for Creativity/Future/Sustainability, Conference and Community Center).
- Create a “24/7” lively atmosphere:
 - Integrate and upgrade existing farmer’s market area
 - Create more outdoor seating
 - “Pipe-in” outdoor music
 - Include a hotel, B&B and themed inns
 - Keep in mind pedestrian safety
- Seek a signature “rooftop” restaurant/bar and take advantage of vistas.

Toolbox:

- Increase EDA funding to levy maximum
- Develop a 30-year vision for HOC

Measures:

- City of Burnsville should continue lighting and flowering program if the organizations currently conducting these programs cannot continue.
- Aggressive promotion through brochures, maps, web, articles, etc.

Development Goal C: Invest in the Minnesota River Quadrant.

Discussion: The Development Committee feels that this is another area in Burnsville where a BOLD vision can be created with tangible results. The MRQ needs signature, iconic buildings and infrastructure with a new look. By pursuing federal clean-up dollars a kick-off project could be undertaken and jump start development in the Minnesota River Quadrant.

➤ **Strategies/Action Steps:**

- Accelerate MRQ “master plan”, identify tangible and achievable goals for development that embraces a “bold” vision.
- Include a Professional Class A office building on McGowan property.
- Include mixed-use expertise from cutting-edge locations other than Minnesota (not more of the same).
- Protect the environment – employ sustainable building and living practices.
- Create a “24-hour” atmosphere.

Toolbox:

- City of Burnsville should convene a Citizen’s Advisory Committee to develop and implement a vision for the MRQ (similar to HOC Advisory Board)
- Develop the resources to implement MRQ Vision
- Increase EDA levy to funding maximum

Measures:

- Develop a “fast track” plan

Development Goal D: Take advantage of our proximity to regional assets.

Discussion: With the MOA doubling in size, how can Burnsville capitalize on this and other regional opportunities or assets? The committee feels strongly that Burnsville needs an identity and spent some time brainstorming catch phrases: “Burnsville, the place your heart calls home”, “Feel the burn-visit Burnsville” or “A community close to your heart.” Burnsville should identify or create unique features that could draw visitors similar to how people travel to the northern part of Minnesota to see big plastic fish, ox and Paul Bunyan.

➤ **Strategies/Action Steps:**

- Capitalize on the Mall of America’s expansion plans in Burnsville’s NE quadrant.
- Identify all gateways into Burnsville with unique features.
- Honor new and historic neighborhoods with local monuments.
- Showcase the Minnesota River through amenities, trails, lighting, building orientation and take advantage of visual assets.

Toolbox:

- Conduct an image/branding exercise with a national, award-winning firm. Involve the community and a broad range of organizations within the community to create a favorable, creative and beneficial brand and image.

Measures:

- Burnsville has an identity

Development Goal E: Connect focus areas through “smart” corridor and city planning.

Discussion: Burnsville currently has hubs of activity. By capitalizing on and connecting these hubs Burnsville could create a greater sense of place.

➤ **Strategies/Action Steps:**

- Connect MRQ, HOC and Ridges Campus by:
 - Technology: use WI-FI and large data transfer networks
 - Physically: walking and biking pathways, transit
 - Aesthetics: “high-impact” streetscaping, water features, public areas, way finding signage and art
 - Community: signature buildings and icons
 - Sustainability: Encourage new development or redevelopment to embrace LEED building standards
 - Extend to Co Rd. 42, Hwy 13, CO Rd. 5 and I-35

Toolbox:

- Reduce parking requirements

City Services Committee



"MANY VOICES, ONE VISION"

City Services Committee

Committee Members:

- | | |
|------------------------------|-------------------|
| ■ Bill Johnson - Chair | ■ Ram Singh |
| ■ Jack Phillips – Vice Chair | ■ John Oravis |
| ■ Deb Burrell | ■ Steve Moore |
| ■ Paula Nelson | ■ Lorraine Parker |

City Staff: Tammy Omdal, Jim Skelly, Tom Venables, Bridget Dalrymple

Introduction:

The City Services Committee addressed the issue of delivery of city services. The Committee found it challenging work to distinguish this Theme Area from others. The Committee noted how the topic of delivery of city services is integral with the other Theme Areas. For example, the group was interested in discussing city services as it relates to transportation challenges across the community as well as other neighborhood and housing stock issues, which the Committee understood to be topics under discussion at the other committees.

As part of its process, the Committee agreed to each draft three priority statements with ideas as to how to accomplish, measure, and track timelines for each item. After drafting priority statements, the Committee agreed that the statements generally fit, with a few exceptions, within the following three main goal areas: customer service practices in the delivery of city services, community relations and pride of ownership in private and public assets.

Several of the priority statements identified by the Committee focused on the effective and efficient delivery of city services. In discussing customer service, the Committee recognized that the delivery of city services in a “customer focused manner” is important to the community and should be a factor in city decision-making.

The Committee believes it is important for city government to be a positive face for the entire community in welcoming and integrating new members into the community, especially members with diverse ethnic backgrounds. The Committee noted the importance of effectively welcoming not only new residents but also new businesses to the community.

In addition, the Committee recognized the importance of community members, both residents and business owners, having open access to elected officials as well as the management staff of the city.

The Committee recognizes the importance of maintaining the quality of Burnsville's aging housing stock as well as its many commercial buildings. The Committee expressed concern with the impact just a few poorly maintained properties can have on neighboring properties. The Committee was encouraged by ideas discussed to help ensure Burnsville's housing stock is well maintained and ideas to support reinvestment in commercial property to keep it viable. Furthermore, the Committee expressed concern with other aspects of maintaining the appearance of the broader community, including signage (i.e., sometimes poor appearance of temporary garage sale signs).

Vision Statement: The City of Burnsville values its customers – which are the residents, business owners, and visitors to this community. This value is consistently reflected through how city services are delivered to the public.

City Services Goal A: Promote effective and efficient customer service practices in the delivery of city services to the community.

DISCUSSION: The Committee recognized the success the City has had in maintaining property taxes at a reasonable level and continuing to provide value for the taxes paid. The Committee feels the City is doing a good job in this respect and want to ensure that it will continue.

➤ **Strategies/Action Steps:**

- Maintain property taxes at no more than suburban average while maintaining financial strength of the City.
- On-Going: Annually communicate to the citizens what the City is doing to effectively manage its finances, including its cash reserves.

Success Index:

- Citizen surveys indicate strong public support for the City's taxation level in correlation to the services provided.

City Services Goal B: Promote strong community relations throughout the community.

- **Strategy 1:** Identify a way to recognize and coordinate community efforts with the many community groups located within Burnsville.

Discussion: The discussion focused on how the City could be the entity that helps to focus and coordinate the efforts of the many local community groups within the City. The Committee recognized that our community has a good reputation because of its high community involvement and wants the City to use this as an incentive to encourage businesses and residents to locate within Burnsville. Specifically, the Committee discussed ways that the Council may become more accessible to more people outside of the official meetings of the Council, but still in an organized and planned way. The Committee discussed how City management staff was accessible to them because of the hours they keep at City hall but did not feel the Council was as accessible because of other commitments the Council has outside of City Hall.

Action Steps:

- Year 1: Conduct informal, public meetings with elected city officials and city department heads two times per year.
- Consider conducting meetings by geographic area to address specific issues and reach out specifically to non-English speaking areas of the City.

Success Index:

- There is continued investment in our community by both current and new residents and current or new and expanding businesses.
- **Strategy 2:** Identify ways to encourage a broad-range of citizens to take an active role in community programs and activities, including serving on city committees and commissions.

Discussion: The Committee recognized the success of National Night Out as an example of great community participation. The Committee would like the City to consider other ways of helping the community to take an active role in keeping our community safe. The Committee believes this type of effort is correctly placed under the City Services Theme.

Action Steps:

- Year 1: Consider a plan for improving how we utilize block captains, implement communitywide initiatives such as “Healthy Communities”.

Success Index:

- Burnsville is a safe city where citizens are active partners in maintaining a high quality of life.

- **Strategy 3:** Develop a plan for welcoming new residents to the community.

Discussion: This idea grew out of discussion that the community needs to address diversity challenges within the community through reception, outreach, inclusion, and involvement of new residents of a different culture. The Committee suggested using the city website, cable television, the Burnsville Bulletin and recreational brochures as an initial means to reach out to community members for their interest in becoming involved in the community. Further discussion included creating a welcome packet and coordinating with the “Welcome Wagon”, collaborating with other organizations including schools for information and distribution.

Action Steps:

- Year 1: Identify an action plan for how the City could proactively welcome new residents to the community.
- Year 2: Implement the action plan.

Success Index:

- Residents of diverse cultural backgrounds are represented on community groups and city government.

City Services Goal C: Promote pride of ownership in both private (homes and businesses) and public assets.

- **Strategy 1:** Create an appeal board for home owners/proprietors to appeal violations.

Discussion: This idea grew out of discussion of the concern of maintaining the quality of housing and commercial property in Burnsville. The Committee focused on how the City could play a role, through delivery of city services, in promoting pride of ownership. The process would provide a venue for those considered violators by the city to have their case heard by community residents or business owners. It would also provide a venue for the violator to hear feedback from the community on the impact the violation may be having on the broader community.

Action Steps:

- Year 1: Conduct a Governance Process concerning this idea to consider models followed by other communities. The Outcome of this process will drive the next step for this concept.

Success Index:

- Individuals or proprietors understand the importance of maintaining their homes or businesses in good order and how not doing so affects not only their own property value but also the broader community.

- **Strategy 2:** Continue to prepare and implement long-range plans for public infrastructure.

Discussion: The Commitment recognizes the need for long-range planning for public infrastructure maintenance. As the city continues to age, the Committee believes to ensure a vibrant and attractive city for families and businesses the city must maintain a strong commitment to its infrastructure. The act of forward thinking in terms of infrastructure replacement is seen as positive.

Action Steps:

- On-going: Continue to dedicate the necessary resources, including property taxes, for the maintenance of public infrastructure.

Success Index:

- Burnsville is a vibrant and attractive city for families and businesses to thrive.

➤ **Strategy 3:** Identify a plan for how the city can support the development and maintenance of community aesthetics.

Discussion: The Committee discussed how the city might give people a reason to choose the Burnsville community to call home. There was discussion on how to make residents feel like they belong to a “true” community. The Committee discussed the importance of ensuring the availability of “workforce” (affordable) housing and a safe community.

Action Steps:

- Year 1: Form a volunteer committee to create a plan. The plan should emphasize “small”, incremental improvements to improve the overall aesthetics of the community.

Success Index:

- Burnsville is a community that residents are proud to call home because of community aesthetics.

CEO Focus Group



"MANY VOICES, ONE VISION"

CEO Focus Group

DATE: Friday, September 8th, 2006

FACILITATOR: Mayor Elizabeth Kautz

ATTENDEES: Charlie Crichton – Council Member
Ryan Katula – Northern Hydraulics Corp.
Chuck Albright – Northern Hydraulics Corp.
Ron Ames – Ames Construction
Shawn Dahl – Ames Construction
Robbin Hahn – Burnsville Shopping Center
Sara Criegeer – Fairview Ridges
Brian Gora – Goodrich Corp.
Bridget Dalrymple – City Staff
Vickie Martin – City Staff

INTRODUCTION:

Each attendee introduced themselves. The Mayor gave a brief overview of the objective of the meeting which was to create a vision for the City of Burnsville 15 to 20 years from today and ensure its competitiveness on a regional and global stage. A SWOT analysis was used to promote discussion and gather feedback from attendees on their impressions and vision for the City from a business leader's perspective.

DISCUSSION:

1. **Burnsville's Strengths:**

- Many major road structures to create easy access to major cities, airport.
- River barrier to keep workers south. Keep shoppers to the south.
- Good retail around businesses for easy lunch access.
- Rural feel; family/hometown feel.
- Community loyalty/commitment.
- Vocal community.
- Competitive wages.
- Good revitalization in some areas.
- Good/fair income per capita to support businesses.

- Great demographics.
- Diversity: age/gender/ethnic healthy for community.
- Great city leadership and support.
- HOC to bring community together.
- Standards not too high; affordable.
- Good transportation.
- Employment draws from younger communities south of the river.
- Affordable housing.
- Letter and support from Mayor in recruiting packages of some local businesses

2. Burnsville's Weaknesses:

- Weak in hospitality. Need flagship hotel and convention center accommodations.
- Need trendy, upscale restaurants.
- Rural feel.
- Highway splits the city.
- The City does not have identifiable markings at its boundaries.
- Unappealing corridor – County Road 42 and Highway 13. Need money to upkeep.
- Need trendy and new businesses. Current retail is tired and at the end of its product life.
- Need more businesses and industries.
- 98% built out/ people like new so we need to redevelop more areas of the City.
- River as a boundary.
- Lacking in communications and technology infrastructure – Bandwidth.
- Need continuing education resource for medical and technical local businesses.
- Aging community.
- Lost business: Levitz, Knox, Rainbow.
- Getting riffraff in community.
- Too much local government red tape for redevelopment and expansion.
- Business recruiting.

3. Burnsville's Opportunities:

- Light rail or other transportation corridors.

- Regional draw and support to have centralized hospitality/convention site.
- Alternative or cycling housing.
- Central location to bring in popular stores, shops.
- Capitalize on centralized use of Landfill.
- Draw from other communities' resources.
- Incentives for businesses to come into Burnsville.
- Promote the city in recruiting packages.
- Create multiple anchors within the city for residents to have different experiences and choices, like the Heart of the City.
- Provide perks to draw new business.
- Aging community and opportunities for redevelopment
- Encourage revitalization.
- Partnerships and collaboration.
- Mixed use and value-added services.
- Capitalize on higher average income population.
- Performing Arts or Cultural Center will attract higher income people because they are the ones who will pay the money for Arts and Culture events.

4. Burnsville's Threats:

- Becoming Bedroom Community.
- Turn into a Richfield or Farmington.
- Other surrounding and growing communities are providing a competitive environment and have the potential to take businesses away from Burnsville.
- Need attention to the kind of retail to bring in to attract the right people. Need to manage the type versus how much.
- Won't attract high skill base people to increase income base of the community.
- No light rail.
- Being stagnant, not progressing.
- Old-looking retail that does not draw a higher skilled and more educated workforce and higher income taxbase.

5. Burnsville's Key to Success:

- High quality of life.
- Entertainment draw to appeal to the higher income base people: arts & entertainment opportunities.

- Celebrate the city with more promotional advertisement and share with businesses to include in recruiting materials.
- Public & private partnerships.
- Maintain County Road 42 and Highway 13.
- Educational opportunities for workforce and business development.
- Strong infrastructure already in place (“built it and they will come”).
- Strong first impression, good snap shot or image of the City overall.
- Capitalize on demographics and market pull.