

**City Council Agenda Item #6C**  
**Meeting of March 6, 2017**

<b>Brief Description</b>	Strategic Planning – Imagine Minnetonka summary and recommendations report
<b>Recommendation</b>	Hear the report presentation

**Background**

In May 2011, the city council adopted an update of the city’s mission, vision and goals. Shortly thereafter, in June 2011, staff developed specific action steps for making the updated goals a reality. Since that adoption, an annual update on the [strategic profile report](#) is presented for the council’s review in order to provide a progress report on the action steps and highlight emerging trends for consideration as new goals are developed.

In July, the city embarked on a community-wide visioning process entitled, *Imagine Minnetonka*. The process was intended to gather information to assist with an update of the city’s mission, vision and goals with a robust community engagement component facilitated by Rebecca Ryan of Next Generation Consulting. Ms. Ryan, along with her talented team and city staff, set off collecting resident feedback in a variety of approaches. From the traditional town hall style meetings to the non-traditional use of social media platforms and “One Wish” chalkboards at various community beehive locations, feedback was collected. For the first time, emerging technology was used to engage participants by conducting a town hall style meeting via Facebook Live.

The city council also appointed an Imagine Minnetonka Citizens Steering Committee, which reviewed *The Next Big Things: The Next 20 Years in Local Government*, a national report published by the Alliance for Innovation. The committee provided feedback and their own personal experience in the study of trends that will likely impact Minnetonka in the future. In addition, a team of futurists led by Ms. Ryan conducted an independent study of Minnetonka and also provided an analysis of factors that will affect our city. At the September 19, 2016 study session, council was joined by members of the Imagine Minnetonka steering committee as Ms. Ryan recapped the progress and provided an overview of the top trends gathered to date.

On October 13, Next Generation Consulting conducted a “Strategic Doing” session with city leadership, supervisory and a few front line staff to generate achievable ideas on what can continue to make Minnetonka a vibrant community. Those ideas continue to be refined and will emerge as action steps in future updates to the annual strategic profile report.

**Imagine Minnetonka Findings**

The report –titled, “Imagine Minnetonka Summary and Recommendations” is a comprehensive collection of (a) key findings of what residents want and shared throughout the process, (b) what trends will impact Minnetonka, and (c) recommendations on how Minnetonka can navigate the future.

### Resident Feedback

Community engagement lasted just over 12 weeks and reached an estimated 23,575 views generating over 576 ideas. Three strong themes emerged:

- **Character:** Participants stressed the importance of maintaining and preserving the features that give Minnetonka its unique character, including wetlands, parks and open spaces.
- **Connection:** Residents expressed an interest in the creation of more trails and sidewalks to safely connect the city, as well as more opportunities to connect with others and build relationships in the community.
- **Citizens:** The city received lots of feedback about the importance of protecting and preserving the outstanding quality of life currently enjoyed in Minnetonka, and the desire to ensure the same quality of life is available for all citizens in the years to come.

### Trends

The steering committee identified certain “High Certainty/Major Impact” trends within the categories of Resources, Technology, Demographics and Governance that they believe will affect the future of Minnetonka. Specific trends discussed included Climate Change, Digital Citizenship, Education Reform, Infrastructure Overhaul, Tribalism and Identity Politics, Urbanization, Trust in Government, City-to-City Collaboration and Citizen Engagement.

Ms. Ryan and her team predicted the following trends will also have an impact on Minnetonka: Changes to the Commercial Office Space environment, Autonomous Transit, Home Health Care Delivery, Infrastructure Overhaul (in agreement with the steering committee), Aging in place, Increasing Diversity, Population Growth and the Rising Demand for Self-Governance.

### Recommendations

Rebecca Ryan and staff from Next Generation formulated recommendations on how Minnetonka can best navigate the future. These recommendations include five signals to monitor in the form of metrics that can be used to inform decision making. In addition to the signals, Ryan sets forth a number of recommendations to compliment the city’s current strategic profile work. Her recommendations outline suggestions for incorporating the anticipated trends and “One Wish” resident comments as we strive to continue making Minnetonka a community of choice.

### **Next Steps**

Staff will continue to work with Next Generation Consulting to further refine the additional deliverables the council requested in the forms of a presentation deck, a scaled down list of the project summary for handing out to residents, as well as a small reminder card for council members to keep with them as they ponder decisions impacting the future of Minnetonka.

These recommendations will be incorporated into the council's Strategic Profile Report and turned into action steps to keep Minnetonka a vibrant and successful city. The work will be used to inform the comprehensive guide plan process beginning later this year, and be used as key measures as departments establish annual goals. The next version of the Strategic Profile Report will be reviewed at the council's May 15 study session and will include methods for turning the community input, trends and recommendations into actionable items.

### **Summary**

The Imagine Minnetonka process and update of the city's mission, vision and goals will serve as a guide for each department to establish work plans for the future. By incorporating the feedback obtained throughout this community-wide visioning process, a mutual understanding will be ensured as future policy priorities are established and implemented.

### **Recommendation**

Hear the presentation on the Imagine Minnetonka summary and recommendations report by Ms. Ryan of Next Generation Consulting.

Originated by:

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