

June 19, 2012

Minnesota Office of State Auditor  
525 Park Street, Suite 500  
St. Paul, MN 55103  
Emailed to: [performancemeasures@osa.state.mn.us](mailto:performancemeasures@osa.state.mn.us)

Hello,

Please find attached the following information consistent with the reporting requirements for 2012 as part of the Performance Measure Program for Minnesota Cities and Counties:

- 1) **A separately attached pdf of a resolution** approved by the Brooklyn Center City Council declaring that:
  - The city has adopted and implemented the minimum 10 performance measures developed by the Council on Local Results and Innovation (PDF format).
  - The city has implemented or is in the process of implementing a local performance measurement system as developed or approved by the Council on Local Results and Innovation (PDF format).
  - The city has or will report the results of the adopted measures to its residents before the end of the calendar year through publication, direct mailing, posting on the entity's website, or through a public hearing at which the budget and levy will be discussed and public input allowed (PDF format). Note: A copy of the Goals Results document is posted on the city website, summarized during neighborhood meetings, summarized in the city newsletter, and used as part of the budget process.
  - The city has or will survey its residents by the end of the calendar year on the services included in the performance benchmarks (PDF format). Note: Residents are surveyed at the Neighborhood Area Meetings. The survey results are included in the attached City Goals Results Document. In addition, an online survey will be available on the City website.
- 2) **A separately attached pdf of the actual results** of the performance measures adopted by the city (PDF format) since we were certified for the program in 2011.

Please contact me if you have questions at 763.569.3309 or [vschleuning@ci.brooklyn-center.mn.us](mailto:vschleuning@ci.brooklyn-center.mn.us).  
Thank you.

Vickie Schleuning  
Assistant City Manager/Director BCS

cc: Curt Boganey, City Manager

STATE OF MINNESOTA)  
COUNTY OF HENNEPIN) ss  
CITY OF BROOKLYN CENTER)

I, the undersigned, being the duly qualified Deputy City Clerk of the City of Brooklyn Center, Minnesota, do hereby certify as follows:

1. That attached hereto is an extract of minutes of a Regular Session of the City Council of said City held on June 11, 2012.
2. That said meeting was held pursuant to due call and notice thereof and was duly held at City Hall in said City.
3. That I have carefully compared the attached extract of minutes with the original thereof on file in my office and the same is a full, true and complete transcript there from insofar as the same related to:

**RESOLUTION NO. 2012-82**

RESOLUTION DECLARING THE CITY OF BROOKLYN CENTER'S PARTICIPATION IN  
THE STATE PERFORMANCE MEASUREMENT SYSTEM FOR 2012

WITNESS, my hand as such Clerk and the Corporate seal of the City this 14th day of June 2012.

  
Deputy City Clerk  
City of Brooklyn Center, Minnesota

(Seal)

Member Kay Lasman introduced the following resolution and moved its adoption:

RESOLUTION NO. 2012-82

RESOLUTION DECLARING THE CITY OF BROOKLYN CENTER'S PARTICIPATION IN THE STATE PERFORMANCE MEASUREMENT SYSTEM FOR 2012

WHEREAS, in 2010, the Minnesota Legislature created the Council on Local Results and Innovation (CLRI); and

WHEREAS, in February 2011, the CLRI released a standard set of performance measures for cities that will aid residents, taxpayers, and state and local elected officials in determining the efficacy of cities in providing services, and measure resident's opinions of those services; and

WHEREAS, the City of Brooklyn Center's existing goals and measures met or exceeded the State's standard set of measures and were approved by the State in June of 2011 for use in this program; and

WHEREAS, in February 2012, the CLRI created a comprehensive performance measurement system for cities to implement in 2012; and

WHEREAS, participation in the state Performance Measurement System is voluntary; and

WHEREAS, cities that choose to participate in the new standards measure program may be eligible for reimbursement in LGA and exemption from levy limits.

BE IT RESOLVED by the City Council of the City of Brooklyn Center, Minnesota, that:

1. The city had adopted and implemented performance measures as approved by the CLRS; and
2. The city is in the process of implementing a local performance measurement system as prescribed by the Council on Local Results and Innovation; and
3. The city will report the results of the adopted measures to its residents before the end of the calendar year through publication, direct mail, posting on its website, or through a public hearing at which the budget and levy will be discussed and public input allowed; and
4. The city will survey its residents by the end of the calendar year on the services included in the performance benchmarks; and

RESOLUTION NO: 2012-82

BE IT FURTHER RESOLVED that the actual results of the performance measures adopted by the city for the program in 2011 will be reported to the Office of the State Auditor by July 1, 2012.

June 11, 2012

Date

Tim Willson

Mayor

ATTEST:

Sharon Knutson

City Clerk

The motion for the adoption of the foregoing resolution was duly seconded by member

Lin Myszowski

and upon vote being taken thereon, the following voted in favor thereof:

Tim Willson, Carol Kleven, Kay Lasman, Lin Myszowski, and Dan Ryan;  
and the following voted against the same: none;

whereupon said resolution was declared duly passed and adopted.



*City of Brooklyn Center*

Annual  
Results for  
the year

2011

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This report documents results toward the achievement of Strategic and Ongoing Goal Desired Outcome Success Targets established by the Brooklyn Center City Council

Measuring Success



***OUR MISSION***

To ensure an attractive, clean, safe community that enhances the quality of life and preserves the public trust

***OUR VALUES***

Excellence and Quality

Ethics and Integrity

Vision and Planning

Fiscal Responsibility

Cooperation and Teamwork

Open and Honest Communication

Professionalism

**STRATEGIC GOALS-Desired Outcomes-Success Targets**

S.G.1. We will ensure a safe and secure community

- **The threat and fear of real or perceived crime among citizens and others will be greatly reduced (d.o.1)**

*a. Reduce Violent Crime by 10% or more each year*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation:** Reporting Agency: Police  
 Overall Part 1 violent crime declined by 4%. Domestic assault and drug related robberies now account for a majority of violent crime in Brooklyn Center. Both of these crime fields have seen an increase as youth related gang crimes continues to decline.  
**Source:** Police Crime Statistics

*b. Reduce Property Crime by 10 % or more each year*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation:** Reporting Agency: Police  
 Overall property crime increased by 13%. A large contributing factor in this increase is the theft of copper and scrap metals from vacant homes and commercial properties. In 2011, there was in an increase of 617% of these types of burglaries.  
**Source:** Police Crime Statistics

- **Citizens will feel and be safe in their homes, areas of concern and throughout the City (d.o.2)**

*a. City Survey results will reflect that all residents feel safe in their homes.*

Target Met	Target Not Met	Undetermined

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Police</b>  A poll was conducted at four neighborhood meetings asking this question with 360 residents responding. 97% responded that they feel safe in their homes most of the time (55%) or always (42%). Three percent indicated that only some of the time they feel safe in their home. 0% indicated rarely or never.</p> <p><b>Source: 2011 Area Neighborhood Meeting Poll</b></p>		

*b. City Survey results will reflect that all residents feel safe throughout the City (No places deemed unsafe)*

Target Met	Target Not Met	Undetermined										
	X											
<p><b>Data/Information/Explanation: Reporting Agency-Police</b>  Using the same polling information from the four neighborhood meetings this question was asked with 360 residents responding, the following are the results:</p> <table> <tr> <td>Everywhere</td> <td>3.5%</td> </tr> <tr> <td>Most everywhere</td> <td>5%</td> </tr> <tr> <td>Some places</td> <td>58%</td> </tr> <tr> <td>Very few places</td> <td>29%</td> </tr> <tr> <td>No where</td> <td>4.5%</td> </tr> </table> <p><b>Source: 2011 Area Neighborhood Meeting Poll</b></p>			Everywhere	3.5%	Most everywhere	5%	Some places	58%	Very few places	29%	No where	4.5%
Everywhere	3.5%											
Most everywhere	5%											
Some places	58%											
Very few places	29%											
No where	4.5%											

- c. *City survey results will reflect that all residents feel safe walking alone at night in their neighborhood.*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation: Reporting Agency-Police**

Using the same polling information from the four neighborhood meetings this question was asked with 360 residents responding, the following are the results:

1. Always 20.5%
2. Most of the time 30.25%
3. Some of the time 21.75%
4. Very rarely 14.75%
5. Never 12.75%

**Source: 2011 Area Neighborhood Meeting Poll**

S.G.2. We will proceed aggressively with implementation of City redevelopment plans

- **Privately funded redevelopment will expand and improve (d.o.1)**

- a. *At least 50% of the privately owned residential vacant properties will be redeveloped by 2016 adding to the adjusted for inflation taxable value of the City. Redevelopment of these properties will commence by 2012*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation: Reporting Agency- Business and Development**

In 2011, the EDA acquired the vacant/undeveloped parcels of the approved preliminary plat of Eastbrook Estates 2<sup>nd</sup> Addition, which comprises approximately 65% of the vacant residential land available for future residential development. City Staff has met with a Broker and Design Engineer for a National Builder to discuss the potential of proceeding with

Target Met	Target Not Met	Undetermined
<p>the single family residential subdivision as approved or a more cost effective redesign.</p> <p>Additionally, the City approved the preliminary plat of Evergreen Villa's Addition which proposed the platting of a 2.79 acre vacant lot for redevelopment which comprises approximately 33% of the available vacant land.</p> <p>At this time, there does not appear to be sufficient residential market conditions for either of these two infill developments to proceed.</p> <p><b>Source: Internal Records</b></p>		

- b. *At least 80% of privately owned vacant commercial properties will complete redevelopment by 2016 adding to the adjusted for inflation taxable value of the City. Redevelopment of these properties will commence by 2012.*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency- Business and Development</b></p> <p>The 5 major vacant commercial properties identified with this goal comprise approximately 36 acres in area and include the following: the former NW Racquet Club site (8 acres), the former Howe Fertilizer Site (5 acres) , the former Jerry's Food Site (4 acres), the 2<sup>nd</sup> phase of the Adult Education/Northwest Family Site (3 acres), and the 3<sup>rd</sup> phase of the Luther Automotive Site (16 acres).</p> <p>In 2011, construction began on approximately 53% of the vacant land (Northwest Family Site and Luther Phase III) with completion scheduled to occur in the fall of 2012.</p> <p>The 2008 approved Industrial PUD for the Howe Site, (a Dept. of Ag cleanup plan pending) and the current application for the industrial redevelopment of the NW Racquet Club/Lifetime site comprise 36% of the vacant commercial properties.</p>		

Target Met	Target Not Met	Undetermined
<p>The redevelopment of the Jerry's Food Site (11% of the vacant properties) will likely proceed once the Shingle Creek Crossing Phase II has commenced.</p> <p><b>Source: Internal Records</b></p>		

- c. At least 50% of blighted/economically obsolete commercial properties will be redeveloped by 2016 adding to the adjusted for inflation City Tax Base. Redevelopment of these properties will commence by 2012

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency-Business and Development</b></p> <p><u>To track the results of this success target we will continue to inventory commercial properties to establish a base line of blighted and economically obsolete properties.</u></p> <p>This goal did not identify specific properties at the time it was set and will involve further assessment of vacant commercial properties and market conditions to determine whether the vacant status is a factor of the current market conditions or if they are blighted/economically obsolete properties.</p> <p><u>Examples:</u></p> <p>The redevelopment of Shingle Creek Crossings PUD provided for the demolition of approximately 750,000 sq.ft. of the Brookdale Mall and the Midas building; however, the PUD plans provided for a reuse of the food court building. A portion of the vacant Office Max commercial strip (26,000 sq.ft.) was rehabbed for the relocation of the Brown Business College.</p> <p>The former Hollywood Video vacant commercial building was rehabbed for an Auto Zone Store.</p> <p>The former T. Wrights restaurant within the Brookdale Square Center site was vacant for many years until it was rehabbed in 2011 for the Ocean Buffet restaurant.</p>		

Target Met	Target Not Met	Undetermined
Source: Internal Records		

- **“Opportunity Site” redevelopment will commence (d.o.2)**
  - a. *30% of the privately owned properties north and east of John Martin Drive will commence redevelopment by 2016*

Target Met	Target Not Met	Undetermined
		X

**Data/Information/Explanation: Reporting Agency-Business and Development**  
 The properties included in this goal include the Target, Inland Commercial Center, Office Max Center, Best Buy, former K-Mart site and Davanni’s restaurant. These properties include 38 acres. The redevelopment of the northern and eastern portion of the Opportunity Site will be highly dependent on the redevelopment of the Brookdale Mall Area (Shingle Creek Crossing PUD), the potential repositioning of the major commercial users in this area ( Target and Best Buy), and the reuse of vacant commercial buildings, such as the relocation of Brown Business College.

Source: Internal Records

- b. *All of the privately owned properties north and east of John Martin Drive will complete redevelopment by 2021 adding to the adjusted for inflation taxable value of the City*

Target Met	Target Not Met	Undetermined
		X

**Data/Information/Explanation: Reporting Agency-Business and Development**  
 The redevelopment of the northern and eastern portions of the Opportunity Site will be highly dependent on the redevelopment of the Brookdale Mall Area (Shingle Creek Crossing) which could cause a repositioning of the major commercial users in this area, the ability to assemble multiple properties, and the market conditions for multiple family

Target Met	Target Not Met	Undetermined
residential development.		
To date discussions have primarily focused on the reuse of existing tenant spaces and preliminary indications that Best Buy would prefer a new location with better commercial visibility.		
<b>Source: Internal Data</b>		

*c. At least 50% of EDA owned and privately owned properties located south and west of John Martin Drive will commence and complete redevelopment by 2016 adding to the adjusted for inflation taxable value of the City*

Target Met	Target Not Met	Undetermined
		X

<b>Data/Information/Explanation: Reporting Agency-Business and Development</b>		
<p>The 47 acres of land identified in this goal include the former Brookdale Ford Site, the Centro properties / Brookdale Square Center (former Circuit City strip center including movie theaters &amp; restaurant) and the Goldmark Office Building/Mn. School of Business which comprise approximately 40 acres. Presently, the 1<sup>st</sup> floor of the Goldmark Office Building and the Brookdale Square Strip Center, with the exception of PEP Boys is vacant. The former T Wrights restaurant was rehabbed into the Ocean Buffet with a 10 year lease.</p> <p>The 5 lots along John Martin Drive contain the remaining 7 acres. Within this area the former Audio King Building and Perkins restaurant are currently vacant.</p> <p>Redevelopment of this portion of the Opportunity Site will be influenced by the proposed Shingle Creek Crossing redevelopment of the Brookdale Mall properties and the market conditions for alternate uses such as offices and residential.</p>		
<b>Source: Internal Records</b>		

- d. All EDA owned and privately owned properties located south and west of John Martin Drive will commence and complete redevelopment by 2021 adding to the adjusted for inflation taxable value of the City.

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency- Business and Development</b></p> <p>The EDA property referenced in this goal is the 8.6 acre, former Brookdale Ford site. Staff discussions on this property have included the possibilities of a joint planning venture with the adjoining 23 acres owned by Centro Properties/Blackstone Properties, with the possibilities of expanding the conceptual development to include the 8 acre Goldmark Office site, to achieve the type of redevelopment envisioned by the Opportunity Site Master Plan.</p> <p>The redevelopment of this area is highly dependent on the Shingle Creek Crossing Commercial redevelopment of the Brookdale Mall properties and residential market conditions that would support a mixed use redevelopment.</p> <p><b>Source: Internal Records</b></p>		

- **EDA owned properties redevelopment will proceed expeditiously**

- a. At least 50% of the EDA properties owned (Non Opportunity Site) commercial properties (approximate 12 acres) will commence redevelopment by 2012

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Business and Development</b></p> <p>This goal includes approximately 25 acres of which the 8.6 acre site conveyed and developed by the Molasky Group for</p>		

Target Met	Target Not Met	Undetermined
<p>the FBI Regional Facilities and the 1.06 acres being developed with the Shingle Creek Crossing PUD (former Ground Round Restaurant) equals approximately 40% the properties included in this goal.</p> <p>The EDA also owns approximately 15 acres outside of the Opportunity Site which includes the 5 acres formerly occupied by the Olive Garden and balance of the Cracker Barrel site, the 8 acres known as the 57<sup>th</sup> &amp; Logan site, and 1.5 acres for the Phase II Embassy Suites Site.</p> <p>In 2011, the MPCA removed their environmental remediation equipment and the City completed a replat of the properties to facilitate future redevelopment opportunities for the 57<sup>th</sup> and Logan Ave Site.</p> <p>In 2012, the FBI Site will be completed and the adjacent 5 acres will be positioned as a highly visible site for new office development along the Interstate.</p> <p>The City is aware of interest by the hospitality industry in the development of the Phase II Embassy Suites site.</p> <p><b>Source: Internal Records</b></p>		

*b. All EDA owned commercial property (approximate 33 acres) will have completed redevelopment within ten years by 2021 adding to the adjusted for inflation taxable value of the City*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency- Business and Development</b></p> <p>The development of the FBI Regional Field Offices (8.6 acres) and the approved conveyance of the Ground Round Restaurant site of 1.06 acres is approximately 29% of all of the EDA properties. The remaining 23+ acres are high profile sites and well positioned to be part of the redevelopment of the City that will occur prior to 2020.</p>		

Target Met	Target Not Met	Undetermined
Source: Internal Records		

S.G.3. We will stabilize and improve residential neighborhoods

- **Citizens will benefit from a diverse stock of housing types and styles (d.o.1)**

*a. The number of home improvements and remodels will increase*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation: Reporting Agency- Buildings and Community Standards**

In 2011 2,110 residential construction permits were issued with a valuation of \$6,699,765, versus 2,148 in 2010 with a value of \$7,460,320, and 1,858 in 2009 for a value of \$7,002,247.

The number of residential properties that made property improvements in 2011 was 1,380 with an average of \$4,863 per property versus 1,265 for \$5,653 per property in 2010 and 1,247 for an average of \$5,451 per property.

The number of permits issued for property improvements and repairs continues to be high, partly due to the number of repairs of vacant properties and general maintenance required for an older housing stock.

Definition: First part means number of all residential permit types (building, plumbing, mechanical, electrical) and value of all permits. Second part is a subset of that indicates the total number of properties that permits were issued to and the average value of improvements per property.

Source: LOGIS PIMS database

*b. The value added home improvements will exceed \$7,500 average per permit in each neighborhood (i.e. garage additions, bathrooms, bedrooms, 2<sup>nd</sup> stories, energy efficiency improvement) annually*

Target Met	Target Not Met	Undetermined
X		
<p><b>Data/Information/Explanation: Reporting Agency- Buildings and Community Standards</b></p> <p>In 2011 109 properties were issued permits that were considered value added for a total value of \$1,120,515 an average of \$10,280 per property. In 2010, 101 permits were issued for a total value of \$1,039,359 and average of \$10,291. In 2009 117 value added permits for a total of \$1,207,043 and average of \$10,316.61 per property.</p> <p>Definition: A value added permit includes new garages, new bathrooms, basement finishes, home additions, new decks and similar. Permits analyzed included single family remodels or additions that are not commercial, multifamily or new homes.</p> <p>Source: LOGIS PIMS database</p>		

*c. Housing and accommodations for seniors will be available for aging residents consistent with the demand for housing by this demographic group*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency- Buildings and Community Standards</b></p> <p>The city works with several agencies such as H.O.M.E. Program, CEAP and Northwest Family Services to address senior needs for home maintenance and care. Available senior living housing includes Crossing at Brookwood, Earl Brown Terrace, and Maranatha Place.</p> <p>Source: Senior Housing Search.com and Internal Records</p>		

*d. There will be new housing construction to accommodate the needs of those seeking modern housing and move up housing choices*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Buildings and Community Standards</b>            No new homes were built in 2011. Construction on one house began in 2010 with a value of approximately \$475,000 and 3,500 square feet. It replaces a house that was 1,040 square feet.</p> <p><b>Source: Internal Records</b></p>		

- **Owners and occupants of housing in residential neighborhoods will comply with City codes and regulations which will be adequate to ensure a safe well maintained and attractive community (d.o.2)**
  - a. *Of all residential properties inspected, 90% will be in full compliance with property maintenance codes (% of properties w/o violation)*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Buildings and Community Standards</b>            In 2011 72.7% of all properties in the city had zero violations. Of those properties have a violation, 93.2% were brought into compliance.</p> <p>In certain cases, weather deferrals were appropriate or enforcement actions were required. In 2010, 78.8% of all properties in the city had zero violations. Of those properties having a violation, 96.6% were brought into compliance.</p> <p><b>Source: LOGIS PIMS inspection database</b></p>		

- b. *All residents surveyed are aware of, understand and support the enforcement of city housing and neighborhood codes*

Target Met	Target Not Met	Undetermined										
		X										
<p><b>Data/Information/Explanation: Reporting Agency-Buildings and Community Standards</b>            In 2011, a poll was conducted at four neighborhood meetings asking this question with 360 residents responding.</p> <p><b>Do you support the enforcement of Housing and Neighborhood Codes?</b></p> <table> <tr> <td>1. All codes</td> <td>51%</td> </tr> <tr> <td>2. Most codes</td> <td>34%</td> </tr> <tr> <td>3. Some codes</td> <td>9%</td> </tr> <tr> <td>4. Very few codes</td> <td>5%</td> </tr> <tr> <td>5. No codes</td> <td>1%</td> </tr> </table> <p>Source: 2011 Neighborhood Area Meeting Poll</p>			1. All codes	51%	2. Most codes	34%	3. Some codes	9%	4. Very few codes	5%	5. No codes	1%
1. All codes	51%											
2. Most codes	34%											
3. Some codes	9%											
4. Very few codes	5%											
5. No codes	1%											

- **Owner occupied housing will increase as a percentage of total housing (d.o.3)**
  - a. *At least 95% of single family residential properties will be owner-occupied*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Assessing and Licensing</b>            In December 2011, data indicated 602 active/pending rental licenses in 92.64%. As of December, 31, 2010, 92.83% of single family homes were considered owner-occupied compared to 92.79% in 2009.</p> <p>Of 8,183 properties defined as single family homes, end-of-year data indicated 602 active/pending rental licenses in 2011, 587 active/pending rental licenses in 2010 and 590 active/pending rental licenses in 2009.</p> <p><b>Definition:</b> A single family property is defined as single family detached, duplex, townhome or condominium. Note: In 2010, a rental license ordinance amendment requires all non-owner-occupied properties to be licensed including relative homesteads.</p>		

Target Met	Target Not Met	Undetermined
Source: Assessing and Business License data		

*b. At least 95% of all new housing will be built for owner occupancy*

Target Met	Target Not Met	Undetermined
		N/A
<b>Data/Information/Explanation:</b> Reporting Agency-Buildings and Community Standards No new housing was built in 2011. A rental apartment was demolished in 2010.		
Source: Internal Records		

- **Problems associated with foreclosed residential properties will be dramatically reduced or eliminated (d.o.4)**

*a. 90% of qualified vacant properties will be registered and in compliance with the vacant building ordinance*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency-Buildings and Community Standards In 2011, 83% of qualified vacant properties were registered in 2011. 319 properties were issued reoccupancy permits in 2011 and were in compliance with city codes. In 2010, 76.21% of qualified vacant properties were registered. 229 properties were issued reoccupancy permits in 2010 and were in compliance with city codes.		

Target Met	Target Not Met	Undetermined
<p>In 2011, 916 properties were vacant throughout the year of 2011 compared to 848 in 2010. 680 of these properties were qualified to be registered. 551 properties were registered, with 351 newly registered properties in 2011 compared to 301 in 2010. An increase in mortgage foreclosures and fewer sales increased the number of vacant properties.</p> <p>Definition: Qualified properties do not include HUD exempt, snowbird, vacant for less than 30 days, and rare special circumstances.</p> <p>Source: LOGIS Pims database</p>		

*b. All vacant properties will be in compliance with property maintenance codes*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Buildings and Community Standards</b></p> <p>Not all vacant properties were in compliance with city codes in 2011. 319 vacant properties were brought into code compliance and issued re-occupancy permits in 2011 versus 229 in 2010.</p> <p>In 2011, 23 properties qualified for a reduced fee vacant building permit based on no exterior property code violations. The city conducted 345 abatements for abatable violations such as junk, unsecure, graffiti, junk vehicles, and long grass compared to 261 abatements in 2010. For junk/securing and debris, in 52 other cases in 2011 corrections was made by a representative of the property versus 62 in 2010.</p> <p>Note: All registered vacant properties are required to pass an inspection and obtain a re-occupancy permit with all maintenance items corrected prior to re-occupancy.</p> <p>Source: LOGIS inspection database</p>		

- **Residential property values will improve and citizens will be proud of their neighborhood and community (d.o.5)**

*a. By 2013 the average residential sales price will stop declining*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Assessing</b></p> <p>In 2011 the median sales price was \$82,400 versus \$109,000 in 2010, \$90,000 in 2009, and \$115,500 in 2008. This is a decrease of 24% from 2010.</p> <p>In 2010 the market indicated an increase in average sale price of 21%, and signs of improvement. However, stricter refinancing requirements and economic forces have impacted the sales market for 2011 in Brooklyn Center, and many metropolitan communities.</p> <p>Definition: MLS includes single family, townhomes and condominium property types. The sales data reported by MLS also includes open market, short, bank and forced sales.</p> <p><b>Source:</b> MLS sales data, Assessing Records.</p>		

*b. By 2016 residential sales prices will increase at a rate equal to or greater than the rate of increase in comparable communities*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Assessing</b></p> <p>A review of comparative Cities indicates that the median home sales price decreased in 2011 from 2010 for all cities. The range of decrease was 9.6% to 24.4%, with an average decrease of 15.44% and median decrease of 14.3%. Brooklyn</p>		

Target Met	Target Not Met	Undetermined
Center's housing prices declined the greatest at 24.4%. The reductions are due to tightening of finance requirements, and current economic conditions.		
Definition: The median is used for city comparison instead of the average since it is a better statistical measure of the average home sale price and comparative data is available throughout the Twin Cities region. Cities compared include Crystal, Robbinsdale, Richfield, Brooklyn Park, New Hope, Maplewood, White Bear Lake, Shoreview, Golden Valley		
Source: 2010 Twin Cities Housing Market Annual Report, Minneapolis Area Association of Realtors		

*c. All residential properties will be well maintained and landscaped*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation:</b> Reporting Agency-Building and Community Standards		
<u>No criteria have been established to define a well-maintained and landscaped property beyond minimum code requirements.</u> It is anticipated that criteria will be developed in 2012.		
Source: Internal resources		

*d. All residents surveyed will say they are proud of their neighborhood*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation:</b> Reporting Agency-Administration		
In 2011, a poll was conducted at four neighborhood meetings asking this question with 360 residents responding.		

Target Met	Target Not Met	Undetermined
<p>Are you proud of your neighborhood?</p> <p>1. Yes 88%</p> <p>2. No 12%</p> <p><u>In 2012 we will conduct a statistically valid survey.</u></p> <p><b>Source: 2011 Neighborhood Area Meeting Poll</b></p>		

*e. All residents surveyed will say they are proud of Brooklyn Center*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency-Administration</b></p> <p>In 2011, a poll was conducted at four neighborhood meetings asking this question with 360 residents responding.</p> <p>Are you proud to live in Brooklyn Center?</p> <p>1. Yes 78%</p> <p>2. No 22%</p> <p>A statistically valid survey will be conducted in 2012.</p> <p><b>Source: 2011 Neighborhood Area Meeting Poll</b></p>		

- S.G.4. We will embrace the community demographic makeup and increasing cultural diversity
- **All demographic groups will be represented and encouraged to participate in civic, governmental, community organizations and activities (d.o.1)**

a. Members of all communities will have equal access and representation in civic, governmental, community organizations and activities

Target Met	Target Not Met	Undetermined
		X

**Data/Information/Explanation: Reporting Agency-Administration**

On June 30, 2011					
	White	Black	Hispanic	Asian or Pacific Islander	American Indian or Alaskan Native
<b>Full-time</b>					
Males	94	4	1	3	1
Females	52	0	0	0	0
<b>Part-time</b>					
Males	70	11	1	1	0
Females	57	4	0	0	1
<b>New Hires During Fiscal Year</b>					
Males	5	0	0	0	0
Females	5	0	0	0	0

On June 30, 2010					
	White	Black	Hispanic	Asian or Pacific Islander	American Indian or Alaskan Native
<b>Full-time</b>					
Males	102	6	1	2	1
Females	53	0	0	1	0
<b>Part-time</b>					
Males	115	13	3	4	0
Females	112	10	1	2	1
<b>New Hires During Fiscal Year</b>					
Males	5	3	1	1	0
Females	3	0	0	0	0

Source: Human Resources Report EEO4 and Update

- Youth will be adequately served by recreation and educational programs and activities (d.o.2)

*a. All youth desiring to will be productively engaged in recreational activities or educational programs*

Target Met	Target Not Met	Undetermined
		<b>X</b>
<p><b>Data/Information/Explanation: Reporting Agency-Community Activities Recreation Services</b></p> <p>The Cities of Brooklyn Center and Brooklyn Park hosted an Out of School-time Summit to begin discussion on coordinating community efforts related to youth programming during the out of school time period, The results from this summit is being used to direct the work of the Brooklyn Bridge Alliance for Youth.</p> <p>The Brooklyns Youth Council continues to work towards meeting its priorities of:</p> <ul style="list-style-type: none"> <li>▪ Represent area youth on issues important to them</li> <li>▪ Allow teens to have a voice in planning for positive youth development</li> <li>▪ Identify ways to improve the community for its youth</li> <li>▪ Act as an advisory board to the Brooklyn Bridge Youth Coordinating Board</li> </ul> <p><b>Source: Reporting Agency-Community Activities Recreation Services</b></p>		

*b. Participation in community programs and activities will reflect the demographic makeup of the community*

Target Met	Target Not Met	Undetermined
		<b>X</b>
<p><b>Data/Information/Explanation: Reporting Agency- Community Activities Recreation Services</b></p> <p>Program flyers are being produced in multiple languages.</p> <p>A registration matix is being developed to gather and track ethnicity information, while protecting data privacy.</p> <p><b>Source: Reporting Agency-Community Activities Recreation Services</b></p>		

- **The social, health and housing needs of the aging and moderate income population will be improved (d.o.3)**
  - a. *Service gaps in the social, health and housing needs of the aging and moderate income community members will be reduced and eliminated over time*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation:</b> Reporting Agency-Business and Development</p> <p>In 2011 CEAP, (Community Emergency Assistance Program) provided 850 senior chore projects and delivered over 14,000 Meals and Wheels. These senior services were provided to 209 households within the City. Over 50% of the senior chore projects were provided to senior households with residents of 80 + years old and 25% of the meals on wheels were provided to senior of over 80 years of age.</p> <p>In 2011, HOME (Household &amp; Outside Maintenance for Elderly) a program of Senior Community Services, provided 1,450 hours of services to 61 Brooklyn Center residents, age 60 and older.</p> <p>The information from the 2010 census is being reviewed to assist the City in the determination of future senior housing needs of the community and update the Housing Element of the Comp. Plan.</p> <p><b>Source: Annual reports by CEAP and Senior Community Services for CDBG programing.</b></p>		

S.G.5. We will maintain and improve City infrastructure

- **The City government buildings and other major equipment and physical assets of the City will be maintained and improved (d.o.1)**

*a. Meet or exceed the minimum maintenance condition standard for City facilities*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            A specific maintenance condition standard has not been established pertaining to City facilities but will be established and reported in 2012. The Capital Maintenance Building Plan for Municipal Public Buildings was finalized in 2007 and outlines specific maintenance priorities for each of the City's buildings to the year 2025. The 2011 Capital Improvements Plan included a \$538,900 Capital Maintenance Building project, mainly for Community Center improvements; however, this project was postponed due to funding issues and in an effort to develop a better future overall Community Center renovation plan.</p> <p><b>Source: 2011 Capital Improvement Program and Capital Maintenance Building Plan, November 2007</b></p>		

*b. Customers provide positive feedback pertaining to City facilities ( clean, attractive buildings)*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            An informal question was polled at the four neighborhood meetings held in 2011 relative to Brooklyn Center being a safe, quality, attractive place to live, work and play with results as follows: Agree 34%, Somewhat Agree 44%, Somewhat Disagree 20% and Completely Disagree 2%. In 2012, a scientific survey will be conducted more specific to City facilities.</p> <p><b>Source: Police records</b></p>		

*c. Maintain public access and availability for City park facilities and infrastructure*

Target Met	Target Not Met	Undetermined
X		
<p><b>Data/Information/Explanation: Reporting Agency- Public Works</b>            In 2011, all parks and trail facilities were kept open and maintained to the 2010 level. 2011 improvements to maintain and promote the City's parks include the following: replaced the West Palmer Lake Park building (anticipated to be completed in the spring of 2012), restored a majority of the wood chip trails in Palmer Lake Park, and other miscellaneous maintenance (painting, fencing repairs, irrigation upgrades, etc.) throughout the City's park system was performed in 2011.</p> <p>Source: 2011 Capital Improvement Program and other Public Works records</p>		

*d. Reduce graffiti occurrences and complaints.*

Target Met	Target Not Met	Undetermined
X		
<p><b>Data/Information/Explanation: Reporting Agency-Buildings and Community Standards</b>  <u>In 2011, 22 Graffiti cases were reported, a 44% decrease from 2010.</u> 39 cases of graffiti were reported in 2010, 59 in 2009 and 67 in 2008. Staff typically responded to the report within 2 days and achieved compliance in all cases.</p> <p>Source: LOGIS inspection database, Police Database</p>		

- **Neighborhood streets and utilities will be maintained and improved (d.o.2)**

- a. *Citizen rate reconstruction projects as meeting or exceeding expectations via survey sent to project area residents*

Target Met	Target Not Met	Undetermined
X		
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b></p>		

Target Met	Target Not Met	Undetermined
<p>In 2011, we conducted surveys with all project area residents dating back to the 2009 Aldrich Neighborhood project. The results are as follows: 2009 Aldrich Area Project, 110 surveys sent, 13 responses received, 92% indicated meeting or exceeding project expectations; 2010 DuPont Avenue Project, 186 surveys sent, 25 responses received, 64% indicated meeting or exceeding project expectations; 2010 Twin Lakes Area Project, 278 surveys sent, 29 responses received, 72% indicated meeting or exceeding project expectations; and 2011 East Palmer Lake Area Project, 430 surveys sent, 72 responses received, 93% indicated meeting or exceeding project expectations.</p> <p><b>Source: Public Works records/survey results</b></p>		

*b. Using a pavement index rating system, meet or exceed the established acceptable roadway rating standard*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency- Public Works</b>            The City's pavement rating system is currently being updated and a standard has not been set. In 2012, the City will continue updating the pavement management system with a goal of completing the update and establishing a standard in 2012.</p> <p><b>Source: Internal Records</b></p>		

*c. Reduce pothole and roadway complaints*

Target Met	Target Not Met	Undetermined
	X	
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            In 2009, the City responded to 153 pothole issues, 175 in 2010 and 212 in 2011. Many potholes continued to be reported in areas where the sealcoat/roadway prematurely failed, which has been determined to be related to original construction</p>		

Target Met	Target Not Met	Undetermined
<p>issues of the pavement. Increased pothole patching efforts and better patching methodology was implemented over 2010 and 2011 that are anticipated to reduce pothole and roadway complaints. Pavement rehabilitation management methods will be further improved in 2012 through the implementation of the City's pavement management system, which will also contribute to an improved serviceability level.</p> <p><b>Source: Public Works Records</b></p>		

*d. Reduce sewer blockage and watermain breakage/complaints*

Target Met	Target Not Met	Undetermined
	<b>X</b>	
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            In 2009, the City responded to 99 possible sewer backups, only one that was related to a City owned/maintained sewer line. In 2010 there were 94 possible backups reported, none were in City lines. In 2011 there were 72 possible backups reported, two were related to City issues. The City also has significant televising, root sawing and visual inspection programs to maintain the sewer capacity and minimize sewer blockages. There were five watermain breaks in 2009, five in 2010 and seven in 2011. Watermain breaks are highly variable with a multitude of factors ranging from soil conditions to the significance of the seasonal conditions and temperatures. The City's reconstruction program is a significant element in meeting this goal through the systematic replacement of the utilities.</p> <p><b>Source: Public Works and Finance Utility Records</b></p>		

*e. Complete the citywide street and utility reconstruction program by 2021*

Target Met	Target Not Met	Undetermined
		<b>X</b>
<p><b>Data/Information/Explanation: Reporting Agency- Public Works</b>            In 2011, steps were implemented to advance the 2012 neighborhood street and utility reconstruction project to 2011,</p>		

Target Met	Target Not Met	Undetermined
<p>combining the originally planned 2011 and 2012 projects. This combined project was fully completed in 2011. Due to future funding shortage issues, a major neighborhood reconstruction project was put on hold in 2012. Future funding strategies will need to be further evaluated to maintain this advanced schedule to address issues with funding shortfalls (e.g. Street Reconstruction Fund).</p> <p><b>Source: 2011 and 2012 Capital Improvement Programs</b></p>		

- The traveling public will benefit from multi-modal transportation options fostered and provided by the City (d.o.3)**
  - Minimize any increase to future traffic delays and congestion*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b></p> <p>A traffic impact study was completed for the redevelopment at 69<sup>th</sup> Avenue and Brooklyn Boulevard (Luther Honda/Toyota sites). Ongoing transportation improvements included replacement of the two signal systems at the I-94 north and south ramps at Shingle Creek Parkway (the project will be constructed in 2011). A 2012 project is planned to address the anticipated operation issue at the Shingle Creek Parkway/Freeway Boulevard intersection prompted by the completion of the FBI site. These three signal systems will then be coordinated to improve the operations and decrease delays experienced through that corridor. Other minor signal system improvements and optimizations completed in 2011 included the intersections at France/69<sup>th</sup> Avenues, Freeway Boulevard/Humboldt Avenue and Camden/66<sup>th</sup> Avenues.</p> <p><b>Source: Public Works records</b></p>		

- Minimize the amount of regional traffic flow on local streets*

Target Met	Target Not Met	Undetermined
<b>X</b>		

Target Met	Target Not Met	Undetermined
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            The Brooklyn Boulevard Corridor Study was initiated in 2011 that includes regional and local transportation planning and is expected to be completed in 2012. City staff will potentially be working with Mn/DOT in 2012 pertaining to the planning of the regional transportation corridors along Highway 252.</p> <p><b>Source: Internal Records</b></p>		

*c. Increase alternative modes of transportation used*

Target Met	Target Not Met	Undetermined
X		
<p><b>Data/Information/Explanation: Reporting Agency-Public Works</b>            In 2011, the City continued participation in the Five Cities Senior Transportation Program, the City initiated the Brooklyn Boulevard Corridor study that will comprehensively evaluate alternative transportation modes relative to that corridor and the City is continuing to partner with Three Rivers Park District pertaining to realignment of the regional trail that was flooded throughout 2011 along Shingle Creek north of Bass Lake Road through Centennial Park.</p> <p><b>Source: City Records</b></p>		

- **Citizens will benefit from the expansion and improvement of needed technology infrastructure as viable options become available (d.o.4)**

*a. Reduce City government expenses through the application of technology*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency-Administration</b></p> <ul style="list-style-type: none"> <li>• Easier access and more information of the city website reduces paper and administrative costs of responding to a</li> </ul>		

Target Met	Target Not Met	Undetermined
<p>portion of customer questions.</p> <ul style="list-style-type: none"> <li>Marketed a buyer of a city rehabilitation home through the city website's Real Estate Locator.</li> <li>Implemented multifunction devices (Copier, Printer, Scanner, Fax) at the following locations: Administration, Business Development/Building and Community Standards, Assessing/Fiscal and Support Services, Public Works Engineering, West Fire, Liquor #1, and Earle Brown Heritage Center. These single devices replaced copiers that were over ten years old and/or removed the need for laser printers and/or a fax machine. The result was a reduction in operating expenses (i.e. printer supplies, service and support) and a greener path for printing. The units purchased are Energy Star compliant, environmentally friendly and offer superior energy and supply-saving features without comprising productivity.</li> <li>Leveraged and utilized government contracts for purchasing technology.</li> <li>Fiber optic conduit installed for future implementation.</li> </ul> <p><b>Source: Internal records</b></p>		

*a. Improve City Services to the citizens through the application of technology*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<p><b>Data/Information/Explanation: Reporting Agency-Administration</b></p> <ul style="list-style-type: none"> <li>New City Website implemented on June 15, 2011- more information for residents, new section and information for businesses and development</li> <li>Notify me, form submittals and request tracker added to new website.</li> <li>ePermits for certain permits available starting June 15, 2011</li> <li>Credit cards accepted for payments at City Hall.</li> <li>Wireless credit card processing at Earle Brown Heritage Center.</li> <li>Introduced a City Hall kiosk computer for public use.</li> <li>Real Estate Locator available on website to market properties.</li> </ul>		

Target Met	Target Not Met	Undetermined
<ul style="list-style-type: none"> <li>• New Centennial Website offered information, making donations, and other interactive functions.</li> <li>• New Centennial Website provided information and link to amphitheater donation.</li> <li>• Access Control System selected and implemented at City Hall and Community Center. Future growth of this system will continue.</li> <li>• Video Surveillance System selected and implemented at City Hall, Community Center, Police, Centerbrook Golf Course, Liquor Store #1 and Earle Brown Heritage Center. Future growth of this system will continue.</li> <li>• Implemented a Wireless Access Control, which assists in the management of Wireless Access Points located at City buildings. With this device we are able to management City wireless, both operational and public, appropriately.</li> <li>• Worked with Hennepin County IT in placing offices for Child Protection workers at the Police building.</li> </ul>		
<p><b>Source: Internal data</b></p>		

*b. Preserve environmental resources and conservation of energy through the application of technology*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<p><b>Data/Information/Explanation: Reporting Agency-Administration</b></p> <ul style="list-style-type: none"> <li>• LOGIS agreement for their back-up site at the Police building negotiated and extended for five years. Part of this contract was a separate meter for power consumed in this area. With this meter technology the City is able to allocate costs appropriately under this agreement.</li> </ul>		
<p><b>Source: Internal Data</b></p>		

S.G.6. We will encourage city wide environmental sustainability efforts

- **Public appreciation of the environment will be enhanced and expanded (d.o.1)**

*a. By 2013 all residents surveyed will understand the value of recycling and energy conservation and at least 70% will have changed their behavior to conserve environmental resources*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation: Reporting Agency-Administration</b> <ul style="list-style-type: none"> <li>• 2011 curbside recycling participation in Brooklyn Center was 96% (up from 90% in 2010).</li> <li>• 2011 curbside recycling was 395 Lbs./household (which is up 4% compared to 2010).</li> </ul> <p><b>Source: Hennepin Recycling Group</b></p>		

*b. By 2016 energy consumption in the City will be reduced significantly*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation: Reporting Agency-Administration</b> <p>2011 efforts include completing the replacement and retrofit of garage lighting at the Public Works Facility; replacement of two boilers and a chiller at the Earle Brown Heritage Center; completing a Citywide lighting reconciliation with Excel Energy; and completing an evaluation of street/security lighting technologies within the City. Future capital building maintenance improvements that are being planned and considered include replacement of the upper City Hall windows and the replacement of the Community Center's roof, west wall and windows.</p> <p><b>Source: Internal Records</b></p>		

*c. By 2016 City government energy consumption will be reduced significantly*

Target Met	Target Not Met	Undetermined
		X

Target Met	Target Not Met	Undetermined
<p><b>Data/Information/Explanation: Reporting Agency-Community Activities Recreation Services, Public Works</b></p> <p>In 2011, several projects were completed to address or reduce energy consumption at city facilities:</p> <ul style="list-style-type: none"> <li>• Energy audits were conducted on the City Hall/Community Center and the Police Station.</li> <li>• Earle Brown Heritage Center <ul style="list-style-type: none"> <li>○ The main chiller unit was replaced with a more efficient unit.</li> <li>○ Two boiler units were replaced with higher efficiency units</li> <li>○ 136 light ballasts were replaced with energy saving units at the Earle Brown Heritage Center.</li> <li>○ 28 light ballasts were replaced with energy saving units at the Community Center.</li> </ul> </li> <li>• Replacement and retrofit of garage lighting at the Public Works Facility</li> <li>• Completed a Citywide lighting reconciliation with Excel Energy</li> <li>• In process of completing an evaluation of street/security lighting technologies within the City.</li> <li>• Future capital building maintenance improvements that are being planned and considered include replacement of the upper City Hall windows and the replacement of the Community Center’s roof, west wall and windows.</li> </ul> <p><b>Source:</b> Internal Records and CIP</p>		

- **The purchasing power of the City will support the goals of an environmentally sustainable community (d.o.2)**
  - a. *The City will purchase recycled materials whenever costs are reasonable and quality is acceptable*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Reporting Agency- Fiscal and Support Services</b></p> <p><b>The organization has been purchasing paper with a 30% post-consumer (recycled) content (all white paper stock).</b></p> <p><b>Source:</b> Purchasing Records</p>		

b. *The City will increase the share of purchased recycled materials by 10% annually through 2016*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services <u>A mechanism to track and calculate such purchases has not yet been developed.</u>		
Source: Purchasing		

c. *The City will eliminate the use of products, chemicals or compounds that pose a risk to human health or to the environment whenever a viable cost effective alternative is available*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency- Fiscal and Support Services Target is an ongoing process as new products are developed and introduced.		
Source: Purchasing, Building Maintenance		

d. *The City will purchase environmentally friendly equipment and vehicles whenever performance requirements and cost are comparable.*

Target Met	Target Not Met	Undetermined
X		
<b>Data/Information/Explanation:</b> Reporting Agency-Public Works		

Target Met	Target Not Met	Undetermined
<p>In 2011, the City replaced 9 vehicles (cars and light duty trucks) all with flex fuel capabilities. The tandem dump truck and the 1-ton truck that were replaced in 2011 were equipped with the latest environmental equipment that meet or exceed the current EPA standards.</p> <p><b>Source: Central Garage</b></p>		

**ONGOING GOALS-Desired Outcomes-Success Targets**

O.G.1. We will provide streamlined, cost effective, quality services with limited resources

- **The quality of service delivered by the city will consistently meet or exceed customer expectations (d.o.1)**

a. *Customer surveys for City services delivered will reflect customer satisfaction from not less than 90% of respondents*

Target Met	Target Not Met	Undetermined
	X	

**Data/Information/Explanation: Reporting Agency-Administration**

In 2012, the City will implement a feedback system and scientific survey to determine customer satisfaction levels. 2011 satisfaction surveys conducted at the Earle Brown Heritage Center showed 98% of the respondents rated service as “met expectations” or higher.

**Source: EBHC Annual Survey Report**

- **Service delivery will improve on an ongoing basis (d.o.2)**
  - a. *Implementation and execution of continuous improvement programs throughout all departments*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency-Administration		
Source:		

*b. Qualification for Malcolm Baldrige or comparable quality improvement award*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency- Administration		
Source:		

*c. Cost effectiveness performance benchmark comparisons from each department will reflect upper quartile performance for each high priority benchmark measure*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation:</b> Reporting Agency-Administration		
It is anticipated that the bench marking program will be begin by mid- year 2012 and will be fully implemented by mid- <u>year 2013.</u>		
Source:		

O.G. 2 We will ensure the financial stability of the City

- **City funds will be protected against loss (d.o.1)**

*a. All City funds will be FDIC insured up to the legal maximum per account*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<p><b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services  <u>City funds in banking institutions are insured to the FDIC limit of \$ 250,000 per account.</u> This requirement is overseen by the banking institutions with which the City does business and is verified annually by the City's financial auditors</p> <p>Source: 2010 CAFR</p>		

b. *Any funds in excess of the FDIC maximum in any one account will be properly collateralized*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<p><b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services  <u>For 2010 there were no City funds in excess of the FDIC maximum coverage requiring collateralization.</u> This is the result of the daily clearing of the general checking account into the 4M fund which does not require demonstrated collateralization.</p> <p>Source: Banking agreement with US Bank/4M; 2010 Auditor's Report; 2010 CAFR</p>		

c. *The City's investment portfolio will be diversified so as to minimize potential losses on individual securities*

Target Met	Target Not Met	Undetermined
<b>X</b>		

Target Met	Target Not Met	Undetermined
<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services <u>In 2011 there was no individual security in the City's portfolio that exceeds 5.0% of the total portfolio value.</u> Source: Monthly Investment Securities Inventory report		

- City administration will provide meaningful short, intermediate and long term fiscal planning (d.o.2)

a. *The operating budget document will provide annual and multi-year operating plans*

Target Met	Target Not Met	Undetermined
	X	

<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services <u>In the 2012 Operating budget there are multi- year plans for capital projects and capital repairs and replacements in the City's Enterprise Funds. Cash Flow projections and rate plans are part of those multi-year projections. Governmental Funds have not yet been developed with plans further out than the one year horizon.</u>		
Source: 2012 Budget document		

b. *Staff will annually provide life-cycle capital plans for all long-lived assets*

Target Met	Target Not Met	Undetermined
X		

<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services <u>Plans have been developed and implemented for buildings and infrastructure repair and replacement. Plans are also in place for the vehicles in the Central Garage and technology equipment throughout the City.</u>		
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Target Met	Target Not Met	Undetermined
Source: 2012 Budget document, 2012 Budget workpapers		

- **The City will take appropriate actions to buffer essential government services against the effects of significant economic downturns (d.o.3)**
  - Fund reserves as indicated by year end cash balances will be maintained at levels allowing for short term funding of operations in emergency situations*

Target Met	Target Not Met	Undetermined
X		
<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal and Support Services <u>General Fund balance is in excess of policy requirements at the end of 2011. Enterprise Fund cash balances are also in conformance with policy requirements. Capital Emergency Reserve in in excess of policy requirement.</u>		
Source: 2011 CAFR workpapers		

- Essential services as determined by the City Council will be funded from non-volatile resources*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation:</b> Reporting Agency- Administration		
Source:		

- **The City will position itself for economic growth (d.o.4)**
  - a. *The City will keep current and adhere to the Comprehensive Plan*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation:</b> Reporting Agency- Business and Development <u>The 2030 Comprehensive Plan, adopted by the City Council on March 22, 210 is current and used by the City as a development guide.</u> Source:		

- b. *Capital Improvement Plans will reflect the intentions of the Comprehensive Plan*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation:</b> Reporting Agency-Business and Development <u>The implementation component of the adopted 2030 Comprehensive Plan includes the City Capital Improvement Plan.</u> Source:		

O.G.3 We will move toward maintaining or lowering the level of the City’s property taxes

- **Except in extraordinary circumstances the property tax levy will not increase faster than the inflation rate (d.o.1)**
  - a. *Property tax levy increases should not exceed the rate of inflation*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation:</b> Reporting Agency-Fiscal & Support Services		

Target Met	Target Not Met	Undetermined
<p>The property tax levy did not exceed the rate of inflation. The property tax levy increase in 2011 was 2.21% versus 3.4% inflation.</p> <p>The Bureau of Labor Statistics (BLS) tables for the change in the Consumer Price Index for All Urban Consumers (CPI-U), a commonly used measurement for inflation, show the “All Items” increase from August 2010 to August 2011 to be <u>3.8%</u>. This may be used as a target since this would be the most up-to-date information available from BLS at the time the preliminary levy is adopted in September of each year. If the November number from BLS were to be used as this would be the most up-to-date report at the time a final levy is adopted, the CPI-U figure would be <u>3.4%</u>.</p> <p>For the 2012 fiscal Year, the City Council adopted a Total Property Tax Levy of \$ 14,218,823. This was an increase of \$ 307,020 over the 2011 Levy of \$ 13,911,803. In percentage terms this is an increase of 2.21%, less than either the August 2011 or November 2011 rates of inflation.</p> <p><b>Source: Federal Bureau of Labor Statistics (for CPI-U), 2012 budget workpapers</b></p>		

*b. If the property tax levy increase exceeds the rate of inflation a clear, extraordinary circumstance justifying the increase will be identified*

Target Met	Target Not Met	Undetermined
N/A		
<p><b>Data/Information/Explanation:</b> Reporting Agency-Administration Not applicable since the property tax levy increase did not exceed inflation.</p> <p><b>Source: Federal Bureau of Labor Statistics (for CPI-U), 2012 budget workpapers</b></p>		

- **The City will expand the industrial and commercial tax base to relieve the residential property tax burden (d.o.2)**

- a. *The City commercial/industrial tax base increases at a rate faster than the residential tax base*

Target Met	Target Not Met	Undetermined
X		
<b>Data/Information/Explanation:</b> Administration		
Source:		

- **The inflation adjusted property taxes paid by households living median valued homes will be stabilized or reduced or reduced over time (d.o.3)**
  - a. *The inflation adjusted city property taxes payable for the median valued single family home will be equal or less than the calculated city taxes payable for the prior year.*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation:</b> Fiscal and Support Services		
Legislative change in the calculation of the credit to homeowners with homestead status puts this goal into some question. For homestead properties, the goal has been met for 2012 with a decrease in median of 12.1%. However, the median non-homestead property increased 8.1% on a 2011 CPI-U (Inflation Rate) of 1.8%		
Source:		

O.G.4. We will ensure the city's influence at the legislature

- **Local, State and Federal legislators will be informed regarding the City needs that may be affected by legislation (d.o.1)**

a. *Annually the City Council and staff will assess legislative needs and communicate directly with appropriate Local, State and Federal legislators*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation:</b> Administration Source:		

- **We will maintain positive relationships with Local, State and Federal legislators (d.o.2)**

a. *Legislative officials will address the City Council annually regarding their efforts on behalf of our shared constituents*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation:</b> Administration Source:		

b. *Legislators will sponsor and support legislation on behalf of the City*

Target Met	Target Not Met	Undetermined
<b>X</b>		

Target Met	Target Not Met	Undetermined
<b>Data/Information/Explanation: Administration</b>		
Source: Office of the Reviser of Statutes		

O.G.5. We will improve the image of the City with citizens and others

- **Citizens and others throughout the State will recognize Brooklyn Center as a safe, quality, attractive community in which to live, work and play (d.o.1)**
  - a. *The rate of property value increase in each property classification will equal or exceed the average rate of increase in Hennepin County and in the State*

Target Met	Target Not Met	Undetermined
	X	
<b>Data/Information/Explanation: Business and Development</b>		
Source:		

- b. *Citizen survey results will reflect the perception that Brooklyn Center is a safe, quality, attractive place to live, work and play*

Target Met	Target Not Met	Undetermined
		X
<b>Data/Information/Explanation: Administration</b>		
In 2011, a poll was conducted at four neighborhood meetings asking this question with 360 residents responding.		

Target Met	Target Not Met	Undetermined
<p><b>In your opinion, is Brooklyn Center a safe, quality, attractive place to live, work and play?</b></p> <p>1. Agree 33.75%</p> <p>2. Somewhat Agree 43.75%</p> <p>3. Somewhat Disagree 20.5%</p> <p>4. Completely disagree 2%</p> <p><u>In 2012 we will conduct a statistically valid survey.</u></p> <p>Source:</p>		

*c. Positive press regarding the City Of Brooklyn Center will increase*

Target Met	Target Not Met	Undetermined
		X
<p><b>Data/Information/Explanation: Administration</b></p> <p>The City received positive press regarding specific issues as follows:</p> <p>a. <b>Shingle Creek Crossing Development</b></p> <p>b. <b>Crime reduction in the Star Tribune</b></p> <p>c. Development of FBI Regional Offices (many media outlets, local and AP)</p> <p>d. Centennial Events Sun Post and Channel 12</p> <p>e. Polar Bear Plunge</p> <p>f. WiLam Kickball Event and JCCP</p> <p>g. EBHC Link with Embassy</p> <p>h. New city website</p> <p>i. Various recreation programs- Dudley</p> <p>j.</p>		

Target Met	Target Not Met	Undetermined
2. Various positive subjects were reported by Channel 12 Community News and linked to the city website through the city video series. <b>Source:</b> Internal Data		

O.G.6 We will ensure the City drinking water is high quality and that the storm water is properly managed

- **The City drinking water will meet or exceed safe drinking water standards of the State of Minnesota (d.o.1)**

a. *City will meet or exceed all safe water standards*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation: Public Works</b> No contaminants were detected at levels that violated federal drinking water standards as outlined in the City’s annual Consumer Confidence Report. This report is prepared in accordance with Environmental Protection Agency and State of Minnesota regulations. <b>Source: City Watch, Summer 2011 Edition 175</b>		

b. *The water supply will be protected against emerging and potential water contaminants*

Target Met	Target Not Met	Undetermined
<b>X</b>		
<b>Data/Information/Explanation: Public Works</b> The City continues to maintain and protect our well water supply through our Wellhead Protection Plan. Additionally, in 2011 we proactively participated with the state agencies by testing our well water including monthly coliform and chlorine residual (12 samples per month), nitrate samples (9 samples), Trihalomethane testing (1 sample), and fluoride sampling (417 samples) – no issues were identified. Other ongoing partnering work includes remediation of the dry		

Target Met	Target Not Met	Undetermined
cleaning site at 1910 57 <sup>th</sup> Avenue, remediation of the Joslyn site and associated parcels and continued associated remediation of the dry cleaning site at 6846 Brooklyn Boulevard. Additionally, 23 private wells were sealed and two underground tanks were removed in 2011.		
<b>Source: Wellhead Protection Plan, July 2005; Public Works records; and Building Department records</b>		

- **Storm water runoff will be managed in an efficient and environmentally sensitive manner (d.o.2)**
  - a. *The City will implement and maintain all priority elements of the Brooklyn Center Local Water Management Plan by 2012*

Target Met	Target Not Met	Undetermined
	X	X
<b>Data/Information/Explanation: Public Works</b>		
Elements completed in 2011 include completing the Cities Wetland Functions and Values Assessment; completing the Shingle Creek Restoration project; and as part of the 2011 neighborhood reconstruction project, four ponds/channels were dredged/cleaned and four new storm water treatment facilities (grit chambers) were installed. Other ongoing priorities that have been met include street sweeping, pond inspection and maintenance, and water quality best management practices maintenance (e.g. sump manholes and grit chambers). An outstanding priority includes updating the City's illicit discharge ordinance and policy plan, which is planned to be initiated in 2012.		
<b>Source: Local Water Management Plan, June 2006</b>		

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