

Published by the City of Moorhead

Moorhead's Strategic Plan: Roadmap for Your City Government

INTEGRITY. SERVICE. COMMITMENT.

The City of Moorhead adopted these three **values** within its strategic plan in 2018. In a commitment to good governance and stewardship, the Mayor and Council, along with the City Manager and her appointed leadership team, operate under a strategic plan. The plan stems from the City's **mission**, established within the City Charter: *"To secure the benefits of local self-government and promote honest, accountable governance, provide for appropriate municipal services, encourage citizen participation, and foster a sense of community."*

The **vision** of the City of Moorhead is to develop a clear direction for our City's future, a living plan driven by a compelling sense of purpose, a deep pride, and commitment to our community. We are indeed, #Moorheadproud!

STRATEGIC INITIATIVES:



Work together to build a community that is engaged, energized, optimistic, and looks out for one another. Clearly define who we are at our core – our unique, enduring, and differentiating attributes – and develop our competitive strategies and brand presence from those foundational realities.



GOVERNANCE & TEAMWORK

Through the development of bold leadership, best practices and a collaborative and responsive team of professionals, govern with professional excellence (mayor & city council) and manage city operations with professional excellence (city manager and staff).



INFRASTRUCTURE

Ensure well-maintained, functional, and sustainable infrastructure (streets, utilities, housing, facilities, transportation and parks,) to support our existing community and to support growth and development.



ECONOMY

Expand economic opportunity by creating a climate which enables our community to thrive.



COMMUNITY SAFETY & WELLBEING

Protect and promote well-being and safety to create a strong community.



COMMUNICATION

Develop proactive conversation to strengthen our connection with the community and to create a compelling sense of purpose, deep pride, and commitment.



PARTNERSHIPS

Leverage partnerships to enhance public services and quality of life in the most sound and responsible manner.

These seven **initiatives** support the **mission** of the City of Moorhead, giving our Mayor and the City Council a strong foundation for policy decisions, and providing the framework for municipal operations by our staff.

Your Mayor, Council, City Manager and staff are committed to a common **vision** and a living plan for our City. The strategic plan, including the **goals** and more detailed **objectives** are available on the Government page of **cityofmoorhead.com**. For an update on the Identity Initiative, the "center spoke" of the key initiatives, see article on page 5.

MISSION VISION VALUES STRATEGIC INITIATIVES GOALS OBJECTIVES TASKS

CITY INSIGHTS

US 10/75 Corridor Study

The City of Moorhead has been working with the Fargo-Moorhead Council of Governments (Metro COG), the Minnesota Department of Transportation (MnDOT), and MATBUS for the past year on studying the US 10 and US 75 corridors in Moorhead. The study identifies a vision for these two important routes through the city, ultimately setting the framework for a 2025 reconstruction project that MnDOT is planning.

The study looks to balance the needs of motorized and nonmotorized traffic with business access, while considering the effects of changes on Main Avenue in downtown Fargo and traffic traveling through downtown Moorhead. The study is being guided by the following goals:

- Fit roadway to land uses (i.e., appropriate access and design)
- Accommodate appropriate users (i.e., complete streets)
- Create an environment that stimulates growth
- Provide flexibility for near and long-term transportation needs
- Improve "Gateway" feel for US 10 and US 75 corridors
- Develop and execute a project that meets the needs for 30+ years

Engaging the community

The US 10/US 75 corridors are unique and serve many land uses and corridor users. To ensure the proper balancing of needs between motorized and non-motorized users while considering the benefits and impacts to local businesses, community input has been a major component of the study.

Gathering Input, Determining Needs, and Listening

Community outreach included a public meeting in the Summer of 2019 and several focus group meetings, as well as a survey and social media.

Based on community input and ongoing technical work, preliminary visions have been developed for the corridors focusing on the three focus areas: 1) downtown, 2) US 10 east of downtown, and 3) US 75 south of downtown. These visions are guiding the concepts currently being developed.

What you can expect next

The study partners are wrapping-up the study this fall. This includes refining and evaluating conceptual drawings of the corridor visions. Recommendations, along with an implementation plan for construction, will be shared with the community this November.

Stay tuned for details regarding the public meeting where you can learn about the recommendations. Meanwhile, please visit the study website for more information: http://fmmetrocog.org/projectsrfps/us-1075-corridor-study.

What You Need to Know About the Hands-Free Law



HANDS-FREE MINNESOTA LAW HandsFreeMN.org

Minnesota motorists are no longer allowed to hold a cell phone while driving. The Minnesota Hands-Free Law went into effect on August 1st, 2019. That means no dialing, texting, scrolling or even typing in an address while using a phone as a GPS. Drivers can complete phone calls, send voice-activated text messages, listen to podcasts and use a phone to get directions, provided it's all done without touching the phone. The Minnesota Department of Public Safety, Office of Traffic Safety, has launched a website, http://handsfreemn.org to answer many guestions drivers have on the new law. Here are just a few highlights:

What can I do under the new law?

The new law allows a driver to use a cell phone to make calls, text, listen to music or podcasts and get directions, but only by voice commands or single-touch activation without holding the phone.

What can't I do with my phone under the new law?

You may not hold your phone in your hand. Also, a driver may not use their phone at any time for video calling, video live-streaming, Snapchat, gaming, looking at video or photos stored on the phone, using non-navigation apps, reading texts, scrolling, or typing on the phone.

Can I pick up my phone to make a call while I'm at a stoplight?

No, you are still technically operating a motor vehicle even while you're stopped in traffic or at a red light (this would also include while stopped waiting for a train to pass).

Can I ever hold my phone?

Yes, hand-held phone use is allowed to obtain emergency assistance if there is an immediate threat to life and safety, or when in an authorized emergency vehicle while performing official duties. (Although there is exemption for emergency vehicles, MPD has upgraded their squad cars with hands-free capabilities to minimize officers' need to be holding their phones.)

Are there penalties?

Yes, the first ticket is \$50 plus court fees and the second and later tickets are \$275 plus court fees.

Go to handsfreemn.org to educate yourself on other important information including using GPS navigation, teen drivers with a permit or provisional driver's license, holding a phone in a hijab or other type of headscarf or wrap, and learn about several ways to go hands-free

Moorhead's Legislative Requests – Capital Projects



and Clay County have requests pending for capital projects that benefit our community and our residents:

- Clay County Resource Recovery Campus (Transfer Station) – replaces 40 year old facilities and improves safety to responsibly handle solid waste, household hazardous waste, and problem materials. Project location: 1701 34 St N
- **11 Street Railroad Underpass** creates a downtown underpass to separate rail traffic from auto and pedestrian

Southeast Main|20 St|21 St Underpass

The SE Main|20 St|21 St intersection was one of about 20 diagonal at-grade railroad crossings in the State of Minnesota. Constructing an underpass at this intersection for auto and pedestrian traffic is the largest transportation project in the history of Moorhead.

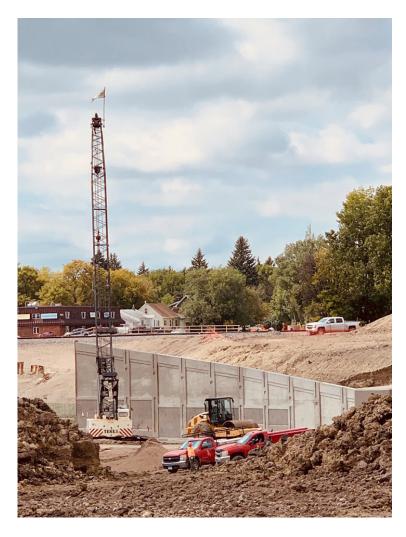
Project facts and figures:

- 15-year search for funding with all possible funding pursued
 - Design & property acquisition supported by direct Congressional appropriations of Federal funding
 - Seven unsuccessful Federal grant applications (2011 2017)
 - BNSF contributing more than statutory requirement
- Total cost, from initial study & design to construction, is \$72.9M. Funding breakdown:
 - State of Minnesota \$48.3M
 - Federal \$ 5.5M
 - City of Moorhead \$13.4M (subject to cost-saving measures)
 - BNSF \$ 5.7M
- 335,000 cubic yards of dirt will be removed for underpass, which will be 30 feet at deepest point.
- Project materials include 1,500 tons of steel.
- 418,000 square feet of concrete paving and 19 miles of concrete piling.
- Railroad will stay operational during construction by means of "shoofly" temporary track.
- Construction began in July 2018. The project will open late summer of 2020.
- The primary contractor is Ames Construction; the City's consultants are SRF Consulting Group and Braun Intertec.

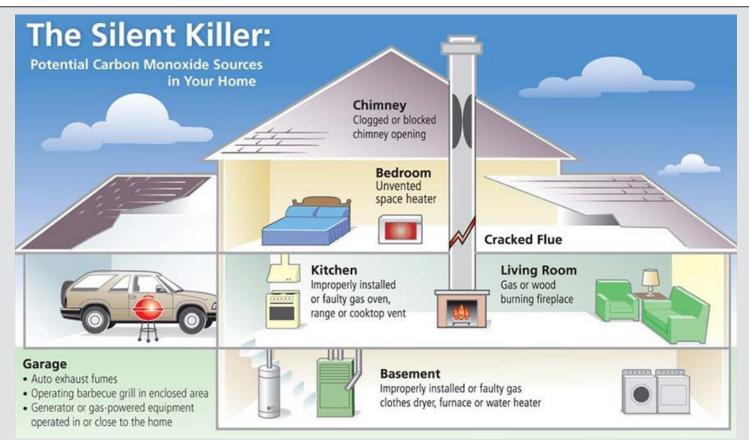
traffic, improving safety, mobility, and emergency response.

- Flood Mitigation continues/completes Moorhead's intown flood mitigation efforts and participation in the Fargo-Moorhead Diversion Project.
- **Moorhead Community & Aquatics Center** develops a 50-meter competition-sized pool and diving well, outdoor splash pad, senior programming areas, gathering spaces, and child care. Location: to be determined

The City will work with our state legislators, Senator Kent Eken, Representative Ben Lien, and Representative Paul Marquart to advocate for these important infrastructure projects and community amenities during the 2020 Legislative Session, beginning February 11.



CITY INSIGHTS



Carbon Monoxide Dangers

- Often called the invisible killer, carbon monoxide is an odorless, colorless gas created when fuels (such as gasoline, wood, coal, natural gas, propane, oil, and methane) burn incompletely. Test your carbon monoxide (CO) alarms at least once a month, and change batteries twice a year. Alarms should be installed within 10 feet of your sleeping areas.
- As we dig out from snowstorms, remember to clear your fire hydrants, house vents, furnace intake pipes, and gas meters. Keeping your natural gas meter and appliance exhaust vents clear is important to ensure your meter is not damaged, your gas service is not interrupted, carbon monoxide isn't created, and prevent an appliance malfunction.

Smart Salting Tips

As we endure heavy snowfall and bitter cold, most of us will rely on salt to clear sidewalks, driveways and parking lots. Salt helps keep surfaces free from ice but can have a negative effect on the nearby environment. You can help reduce the amount of salt used by using smart salting strategies, which will also save money as well as reduce damage to infrastructure, vehicles, plants and water supplies.

You can do your part to prevent salt pollution by following some simple tips:

- Shovel the more snow and ice removed manually, the less you will have to use salt.
- 15 degrees F is too cold for salt. Most salts stop working at this temperature. Use sand instead for traction, but remember that sand does not melt ice.
- Apply less. More salt does not mean more melting. Be patient.

These products take time to work.

- Use less than 4 pounds of salt per 1,000 square feet. One pound of salt is approximately a heaping 12-ounce coffee cup.
- Use a hand held spreader to help you apply a consistent amount.
- Sweep up extra salt and sand if visible on dry pavement. It is no longer doing any work and will be washed away. Use it somewhere else or throw it away.

Hire a certified Smart Salting contractor. Visit the MPCA website for a list of certified contractors https://www.pca.state.mn.us/water/smart-salting-training

For more tips and training about smart salting, visit the Minnesota Pollution Control Agency (MPCA) website.

2020 Census for Winter Travelers



We know many residents will be traveling south soon. The Moorhead 2020 Census Committee reminds you to complete your April 1, 2020 Census for the place you "live and sleep most of the time." We hope that is Moorhead and that we can count you in for the Minnesota Census!

In March, every residence will

receive Census postcards in the US Mail (both winter & summer addresses). Please only fill out your Census for Moorhead. The Post Office will not forward these postcards.

If you did not receive a postcard in Moorhead, please request one from the U.S. Census Bureau Call Center 800-923-8282.

Vacation House Checks

Enjoy time away without the worry! Police Volunteers check the security of your home while you are away. Request this free service any time you are out of town for an extended period of time. Submit requests at **moorheadpolice.com** or by calling **218.299.5120**

Snow Removal

During the winter season, the Public Works Department follows weather forecasts to prepare for snow events in the area. If temperature and precipitation allow, primary routes are pretreated with an anti-ice solution to reduce the potential for icing and slippery conditions. Once the snow falls, Public Works crews work to keep emergency snow routes open. Primary snow routes are the first priority, followed by secondary routes. These primary and secondary routes are the major streets that keep traffic moving throughout Moorhead.

After the snowfall ends and the primary and secondary routes are cleared, Public Works crews begin city-wide plowing operations. Our goal is to plow all streets within 24 hours after the snowfall ends. Additional snow, ice, and high winds can impact our ability to meet this goal; therefore, the timeline may be extended if another snow event follows closely behind. Public Works does not have the capability to run full 24/7 operations; however, we do stagger staff shifts when necessary to provide around-the-clock coverage.

City Public Works crews are ready to provide outstanding service for the 2019-2020 snow season! Thank you in advance for your patience and understanding during snow removal operations. For more information on our snow removal process and timeline, visit the Public Works page at cityofmoorhead.com.

Identity: What Makes Our Moorhead Community Unique?

The City of Moorhead's strategic plan includes seven key initiatives. The first of these initiatives is "Identity." The primary goal of the Identity Initiative is to define who Moorhead is at our core—our community's unique, enduring, and differentiating attributes, and then to develop competitive strategies and brand presence from these attributes.

Moorhead premiered a new promotional film, "Where the Strong Belong," at an Identity Party in September. The film, narrated by Mayor Judd, presents Moorhead residents, business people, and educators who share their connections to Moorhead.

If you haven't yet seen the film, please check it out on the City's website or Facebook page. The film has proven very popular; the number of views is more than the total number of people in Moorhead!

The brand statement reflects what makes Moorhead special: our community spirit. The City of Moorhead is using the brand statement to inform community marketing as we work to attract new residents and businesses to Moorhead. The statement calls Moorhead a rising metro.

Rising Metro definition: a growing city

BRAND narrature HOW WHAT WHY We believe this is where the strong belong. Moorhead is a ruising metro. We are growing a vibrant business, academic, and art community. We have a culture of achievement, rooted in the spirit of curiosity. Here, we choose to be mo

- MOORHEAD -

being intentionally designed as a hub of 21st century life. With a population of less than 100,000, rising metros have a stable tax base, at least one institution of higher learning and burgeoning entrepreneurial and art communities.

Moorhead fits this definition perfectly. The term "rising metro" and the other elements of the brand statement—the emphasis on business, academic, and art—will be prominent in City communications, as will storytelling. We know that each resident, business owner, and student in our community has their own Moorhead story!

Moorhead can be proud that it has a rising art scene, and is a young community focused on education, with a strong culture of achievement. The culture of achievement is demonstrated in business, education, sports, and community service.

This Identity Initiative is vital to the heart of Moorhead.

MATBUS

Introducing the MATPASS



MATBUS is revamping its fare cards with smart technology to simplify the process for riders. Instead of having a different card for each type of pass, the new MATPASS can be loaded with all types of unlimited ride passes and 10-ride cards. The MATPASS will also have space on

the back for a Rider ID, including the rider's picture. This will help verify eligibility for discount fares, and make it easier to tell cards apart in multi-rider households. The Rider ID section will be required for all discount fares, and is also available for those paying adult fares.

There will be no cost for the MATPASS card, but lost cards will have a replacement fee. If a card is lost, MATBUS will deactivate the lost card and transfer the balance of time to a replacement card. These MATPASS cards will be phased in as old inventory runs out.

Quarter Days for Holiday Shopping

MATBUS will be offering a special rate for riders on prime shopping days this holiday season! On Black Friday and Small Business Saturday (November 23-24), plus every Saturday in December, you can ride MATBUS fixed route buses for just 25¢! Avoid cold cars and busy parking lots, and hop on a warm MATBUS vehicle

during Quarter Days.

Download the MATBUS App for On-The-Go!

The MATBUS app is your best rider resource while you're out and about! Use the trip planner (powered by Google Maps) to find your bus stop and route. Track the buses in real time, so you don't have to wait in the cold longer than necessary. You can also view brochures and connect with MATBUS. Download the MATBUS app on Google Play and the App Store today!

90-Day Youth Pass

MATBUS offers a great deal for youth all year round! With the 90-Day Youth Pass, grades K-12 can ride MATBUS fixed routes for only \$26. That's three months of transportation for the price of one! The pass is an excellent way to teach our youth to become more independent. Passes are sold at the Ground Transportation Center, 502 N.P. Avenue in Fargo.

Calendar

November 28 – Thanksgiving Day – No Bus Service December 24 – Christmas Eve – All MATBUS routes ending early December 25 – Christmas Day – No Bus Service January 1 – New Year's Day – No Bus Service

Contact MATBUS: call 701.232.7500 or visit MATBUS.com

Cozy Books for Colder Temperatures with the Moorhead Library

At the Moorhead Public Library, colder temperatures are a good excuse to cozy up with new books! Here are a few of the books we'll be reading:

For those who enjoy the gothic, spooky atmosphere that seem to be complemented by cooler temps, we recommend picking up psychological thriller *The Family Upstairs* by Lisa Jewell. Libby Jones discovers she has inherited a million-dollar home in London from her long-lost birth parents, but her connection to the place is shrouded in a violent mystery involving three dead bodies and four missing children.

Fans of *The Night Circus* will be pleased to hear Erin Morgenstern is back with another magical novel, *The Starless Sea. The Starless Sea* follows a grad student who discovers a mysterious book in the library filled with adventurous, mythical tales, but is shocked to find a story from his own childhood included. Be sure to check out this book before the library's Pop Lit Book Club meets to discuss the novel, on Thursday, February 20 at 7 p.m.

With one of our favorite romance book covers in quite some time, *The Bromance Book Club* by Lyssa Kay Adams, more than lives up to its attractive face. Imagine a group of high-powered men reading romance novels to better understand and strengthen their relationships with their wives and girlfriends, and you have the incredibly entertaining premise of this book.

Don't worry, nonfiction readers, we didn't forget about you! *The Body: A Guide for Occupants* is Bill Bryson's highly-anticipated exploration of the human body, filled with astonishing stories that you will immediately want to share with friends and family. Only Bill Bryson could have the wit and panache to write such an entertaining book for any reader: teens, adults, medically trained professionals and the everyday person. And for those who can't stop watching *The Handmaid's Tale*, Kim Liggett's *The Grace Year* is right up your alley. In this eerie, dystopian tale, girls spend their sixteenth year banished from society where they must survive in the wild and release their power before reaching marriageable age. If you enjoy discussing young adult titles like these, our library also offers the Not Another Teen Book Club, which meets the second Saturday of every month at 3:00pm.

If these don't immediately satisfy your craving for a good read or you would prefer even more recommendations, get a personalized recommendation from a library at **larl.org/recommendations**. Just answer a few short questions, and a personalized reading list will be in your inbox within a few days!

Happy reading!

Pangea-Cultivate our Cultures Hjemkomst Center Saturday, November 16, 10:00 am-4:00 pm

Join us at the Hjemkomst Center on Saturday, November 16, for Pangea: Cultivate Our Cultures, the largest free, family-friendly celebration of cultural diversity in the community. In fact, one of the few festivals of its size and kind in the Midwest, Pangea marks its 25th year of highlighting the global roots of the local Fargo-Moorhead community and continues to offer visitors a chance to immerse themselves in the region's vibrant diversity through food, music, arts, crafts, stories, and children's activities.

Holiday Kickoff/Tree Lighting Moorhead Center Mall Tuesday, November 26, 5:00 pm

Welcome the festive season as we light the City of Moorhead's holiday tree, featuring music from the Moorhead High School Carolers, and free refreshments. Afterwards, enjoy the Xcel Energy Holiday Lights Parade!

Xcel Energy Holiday Lights Parade Downtown Moorhead-Fargo November 26, 6:30 pm

A magical evening with hundreds of participants that feature spectacularly lit parade floats, marching units, and equestrian entries.

Skate with Santa Moorhead Sports Center Sunday, December 8, 2:15-4:15 pm

Lace up your skates and enjoy an afternoon of free open skate with Santa and Mrs. Claus! Skate rental will be available (limited sizes).

Sleigh Rides Hjemkomst Center December 26, 27, 30, and 31, 1:00-4:00 pm

Take a scenic sleigh ride through beautiful Viking Ship Park! Cost is \$5 per person (children 2 and under free) and tickets are available at the door on a first come, first served basis. There are no reservations or advanced ticket sales.

Frostival Hjemkomst Center & Other Locations

January 15-February 22

Frostival is all about celebrating the "cool" of winter with outdoor events, concerts, and family-friendly activities across our North of Normal city, Moorhead, and its sister cities Fargo and West Fargo. Grab your friends, bring your spirit of adventure (and maybe some mittens) and join us in making cold, cool. For a complete list of events of the six week period visit: frositval.com

February 1 at the Hjemkomst Center from 11:00 am-3:00 pm come and embrace the cool of winter with a day of outdoor activities and events, featuring: The Moorhead Business Association's Snow Sculpture Contest, Free Cross Country Skiing and Snowshoe Rentals, indoor and outdoor games, a hot chocolate station, a marshmallow roast, and much more frosty fun!

Celtic Festival Hjemkomst Center Saturday, March 21, 10:00 am-4:00 pm

The Celtic Festival is an annual celebration of the rich culture of the seven Celtic Nations, featuring the intriguing history, arts and traditions of Brittany, Cornwall, Isle of Man, Galicia, Ireland, Scotland and Wales. Take in the sights, sounds, and tastes of the Celtic heritage with dancing, music, and authentic Celtic food. Children and adults alike can learn about traditions of the seven Celtic nations through hands-on activities and table displays. All exhibits, performances, and activities are free with the exception of an Activity Passport (\$3). The Activity Passport is the key to many of the craft stations and once completed can be turned in for a prize. The Celtic Festival is hosted by the Fargo Park District and Moorhead Parks and Recreation. Support for this project is provided by the cities of Moorhead, Fargo, and West Fargo, through The Arts Partnership. Bus service will be available.





Moorhead Library

118 5 St S | Moorhead, MN | 218.233.7594 larl.org

Monday – Thursday, 9 am – 9 pm Friday & Saturday, 10 am – 6 pm Sunday, closed



Historical and Cultural Society of Clay County (HCSCC)Hjemkomst Center

202 1 Ave N | Moorhead, MN | 218.299.5511 hcscconline.org



Follow us on facebook or sign up for e-Notifications to find out about the next community coffee with Mayor Judd and Ward Council Members.

facebook.com/ cityofmoorh<u>ead</u>

cityofmoorhead.com click on e-Notification in the top menu

City Calendar

citvofmoorhead.com/calendar

November

- 5 General Election Day | cityofmoorhead.com/voting
- 11 Veterans Day (Observed) | City offices closed | no garbage*
- 16 Pangea: Cultivate Our Cultures
- Holiday Kickoff | Tree Lighting 26
- 26 Holiday Lights Parade
- 28 Thanksgiving Day | City offices closed | no garbage*
- 29-30 MATBUS Quarter Days

December

- 7 MATBUS Quarter Days
- 8 Skate with Santa
- 14 MATBUS Quarter Days
- 21 MATBUS Quarter Days
- 24 Christmas Eve | City offices closed | garbage pickup
- 25 Christmas Day | City offices closed | no garbage*
- 26-31 Sleigh Rides
- 28 MATBUS Quarter Days

January

- New Years Day | City offices closed | no garbage* 1
- 7-18 Christmas Tree pick-up
- 20 Martin Luther King Jr. Day | City offices closed | no garbage*

February

- Frostival 1
- 17 President's Day | City offices closed | no garbage*

March

Celtic Festival 21

April

1 Census 2020 Day

*Garbage collection will begin at 4 am on the next business day following the holiday.

218.299.5166



City of Moorhead 500 Center Ave PO Box 779 Moorhead, MN 56560

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Moorhead City Council



Ward 1

Ward 2

218.299.5549

Mayor Johnathan Judd 218.299.5307



Ward 3 Joel Paulsen 218.299.5544





Sara Watson Curry

Ward 3 Vacant Election Nov. 2019





Chuck Hendrickson 218.299.5545



Ward 2 Shelly Carlson 701.299.5547

Heidi Durand

701.541.2684

Ward 4 Vacant Election Nov. 2019

City Council Meetings are held the 2nd and 4th Mondays of each month at 5:30 pm in the Council Chambers, 1st Floor, City Hall. Visit our website for agendas and materials.

City Services

Administration (general information)	218.299.5166
Engineering	218.299.5390
Community Development	218.299.5434
Moorhead Public Library	218.233.7594
Police (non-emergency)	218.299.5120
Fire (non-emergency)	218.299.5298
Parks and Recreation	218.299.5340
Public Works	218.299.5422
Moorhead Public Service (MPS)	218.477.8000
Emergency	911



500 Center Ave, Moorhead, MN 56560