



Community Engagement Commission Agenda

Thursday, August 11, 2016

6:30 p.m.

City Council Chambers

- 6:30 p.m. **1. Roll Call**
- 2. Approve Agenda**
- 3. Public Comment on Items Not on Agenda**
- 4. Approval of July 14 meeting minutes**
- 5. Old Business**
 - a. Receive "Building a Welcoming Community in Lake McCarrons Neighborhood" report
 - b. Priority project update: Assist in the formulation of the 2017 Comprehensive Plan update process
 - c. Priority project update: Recommend ways to expand city learning and engagement opportunities
 - d. Priority project update: Form strategies for outreach to underrepresented groups
 - e. Priority project update: Advocate for select items from 2014 CEC Recommended Policies and Strategies
 - f. Update on I Am Roseville Photo Project
 - g. Final preparation for joint meeting with City Council
- 6. New Business**
 - a. Review Speak Up Roseville Contract/Procedures
- 8:05 p.m. **7. Chair, Committee, and Staff Reports**
 - a. Chair's report
 - b. Staff report
 - i. Upcoming items on future council agendas
 - ii. Other items
- 8:30 p.m. **8. Commission Communications, Reports, and Announcements**
- 9. Commissioner-Initiated Items for Future Meetings**
- 10. Recap of Commission Actions This Meeting**
- 8:40 p.m. **11. Adjournment**

Public Comment is encouraged during Commission meetings. You may comment on items not on the agenda at the beginning of each meeting; you may also comment on agenda items during the meeting by indicating to the Chair your wish to speak.

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Minutes

Roseville Community Engagement Commission (CEC)

Thursday, July 14, 2016 - 6:30 p.m.

1. Roll Call

Chair Scot Becker called the meeting to order at approximately 6:30 p.m. and City Manager Trudgeon called the roll.

Commissioners Present: Chair Scot Becker; Vice Chair Theresa Gardella; and Commissioners Amber Sattler, Chelsea Holub, Erik Tomlinson and newly-appointed Commissioner Peter Sparby

Commissioners Absent: Commissioners Michelle Manke

Staff Present: Staff Liaison/City Manager Patrick Trudgeon

2. Approve Agenda

Commissioner Tomlinson moved, Commissioner Sattler seconded, approval of the agenda as presented.

Ayes: 6

Nays: 0

Motion carried.

3. Swear In New Commissioner

Commissioner Sparby was sworn in by Chair Becker and welcomed by his colleagues on the CEC.

4. Public Comment on Items Not on Agenda

None.

5. Approval of June 9, 2016 Meeting Minutes

Comments and corrections to draft minutes had been submitted by various CEC Commissioners prior to tonight's meeting and those revisions were incorporated into the draft presented in the tonight's agenda packet.

Commissioner Tomlinson moved, Commissioner Sattler seconded, approval of June 9, 2016 meeting minutes as amended.

Corrections:

- **Page 4, Lines 160-161 (City Manager Trudgeon)**

Strike entire paragraph.

- **Page 15, Line 641 (Tomlinson)**

Typographical correction: Change to read: "...recommendations on..."

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Ayes: 6
Nays: 0
Motion carried.

6. Old Business

a. Recap of Rosefest Parade and Party in the Park

Party in the Park

From his personal perspective, Chair Becker commended this event, opining it went off well, with a better booth, more engagement and topics. Chair Becker noted the presence of Councilmembers Etten and Laliberte; in addition to five or more commissioners representing other advisory commissions, allowing for broader participation. Chair Becker noted the popularity of the straw voting on four topics taken from the Speak Up! Roseville website. Chair Becker questioned the popularity of handouts, with comments from those visiting the booth stating they didn't want to carry them with; and suggested next more interactive information be provided or perhaps smaller information sources (e.g. pocket sized).

Overall, Chair Becker spoke in support of having a presence at the event; and suggested a larger booth to accommodate other advisory commissioners; and to begin earlier next year to encourage their involvement.

Commissioner Holub agreed with Chair Becker about the Party in the Park event; and gave a special shout out to Commissioner Manke for her graphic design work for that and the parade. Commissioner Holub also thanked City Manager Trudgeon and his staff for pulling together the variety of information for the CEC to hand out at the event.

Chair Becker thanked Commissioner Holub for thanking Commissioner Manke; and recognized Commissioner Sattler and her husband, as well as Commissioner Holub for toting items to the park and helping plan and man the event.

From her perspective, Commissioner Sattler thought there was good citizen engagement at the booth, noting how popular the polling idea had been as suggested by Commissioner Holub, especially how well the stickers worked and lured people in to vote and interact. Whether or not they took anything away, there were ideas submitted by citizens who were assured someone was listening to their comments. Commissioner Sattler commented on the nice banners and posters designed by Commissioner Manke; noting they could be re-used next year, and overall she approved the set-up of the booth. While the polling focus needed further refinement

90 going forward, Commissioner Sattler noted it had got engagement
91 happening and got citizens interested in stopping in.

92
93 Commissioner Holub noted the promise made by the CEC that results of
94 the straw poll would be provide to the City Council.

95
96 Chair Becker agreed that needed to be discussed tonight to determine
97 consensus on next steps.

98
99 Of the four topics chosen, Commissioner Sattler noted the clear winner
100 appeared to be an interest in a community center with a pool.

101
102 Chair Becker noted other topics included elimination of plastic bags in
103 Roseville, an additional dog park, and his suggestion for a “Trunk or
104 Treat” option to Halloween. At the request of his colleagues, Chair
105 Becker advised this idea had been used at his children’s preschool, where
106 car trunks were decorated in the parking lot at a central location rather
107 than children going door-to-door. Chair Becker noted his idea had lost;
108 and agreed the winning idea was that of a community center with a pool,
109 the majority choice. Chair Becker agreed the promise had been made by
110 the CEC that findings would be provided to the City Council. Chair
111 Becker suggested that feedback be presented to the City Council to show
112 how the CEC engaged the community and the winning idea.

113
114 City Manager Trudgeon suggested that as a great addition to the agenda
115 for the joint meeting of the City Council and CEC, providing the
116 opportunity and ability to toss the information off to the City Council.

117
118 Rosefest Parade

119 Specific to the parade, Chair Becker noted the CEC was shorthanded with
120 only three commissioners present; and noted the assistance from Mayor
121 Roe coming to the rescue to pull the candy wagon through the parade after
122 his “float” had completed the parade. Chair Becker stated he had
123 questioned the need for participation in the parade for the last few years,
124 especially when only the CEC ~~and HRC~~ commissioners are present,
125 without representation from a broader group. Chair Becker suggested
126 examining the purpose of being in the parade; and while the first year or
127 two the CEC talked about how and why they existed, he wondered about
128 the CEC’s future role in that event. Chair Becker suggested either
129 evaluating continuing participation of the CEC in next year’s parade, or at
130 a minimum and well in advance defining its presence. If a broader
131 advisory commission approach was used, Chair Becker opined that the
132 parade could then be used as an information vehicle, or ~~to~~ highlight a
133 specific project in which the group was engaged, and viable with smaller
134 numbers of commissioners present.

135

136 In terms of the parade, Commissioner Holub agreed that next year
137 consideration was needed to identify a specific angle or to discuss the
138 parade itself and the CEC's participation. Commissioner Holub noted talk
139 among commissioners at the parade itself; especially given the length of
140 this year's parade and long wait time in the parking lot (several hours) and
141 thinned-out crowd by the time the CEC's turn came up. If the CEC
142 continues their presence in the parade, Commissioner Holub suggested an
143 approach to reconsider the logistics of the parade to make ~~it~~ more
144 efficient and community-friendly.

145
146 City Manager Trudgeon noted the long history of the community parade,
147 and participation by numerous marching bands, with nine to ten appearing
148 this year, and serving as a great draw for the parade. As a side note, City
149 Manager Trudgeon noted that since the advisory commissions' affiliation
150 is with the city, they needed to be moved up, perhaps with the City
151 Manager, Mayor and other city-affiliated participations.

152
153 Commissioner Holub suggested moving the band participants closer to the
154 end of the parade; with City Manager Trudgeon duly noting the comments
155 for the Park and Recreation Commission and their volunteer parade
156 committee. As another option, City Manager Trudgeon noted this
157 volunteer committee would probably welcome additional volunteers in
158 planning the parade logistics.

159
160 Chair Becker opined it would be interesting to hear from the Parks &
161 Recreation Commission as to their take on the parade, since they were in
162 the line-up after the CEC. While unsure of a solution for the bands, an
163 obvious draw, Chair Becker suggested some way to speed up the parade
164 from a purely entertainment, routing, performance standpoint.
165 ~~and routing.~~

166
167 **b. Priority Project Update: Recommend ways to expand city learning
168 and engagement opportunities**

169 With Party in the Park and parade activities, Commissioner Holub advised
170 that no update was available, but would be addressed and reported on in
171 the near future.

172
173 **c. Priority Project Update: Form strategies for outreach to under-
174 represented groups**

175 Commissioner Gardella provided a draft agenda as a bench handout for
176 the work group meeting scheduled for July 25, 2016, *attached hereto and
177 made a part hereof*, and summarized intended discussion items.
178 Commissioner Gardella noted strategies/tools ~~wc~~ could also include other
179 conversations about the upcoming comprehensive plan update process,
180 Roseville University, and other upcoming opportunities to test potential

181 tools, strategies and pilot programs for recommendation to the City
182 Council.

183

184 Chair Becker noted the clarification and discussion of what the City
185 Council was looking for from the CEC was timely given the upcoming
186 joint meeting.

187

188 As Commissioner Sparby considered which areas in which he chose to
189 become involved on the CEC, Chair Becker suggested this group may be
190 of interest to him.

191

192 **d. Priority Project Update: Assist in the formulation of the 2017**
193 **comprehensive plan update process**

194 Commissioner Tomlinson advised that he had viewed the City Council
195 meeting tape and their subsequent decision for the scope to focus on a
196 technical update, more clearly identifying some of the items as part of that
197 process. Specific to the CEC's involvement, Commissioner Tomlinson
198 noted the goal was for community engagement upfront rather than at the
199 last as had been done during the 2008 update. Commissioner Tomlinson
200 noted the various zones included in the comprehensive plan, but concerns
201 that the areas were too large to facilitate townhall type meetings. Noting
202 the number of questions arising from this initial City Council discussion
203 with staff, Commissioner Tomlinson opined there was clearly a role for
204 the CEC to assist; and suggested they also be included in the consultant
205 interview process. Commissioner Tomlinson noted the intent of the City
206 Council was also for the chosen consultant to propose a process for
207 community engagement.

208

209 City Manager noted the original Request for Proposals (RFP) timeline had
210 been someone aggressive, and after the initial discussion, had been pushed
211 back somewhat.

212

213 To help inform the CEC, City Manager Trudgeon provided the CEC with
214 a copy of the City Council's June 13, 2016 meeting minutes so they could
215 follow their discussion. Mr. Trudgeon noted the City Council's decision
216 for a project scope for a technical and content update; and an engagement
217 strategy for a consultant to suggest an engagement process in conjunction
218 with the CEC presentation in the review of the RFPs. Mr. Trudgeon noted
219 through using ideas from the consultant as well as input from the CEC, it
220 would better serve the community on best practice techniques to engage as
221 much of the community and its stakeholders as possible. Mr. Trudgeon
222 suggested the CEC subcommittee continue to meet and discuss process
223 ideas and tools for recommendation to the full CEC and subsequently the
224 City Council going forward.

225

226 City Manager Trudgeon noted he and Commissioner Tomlinson, and
227 welcomed any other CEC commissioners for a meeting before the next
228 CEC meeting, at which time they could provide a more detailed update.
229

230 Commissioner Holub offered any additional support on this subcommittee
231 as needed to Commissioner Tomlinson; with thanks from Commissioner
232 Tomlinson and advising that since he was still reviewing things, he'd keep
233 the CEC informed of any additional assistance needed.
234

235 At the prompting of Chair Becker, Commissioner Sparby noted he did find
236 this particular priority of interest, and offered to assist Commissioner
237 Tomlinson as needed.
238

239 Chair Becker suggested that would work well, as Commissioner Sparby's
240 predecessor was also involved with this priority.
241

242 Commissioner Gardella asked if the City Council was open to suggestions
243 for community engagement.
244

245 City Manager Trudgeon responded affirmatively, noting the City Council
246 had mentioned using the "meeting in a box" tool used in the past as one
247 option; as well as more formal situations for smaller groups outside city
248 staff (e.g. block parties, Night to Unite, questionnaires, maps, soliciting
249 public opinion, etc.) to empower other citizens by reaching out to them
250 versus asking them to show up at City Hall. Mr. Trudgeon noted the Park
251 Renewal Program process used similar public meetings and involved
252 neighbors, and advised that the City Council was definitely interested in
253 using that successful model. However, as noted in the City Council
254 meeting minutes, Mr. Trudgeon noted they were interested in any ideas
255 that would result in getting a broad range of opinions, especially for those
256 residents not typically showing up at an open house or formal meeting.
257

258 At the request of Commissioner Sparby, City Manager Trudgeon revised
259 some of the key dates in the Metropolitan Council's update for
260 comprehensive plans done every ten years, and deadline of December 31,
261 2018 for submission of this latest update. Mr. Trudgeon stated the goal
262 was to get started this fall on background information and various
263 components, and then hit the process hard in 2017 to meet those deadlines.
264 Mr. Trudgeon noted that with Roseville a built-out community, there
265 wasn't a need to completely redo the plan, but only update those technical
266 issues outside land use patterns already guided for the most part, with few
267 exceptions. Mr. Trudgeon noted that the last update had gotten a later
268 start; and therefore had asked for and received an extension; noting most
269 plan updates took about two years for completion as all the issues were
270 sorted out.
271

272 Chair Becker noted that at some point, from the CEC’s standpoint, their
273 involvement would cease.

274
275 City Manager Trudgeon noted that all city departments and their related
276 advisory commissions would be consulted at some point once the plan
277 scope is clearly approved by the City Council. For the CEC’s engagement
278 specifically, Mr. Trudgeon stated he know they would be engaged in the
279 beginning, but probably also be involved in some form of participation
280 throughout the entire process, with check-ins at the CEC level before
281 moving on to the City Council.

282
283 Commissioner Gardella stated this dovetailed well with priority projects
284 and strategies of the CEC; and also offered her assistance to
285 Commissioner Tomlinson as needed to put some of her subcommittee’s
286 ideas into practice.

287
288 City Manager Trudgeon duly noted those offers of assistance; and Chair
289 Becker suggested using the CEC meetings for some of that feedback as
290 well.

291
292 **e. Priority Project Update: Advocate for select items from 2014 CEC**
293 **recommended policies and strategies**

294 Chair Becker advised that he had been unable to pursue this priority since
295 the last meeting; and promised to do a better job before the next meeting.
296 Chair Becker thanked City Manager Trudgeon for the memorandum
297 (Attachment 6) and asked each subcommittee chair to share their updates
298 to include as part of the monthly updates by providing them to City
299 Manager Trudgeon and to include for each meeting. Chair Becker asked
300 that commissioners provide those updates -about a week before the packet
301 deadline.

302
303 Chair Becker also sought input from City Manager Trudgeon on priority
304 items g.3, a, b and c for website updates; dependent on the date those
305 meeting minutes were approved. City Manager Trudgeon noted initially
306 this would be a work in progress.

307
308 Specific to the possibility of a townhall meeting, Chair Becker suggested
309 consulting with the City Council at their upcoming joint meeting.

310
311 **7. New Business**

312
313 **a. Review Community Survey Results**

314 City Manager Trudgeon provided a presentation, as shown at the recent
315 City Council meeting of June 11, 2016 providing results of the 2016
316 community survey. A copy of the entire presentation was made available
317 to the CEC, *attached hereto and made -a part hereof*, allowing individual

318 commissioners to review the results at their leisure. Mr. Trudgeon urged
319 commissioners to watch the full presentation and discussion, with a link
320 on the city website, providing significant information.

321
322 City Manager Trudgeon highlighted a few areas of specific interest to the
323 CEC, including graphs and narrative showing comparisons with the 2014
324 survey and this latest one in the areas of community identity,
325 neighborhood connections, acceptance within the community,
326 empowerment by city government, and approval ratings for the Mayor,
327 City Council and city staff. Beyond bragging, Mr. Trudgeon noted those
328 areas identified for improvement appeared to be meeting or exceeding
329 goals, and showing a positive uptrend, attributing those figures to
330 improved efforts, including the work of the CEC and improving trust
331 levels.

332
333 Regarding construction of a community center (page 21), City Manager
334 Trudgeon noted the significant support for it; but also noted the more
335 generic question didn't include options or willingness by those
336 respondents in how or whether they would be willing to pay for it. Mr.
337 Trudgeon noted this would require a more specific study if the initiative
338 went forward, also noting the term "community center" meant many
339 things to many people. While unsure at this point whether or not the City
340 Council will choose to pursue it, Mr. Trudgeon noted it served to reinforce
341 the CEC's questions at the Party in the Park about a community center and
342 the strong support it had also received.

343
344 Of further interest to the CEC, City Manager Trudgeon noted the sources
345 of information used by residents (page 22) and continuing information
346 residents received from the *City News* newsletter (page 23) and impressive
347 readership numbers it received. Mr. Trudgeon noted the new design and
348 upgrades, including more pages, undertaken several years ago to provide a
349 more creative and relevant resource. Mr. Trudgeon noted his difficulty in
350 following the social media graphs, and questioned the accuracy of those
351 numbers especially as they related to "Speak Up! Roseville" since it had
352 just been launched not that long ago. However, Mr. Trudgeon noted the
353 need to make sure the city continued to provide that channel for those
354 using that resource.

355
356 Specific to raw data included in the packet, Commissioner Gardella asked
357 if the survey provided comparison for changing community demographics,
358 including those renting, owning, or racial demographics, and where those
359 shifts were found, or increases in ethnic populations. Commissioner
360 Gardella asked if the 400 random samples clearly mirrored the city's
361 overall demographic.
362

363 Chair Becker also asked how the demographics of these 400 samples
364 compared with Roseville's census data.

365
366 City Manager Trudgeon responded that he would need to check with the
367 Morris Leatherman Company to see if they had those specific
368 breakdowns. City Manager Trudgeon reported the city had 15,000
369 housing units, 10,000 owner-occupied, and 5,000 renters; but was unable
370 to address specific demographics beyond that.

371
372 Commissioner Holub stated she had actually looked it up, and the survey
373 had proven pretty close to census data, and commended the survey for
374 reflecting that so well. Commissioner Holub asked if there was a way to
375 further break down the data to determine ~~different ethnicities and other~~
376 ~~areastrends among different demographics of residents.~~

377
378 City Manager Trudgeon again advised he was not sure, but he recognized
379 the value in doing so; and opined as some level the information should be
380 available. While the information provided in the bench handout and in the
381 meeting packet was what the city received, Mr. Trudgeon noted the
382 company may have more details it tracked.

383
384 Commissioner Gardella sought additional information, ~~if possible, on how~~
385 ~~the 400 random samples mirrored the 2010 census, and on~~ how the city's
386 demographics may be changing, based on a two-year comparison and
387 snapshot ~~or how well the survey represented the census.~~

388
389 Specific to the first question or graph about "community identity",
390 Commissioner Tomlinson asked how the question was posed and how
391 surveyors defined that term.

392
393 City Manager Trudgeon clarified that the questions before the commission
394 constituted the exact script read by survey callers, and if complicated
395 issues, no additional explanation was provided other than as scripted with
396 no clarifying points given other than as noted for more complicated issues.
397 However, Mr. Trudgeon agreed that what "identity" meant was a good
398 question.

399
400 As a follow-up, Commissioner Sparby asked for the rationale in how
401 residents described their geographic neighborhoods, beyond north, south,
402 east or west; but sought whether there was any more descriptive or historic
403 way.

404
405 City Manager Trudgeon opined there was no perfect way, with the
406 comprehensive plan referred to planning districts that consisted basically
407 of from one county road to another, but providing no continuity. As part
408 of the Parks Renewal Program, Mr. Trudgeon noted the reference to

409 constellations, seen as more dynamic to include natural connections.
410 Since Roseville had roads and county roads versus rivers to serve as
411 barriers, Mr. Trudgeon noted within larger areas, there were more
412 identifies, but no formal process. Mr. Trudgeon noted the initial
413 discussion about neighborhoods and neighborhood associations, as
414 recommended by the CEC to the City Council in the recent past, as a more
415 organic approach, but again not addressing any specific geographic areas.
416 For the survey, Mr. Trudgeon reported the attempt was to provide equal
417 distribution throughout the city for residents in northeast, southeast,
418 southwest and northwest areas. Mr. Trudgeon noted the northwest section
419 was mostly an industrial area, but also included some residential pockets,
420 so therefore was included to make sure representation was provided from
421 around the city.
422

423 Commissioner Sparby noted the different neighborhoods representing the
424 City of Minneapolis and providing an identity; and suggested the CEC
425 look into that and pull that information together as part of the
426 comprehensive plan update discussion. Member Sparby noted that could
427 provide some historic way to identify various areas of the community, and
428 thus foster community engagement based on the type of sub-
429 neighborhoods.
430

431 Chair Becker noted one of the recommendations from the CEC's original
432 set of policies and strategies as adopted in 2014 had discussed somehow
433 providing that identification, by signage or other means. Chair Becker
434 asked Commissioner Gardella to review that as part of her priority
435 subcommittee.
436

437 Commissioner Gardella opined that how the NextDoor.com
438 neighborhoods were defined might get closer to Commissioner Sparby's
439 comments.
440

441 **b. Initial Prep for Joint Meeting with City Council**

442 Chair Becker noted some discussion to-date, including having some
443 questions for the City Council, and samples of the products being worked
444 on by the CEC.
445

446 ~~At the request of Commissioner Gardella,~~ City Manager Trudgeon advised
447 that the joint meeting was scheduled for August 22, so one more CEC
448 meeting would be available for refining the CEC's agenda for that
449 meeting. Mr. Trudgeon also advised that the time allotted for the joint
450 meeting was between 20 and 30 minutes depending on the remainder of
451 agenda items that evening; and encouraged as many commissioners as
452 possible to attend, not just the Chair as their representative.
453

454 Chair Becker suggested things to consider included: how much the CEC
455 should present, who would attend beyond him as Chair, whether
456 individual commissioners were willing to share the spotlight by
457 summarizing their specific priority projects; and how best to present things
458 to achieve the most and best feedback possible from the City Council.
459 Chair Becker suggested the CEC provide a brief update to the City
460 Council, obtain their feedback on [priority-specific questions](#), and then
461 conclude the discussion.

462
463 Commissioner Holub reported that unfortunately, she would be out of
464 town that day and unavailable to attend.

465
466 Commissioner Tomlinson supported asking questions and seeking more
467 direction on the priorities as listed.

468
469 Chair Becker asked each commissioner to come prepared at the August
470 meeting with 2-3 bullet points on their status of individual products, and
471 their related questions for the City Council, using the aforementioned City
472 Manager memorandum as their template, making it serve a dual purpose.

473
474 **c. Initial Discussion of Commissioner-submitted Ideas**
475 ~~Chair Becker advised this would be a standing item on each CEC agenda,~~
476 ~~allowing commissioners to put forth initial thoughts or ideas for~~
477 ~~consideration or further vetting by the full CEC prior to pursuing them.~~

478
479 Commissioner Holub addressed “Speak Up! Roseville” based on the
480 comments heard at the Party in the Park, and citizen reaction to the “ideas”
481 portion of the website and not being able to see responses. If residents
482 didn’t see responses, she questioned how it would be used or how relevant
483 it would be.

484
485 Chair Becker stated he was aware of responses done in a timely manner by
486 staff; and City Manager Trudgeon advised that the City’s Communication
487 Manager Garry Bowman monitored the site daily. Mr. Trudgeon advised
488 there had not been a lot of traffic to-date, and it was proving not to be a
489 very active site, but assured that the specific questions were forwarded to
490 each applicable department for their follow-up up. Mr. Trudgeon noted
491 some ideas were hard to respond to, and that may be a concern for
492 residents if they didn’t see the city immediately jumping in to utilize their
493 input. Mr. Trudgeon noted more activity on the development portion of
494 the website versus the idea module; but noted staff found the comments
495 helpful.

496
497 Commissioner Tomlinson suggested a standing area on the City Council
498 agenda for “Speak Up! Roseville” input allowing the community ideas an
499 opportunity for public vetting, with the City Council reviewing them on a

500 monthly basis. Commissioner Tomlinson spoke in support of several
501 ways the ideas could be used going forward, especially if citizens knew
502 their comments or ideas would be addressed, and to at least know the City
503 Council was hearing them, whether or not they acted on the ideas or not.

504
505 In that same vein, Commissioner Sparby asked if there was a written
506 procedure in place to deal with comments on that site, and responses based
507 on a particular item with a certain number of business days.

508
509 City Manger Trudgeon advised there was a policy on posting comments
510 and who was responsible for the anticipated turnaround time; and offered
511 to research that again since he hadn't taken time to review it since
512 launching the site to see how successful things were based on the sporadic
513 comments coming in.

514
515 Chair Becker suggested perhaps the reason for no responses showing on
516 the copies provided by Commissioner Holub may be due to how it was
517 being filtered or acknowledged once received; noting discussions may go
518 into archival mode if the system is set up; and asked that those filters also
519 be checked into.

520
521 Commissioner Gardella questioned if a "thank you for your comment"
522 response was done immediately, and if that was the extent, it still wouldn't
523 allow residents to know what was happening with their comment or idea;
524 and asked if there was a resource or something additional that could be
525 included on this site to go beyond a "thank you."

526
527 Commissioner Sattler suggested a discussion about procedure beyond
528 responses or a "thank you," that ensured an answer was provided if
529 available, or noting referral for further pursuit, along with a contact
530 person. In the samples provided, Commissioner Sattler noted a lot of the
531 comments were old, and didn't appear to have a response, which she
532 found sad.

533
534 City Manager Trudgeon reiterated that there had been responses, and
535 remembered several (e.g. sidewalks) that had been responded to by Mr.
536 Bowman and a link provided for Ramsey County's contact person. Mr.
537 Trudgeon noted he wasn't sure why the screen shot provided wasn't
538 showing that interaction.

539
540 If that was the case, Commissioner Sattler asked if possible the site be
541 revamped to provide more interaction.

542
543 Commissioner Sparby suggested the CEC make it a point to periodically
544 review the website and provide input to staff on what they could do more

545 or less of to make the site more interactive. Commissioner Sparby stated
546 he liked the idea of auto-archiving certain things.

547
548 Chair Becker agreed with periodic review by the CEC; noting that the
549 initial launch had seen the city promoting the “topics” and “discussion”
550 modules, and after a critical mass was participating on those modules, then
551 to concentrate on the “ideas” module. However, Chair Becker noted there
552 was a need for doing a better job to draw people in for discussions,
553 making the tool a better investment. Chair Becker thanked Mr. Trudgeon
554 for his informative comments on the site; and noting the community
555 survey response about “Speak Up! Roseville,” wondered about that
556 number of users as well, opining he was somewhat skeptical. Chair
557 Becker suggested more time to evaluate the website; and then determine
558 how to improve it; but agreed a quarterly CEC discussion may be
559 appropriate, and suggested bringing it to the attention of the City Council
560 at the joint meeting for their feedback or possible follow-up discussion.

561
562 City Manager Trudgeon noted the CEC had taken that follow-up to the
563 next step with Party in the Park polling, and suggested since the CEC had
564 originally taken ownership in selecting this particular vendor, it continue
565 as a CEC tool to work with and monitor, as well as promoting it. Mr.
566 Trudgeon noted this was always better and more interesting for the
567 community than having a staff person doing it, and encouraged all
568 commissioners to participate on the site as well.

569
570 Commissioner Sattler also suggested some comments may need to be
571 removed.

572
573 City Manager Trudgeon noted there was a fine line in editing the site, with
574 the policy talking specifically about removing offensive material, while
575 not attempting to censor things. Mr. Trudgeon agreed it may be a good
576 idea to bring the policy back to the CEC for an update. While wanting to
577 encourage a free form discussion on the website, Mr. Trudgeon noted that
578 was subjective in nature and required caution.

579
580 Chair Becker noted he was aware of at least one comment that had been
581 removed due to its offensive nature.

582
583 Commissioner Gardella opined that the suggestion to vote ideas or topics
584 up or down was valid, but the way the idea had been framed was not
585 helpful.

586
587 Commissioner Tomlinson asked if there was analytic data available from
588 the website; and questioned if the number from the survey jived with those
589 of the website and percentage of population.

590

591 Chair Becker suggested having Mr. Bowman provide a status update in the
592 future at a CEC meeting on usage; and to help understand traffic on the
593 site. Chair Becker recalled past discussions of involving each advisory
594 commission on how they could participate on the site with ideas and
595 prompting discussion topics. Chair Becker suggested it may be time to
596 pursue that effort, noting he would personally like to see more traffic on
597 the site. With a two year contract in play for the city hosting the site,
598 Chair Becker noted the first year of operation was coming up, indicating a
599 need for review to evaluate the site's limited activity to-date and reasons
600 why.

601
602 At the request of Commissioner Sparby, City Manager Trudgeon noted the
603 vendor contract and template allowed for little formatting or revision, and
604 served as a very practical situation template used for numerous cities.
605 Commissioner Sparby suggested bringing suggested changes to the table
606 to improve the site to make it better utilized if the vendor was amenable to
607 making those changes.

608
609 Commissioner Holub referenced Attachment 7.c to tonight's agenda
610 packet, highlighting the Lake Street Art Project as a model to initiate
611 discussion for potential consideration of a similar Roseville effort to
612 enhance community pride and awareness. Commissioner Holub reviewed
613 the specifics of the Lake Street project where a photographer had taken
614 pictures of local businesses and storefronts to provide a snapshot of who
615 called Lake Street "home." Commissioner Holub summarized some
616 possible logistics for such a project, allowing residents to submit their own
617 pictures to the city or using social media that would emphasize local,
618 homegrown businesses or chain businesses as long as in the Roseville
619 community.

620
621 Commissioner Sattler agreed it was an interesting idea, but questioned
622 how to identify neighborhood, which she considered the first step, and
623 then determine who makes up those specific neighborhoods.
624 Commissioner Sattler opined it would be a fun idea, especially if a local
625 photographer could be found, and noted the project would build
626 community as well as inform residents and businesses of the broader
627 community; and how/when the end product would be displayed.

628
629 Commissioner Holub noted that Communications Manager Garry
630 Bowman had done an excellent job pulling great pictures together of past
631 community events to use for the Party in the Park.

632
633 Commissioner Gardella agreed that the city may already have a treasure
634 trove of pictures not yet used that would serve such a purpose.
635 Commissioner Gardella noted the involvement for the Lake Street project

636 of this well-known photographer -and suggested the Lake Street Business
637 Council could have actually commissioned him to do the project.

638
639 Chair Becker asked how the Lake Street project had been implemented,
640 and whether or not grant funds had been available to finance the project.
641 Chair Becker suggested the Roseville Visitors Association (RVA) or local
642 Chamber of Commerce may be willing to pursue this type of effort, noting
643 their existing network with businesses and possible petty cash available
644 for the project.

645
646 While unsure of the specifics, Commissioner Holub thought there was
647 probably some grant funds used for printing and or the photographer for
648 the Lake Street project.

649
650 Commissioner Gardella noted it would continue the theme of “I AM
651 ROSEVILLE,” used this year.

652
653 Chair Becker agreed, also noting there were lots of those stickers still
654 available; and suggested the project could be used as a rough draft
655 concept; but questioned the need for highlighting particular
656 neighborhoods, and instead just emphasizing the entire Roseville business
657 and residential community, even though he recognized some
658 neighborhoods had unique identities.

659
660 Commissioner Sparby noted this could serve as a way to tie those
661 communities together, and while recognizing they were each different,
662 they were also all the same. Commissioner Sparby noted something like
663 this with the artistic element could bridge the gap and make for an
664 interesting part of an event sponsored by the CEC that could move
665 forward on its own momentum.

666
667 Commissioner Gardella noted celebration photos could be grouped and
668 disbursed around the community to allow people to observe them and
669 make connections.

670
671 Commissioner Sattler suggested using photos from block parties or group
672 get-togethers as opportunities, using landmarks in those specific
673 neighborhoods as picture backgrounds to help identify their locale.

674
675 Commissioner Gardella also noted opportunities available from
676 playground builds.

677
678 Commissioner Gardella noted the Night to Unite advertised on
679 NextDoor.com, and questioned if that had potential for this type of effort.

680

681 City Manager Trudgeon advised that there were anywhere from 40-90
682 different neighborhoods having block parties on that night, with each
683 receiving a visit, to the extent possible, by city staff (e.g. Fire and Police
684 Departments).

685
686 Commissioner Tomlinson noted such an opportunity would be great to
687 kick-off an event when people were already congregating.

688
689 Chair Becker suggested photo submissions from those groups could be
690 sent to the city to include in the City News newsletter, but asked who the
691 staff contact person would be.

692
693 City Manager Trudgeon first asked that more information was needed to
694 provide a better idea of the rationale and purpose behind the effort:
695 whether to get pictures of Roseville residents utilizing Roseville
696 businesses, or how it would be rolled out. Mr. Trudgeon noted that some
697 people may object to having their pictures posted without prior
698 permission; but if citizens send in their own pictures, that would serve as
699 their consent. Mr. Trudgeon noted such an effort would involve a lot of
700 work, based on past experience of city staff when soliciting donations
701 from area businesses; and before pursuing this any further, both the city
702 and the CEC needed more information as well as more vetting for such an
703 endeavor. While the Night to Unit event may be a good opportunity for
704 such an effort, Mr. Trudgeon noted the 2016 event was already coming up
705 in early August and would not allow sufficient lead time to pursue a
706 project this year.

707
708 Commissioner Gardella stated she saw this as a way for residents to
709 connect, such as a Roseville photo contest, with the top twenty photos
710 chosen and displayed around Roseville, with those pictures giving their
711 permission to do so. Commissioner Gardella suggested the photo contest
712 convey the theme, "I AM ROSEVILLE," and provide a sense of
713 community identity, rather than engagement. Commissioner Gardella
714 further stated this would be an interesting way to display that diversity; but
715 agreed with City Manager Trudgeon that while the interest in pursuing this
716 may be there, it definitely needed more vetting.

717
718 Commissioner Sattler stated her interest in a photo contest.

719
720 Commissioner Holub asked ~~tw~~ what the next steps would be.

721
722 Chair Becker suggested more fleshing out was needed, and perhaps
723 working with another group such as the RVA to utilize their existing
724 social marketing tools may be a good first step.

725

726 City Manager Trudgeon noted the RVA was seeking to get people outside
727 Roseville to come into the city and wasn't sure they'd be a good
728 connection.

729 Chair Becker noted the goal was to market "I AM ROSEVILLE," which
730 he thought would fit with the RVA's mission.

731
732 City Manager Trudgeon stated he liked the "I AM ROSEVILLE"
733 emphasis, and suggested a display at City Hall or other city facilities may
734 be better, along with showing the diversity of different people, which he
735 thought would be supported. Mr. Trudgeon suggested this item be
736 included on next month's CEC agenda, and in the meantime, individual
737 commissioners give it more thought and try to flesh it out more (e.g.
738 logistic, display location(s) in public spaces, not just businesses).

739
740 Commissioner Gardella agreed other public spaces, such as libraries or
741 park shelters, would be good display locations.

742
743 Commissioner Sparby volunteered to assist Commissioner Holub develop
744 some bullet points to move through the process and provide more details
745 for the next meeting.

746
747 Commissioner Holub concurred, with Chair Becker duly noting that as an
748 August 2016 CEC agenda item.

749

750 **8. Chair, Committee and Staff Reports**

751

752 a. **Chair's Report**

753 [None.](#)

754

755 b. **Staff Report**

756

757 i. **Upcoming Items on Future Council Agendas**

758 City Manager Trudgeon noted his previous comments on the
759 community survey. Mr. Trudgeon further reported that the City
760 Council's discussion of Neighborhood Association
761 recommendations from the CEC was now scheduled for their
762 August 8, 2016 meeting, including their feedback on those
763 recommendations, and recommended next steps. Mr. Trudgeon
764 stated he anticipated there may be additional follow-up from the
765 City Council to the CEC on that point.

766

767 ~~In the absence of~~Should Chair Becker [be absent](#), Commissioner
768 Gardella volunteered to attend that City Council meeting; and City
769 Manager Trudgeon noted he would initiate the discussion on
770 behalf of the CEC.

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ii. Other Items

9. Commission Communications, Reports, and Announcements

None.

10. Commissioner-Initiated Items for Future Meetings

Chair Becker noted those items identified for the August meeting included the status of “Speak Up! Roseville;” and an update from Communications Manager Bowman on the website; Commissioner Holub’s Lake Street project model; and finalization of the agenda for the joint meeting of the City Council and CEC in August.

Following the recent Falcon Heights shooting, Commissioner Holub suggested creation of a task force and other ways to address this issue in the community. Commissioner Holub stated she was unaware if Roseville had yet responded or if it had plans to do so; but opined some discussion of the tragedy and aftermath would be good.

Commissioner Gardella sought further clarification on what Commissioner Holub intended for that discussion.

Commissioner Holub clarified she intended the discussion about engaging the community and Police Department and whether the Roseville Police Department reflected what the community was looking for. While a difficult topic, Commissioner Holub noted the need to discuss it, and again questioned if the city planned to have a response or not.

Commissioner Gardella suggested it may be appropriate for those comments on “Speak Up! Roseville.”

City Manager Trudgeon clarified that the Roseville Police Department was not involved in the shooting; and therefore questioned what the city would be responding to. Mr. Trudgeon noted that the City’s involvement had been post-shooting in providing community policing assistance for neighboring communities as was a typical response among departments for any major event.

City Manager Trudgeon further noted that the City’s Human Rights Commission had the topic included on their next monthly meeting, scheduled within the next week, and he would be attending that meeting. Mr. Trudgeon suggested the CEC wait to see what evolves over the next month or so and the community conversations. While recognizing that everyone’s first reaction was to convent people to talk, and while that wasn’t a bad idea, Mr. Trudgeon noted the need to focus on what those conversations should be about. Since the City of Roseville isn’t involved, and the case is still under investigation, Mr. Trudgeon questioned actual expectations, excluding the specific event given the investigation currently underway.

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City Manager Trudgeon recognized it was a challenging situation, and agreed there was always room for and the need for discussion on police officer and department practices and policies; and acceptance of or changes indicated to ensure the overall city and its workforce reflected the community. Mr. Trudgeon agreed those were always good areas for discussion, and noted they were talked about on an ongoing basis in this municipality. However, Mr. Trudgeon stated his suspicion that over the next few months, open community conversations would come forward and different ideas moving on.

City Manager Trudgeon stated his appreciation of different ideas bring brought up, but respectfully asked that time be given to sort out the situation and allow the City Council to assume that community leadership role. Mr. Trudgeon noted that the Human Rights Commission had fielded numerous engagement issues such as this already (e.g. racial and demographic) and this sad tragedy only underscored the need to continue those discussions. However, at this point, Mr. Trudgeon stated it was hard for him to identify that discussion as part of the CEC's role. Mr. Trudgeon opined it made sense to engage people, but how and when to do so had yet to be determined.

Chair Becker concurred with City Manager Trudgeon, noting the role of the CEC was not of an investigatory nature; and specific to engagement, he would support the CEC being engaged somehow. However, Chair Becker noted the Human Rights Commission intended to hold ~~a joint~~some sort of discussion ~~with the Police Department~~, and suggested any direct engagement by the CEC may be in how those conversations should go forward to ensure all were heard. Chair Becker agreed the CEC could and should participate in that community engagement, but questioned if it should do so at this point nor could he identify who should lead that discussion at this point. Since it is such a hot button issue right now, Chair Becker suggested any direction should come from the City Council ~~to the CEC in determining what their role is~~.

Commissioner Holub stated she was just concerned that the city provide some kind of response.

In reviewing the scope, duties and function of the CEC, Commissioner Tomlinson noted the various ways the Roseville Police Department probably already used to engage with the public. Going forward, Commissioner Tomlinson suggested having each city department make a presentation to the CEC, especially for new commissioners, to better understand existing communication efforts of those departments with the public.

Chair Becker agreed that was his thought too, especially the Roseville Police Department, noting the great job they already did with community engagement, forums and other methods. Chair Becker stated he would be interested in periodic

863 updates from the Police Department at a minimum, perhaps by Chief Mathwig or
864 the Department’s Community Relations Coordinator Corey Yunke.

865
866 City Manager Trudgeon agreed that a citywide informational presentation or
867 written summary of that information would be easy for staff to comply with. Mr.
868 Trudgeon noted several ideas already being used (e.g. Friday’s with a Firefighter,
869 Coffee with a Cop, Discover Your Parks, Community Development Open Houses
870 and Public Hearings for land use issues, etc.). At a minimum, Mr. Trudgeon
871 advised that staff could have a listing of what was happening and get that
872 information to the CEC to make them aware of the inventory of what was going
873 on behind-the-scenes and with community engagement and communication
874 efforts to-date. Mr. Trudgeon noted those efforts could be build upon and
875 changes as indicated; and stated he wasn’t sure if the CEC had ever had a check-
876 in on that during their existence.

877
878 Going forward, Commissioner Sparby asked for the opportunity to review the
879 contract with the “Speak Up! Roseville” vendor to determine what latitude the
880 city had and what the current written procedures for city follow-up were; as well
881 as other avenues providing people with contact for the city.

882
883 Commissioner Gardella encouraged individual commissioners to visit the website,
884 register and review the various modules.

885
886 City Manager Trudgeon concurred, stated he would be happy to provide the CEC
887 with the contract, but questioned toward what goal, whether informative or to
888 make changes, which he clarified would be within the parameters of the City
889 Council.

890
891 Commissioner Sparby advised that his intent was basically for informational
892 purposes and to make sure the CEC was aware of the relationship with the
893 vendor, and suggested it may allow the CEC to provide more input to the City
894 Council about different things that could be enhanced or added to the next
895 contract or renewal. Commissioner Sparby opined the City Council may be
896 looking to the CEC to provide those ideas.

897
898 **11. Recap of Commission Actions This Meeting**

899 At the request of Chair Becker, Commissioner Gardella reviewed action items
900 form tonight’s meeting:

- 901 • Individual commissioners are to fill in their priority project updates with three
902 bullet points for the joint meeting with the City Council
- 903 • Commissioner Holub, with assistance from Commissioner Sparby, will work
904 on a potential proposal for the CEC’s role in a photo project modeled after
905 that of Lake Street USA
- 906 • City Manager Trudgeon will follow-up on more details of survey information
907 (demographic breakdowns)

- 908 • City Manager Trudgeon will provide a copy of the “Speak Up! Roseville”
909 contract and policy for CEC review
910 • Individual commissioners are encouraged to view or review next week’s
911 Human Rights Commission for the initial discussion and response to the
912 recent Falcon Heights shooting
913

914 City Manager Trudgeon clarified that the Human Rights Commission and/or
915 participants would not be deciding anything, noting it may simply come up as
916 a topic of discussion.
917

- 918 • Chair Becker noted his commitment to alert individual commissioners one
919 week prior to the next agenda packet deadline of the need to submit their
920 priority planning project updates.
921

922 **12. Adjournment**

923 Commissioner Sparby moved, Commissioner Gardella seconded, adjournment of
924 the meeting at approximately 8:12 p.m.
925

926 **Ayes: 6**

927 **Nays: 0**

928 **Motion carried.**

Building a Welcoming Community in Lake McCarrons Neighborhood

*Final Results from Community Building in Southeast Roseville
June 30, 2016*

Introduction

The Lake McCarrons Neighborhood Association in collaboration with The Advocates for Human Rights, the Karen Organization of Minnesota, the Roseville Human Rights Commission, and the Roseville Community Engagement Commission, hosted a series of four community conversations for Karen refugees and their new neighbors in southeast Roseville.¹ This report presents the results of those conversations.

The population of Karen refugees in Roseville has dramatically increased over the past five years, yet many nearby residents have minimal knowledge of Karen culture and minimal interaction with their Karen neighbors. This has created misunderstanding and tension between residents in the McCarrons neighborhood.

Communication is the key to building relationships of respect and trust. To foster such communication, the coalition, led by Lake McCarrons Neighborhood Association, hosted four community events.

- April 2, a community discussion led by KOM and held entirely in Karen on the ways Roseville and the Lake McCarrons Neighborhood could be more welcoming and inclusive of Karen newcomers
- April 28, a presentation on Karen culture for established residents, hosted by Lake McCarrons Neighborhood Association
- May 4, a presentation on American culture for the Karen community, led by The Advocates for Human Rights
- May 14, a community discussion with established residents and the Karen community to develop relationships, explore shared problems, and discuss communal solutions to neighborhood issues, hosted by Lake McCarrons Neighborhood Association

The four events brought neighbors together socially to promote mutual understanding and build community. Our goals were to welcome newly arrived refugees into the McCarrons neighborhood, to educate established neighbors about Karen culture, to begin an ongoing dialogue with all neighbors on

¹ Funding for the project came from the Hebrew Immigrant Aid Society (HIAS)'s The Linking Communities Project. HIAS was founded in 1881 to assist Jews fleeing Russia & Eastern Europe. HIAS understands why hatred and bigotry must be prohibited and is dedicated to providing welcome, safety, and freedom to refugees of all faiths & ethnicities because the right to refuge is a universal human right. The Linking Communities project grew out of a HIAS report recommendation to build capacity at local and national levels to generate and maintain broad-based commitment to refugee resettlement in communities.

common issues, and to support ongoing City of Roseville efforts to improve life for all residents in Southeast Roseville.

One example reveals how the events already started building understanding between Karen residents, their neighbors, and city government. The police attended one event, and asked if the Karen had any questions. One Karen gentleman raised his hand and said, "We are not a question-asking people, so it would be better if you told us the things you want us to know." In that moment, he helped the police better understand the Karen residents they served and gave the established residents in the audience an insight into Karen culture. The informal gathering perhaps provided a space where he felt comfortable speaking up, and everyone benefited.

Results

Discussions among both Karen and established residents highlighted a common feeling that Roseville was a welcoming place to live with many attractive qualities, such as good schools and good parks. People were happy to be in Minnesota and in Roseville. Discussions nonetheless did identify areas for improvement, including public safety, transportation, housing, education, parks, and neighbor relations. After analyzing the results of the conversation, partners generated suggested recommendations for addressing some of these issues.

Public Safety

In general, people felt safe in Roseville, especially compared to the few participants who attended from neighboring cities. Participants identified two main issues.

First, in some apartment buildings, the front door locks were broken and people were entering the building who did not belong there. Residents reported finding people sleeping in the laundry room. People who, again, did not live at the building were also hanging out in the parking lot for hours and making residents uncomfortable.

Second, Karen residents felt uncomfortable interacting with the police, primarily because of the language barrier. When they call to report issues, the dispatcher asks a lot of questions and it takes a long time because of interpretation, which makes them unwilling to call for minor complaints (for instance, about the people loitering in the parking lot).

Recommendations

- Landlords should explore installing cameras to record who is entering apartment buildings without authorization and should also consider assigning numbers in the parking lot to specific apartments so that people who do not live in the building have fewer places to park and it is less attractive for them to hang out.
- Residents may need education on the importance of front door security in keeping the apartment building safe, and on the dangers of propping open the door to avoid having to come down and let someone in.
- Housing enforcement for the City of Roseville should consider prioritizing safety-related complaints such as broken locks with more rapid responses.
- Police officers could more regularly patrol by the parking lots and check on people waiting in cars.

- The Roseville police department should explore ways to make calling the police easier for populations with low levels of English.

Transportation

Residents felt that children attending elementary and middle school had fairly good access to transportation, but that other people had more difficulty.

First, one major bus stop is across Rice Street, and participants reported that the crossing was difficult and that there was no shelter for people waiting. Children and students especially need a crossing sign or guard. Second, bus routes do not do a good job getting adults to ESL classes and employment skills classes. Third, even when there is a bus route, Metro Transit is not easy to learn for newcomers.

Recommendations

Transportation issues are complicated because they are governed by a variety of different governments and institutions, including city governments in St. Paul and Roseville, the Ramsey County government, and Metro Transit.

- A local organization should be given funding or assistance to provide transportation to residents poorly served by Metro Transit.
- Residents should receive more education and assistance with riding the bus, either through a “bus buddy” mentorship program or through existing Metro Transit resources.
- Residents should approach Metro Transit about installing a bus shelter on Rice Street and about expanding bus service, possibly by adding a bus line down Larpenteur Avenue.
- Residents should approach Ramsey County about creating a safer crossing near the bus stop on Rice Street.
- A bike share service or donated bikes could help address some of the lack of transportation options, at least during warmer months.

Housing

Participants were concerned about the lack of affordable housing in Roseville, as well as strained relations between landlords and tenants. Many wished that Roseville offered public housing or that a greater number of landlords accepted refugee tenants. Some felt that landlords favored non-Karen residents in their buildings.

Recommendations

- Provide education on the rights and responsibilities of tenants to Karen residents.
- Encourage more low-income housing that takes into account the needs of refugees.

Education

Participants were very positive about Roseville schools and felt their children were receiving a good education. Residents primarily wanted more educational opportunities, such as programs for teens and adults that taught both skills, such as computers, and provided a way to connect with Karen culture, such as weaving.

Recommendations

- Organizations that offer adult education should explore Karen weaving classes and other offerings for adults.
- Karen residents could benefit from more community gatherings to learn about rules and expectations.
- The City of Roseville could explore starting a community center closer to Karen residents, in a building such as the Armory that would have space for ESL and other adult classes, as well as activities for children.

Parks

Residents were uniformly positive about the parks in Roseville and the outdoor recreation activities available. One participant explained that he loved the four seasons, though spring was his favorite and he didn't really like winter. Participants wanted more access and opportunities through the parks system.

Recommendations

- Roseville should explore providing a playground and soccer field closer to the areas where Karen residents live.
- Offer more activities for youth and more widely publicize activities that are already available.
- Ramsey County should consider improving the playground at the beach.
- Residents could approach a hunting organization or store about sponsoring a trip for Karen hunters who otherwise have difficulty finding a place to hunt.

Relationships with Neighbors

Participants all wanted to have good communication with neighbors. Many residents reported feeling alone and wanted to feel a part of a larger whole.

Recommendations

- Neighbors should try to greet each other – a wave to say hello can overcome language barriers.
- Karen residents should be specifically invited to large community gatherings such as the Fourth of July as a way to meet their neighbors.
- Local groups should offer more community gatherings where Karen and established residents can meet and discuss
- Lake McCarrons Neighborhood Association could initiate a poster campaign in Karen and English encouraging people to wave and say hello, both as a way to encourage friendliness and as a visual reminder that the neighborhood is welcoming.

Conclusion

Lake McCarrons Neighborhood Association and its partners The Advocates for Human Rights, the Karen Organization of Minnesota, the Roseville Human Rights Commission, and the Roseville Community Engagement Commission are committed to continuing work on improving relationships between Karen newcomers and established residents in Roseville. This series of events was a first step that will hopefully be followed by productive work on some of the issues identified. The conversations can also

serve as a model for other organizations and government institutions that want to conduct outreach in a way that is accessible and responsive. Together, we can all make Roseville a model of a welcoming city for all residents.

Memo

To: Community Engagement Commission
From: Patrick Trudgeon, City Manager and CEC Staff Liaison
Date: August 5, 2016
Re: CEC Priority Project Update for August 11, 2016 Meeting

Below is a status update of the Priority Projects for the Community Engagement Commission (CEC). Additional updates will be provided at the meeting.

1. **Assist in the formulation of the 2017 Comprehensive Plan update process**
(Eric Tomlinson/Peter Sparby)
 - a. Catalog types of engagement processes/tools and advise as to which to use in what circumstances
 - b. Define process for how to identify stakeholders
 - c. Evaluate community vision section(s) and suggest areas where it is “out of date” and could be updated
 - d. With an eye towards replicating what has worked in the past (i.e. not “reinventing the wheel”), evaluate Comprehensive Plan/Roseville 2025 organization and processes to recommend any needed changes

<u>August 2016 Update:</u> See attached document
--

2. **Recommend ways to expand city learning and engagement opportunities**
(Michelle Manke/ Chelsea Holub)
 - a. Investigate (and potentially recommend) the implementation of a City "Open House" (e.g. in part a replacement of the Living Smarter Fair), including opportunities for learning about commissions, volunteering, the budget process, and other civic/community engagement topics
 - b. Recommend ways to re-establish some form of a welcome "packet"
 - c. Evaluate format/content of Roseville U, especially with respect to what is adopted via the above and recommend any changes

d. Drive additional engagement via the Rosefest Party in the Park

August 2016 Update:

1. Rosefest update

- Party in the Park was successful: commissioner & council participation, engaging residents, use of straw poll (with community center as winning result)
- Mixed results at Parade: commissions were divided and in different parts of parade, no concrete project/vision this time
- Question for Council: Do you have ideas about how to unify commissions and council members (as appropriate) for Rosefest?

2. Welcome packet for new residents

- Currently researching samples from other cities
- Will present options of varying detail and length to Council in the future

3. Other city learning opportunities

- Recommendation in development: Collect information on how each city department is engaging with residents and how much these initiatives are being utilized
- Post-review, can consider a city open house or other programs pending results of survey
- Will look to Council in the future to see if there is any particular information that would be useful to them

3. Form strategies for outreach to under-represented groups

(Theresa Gardella/ Amber Sattler)

- a. Recommend ways the city can engage renters
- b. Engage with the City Council's ongoing SE Roseville strategic project(s)

August 2016 Update: See attached document.

4. Implement additional Council suggestions (Scot Becker)

- a. Conduct periodic check-ins with Volunteer Coordinator with respect to engagement, what has worked, and what hasn't

- b. Drive additional engagement “infrastructure” work, as needed

August 2016 Update: Volunteer Coordinator Check-ins completed and planned for the future; Additional infrastructure work is pending council direction.

5. Advocate for select items from 2014 Community Engagement Commission Recommended Policies and Strategies [no changes from previously adopted version]

(Scot Becker)

- (Those that are not otherwise aligned with the above priorities)
- 1.1: The City should work to enrich and strengthen civic engagement at city hall, and encourage employees and elected officials to appreciate civic engagement as an asset.
 - *b) The City Council should hold one regularly scheduled town-hall style meeting each year, with topics solicited from the eight City commissions.*

August 2016 Update: Will seek council feedback during August joint meeting

- 2.1: The City should foster public participation at both the council and commission level.
 - *a) Encourage each commission to hold community meetings.*

August 2016 Update: Will seek council feedback during August joint meeting

- 4.1: The City should make available administrative support to foster more effective volunteerism and public participation.
 - *a) Repurpose an existing or create a new City position to support effective community and civic engagement across all departments. This position would coordinate neighborhood and community relations; he/she could develop procedures and methods to improve, track, and provide clear and consistent two-way communication between City government and residents and businesses, and find opportunities for more effective civic*

engagement. We recommend that this position also work with the Community Engagement Commission.

August 2016 Update: Will potentially pursue as a part of later budget cycles

- 6.3: The City should make readily available City Council and Commission agenda items, minutes, and recorded meetings through its website and CTV cable television.
 - *a) Publish approved city council and commission meeting minutes on the city website in a timely manner, such as within one (1) week of approval.*
 - i) If public meeting minutes are not approved in a timely manner, such as within one month, publish draft minutes on its website until minutes are finalized.
 - *b) Offer the full text of meeting agendas in the body of email alerts and meeting notices rather than requiring the extra step to click a link to learn of the full agenda.*
 - *c) Include a link to the specific recorded televised city meeting on the same page as the meeting minutes and/or agenda*

August 2016 Update: Staff currently working on these items.

A. IAP2 (International Association for Public Participation) Spectrum Based Public Participation Matrix



	Inform	Consult	Involve
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the issues, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
Example Techniques	<ul style="list-style-type: none"> • Fact Sheets • Web Sites • Open Houses 	<ul style="list-style-type: none"> • Public Comment • Focus Groups • Surveys/Questionnaires • Public Meetings 	<ul style="list-style-type: none"> • Workshops • Deliberative Polling

B. Community Engagement Best Practices Training

(Full Listing of Opportunities Attached)

Local examples of best practices, strategies, and efforts to engage the public

The first workshop offered in the PlanIt series will feature a conversation on Community Engagement. This event will include a panel discussion, highlighting experiences of local planning staff in engaging community members in planning efforts, including comprehensive planning. The discussion will feature staff from the Cities of Brooklyn Park, Hopkins, and St. Paul, moderated by Metropolitan Council outreach staff. City staff will address reaching new audiences and experimenting with new approaches, as well as successes and challenges experienced. Light refreshments will be provided.

When: Wednesday, August 17, 2016 - 9:30 to 11:00 a.m.

Where: Southdale Library- 7001 York Ave S, Edina, MN 55435

<http://www.metrocouncil.org/Handbook/PlanIt/Workshops.aspx>

C. Metropolitan Council Sector Representative

Communities play a key role in regional planning and are vital partners in developing and implementing the Metropolitan Council's goals, policies, and programs. The Sector Representatives are experienced planners who provide professional planning and technical assistance on an ongoing and as requested basis to Council members and local governments

Council District	Sector Representative	Phone
2, 9, 10	Eric Wojchik	651.602.1330

D. Examples (Hopkins)

Take It To Them - Inspiring Community Engagement *(Single Sheet Attached)*

<http://metrocouncil.org/Local-Planning-Handbook/Local-Planning-Highlights/Hopkins-Community-Engagement/Community-Engagement-Hopkins.aspx>

E. Identify Stakeholder Groups



EFFECTIVE COMMUNITY ENGAGEMENT

Rita Trapp, AICP

Planner, HKGi

More than a box to check, community engagement is a strategic opportunity to build trust and develop advocates in achieving the community's vision. Effective community engagement, one that allows citizens a meaningful role in the planning process, can increase the likelihood that initiatives are widely accepted, and may even result in historic detractors becoming supporters. Community engagement participants not only gain a better understanding of the community and the complexities of local issues, but their participation enriches the planning process with in-depth and on-the-ground information. Community engagement is an ongoing process that starts immediately at project conception and should be developed considering the following:

- **Make a plan.** Begin the planning process by creating a community engagement plan that identifies who the process should engage; what information needs to be shared or learned; when it would be best to conduct the outreach; and what engagement method(s) are most effective. Be sure to revisit the plan at each stage of the process and adjust as needed based on the success of previous efforts and new information to evaluate.
- **Manage expectations.** Be realistic about what community engagement can accomplish with the identified budget or staff time. Recognize that the same technique or level of community engagement does not have to occur at each stage of the process or for each stakeholder group identified.
- **Be inclusive.** Use a variety of engagement techniques and publicize widely to ensure diverse perspectives are included. Explore opportunities to go where people are already meeting or gathering like community groups, local events/fairs, farmers markets, etc. Be sure to adjust the complexity of the engagement appropriately giving consideration to how information can be simplified and when targeted, rather than general, input is sufficient.
- **Remove barriers.** Consider ways to remove barriers to participation. This might include having online questionnaires or interactive websites, providing interpretation, meeting separately with a specific cultural group, providing transportation, or providing something for children to do while parents attend.
- **Be interactive.** Explore interactive engagement techniques such as:
 - Small group activities to brainstorm or rank issues, needs, or alternatives
 - Dot or dobber exercises where participants can vote for what they like or don't like
 - Preference surveys where attendees can select images or illustrations they prefer
 - Design exercises where attendees draw or use blocks/chips to identify preferred development patterns
 - Idea walls where participants can record their ideas about needs, potential solutions, or priorities
 - Polling through keypads or phones to respond to questions and provide immediate feedback
 - Bike or walking site tour with related exercises
- **Show value.** Demonstrate that participants' time and input is valued by showing how input has been incorporated and has influenced recommendations; starting and ending meetings on time; and managing participation so one voice or message does not overpower others'.

Community engagement for comprehensive planning can be difficult given its broad scale, 20-year timeframe, and technical complexity. It is worth the investment in time and resources; however, as it can lead to creative solutions and build local champions who can leverage their networks to implement plan initiatives.



HOPKINS

LOCAL PLANNING HANDBOOK

TAKE IT TO THEM - INSPIRING COMMUNITY ENGAGEMENT

As part of their mission, vision, and goals, the City of Hopkins has developed a “Take It To Them” approach to outreach, which emphasizes the importance of involving diverse populations, engaging the rental community of Hopkins, and inspiring community engagement.

Hopkins City Council provides many ways for residents to provide input through a variety of tools and approaches, which include public meetings at unique venues, meeting formats that invite a wider audience, and meeting people where they are. These creative techniques to engage local residents in planning has helped capture more voices of Hopkins residents.

WHAT MAY HELP OTHER COMMUNITIES?

Meetings at Alternative Locations

For City Council meetings, the City has been open to thinking outside the box, so that Council meetings are not only held at City Hall, but also in other parts of the community. For example, City Council began the [Engaging Raspberry Renters Program](#), which is a partnership between the City and local apartment complexes. Over 60 percent of Hopkins residents are renters, so each year a different apartment is chosen and events and meetings with City officials and residents are held monthly at the apartment to engage renters. The meetings discuss topics important to the renters and have included fun events like “Grilling with the Council,” where renters can meet with Council Members in a comfortable, relaxed setting.

The City of Hopkins isn’t afraid to take a chance and move meetings from traditional locations. One recent City Council open house was held at a local downtown business, LTD Brewery. The well-attended open house gathered positive responses with new residents involved. The City Council also got outside City Hall with its “Ride with the Council” event during National Bike Week, which included discussion of future Light Rail Transit (LRT) stations and a ride on Cedar Lake Regional Trail.

New Approaches and Formats that Invite a Wider Audience

The City has found that a change in format can bring a wider audience to City events. They hosted a [Visioning Hopkins Mainstreet event using the Pecha Kucha format](#). [Pecha Kucha](#) is a fast-paced, presentation format, where a presenter has 20 slides and 20 seconds for each slide. Each presentation was concise, fast-paced, and offered a low-pres-

COMMUNITY HIGHLIGHT

COUNTY: Hennepin
POPULATION: 17,591

Hopkins:

- has been trying new and innovative approaches to community engagement in order to involve a wider mix of its residents in decision-making.
- adopted a “Take It To Them” policy, that lays out mission and goals of public engagement.
- City Council members are open to new ideas to accommodate the residents’ need and feedback.
- has been able to build support for larger policy changes, by starting with small, low-cost, low-risk pilot programs.

CONTACT THE CITY:

Kersten Elverum
Director of Economic
Development & Planning
(952) 548-6340
kelverum@hopkinsmn.com

OTHER RESOURCES:

- Partnership with other agencies to meet mutual goals
- Engaging residents in City learning programs



One of the most prominent features of the Artery was a temporary installation of a 0.2 mile cycle track. People were able to try it out and provide feedback.



The City Council took a chance and held a well-attended open house at a local downtown business, LTD Brewery.



Each year a new apartment is chosen and events and meetings with City officials and residents are held monthly at the apartment to engage renters.

sure opportunity to share thoughts and visions for Mainstreet. City Council meetings can be intimidating to residents, and this event was a “fun, high-energy” event that got many people involved and could be easily replicated.

Another format that has been successful for the City, is its annual [State of the City/Taste of Hopkins](#) event. The event provides citizens and business owners with the opportunity to learn more about the City in a relaxed setting. The event starts with a “Taste of Hopkins,” which features free tasting of appetizers, entrees, and desserts from local Hopkins businesses. It gathers a wide audience and is followed by a “State of the City” overview with the Mayor, Council members, and City staff, and has even included a game show format

Meeting Them Where They Are

The City’s “Take it To Them” policy includes meeting people where they are, and bringing the meeting to them. To gather community input, the City of Hopkins sometimes piggybacks on local events, such as outdoor movie nights or the City’s week-long Raspberry Festival, to engage more people and increase the visibility of upcoming projects. For example, the [City’s Artery Experiment](#) kicked off the 2015 Raspberry Festival and introduced the community to the [Artery project](#), an [Open Streets](#) event that demonstrated a pedestrian/cycle track connecting Mainstreet with the Downtown Hopkins Southwest LRT Station to get public feedback on its final design. The event was in partnership with others agencies, and featured temporary installations, including a protected bikeway, art exhibits, live music, food trucks, games, a 3D chalk artist, and free bike tune ups. The event had many opportunities for community feedback. It even included the offer of a free ice cream sundae for anyone who weighed in on the project! Following the event, the City shared the results in a [report](#), which included a summary of the installations, lessons learned for planning similar events, and a summary of the community feedback provided.

Inspiring Community Engagement

Inspiring community engagement in a variety of ways is important to the City. The City offers a free [Citizens Academy Program](#) for residents who want to learn more about how their City works. Participants in the five-week program go behind the scenes to learn more about the City’s departments, programs, and operations. The Academy has been in place for ten years and can involve up to 20 participants per session. The program helps in developing relationships, understanding of staff responsibilities, and building personal connections. It has been a successful program with a strong alumni base, and even Academy alumni reunions.

The City involves a diverse range of community members. For example, while the City was working on the [Cottageville Park Redesign](#), they partnered with the nearby school to gather youth input into the park’s redesign. The City has also partnered with the school district for the use of school buses in providing rides to community members to meetings that are not held near a project site.



Cottageville Park Expansion was made possible through a joint partnership between the City of Hopkins and Minnehaha Creek Watershed District.

Small, Low Cost, Low Risk Programs Can Support Larger Policy Changes

The City understands that starting small can result in larger changes. Hopkins had a pilot program to temporarily transform a few on-street parking spaces into miniature parks, or parklets, on a \$200 budget. The pilot was a success and the City later adopted a policy to allow local businesses to use the on-street parking spaces as a sidewalk extension for seating areas in the summer.

The City of Hopkins is always thinking of new, innovative ways to engage its residents. Luckily, the City is not afraid to take chances and has strong support from the City Council. The City has maintained a diverse public input base by thinking outside the box, collaborating with others to achieve mutual results, and inspiring community engagement.

AWARDS AND RECOGNITIONS

- 2014 Local Government [Innovation Award](#) from the Humphrey School of Public Affairs (Cottageville Park Expansion Project)
- 2015 Minnesota National Association of Housing and Redevelopment Officials (NAHRO) Conference Presentation (Kersten Elverum)

September 2015

CEC 2040 Comprehensive Plan RFP Checklist

<input type="checkbox"/>	Does the community engage process include face-to-face meetings, including small group, issues focused, and/or breakout sessions?
<input type="checkbox"/>	Does the community engagement process provide for enough dedicated events and communication avenues to allow the City to concentrate on receiving feedback on <i>critical</i> compressive plan issues? Are the events active or passive?
<input type="checkbox"/>	Is the venue for engagement open and approachable? Does the process resemble a traditional City Council meeting or is the dynamic different?
<input type="checkbox"/>	Does the community engagement include but not wholly rely on social media, such as Facebook, Twitter, Instagram, Speak Up Roseville, among others?
<input type="checkbox"/>	Is the community engagement process focusing too heavily on old media for engagement (i.e. DVD, TV, brochures)? Is this cost prohibitive of other engagement efforts?

Roseville Community Engagement Commission
Priority Project: Reaching Underrepresented Communities
Work Group Members: Commissioners Amber Sattler and Theresa Gardella

Draft

Purpose

Recognize and reach out to the underrepresented communities of Roseville in order to build a stronger community and to understand how best to involve them in events, opportunities and issues that affect their lives.

Definition

Underrepresented Communities include: immigrant communities, communities of color, aging population, renters (see Roseville Demographics
<https://www.cityofroseville.com/DocumentCenter/View/5017>)

Resources

(Below represents only a sampling of available resources and tools)

- Building the Field of Community Engagement (www.buildthefield.org): Community engagement tools and resources specifically aimed at communities of color, cultural communities, and other underrepresented communities. Assessment Tool helps distinguish between community engagement and community outreach (<http://static1.squarespace.com/static/54317469e4b056843fc6796c/t/55301af6e4b0da3cdcafb54/1429215990957/BTF-AssessmentTool.pdf>)
- Casa de Esperanza (www.casadeesperanza.org) – Community based organization in St. Paul working with Latino/a community to end domestic violence. Expertise in listening sessions as tools for engagement (Listening Session document: <http://casadeesperanza.org/wp-content/uploads/2015/02/ListeningSessions2012.pdf>)
- Hope Community (www.home-mn.org) – Community based organization in Minneapolis working cross-culturally in the Phillips neighborhood. Expertise in listening sessions and leadership development as tools for engagement.
- MN Pollution Control Agency – “Getting a Start on Citizen and Stakeholder Participation: An Overview for Agency Staff” (<http://www.health.state.mn.us/communityeng/needs/stakeholder.pdf>)

- Tamarack Institute – a Canadian-based organization that provides community engagement tools and resources mainly for institution and community partnerships (<http://www.tamarackcommunity.ca/>).

Opportunities to implement (and practice) community engagement tools.

- The upcoming revision process for the Comp Plan is an excellent opportunity to implement community engagement tools. The tools would be determined based on the level of participation you are seeking.
- Hosting “Town Hall” style meetings to have a less formal way for community members to interact with City Council members.
- Implement annual, or bi-annual listening sessions in the community to solicit input/feedback on a specific or a general topic.




ARIZON NEW MEXICO

OKLAHOMA

ARKANSAS

TENNESSEE

NORTH CAROLINA

SOUTH CAROLINA

DP-1

Profile of General Population and Housing Characteristics: 2010

2010 Demographic Profile Data

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/dpsf.pdf>.

Geography: Roseville city, Minnesota

Subject	Number	Percent
SEX AND AGE		
Total population	33,660	100.0
Under 5 years	1,754	5.2
5 to 9 years	1,714	5.1
10 to 14 years	1,691	5.0
15 to 19 years	2,021	6.0
20 to 24 years	2,717	8.1
25 to 29 years	2,440	7.2
30 to 34 years	2,032	6.0
35 to 39 years	1,716	5.1
40 to 44 years	1,829	5.4
45 to 49 years	2,250	6.7
50 to 54 years	2,484	7.4
55 to 59 years	2,235	6.6
60 to 64 years	1,992	5.9
65 to 69 years	1,553	4.6
70 to 74 years	1,423	4.2
75 to 79 years	1,232	3.7
80 to 84 years	1,192	3.5
85 years and over	1,385	4.1
Median age (years)	42.1	(X)
16 years and over	28,174	83.7
18 years and over	27,405	81.4
21 years and over	25,925	77.0
62 years and over	7,939	23.6
65 years and over	6,785	20.2
Male population	15,870	47.1
Under 5 years	842	2.5
5 to 9 years	889	2.6
10 to 14 years	856	2.5
15 to 19 years	988	2.9
20 to 24 years	1,240	3.7
25 to 29 years	1,203	3.6
30 to 34 years	1,024	3.0
35 to 39 years	889	2.6
40 to 44 years	930	2.8
45 to 49 years	1,067	3.2
50 to 54 years	1,192	3.5
55 to 59 years	1,071	3.2
60 to 64 years	929	2.8
65 to 69 years	692	2.1
70 to 74 years	615	1.8
75 to 79 years	530	1.6
80 to 84 years	454	1.3
85 years and over	459	1.4

Subject	Number	Percent
Median age (years)	40.0	(X)
16 years and over	13,106	38.9
18 years and over	12,716	37.8
21 years and over	12,068	35.9
62 years and over	3,301	9.8
65 years and over	2,750	8.2
Female population	17,790	52.9
Under 5 years	912	2.7
5 to 9 years	825	2.5
10 to 14 years	835	2.5
15 to 19 years	1,033	3.1
20 to 24 years	1,477	4.4
25 to 29 years	1,237	3.7
30 to 34 years	1,008	3.0
35 to 39 years	827	2.5
40 to 44 years	899	2.7
45 to 49 years	1,183	3.5
50 to 54 years	1,292	3.8
55 to 59 years	1,164	3.5
60 to 64 years	1,063	3.2
65 to 69 years	861	2.6
70 to 74 years	808	2.4
75 to 79 years	702	2.1
80 to 84 years	738	2.2
85 years and over	926	2.8
Median age (years)	44.2	(X)
16 years and over	15,068	44.8
18 years and over	14,689	43.6
21 years and over	13,857	41.2
62 years and over	4,638	13.8
65 years and over	4,035	12.0
RACE		
Total population	33,660	100.0
One Race	32,747	97.3
White	27,369	81.3
Black or African American	2,083	6.2
American Indian and Alaska Native	168	0.5
Asian	2,442	7.3
Asian Indian	299	0.9
Chinese	488	1.4
Filipino	90	0.3
Japanese	95	0.3
Korean	263	0.8
Vietnamese	258	0.8
Other Asian [1]	949	2.8
Native Hawaiian and Other Pacific Islander	11	0.0
Native Hawaiian	3	0.0
Guamanian or Chamorro	0	0.0
Samoan	5	0.0
Other Pacific Islander [2]	3	0.0
Some Other Race	674	2.0
Two or More Races	913	2.7
White; American Indian and Alaska Native [3]	139	0.4
White; Asian [3]	235	0.7
White; Black or African American [3]	256	0.8
White; Some Other Race [3]	87	0.3
Race alone or in combination with one or more other races: [4]		
White	28,173	83.7
Black or African American	2,474	7.3
American Indian and Alaska Native	421	1.3

Subject	Number	Percent
Asian	2,745	8.2
Native Hawaiian and Other Pacific Islander	45	0.1
Some Other Race	802	2.4
HISPANIC OR LATINO		
Total population	33,660	100.0
Hispanic or Latino (of any race)	1,551	4.6
Mexican	1,001	3.0
Puerto Rican	58	0.2
Cuban	27	0.1
Other Hispanic or Latino [5]	465	1.4
Not Hispanic or Latino	32,109	95.4
HISPANIC OR LATINO AND RACE		
Total population	33,660	100.0
Hispanic or Latino	1,551	4.6
White alone	669	2.0
Black or African American alone	45	0.1
American Indian and Alaska Native alone	36	0.1
Asian alone	6	0.0
Native Hawaiian and Other Pacific Islander alone	0	0.0
Some Other Race alone	642	1.9
Two or More Races	153	0.5
Not Hispanic or Latino	32,109	95.4
White alone	26,700	79.3
Black or African American alone	2,038	6.1
American Indian and Alaska Native alone	132	0.4
Asian alone	2,436	7.2
Native Hawaiian and Other Pacific Islander alone	11	0.0
Some Other Race alone	32	0.1
Two or More Races	760	2.3
RELATIONSHIP		
Total population	33,660	100.0
In households	32,234	95.8
Householder	14,623	43.4
Spouse [6]	6,728	20.0
Child	7,850	23.3
Own child under 18 years	5,880	17.5
Other relatives	1,102	3.3
Under 18 years	294	0.9
65 years and over	184	0.5
Nonrelatives	1,931	5.7
Under 18 years	68	0.2
65 years and over	97	0.3
Unmarried partner	829	2.5
In group quarters	1,426	4.2
Institutionalized population	342	1.0
Male	145	0.4
Female	197	0.6
Noninstitutionalized population	1,084	3.2
Male	417	1.2
Female	667	2.0
HOUSEHOLDS BY TYPE		
Total households	14,623	100.0
Family households (families) [7]	8,406	57.5
With own children under 18 years	3,190	21.8
Husband-wife family	6,728	46.0
With own children under 18 years	2,358	16.1
Male householder, no wife present	455	3.1
With own children under 18 years	201	1.4
Female householder, no husband present	1,223	8.4
With own children under 18 years	631	4.3

Subject	Number	Percent
Nonfamily households [7]	6,217	42.5
Householder living alone	5,160	35.3
Male	1,948	13.3
65 years and over	547	3.7
Female	3,212	22.0
65 years and over	1,716	11.7
Households with individuals under 18 years	3,396	23.2
Households with individuals 65 years and over	4,780	32.7
Average household size	2.20	(X)
Average family size [7]	2.87	(X)
HOUSING OCCUPANCY		
Total housing units	15,490	100.0
Occupied housing units	14,623	94.4
Vacant housing units	867	5.6
For rent	489	3.2
Rented, not occupied	19	0.1
For sale only	119	0.8
Sold, not occupied	31	0.2
For seasonal, recreational, or occasional use	91	0.6
All other vacants	118	0.8
Homeowner vacancy rate (percent) [8]	1.2	(X)
Rental vacancy rate (percent) [9]	9.2	(X)
HOUSING TENURE		
Occupied housing units	14,623	100.0
Owner-occupied housing units	9,831	67.2
Population in owner-occupied housing units	23,023	(X)
Average household size of owner-occupied units	2.34	(X)
Renter-occupied housing units	4,792	32.8
Population in renter-occupied housing units	9,211	(X)
Average household size of renter-occupied units	1.92	(X)

X Not applicable.

[1] Other Asian alone, or two or more Asian categories.

[2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

[3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.

[4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.

[5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."

[6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.

[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census.



WWW.BUILDTHEFIELD.ORG

Contact: Janice Barbee, janicegwb@yahoo.com or Theresa Gardella, tgardella@nexuscp.org

COMMUNITY ENGAGEMENT ASSESSMENT TOOL

Created by:

Building the Field of Community Engagement partners

You are free to share, copy and distribute this material. We ask that you give appropriate credit to Building the Field of Community Engagement and/or its partners.

We encourage you to share your feedback with us and tell us how you are using the tools and documents on our comment page at www.buildthefield.org.

The partners in the Building the Field of Community Engagement initiative intend these documents and tools to introduce practitioners, funders, evaluators and community members to community engagement, to give the field clarity in its language and principles. However, community engagement is not a field that can rely on written materials alone; it takes a community of experienced practitioners to support people new to the field in practicing community engagement effectively, meeting its challenges, and tapping the strengths within each unique context. We encourage you to seek out experienced practitioners to support you in implementing these tools, principles and concepts.

The partners in Building the Field of Community Engagement are available for consultation. Please contact us at www.buildthefield.org or email Janice Barbee at janicegwb@yahoo.com.

COMMUNITY ENGAGEMENT ASSESSMENT TOOL

Q: WHAT KIND OF RELATIONSHIP DO YOU HAVE WITH COMMUNITY MEMBERS?

OUTREACH	UNSURE WHICH WE ARE DOING	DOING PRIMARILY OUTREACH	BEGINNING TO TALK ABOUT MOVING TO CE	WORKING TOWARD CE	DOING CE	COMMUNITY ENGAGEMENT
• Relationships are primarily TRANSACTIONAL , for the purpose of completing a project.						• Relationships are FOUNDATIONAL , continually built between and among people and groups. Staff/institutions continually build the relationships they need to know their community.
• Relationships are often NOT INCLUSIVE of all racial or cultural groups in the community.						• Relationships reflect the DIVERSITY within the community.
• Relationships can be LIMITED to a few community members, often giving influence to those with the loudest voices.						• Relationships are built not just with current leaders, but also with people with an interest and/or POTENTIAL TO BE LEADERS .
• Relationships are SHORT-TERM , so staff have to rebuild them as other projects or issues come up.						• Relationships are transformational and LONG-TERM , so community leaders/members can engage in projects and issues as they come up.

Q: WHY ARE YOU ENGAGING PEOPLE?

OUTREACH	UNSURE WHICH WE ARE DOING	DOING PRIMARILY OUTREACH	BEGINNING TO TALK ABOUT MOVING TO CE	WORKING TOWARD CE	DOING CE	COMMUNITY ENGAGEMENT
• To accomplish a project or a SPECIFIC GOAL defined by the organization.						• To create space for people to CONNECT, RAISE CONCERNS, BUILD POWER and ACT IN THEIR OWN INTERESTS .
• To SEEK BUY-IN OR APPROVAL of something the organization has already planned.						• To CREATE SPACE for the community's assets to be recognized and utilized.

Q: HOW ARE YOU GETTING PEOPLE INVOLVED? WHEN?

OUTREACH	UNSURE WHICH WE ARE DOING	DOING PRIMARILY OUTREACH	BEGINNING TO TALK ABOUT MOVING TO CE	WORKING TOWARD CE	DOING CE	COMMUNITY ENGAGEMENT
• Primary activities with community include FLYERING, SURVEYS, FOCUS GROUPS, WORKSHOPS , etc.						• Primary activities with community include LISTENING SESSIONS, ONE-TO-ONE MEETINGS, CELEBRATIONS, LEADERSHIP DEVELOPMENT, COMMUNITY-BUILDING PROJECTS , etc.
• Information is given or feedback is requested AFTER A PROJECT IS PLANNED .						• Planning is done WITH THE COMMUNITY from the beginning

COMMUNITY ENGAGEMENT ASSESSMENT TOOL

Q: HOW DO IDEAS GET GENERATED?						
OUTREACH	UNSURE WHICH WE ARE DOING	DOING PRIMARILY OUTREACH	BEGINNING TO TALK ABOUT MOVING TO CE	WORKING TOWARD CE	DOING CE	COMMUNITY ENGAGEMENT
<ul style="list-style-type: none"> • STAFF/ INSTITUTIONS GENERATE IDEAS they think the community will support. 						<ul style="list-style-type: none"> • Staff/institutions SUPPORT COMMUNITY MEMBERS in generating their own ideas.
<ul style="list-style-type: none"> • Staff/institutions generate SOLUTIONS TO A PROBLEM they have defined. 						<ul style="list-style-type: none"> • Staff/institutions engage in CONTINUAL SELF-REFLECTION to respond to and incorporate people's ideas, feedback, talents, and challenges into the work.
Q: HOW DO YOUR ORGANIZATIONAL POLICIES AND STRUCTURES SUPPORT ENGAGEMENT?						
OUTREACH	UNSURE WHICH WE ARE DOING	DOING PRIMARILY OUTREACH	BEGINNING TO TALK ABOUT MOVING TO CE	WORKING TOWARD CE	DOING CE	COMMUNITY ENGAGEMENT
<ul style="list-style-type: none"> • The organizational culture is primarily focused on OBTAINING SPECIFIC OUTCOMES. 						<ul style="list-style-type: none"> • The organizational culture is focused on learning and it values EMERGENT AND LONG-TERM OUTCOMES.
<ul style="list-style-type: none"> • Board and staff may NOT REPRESENT the community. 						<ul style="list-style-type: none"> • Board and staff REFLECT the community.
<ul style="list-style-type: none"> • The organization ADHERES TO WAYS OF OPERATING that reflect the DOMINANT CULTURE, such as using Robert's Rules for meetings, prioritizing staff to speak, etc. 						<ul style="list-style-type: none"> • The organization CREATES SPACE FOR DIFFERENT CULTURAL WAYS, such as offering cultural foods and social spaces/ times, giving elders a special role, etc.
<ul style="list-style-type: none"> • Racism and power may not be discussed or may be DEALT WITH SUPERFICIALLY. 						<ul style="list-style-type: none"> • The organizational culture supports discussions to UNDERSTAND AND DISMANTLE structural racism, to help heal historical trauma and to claim individual and community power.
<ul style="list-style-type: none"> • The organization adheres to ORGANIZATION-DRIVEN policies and structures. 						<ul style="list-style-type: none"> • The organization demonstrates a willingness to revisit organizational policies and structures to RESPOND TO COMMUNITY NEEDS AND IDEAS.

COMMUNITY ENGAGEMENT ASSESSMENT TOOL

THERE ARE MANY WAYS PRACTITIONERS AND ORGANIZATIONS CAN USE THIS TOOL:

- As an individual, to assess your strengths and areas for professional growth.
- With the staff in your organization to see where there is agreement, disagreement or tensions about your community engagement efforts.
- With board members to begin or deepen a conversation about community engagement within your organization.
- With new staff or board members to assess what skills they can contribute to your efforts to engage your community.
- To assess where an external partnership could improve community engagement by closing a gap posed by the limitations of your organization.
- To identify where staff or board members require new knowledge or training.
- To glean lessons learned after an event, project or initiative.
- With potential partners (government agencies, other nonprofits, community institutions, etc.) to assess whether your approaches are complementary.
- With community members, to assess how they see your work.

QUESTIONS TO ASK YOURSELF OR DISCUSS AFTER COMPLETING YOUR ASSESSMENT:

- Why did you rank yourself or your organization as you did?
- Where do differences exist between your individual work and the overall work of the organization?
- What would you and/or your organization like to do differently?
- Do your responses align with your organization's mission? What changes could advance your mission?
- Where does the staff or board of the organization agree? Disagree? Where is there tension?
- Where does your organization need additional support?
- Where do you need to build the capacity of your organization?
- What are the opportunities for and challenges to doing community engagement?

casa de
esperanza

Casa de Esperanza
2012 Listening Sessions Process
Summary of Findings
Conversations with 122 Latinas from across the Twin
Cities and surrounding suburbs

2012 Listening Sessions Process

Summary of Findings

Casa de Esperanza is a Latina organization founded in 1982 to provide emergency shelter for Latinas and their children fleeing from domestic violence. Today, we are a national organization that remains grounded in our local communities as well as being a national resource to organizations and communities across the United States.

In October, 2011, Casa de Esperanza was awarded the Family Violence Prevention and Services Discretionary Grant from the Department of Health and Human Services, which designates the organization a National Culturally Specific Special Issue Resource Center whose focus is working within Latin@¹ communities. As a national resource center, Casa de Esperanza is a member of a nationwide network that works to support prevention and intervention efforts across the country to end domestic and dating violence. This work falls under a division of the organization called the National Latin@ Network for Healthy Families and Communities and consists of

- A research center, based in Atlanta, GA, that conducts culturally relevant research to inform the creation of new strategies for engaging Latinas and their communities in ending domestic violence.
- A public policy initiative, based in Washington, DC, that takes Latin@ realities to legislative tables. Casa de Esperanza also translates policy decisions into information and tools that enhance the work of organizations throughout the country.
- Training and support. Casa de Esperanza is also a Technical Assistance (TA) provider for the Office on Violence Against Women, US Dept. of Justice. TA is provided to Latin@ and domestic violence organizations; mainstream agencies that work with Latinas and their families; and organizations that serve other culturally specific communities.

Locally, we continue to provide Latina-based advocacy services that include working with women and children who find safety at our shelter, El Refugio, and with Latinas where they are—at home and in the community. Our 24/7 bilingual crisis line provides support and information to thousands of callers each year. Our community engagement initiatives focus on mobilizing local community members to end domestic violence by cultivating their leadership and facilitating connections and resources. We train Latina women and teens to provide peer education opportunities for other Latin@s in the community. We also operate two neighborhood Information and Resource Centers—in St. Paul and Minneapolis—to provide access to technology and information that are critical to Latin@s' daily lives.

Casa de Esperanza is guided by the voices of Latinas and to that end, we are committed to ensuring that Latinas are able to give us information that reflects their realities and hopes and dreams. In 2012 we conducted a series of listening sessions and heard from 122 Latinas across the Twin Cities and surrounding areas. This is the third comprehensive listening process conducted with Latinas since 2000.

This Summary Document

This document provides a summary of the listening process and the work completed between May 2012 and February 2013. With the support of Latinas from the community we have:

- Gathered information from 122 Latinas about their goals, challenges, dreams, and source of pride
- Translated, sorted and analyzed what we heard
- Presented our findings to a group of 21 Latinas who participated in the listening sessions to verify that we understood what we had heard, and to listen to any other insights and suggestions they provided

Our mission is to mobilize Latinas and Latin@ communities to end domestic violence.

¹Casa de Esperanza has chosen to use "@" in place of the masculine "o" when referring to people or things that are either gender neutral or both masculine and feminine in make-up. This decision reflects our commitment to gender inclusion and recognizes the important contributions that both men and women make to our communities.

In March 2013, we shared the results of the listening process with key organizational partners and allies that may also be interested in utilizing the findings to help shape their programs and services.

Goals of the Listening Sessions Process

We implemented the listening process to accomplish the following:

1. To understand the current realities of Latinas including their hopes, dreams and challenges
2. To inform and guide our community engagement work
3. To identify opportunities for our organization and others to improve or change services provided to Latin@s in the Twin Cities
4. To use what we learned to develop new tools for others interested in utilizing the listening session approach in their communities

The Listening Sessions Team

The primary team included:

- Casa de Esperanza's Community Initiatives Manager and Community Engagement Coordinator
- A group of 11 Latinas from across the Twin Cities Metro Area trained to facilitate the listening sessions

Our Community Engagement Coordinator also served as the note taker and provided support for the participants and facilitators during the listening sessions.

The Listening Sessions

A total of 16 listening sessions were facilitated—in St. Paul, Minneapolis, Woodbury, Richfield, Shakopee and Maple Grove.

Sessions were held at a variety of locations, including:

- Churches—Santo Niño Episcopal Church, Woodland Hills Church, and Sagrado Corazon Catholic Church
- Organizations that hosted listening sessions during their regular group times with Latinas—Crossroads Elementary, Modulo de Información Recursos y Ayuda (MIRA), Discapacitados Abriendo Caminos (DAC), Su Familia, and Centro, Inc.
- Homes of some of the participants

Participant Demographics

We spoke to 122 Latinas. The typical respondent:

- Was between 35 to 54 years old
- Was Married
- Moved From Mexico
- Had been here more than 9 years and less than 16
- Had 2 to 3 children per household
- Reported Spanish as their primary language

However, it is important to note that the 122 respondents were very diverse and included Latinas that:

- Are single, married, widowed, divorced or separated from their partners
- Come from varied cultural and socio economic backgrounds
- Come from Mexico, El Salvador, Peru, Venezuela, Puerto Rico, Ecuador, and the Dominican Republic
- Have lived in Minnesota from 1 to 26 years
- Are mothers or single without children
- Are bilingual or monolingual Spanish-speaking

What We Heard

The 5 Questions We Asked

The following questions were asked at all 16 listening sessions.

- What do you spend most of your day doing?
- What are your most important day-to-day needs?
- List one personal achievement you are proud of and why.
- To whom do you turn when you have a problem?
- If you could set a personal goal, realize a dream or wish, what would that be? What would you need to reach that goal?

The most common theme that surfaced was education and learning opportunities, both formal and informal; participants spoke of education and learning as a need, an achievement and a goal. As noted in the following quotes, there is a desire to learn English and to use a computer, pride in graduating from High School, and a dream to be able to finish college.

*"Quisiera aprender Ingles y usar la computadora."
"Me siento orgullosa de haberme graduado de High School."
"Mi sueño sería poder terminar la Universidad."*

The other three most common themes that emerged were the need for emotional support and connection, childcare issues, and personal development opportunities. The women we heard from spend the majority of their day working, doing house related chores, taking care of their children and family, often ending up not having time to address their own needs. The following quotes highlight their interests in having more personal time, the time to go to school, special time with their husband, time to connect with family, the need for support and someone who will listen, and the opportunity to stop working in order to take care of the children.

*"Tiempo para mi."
"Tiempo para ir a la escuela."
"Time para tener un date con mi esposo."
"Mis necesidades no son cosas que necesito, es apoyo."
"Alguien que me escuche."
"Tiempo para conectarme con mi familia y familia para conectarme."
"Deje de trabajar para poder cuidar a mis hijos."*

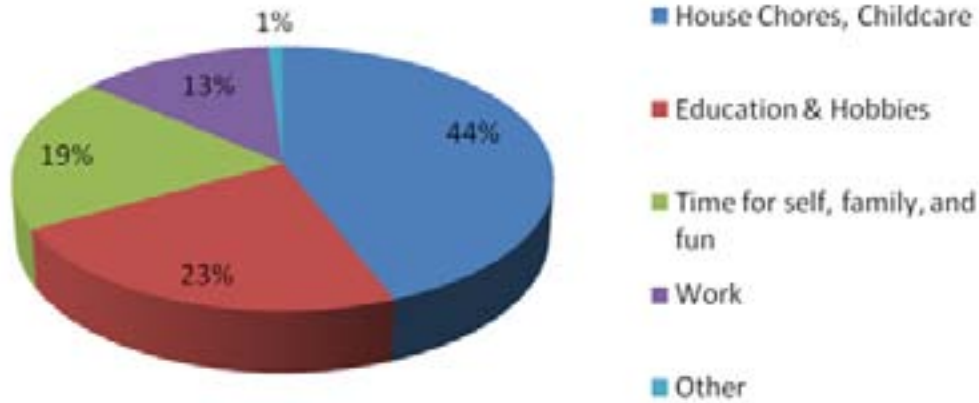
Some women also raised the need or desire to achieve more economic stability, which for a number of them also related to issues of childcare, education and learning.

The Latinas we spoke with have an amazing desire to learn and succeed. They also want to be heard and to be able to express their emotions and feelings. They do not necessarily need advice or to be told what to do. They would also love to have safe and accessible space(s) to get together—to talk, to share, and to learn new things.

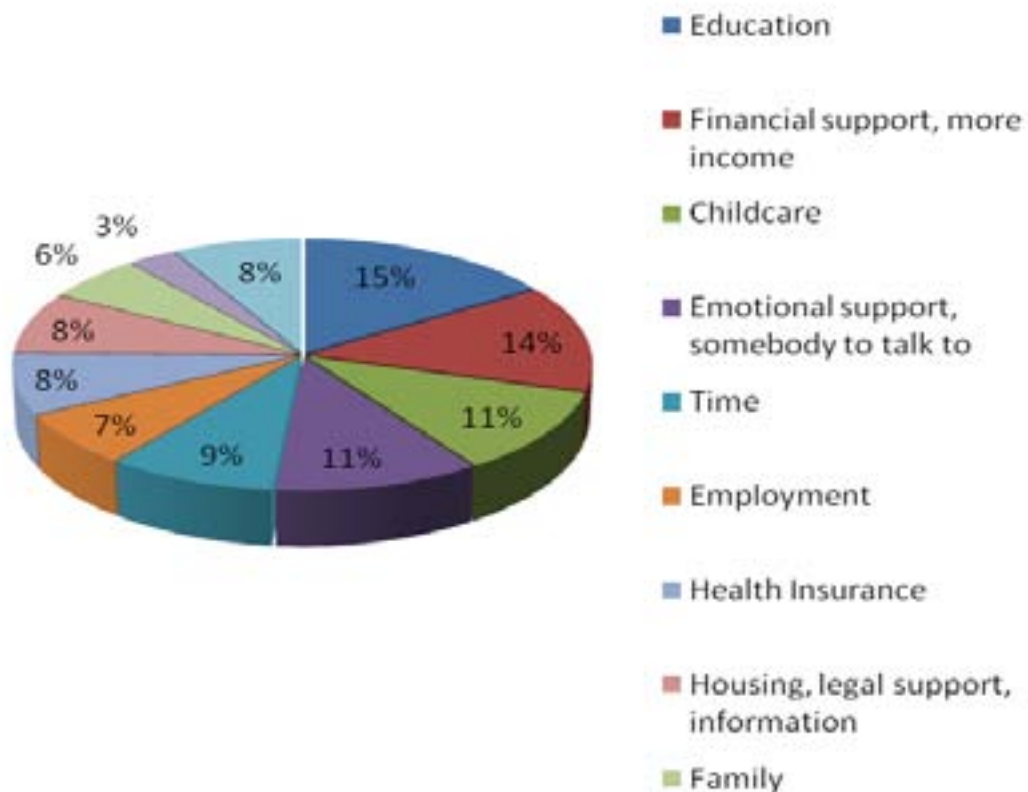
Participants appreciated the opportunity to help shape programs and services that will benefit them and other Latin@s in Minnesota. But there were other benefits that were realized throughout the process. Participants realized that they were not alone, they built new relationships, exchanged a variety of information and resources with each other, and many said they were able to look at themselves differently after having the opportunity to take a close look at their strengths and accomplishments.

Listening Sessions Response Breakdowns, Per Question

1. What do you spend most of your day doing?

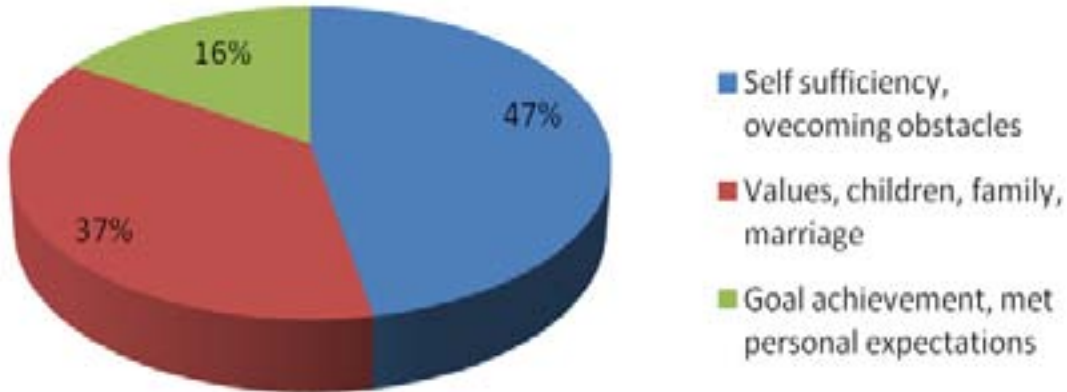


2. What are your most important day-to-day needs?



Listening Sessions Response Breakdowns, Per Question

3. List one personal achievement you are proud of and why.



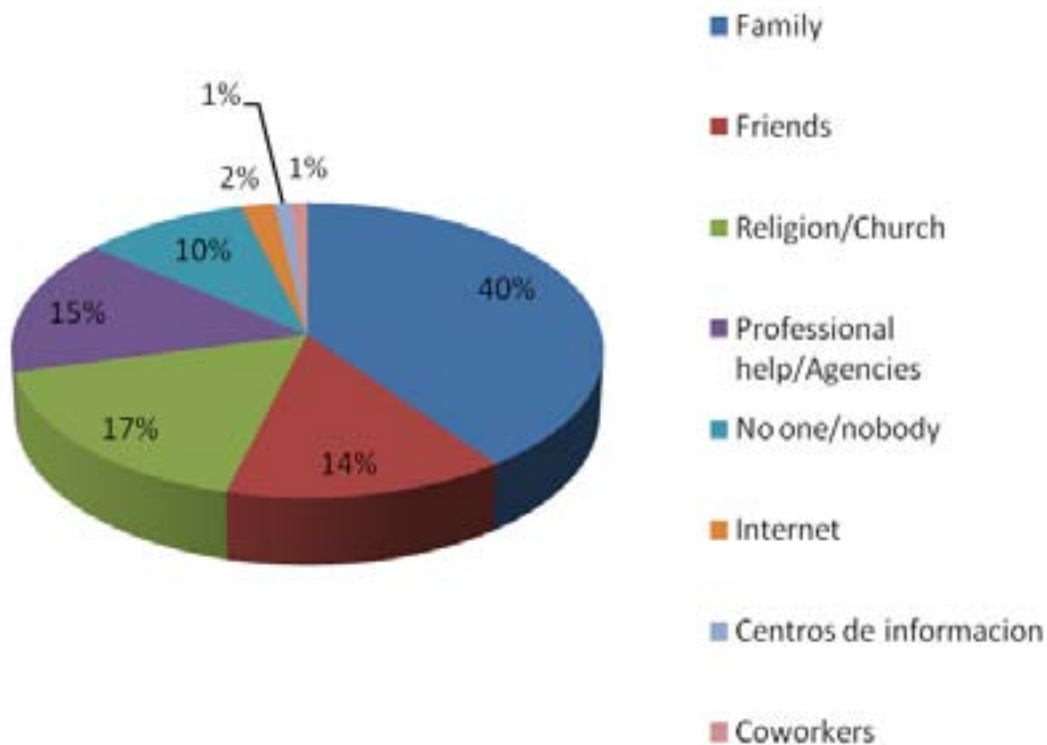
"Me siento orgullosa de haber logrado salir de una relación abusiva, de mis ganas de vivir y trabajar"
 ("I am proud of myself because I was able to leave an abusive relationship; I wanted to live and work.")

"De la unión familiar, la buena comunicación y de mi matrimonio estable"
 ("Proud of the strong bond and communication my family has and of my solid marriage.")

"Orgullosa de haber pasado todos los MCA"
 ("Proud because I passed all of my MCA tests.")

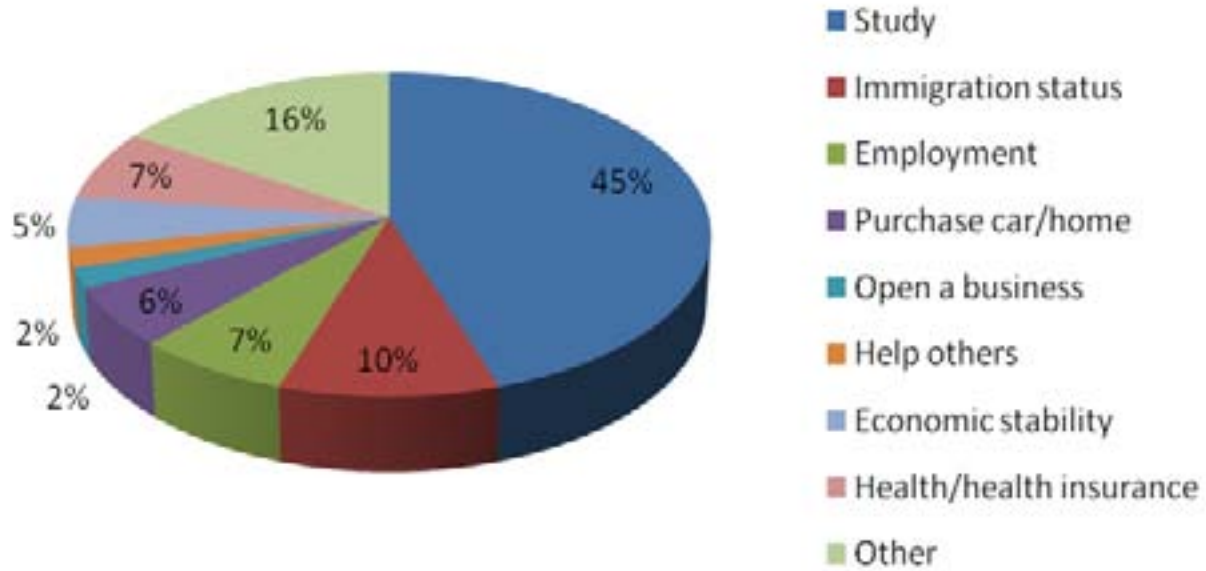
"Termine mi maestría en mercadeo"
 ("I finished my Masters in Marketing.")

4. To whom do you turn when you have a problem?

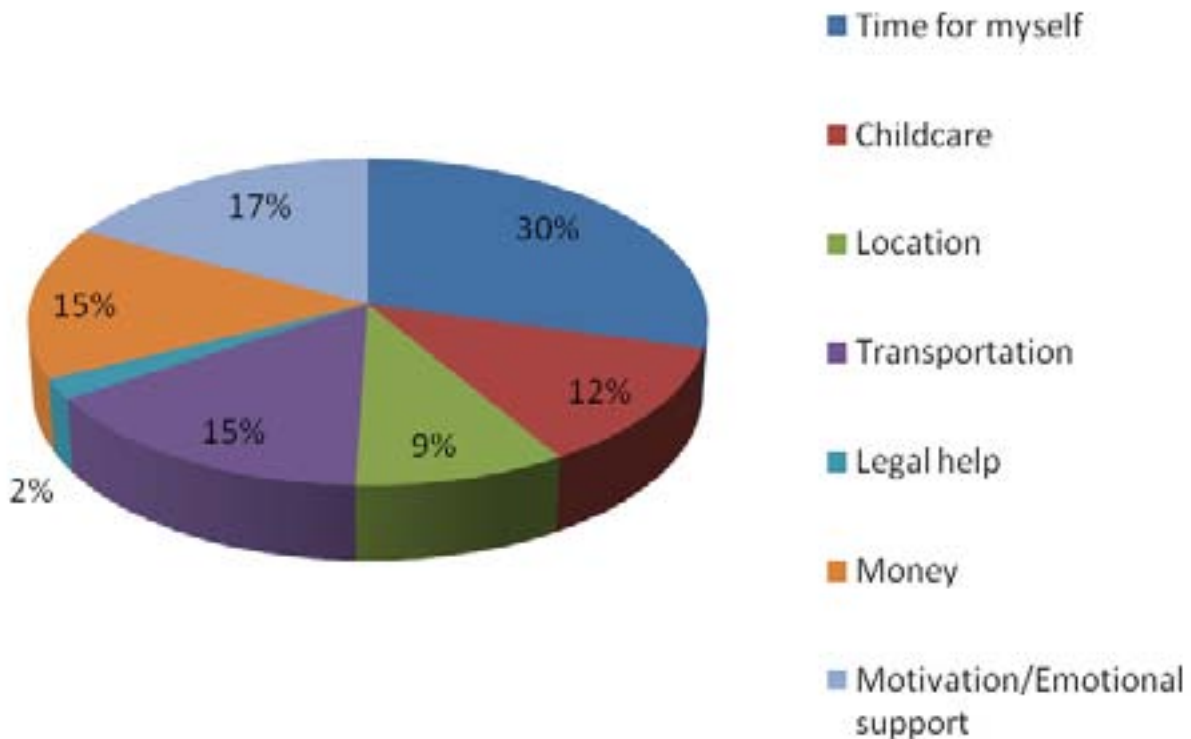


Listening Sessions Response Breakdowns, Per Question

5a. If you could set a personal goal, realize a dream or wish, what would that be?



5b. What would you need to reach that goal?



Validating What We Learned

Throughout the listening process we shared with participants that we would do a follow up meeting once we compiled and analyzed all the data in order to check in with them on what we heard. It was important to be able to validate our findings with those that had participated and understood the information shared. We collected contact information from those that said they would be willing to participate in the validation process. A total of 24 of the women were invited, of which 21 participated. Four of the 21 were trained to help facilitate the sessions. We decided to use the World Café approach to host our community check-in conversation with the group.

World Café: Using seven design principles and a simple method, the World Café is a powerful social technology for engaging people in conversations that matter, offering an effective antidote to the fast-paced fragmentation and lack of connection in today's world. Based on the understanding that conversation is the core process that drives personal, business, and organizational life, the World Café is more than a method, a process, or technique - it's a way of thinking and being together sourced in a philosophy of conversational leadership.
(From www.worldcafe.com)

The *World Café* Session focused on the identified common themes: Education, Emotional Support, Personal Development and Childcare. In addition to some discussions related to the four themes, we asked participants to respond to the following:

1. What keeps them from utilizing or accessing help and services currently available
2. Share ideas on how community and organizations can work in new, simple, and innovative ways to provide services more effectively
3. Other insights and suggestions they may have as a result of the conversations
4. Key things they heard throughout the conversations

The general sense from the group was that the four common themes we highlighted made sense based on what they shared and heard in the listening sessions.

Participant Insights

- We need to understand other peoples' lives in order to reach them and be supportive of each other.
- Be a community. Organizations working together - "La unión hace la fuerza." ("Our unity makes us stronger.")
- We need leaders committed to help us—people with a passion to help.
- Somebody took the time to listen to us and valued our feelings.
- Childcare and transportation are an obstacle.
- When you are passionate about your goals, it is easier to make them happen.
- Letting go of fears in order to keep an open mind to break away from barriers and achieve your goals.
- Language is a barrier that keeps us from joining the Anglo community.
- Share information about the resources available in the community.
- Overcome our own fears and maintain hope in everything we do.
- Growth as a leader.
- The need for childcare and transportation. Lack of information; embarrassed to ask.
- Listening we learn that sometimes there are priorities bigger than our own.
- When you are passionate about your goals, it is easier to make them happen.
- Break the silence; fear to be judged.

Participant Suggestions

- More Information, publicity, information about support groups.
- Search for more effective ways to reach community.
- Let's take advantage of social media like Facebook to create groups, share information about resources and support each other.
- Funds to provide training for school interpreters.
- We need help and services to expand outside of the Twin Cities. Remember the suburbs.
- Organizations should provide more options and access—many limit services by city/county, income, childcare only for certain ages, hours of operation, etc.
- Advertisement about new programs, communication campaigns. "Pasa la voz." ("Spread the word.")
- Overcome the fear of giving and asking for help; psychological help.
- Community needs to become unified.
- Unity, communication, information, stronger sense of community.
- Organize a support group to practice English NOT Spanish.
- Bring help/information home to those that cannot go where help is. Provide training opportunities, understand culture, and give us different help options.

What They Heard

What they heard throughout the *World Café* conversations

- There are obstacles like language, transportation, and lack of information.
- Fear of being judged.
- I was surprised to learn that there are a lot of people who feel lonely. To some women the language barrier inflicts fear of being judged.
- There is a lot of help but many of us don't look for it; many times people do not seek help for fear of being judged. Language is a barrier.
- All agencies and organizations need to work together and exchange information, refer to each others' services. To me it was fascinating to meet people from my community that are Leaders.
- Hearing that some school interpreters don't take their job and commitment with the community seriously.
- Emotional weight keeps some people from seeking help; the need for transportation; there is a lot of talent and strength we can find in the community.
- It impacted me to see that I'm not alone; there are many options, there is just a need for information.
- I couldn't believe how much abuse and sexual violence there is despite all the help and information available.
- I heard that there are other women like me that are experiencing difficult situations; this gave me strength to keep going.
- This experience was very interesting and it showed me that my problems are not that serious or big when compared to some of the things that were shared.
- That because of being undocumented professionals, some are not able to make good use of their knowledge.
- What impacted me the most was learning that I'm not the only one going through difficult times; I no longer feel alone. Thank you for this opportunity.
- I really enjoyed participating, thank you for the information, privacy, respect and honesty.
- Sometimes we limit ourselves because of being women, feeling weak when facing a sexual assault situation regardless of having all the help needed.
- Education, immigration reform needed.
- How all of us have succeeded and overcome problems. We need to learn to love each other, that is the beginning.
- As Latin@s we need to stick together.
- I'm not alone, there are many with similar problems; that is why I'm going to keep fighting for my family.
- To learn that there are others with the same problems, if we talk about them with honesty, together we can come up with solutions.
- You can always find something positive from a negative experience.
- It is very important for agencies and organizations to work together.
- Community leaders need to support each other; it was very important for me to learn about this group. Congratulations.

Overall, what we heard during the World Café were the same things heard during our listening sessions. It was clear that the group would like to have other opportunities to gather together and to share new information and resources with other Latinas in the community.

Summary

In Summary

As an organization we know we are much more effective and can achieve our mission—to mobilize Latinas and Latin@ communities to end domestic violence—when we take the time to listen to the community and allow ourselves to be guided by the community. Overall, the Latinas that we listened to had a lot to say. This includes the following expectations and concerns:

- They want organizations and community to work together.
- Service providers need to do a better job of reaching the community and getting information to those that need it.
- Families living in the suburbs are not always able to access help in St. Paul and Minneapolis.
- Language, transportation, and childcare continue to be barriers.
- Many Latinas feel alone; they seek a sense of belonging, friendship, somebody to talk to, a person to share their problems and concerns with.
- There is a strong desire to learn and continue to improve; there is a lack of leadership development and learning opportunities.
- Better communication methods are needed that keep up with the realities and changes in community and uses social media to its advantage.
- There is a need for a space(s) where community can gather/be heard without the fear of being judged by others.

We would like to thank all of the 122 Latinas that participated throughout the listening process. Our commitment is to utilize the findings of the listening sessions and the results of the World Café check-in session as we plan our work over the next few years.



GETTING A START ON CITIZEN AND STAKEHOLDER PARTICIPATION: *AN OVERVIEW FOR AGENCY STAFF*

It would be hard to advance the MPCA's mission of *helping Minnesotans protect their environment* without using effective methods for getting their input on those issues that concern them. When done well public participation can provide important information as well as greatly enhance the value of a project to Minnesotans.

Effectively involving Minnesotans in government is tough stuff, though—it's really more of an art than a science. Nonetheless, there are some things that can be learned about the range of options available and what aspects of particular methods might make them candidates for your project.

The purpose of this document is to encourage the public-participation planning stage of a project to be a thoughtful process. It is by no means intended as a prescriptive guide. Included is an overview of the range of processes and a mechanism for comparing the pluses and minuses of several of the more common processes. It's intended that this remain a "living document"—that it change as we learn more and gain more experience.

THE RANGE OF PROCESSES

At most state agencies the degree of public participation falls along a continuum which might be best represented by the figure on the following page. The decision-making processes range from the "*decide and announce*" (agency alone deciding) to *advice-seeking* processes (the middle three boxes) to *agreement-seeking* processes.

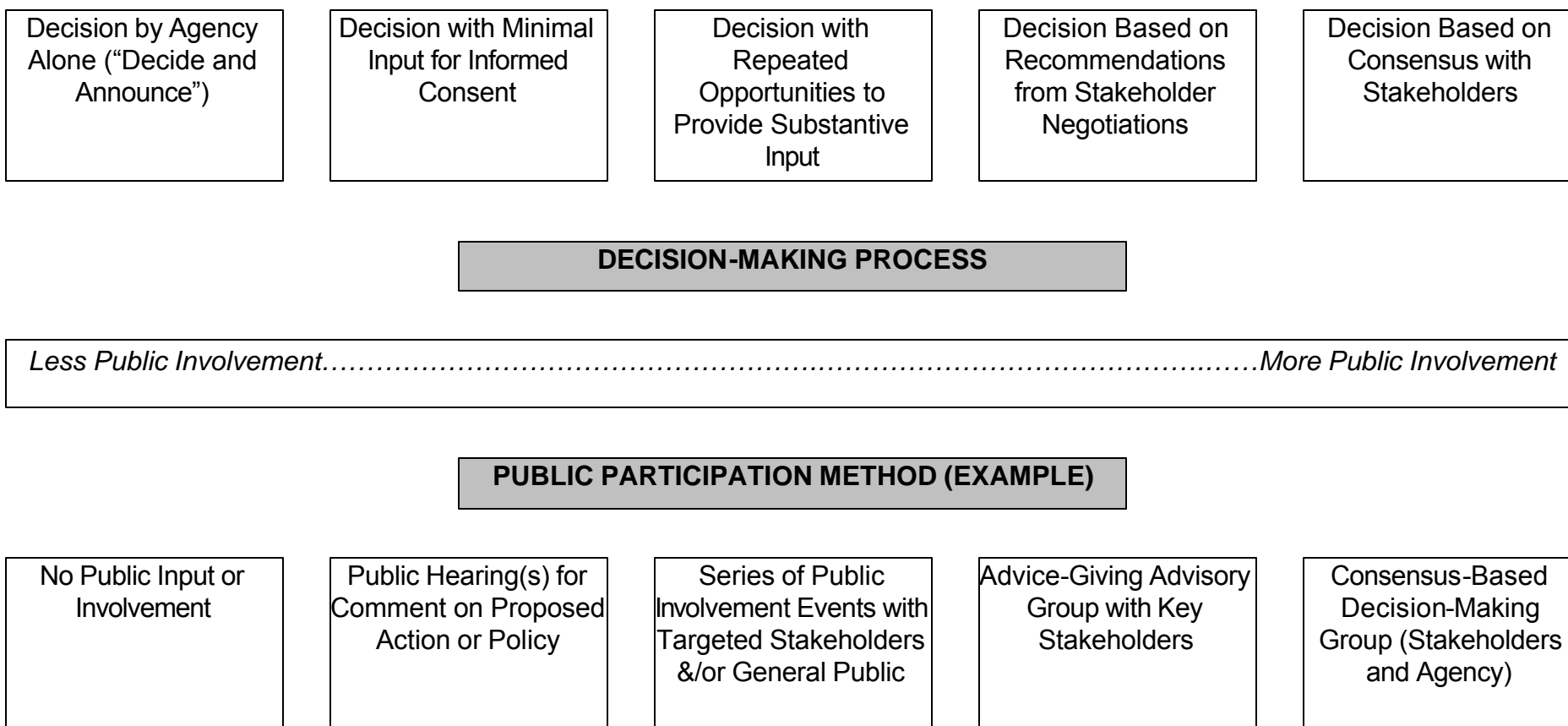
DECIDE AND ANNOUNCE

For some agency decisions it may very well be appropriate to simply "decide and announce." Emergencies certainly fall into this category. Also, perhaps so are decisions/projects that are "low stakes" and where we are fairly sure we have an accurate sense of Minnesotans' views (and where getting additional input is not a good use of our time). More often, however, we will need some outside input.

ADVICE-SEEKING PROCESSES

Advice-seeking processes are just that—the agency solicits input or exchange of ideas, but ultimately makes the decision. Advice-seeking processes allow the MPCA to listen and learn from Minnesotans about potential solutions, directions, gaps, and flaws as well as

Spectrum of Decision-Making and Public Participation Processes



(Adapted from “Collaborative Processes for Public Policy Clashes” by CDR Associates)

feelings and perceptions. In addition, advice-seeking processes are not just about providing input to the MPCA. They can serve as an opportunity for two-way communication between the agency and Minnesotans.

The level of involvement required for an advice-seeking process can vary greatly. One-on-one conversations with stakeholders meet the definition of this type of process. So do full-fledged advice-giving advisory committees. Other types of advice-seeking processes include public hearings, open houses, surveys, Citizen Juries®, and focus groups (all of which are fully described later in this document).

When selecting an advice-seeking process it's important to not only be aware of your own time commitment but also that of citizens and stakeholders. Also, a single process may not reach every stakeholder group; multiple methods should be considered.

It is absolutely important in advice-seeking processes to ensure that stakeholders—as well as agency representatives and decision-makers—clearly understand (and continually be reminded of) their role, the boundaries of the decision-making and the purpose of the process. Participants need to understand that in the end the agency will make the final decision. Awareness of roles and boundaries is especially critical when working with an advice-giving advisory committee (hence the redundancy in this name!).

While the MPCA is not duty bound to use the advice it is given, it certainly should show that any input that was not used was seriously considered. In fact, you should design into your public participation plan how you will inform people how their input was used (or why it wasn't). The bottom line is: *Don't seek input unless you're prepared to prove that you listened.*

AGREEMENT-SEEKING PROCESSES

Agreement-seeking processes (a.k.a. *consensus-based decision-making processes*) are the next step up in involving Minnesotans in environmental decisions. Essentially, representatives of the affected stakeholder groups are invited to work together collaboratively with the agency to reach consensus on a decision. Problem-solving authority is shared by the group. The agency participates as an equal, although also generally takes on the role of convenor and coordinator.

Agreement-seeking processes can be very time consuming since they typically involve extensive dialogue, discussion, fact-finding, etc., but as a result ideally do lead to some degree of mutual understanding that didn't exist before. With this the hope is that the parties can arrive at the best solution given the differing interests. Effective multiparty agreement-seeking processes should generally follow these steps:

- Preliminary scoping: Identify sources of conflict; make preliminary contact with parties.
- Convening: Refine understanding of issues with parties; obtain commitment from parties to participate; decide to go ahead (or not).
- Process design: Select a facilitator; refine procedural plans (including norms) with parties; determine communication systems; identify information/data needs.
- Beginning negotiations: Mutually educate regarding interests; provide technical information/data; promote ongoing communication with constituency groups.
- Problem solving: Generate multiple options/proposals; evaluate options/proposals and build consensus around preferred option.
- Reaching final agreement: Refine preferred option and draft written agreements; involve constituencies; revise agreements; gain approval of final written agreements; develop implementation plans.

As with advice-seeking processes it is critical that the agency must identify the decision-making boundaries that the group will operate within.

Participants need to be at a high enough level in their organization so that they can speak for (and make decisions for) those who they are representing. Also, those representing groups with fewer resources are going to have difficulty devoting the needed time. If they are important to have at the table it may be necessary, if possible, to provide them the support they need to allow them to be an equal player in the process.

Participants may get frustrated and abandon the effort if: the process drags on without any end in sight, information or group representation is disregarded, or the group fails to address the underlying (root cause) issues or critical concerns. Failing to address these issues can seriously compromise the process and/or hamper motivation for taking ownership of the problem or responsibility for implementing the solution.

A SCREENING MECHANISM FOR PUBLIC PARTICIPATION TOOLS

What follows are several questions designed to help you think through and decide which among the more common citizen/stakeholder participation tools you should consider—or possibly avoid—on your project. It is very possible that we're missing key questions or potentially useful tools (or variations of tools) here, but as we learn more we'll update and revise this document. Above all, as with any screening mechanism you still need to apply judgment and make sure the results make sense given the specifics of your project. (The full list of the tools considered (with ID#s) along with brief descriptions follows the questions.)

1. Are you very early in your project and needing to **gather ideas, identify problems and/or scope out the range of citizen/stakeholder concerns** (i.e., you don't have the answers yet)?

<u>ID#</u>	<u>If so, GOOD tools include...</u>
1	One-on-one contact
2	“Working” meetings
5	Open house
6	Focus group
11	Use existing organizations: clubs, civic groups, etc.
12	Telephone surveys
13	Written surveys
	<u>OK tools include...</u>
9	<i>Audience response technology (keypads) forum</i>
14	Communication via e-mail, website

2. Are you relatively far along in your project and **already have a developed plan** and are mainly **needing to build consent with citizens/stakeholders** (but also fine tune or identify fatal flaws)?

<u>ID#</u>	<u>If so, GOOD tools include...</u>
1	One-on-one contact
2	“Working” meetings
5	Open house
7	Advice-giving advisory group
9	Audience response technology (keypads) forum
11	Use existing organizations: clubs, civic groups, etc.
	<u>OK tools include...</u>
14	<i>Communication via e-mail, website</i>

3. Is the **project scope relatively broad** (e.g., complex system, society-wide issue, multi-media, multi-jurisdictional)?

<u>ID#</u>	<u>If so, GOOD tools include...</u>
2	“Working” meetings
5	Open house
6	Focus group
7	Advice-giving advisory group
8	Consensus-based decision-making group
9	Audience response technology (keypads) forum
10	Citizens Jury®
11	Use existing organizations: clubs, civic groups, etc.

	<u>OK tools include...</u>
14	<i>Communication via e-mail, website</i>

4. Is the **project scope relatively limited** (e.g., single source or industry, small geographic area)?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
2	“Working” meetings
5	Open house
6	Focus group
7	Advice-giving advisory group
9	Audience response technology (keypads) forum
11	Use existing organizations: clubs, civic groups, etc.
12	Telephone surveys
13	Written surveys
	<u>OK tools include...</u>
8	<i>Consensus-based decision-making group</i>
14	<i>Communication via e-mail, website</i>

5. Are the issues **highly controversial**, i.e., fierce opposition; highly polarized interests; powerful, well-connected potentially affected interests; deeply-held values or rights at play?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
5	Open house
6	Focus group
8	Consensus-based decision-making group
	<u>OK tools include...</u>
7	<i>Advice-giving advisory group</i>
9	<i>Audience response technology (keypads) forum</i>
10	<i>Citizens Jury®</i>
11	<i>Use existing organizations: clubs, civic groups, etc.</i>
	<u>Tools that can be detrimental include...</u>
3	Public mass meeting
4	Public hearing

6. Would there be a significant benefit to have the potentially affected interests (including the agency) **dialoging and learning** from each other?

ID#	<u>If so, GOOD tools include...</u>
2	“Working” meetings
5	Open house
6	Focus group
8	Consensus-based decision-making group
	<u>OK tools include...</u>
1	<i>One-on-one contact</i>
9	<i>Audience response technology (keypads) forum</i>

7. Is it especially important to develop good **long-term relationships** with the potentially affected interests?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
8	Consensus-based decision-making group
	<u>OK tools include...</u>
2	<i>“Working” meetings</i>
7	<i>Advice-giving advisory group</i>

8. Does this project have a major emphasis on **collaborating with other agencies** or other government staff?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
2	“Working” meetings
9	Audience response technology (keypads) forum
14	Communication via e-mail, website

9. Are **citizens an especially key potentially affected interest** (e.g., a specific community is directly affected or the project’s success depends on citizens to take action)?

ID#	<u>If so, GOOD tools include...</u>
5	Open house
6	Focus group
9	Audience response technology (keypads) forum
10	Citizens Jury®
11	Use existing organizations: clubs, civic groups, etc.
12	Telephone surveys

13	Written surveys
	<u>OK tools include...</u>
14	<i>Communication via e-mail, website</i>

10. Is **education about the issue** a major component of the project (e.g, is there a significant **gulf between perception and reality** concerning the risks—either potentially affected interests think it is higher risk/more extensive or lower risk/less extensive than it really is)?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
5	Open house
11	Use existing organizations: clubs, civic groups, etc.
	<u>OK tools include...</u>
9	<i>Audience response technology (keypads) forum</i>
14	<i>Communication via e-mail, website</i>

11. Do you lack and need a **reliable, defensible understanding of public opinion** (or large groups of potentially affected interests' opinions)?

ID#	<u>If so, GOOD tools include...</u>
6	Focus group
9	Audience response technology (keypads) forum
10	Citizens Jury®
12	Telephone surveys
13	Written surveys

12. Is the **agency's credibility and/or lack of objectivity/neutrality** potentially a major issue with some potentially affected interests?

ID#	<u>If so, GOOD tools include...</u>
1	One-on-one contact
8	Consensus-based decision-making group
10	Citizens Jury®
	<u>OK tools include...</u>
7	<i>Advice-giving advisory group</i>
9	<i>Audience response technology (keypads) forum</i>
11	<i>Use existing organizations: clubs, civic groups, etc.</i>
	<u>Tools that can be detrimental include...</u>
3	Public mass meeting

FULL LIST OF CITIZEN/STAKEHOLDER PARTICIPATION TOOLS

Below are brief descriptions of the various citizen/stakeholder participation tools from above. If you are looking to talk with staff who have experience in some of the less obvious tools contact staff in the Stakeholder Analysis Unit of the Environmental Data, Information and Reporting Section. We have compiled notes and results on several of these and can give you some names of who has done what. A References Section follows this list.

1. One-on-one contact. This typically doesn't make it onto lists of public participation tools, but except for the amount of time it may take, one-on-one contact (e.g., interview, dialogue) always has been and will remain a great way to get input, communicate and build good relationships. Face-to-face and phone (i.e., *two-way* communication) is far better than letters and e-mail.
2. "Working" meetings. These are meetings with a specific (and previously-distributed) agenda, a chair/facilitator to keep things on track, no more than about 12 people and free give-and-take discussions (rather than a formal, rigid structure, e.g., motioning and seconding).
3. Public mass meetings. These take various forms, but usually involve a public announcement in the newspaper; a big (and possibly angry) crowd; a brief presentation from the agency followed by Q and A or comments from the crowd (who generally came because they have a beef to air). The dynamic is not a good one at these types of meetings and attendees tend to get emotional.
4. Public hearing. These are the formal, legally-required hearings associated with such regulatory functions as rulemaking or proposed permit issuances. They almost always occur too late in the process for substantive input to occur. (See *Citizen Participation Handbook* in the References section for suggestions on designing these to improve the chances of these producing more satisfying results. They don't have to be as imposing or unpleasant as they often are!)
5. Open house. Sometimes called *availability sessions*. These are set up like an art show with museum-like self-explanatory displays of bulleted text, charts, illustrations, etc. as well as comment boxes (or some other means to provide written comment). Agency staff are available for one-on-one discussions. No presentations or speeches are made. These require a good deal of planning, publicizing and set up. (See *Citizen Participation Handbook* for additional information).
6. Focus group. These are 1½-2-hour meetings with groups of ideally no more than 6-8 recruited "similarly-typed" people. They are generally repeated for several different types of groups/stakeholders. A moderator works off of a list of pre-determined questions encouraging open discussion with the aim of digging into the issues at hand. (See *Conducting Focus Group Interviews* for additional information.)

7. Advice-giving advisory group. These take on various forms, but generally involve citizens/stakeholders who meet with the agency regularly to provide advice on policies, strategies, etc. These can be a very powerful way to get input. Key things to keep in mind are: making clear their role; deciding how long the group will exist (some advisory groups go on for years); and planning, organizing and structuring meetings so they are productive and are respectful of participants' time. Note: advisory groups don't necessarily have to meet as a group. You can form a group and meet with them individually to get their input. This works well when some members' personalities or interests conflict and get in the way. (See *Citizen Participation Handbook* for additional information).

8. Consensus-based decision-making group. These were described in general terms under the "Agreement-Seeking Processes." (See also *Collaborative Processes for Public Policy Clashes*; *Mercury Contamination Reduction Advisory Council: Summary of Post-Process Participant Interviews and Recommendations*; and *Red River Basin Planning Process Follow-Up Evaluation*)

9. Audience response technology (keypads) forum. This is a meeting that uses interactive technology (laptop, receiver and hand-held keypads) to respond to questions posed by a moderator. After polling on each question the results (bar graph, pie chart, mean score) are immediately displayed to the group. This technology and format allows you to: survey/test knowledge of a wide group of people, determine the level of consensus, prioritize among several items/issues, and ensure that a few people's views don't dominate a discussion. It is important, however, that adequate time is set aside for discussion—not just button pushing. While you can gather lots of data with this tool it is best used to inform and illuminate the discussion rather than used strictly as a survey tool (especially since your sample of people likely won't be representative nor statistically valid). (See *Audience Response Tool Information* for additional information).

10. Citizens Jury®. This is a process created by the Jefferson Center. It is run much like a jury trial. About 18 random and demographically representative citizens are selected (and paid a stipend) to meet over a 4-5 day period and become informed by hearing from expert witnesses on an issue. They deliberate and issue recommendations. Conducting one of these requires a sizable budget as it takes several months and the Jefferson Center does the planning and coordinating (somewhere in the \$40,000-\$50,000 range). (See *The Citizens Jury®: Effective Public Participation* for additional information).

11. Use existing organizations: clubs, civic groups, etc. This can be an effective, efficient way to reach people and get input. Many groups are actually looking for issues that might interest their members. Besides some of the more obvious groups (Kiwanis, Lions, Rotary, local Chamber of Commerce, PTA) consider neighborhood associations and professional organizations and trade groups. (See *Citizen Participation Handbook* for additional information).

12. Telephone surveys. This can be an effective way to get statistically reliable data, provided the survey is well designed. Some drawbacks: cost to contract (\$20,000-\$30,000 for a several-question survey), hard to get a true sense of people's values through this technique (many people give answers in line with the kind of person they'd like to be, rather than in line with their real feelings), and potential difficulty getting a truly representative sample in this age of answering machines and caller ID. (See *Citizen Participation Handbook* and *Designing Questionnaires and Surveys: A Professional Development Course on Questionnaire Research* for additional information).

13. Written surveys. Similar issues to #12, except they are cheaper (since we can do them ourselves) and you can target more people. However, response rates may be low, especially for long surveys. (See *Citizen Participation Handbook* and *Designing Questionnaires and Surveys: A Professional Development Course on Questionnaire Research* for additional information).

14. Communication via e-mail, website. A good way to reach a lot of people at once and get input—provided they're connected. Easy to abuse/misuse e-mail (as we all know).

REFERENCES

There are zillions of references on public participation. Here are just a few. Copies of most of these are in the Environmental Data, Information and Reporting Section "library."

Audience Response Tool Information. Environmental Data, Information and Reporting Section document. 3/20/00.

The Citizens Jury®: Effective Public Participation. Brochure by the Jefferson Center.

Citizen Participation Handbook (for Public Officials and Other Professionals Serving the Public). Institute for Participatory Management and Planning (Hans and Annemarie Bleiker).

Collaborative Processes for Public Policy Clashes. Course manual by CDR Associates. 1996.

Conducting Focus Group Interviews. Notes by Richard Krueger. University of Minnesota, College of Education and Human Development. July 1998.

Designing Questionnaires and Surveys: A Professional Development Course on Questionnaire Research. Ronald Matross. University of Minnesota. February 1999.

Getting the Word Out (A Communications Planning Manual for Minnesota Pollution Control Agency Staff). MPCA. 1998.

Mercury contamination Reduction Advisory Council: Summary of Post-Process Participant Interviews and Recommendations. Environmental Data, Information and Reporting Section document. July 1999.

Red River Basin Planning Process Follow-Up Evaluation. Environmental Data, Information and Reporting Section document. May 2000.

<http://people.nrcs.wisc.edu/socsciinstitute/ppcinformation.htm>. Various PDF fact sheets on such topics as Running Effective Meetings, Managing Conflict, Gathering Community Information, and Working with Difficult People.

“I Am Roseville” Community Photography Project
Roseville Community Engagement Commission
DRAFT Project Plan, revised 8/3/16

Overview

The “I Am Roseville” photo project would bring together community members and stakeholders to foster local engagement and identity.

Inspired by artist Wing Young Huie’s *Lake Street USA* exhibit, the project would gather and display photographs of community members, first in a public exhibit and then at various local businesses and facilities. Photographs would be submitted by community members through social media. The exhibit would be an unveiling of all the photographs, open to the public for a limited period of time. Following that, the pictures would be placed in buildings across the city.

The project would:

- Aim to increase residents’ senses of belonging in and identification with Roseville.
- Be an opportunity to show and embrace Roseville’s growing diversity of families and demographics.
- Strengthen the City’s relationship with local businesses.

Ultimately, the vision would be that if anyone enters a Roseville building, they see that everyone there is part of a shared community.

Role of the City

The role of the City would be as a partner and advisor, consisting of:

- Identifying stakeholders who can partner on the project and take the lead on the logistics (see “Partners” below).
- Providing representation on a planning team (see “Planning Team” below), with additional input by council members and commissioners where appropriate.
- Potentially offering space to host the exhibit and/or a selection of photographs at city facilities.

Partners

The City would seek partners to lead the logistics of the project, including collecting photos and coordinating with local businesses. These partners may include Visit Roseville or the Roseville Area Chamber of Commerce.

In addition, the project may be integrated into pre-existing events to increase viewership and to ease the organizational burden. Events may include Rosefest, Arts@theOVAL, and Roseville’s Craft Beer & Wine Fest.

Planning Team

A planning team would work to delineate the roles of each partner and develop a project plan and timeline. The planning team would have representation from each partner, including the City, along with interested local artists, community members, and youth.


REQUEST FOR COUNCIL ACTION

Date: August 24, 2015
Item No.:

Department Approval

City Manager Approval

Item Description: Community Engagement Commission Meeting with the City Council

1 **BACKGROUND**

2 Now into its second year of service, the Community Engagement Commission is coming forward
3 to meet with the City Council to provide a status report on its priority projects for 2015. The
4 commission was created by the City Council in January of 2014 and held its first meeting in May
5 of the same year. The Commission last met with the City Council in December of 2014.

6 **2015 PRIORITY PROJECTS**

- 7 ○ Assist and encourage the formation of Roseville neighborhood associations
- 8 ○ Create learning events on Community Engagement in Roseville
- 9 ○ Form a joint taskforce with members of the Planning Commission to study zoning
10 notification issues
- 11 ○ Assist and encourage the resumption of Roseville U educational program for residents
- 12 ○ Study and recommend for approval by the City Council an online civic engagement
13 module to be integrated into the City's website.

14 **ADDITIONAL PRIORITIES**

- 15 ○ Implementation of list of other strategic recommendations
- 16 ○ Definitions of Community and Civic Engagement

17 **QUESTIONS FOR THE CITY COUNCIL**

- 18 ○ What feedback can the City Council provide to the commission about its work?
- 19 ○ What guidance can the City Council provide for future priorities of the commission?
- 20 ○ What emerging council priorities should inform the work of the commission?

Prepared by: Garry Bowman, Staff Liaison

Attachments: A: Joint task force Roseville Community Engagement & Planning Commissions
June 18, 2015, Meeting Notes
B: Current Status Report on 2014 Community Engagement Commission Recommended
Policies & Strategies
C: Definitions of Community & Civic Engagement for Consideration

CITY OF ROSEVILLE

SPEAK UP ROSEVILLE

POLICIES AND PROCEDURES



2660 CIVIC CENTER DRIVE
ROSEVILLE, MN 55113

Revised: 10/05/15

Speak Up Roseville Policy

October 2015

I. Policy

The City of Roseville will determine how its web-based civic engagement module, Speak Up Roseville, will be designed, implemented and managed as part of its overall communication strategy.

II. Purpose

This policy establishes guidelines for the use of Speak Up Roseville. The policy ensures the proper use of the civic engagement module by its employees and residents and establishes procedures for operating the module in a positive and informative fashion. Staff tasked with using the module shall have the responsibility to use these resources in an efficient, effective, ethical and lawful manner.

III. Scope

This policy applies specifically to the Speak Up Roseville civic engagement module. The City's official website, www.cityofroseville.com shall remain the City's primary online medium for communicating information to the public.

IV. Definition

Speak Up Roseville is a civic engagement module integrated into the City's website that allows for resident generation of questions and topic, feedback through discussions on selected topics, and direct feedback via surveys. The module allows residents to find out about ongoing Projects, create/share/vote on citizen-generated Ideas, and connect with other residents that share their interests.

V. General Conditions & Restrictions

Goals

The goals of integrating a civic engagement module are:

- To promote the value and importance of civic participation among residents
- To sustain the productive involvement of its residents
- To engage a broader audience and generate fresh ideas
- To better inform residents of new and ongoing projects
- To seek feedback from residents about current and potential projects as well as issues of community or neighborhood concern
- To foster 2-way communications channels between the City and its residents, and to maintain an open, professional and responsive dialog with residents

VI. Management of Civic Engagement Module

Communications staff will be responsible for day-to-day maintenance of Speak Up Roseville. Communications staff may at times rely on the expertise of additional city staff, the city manager, department heads, city councilmembers, and commissions to assist with interactions as necessary.

When using Speak Up Roseville a representative of the City of Roseville will:

- Adhere to personnel policies
- Use appropriate language
- Not provide private or confidential information
- Not negatively comment on community partners or their services
- Not provide information related to pending decisions that would compromise negotiations
- Be aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases
- Provide a timely response or acknowledgement of information being gathered

VII. Use

The primary use of Speak Up Roseville will be for the City to better inform residents of new and ongoing projects and to receive feedback from residents about those projects and other issues of community concern. Speak Up Roseville will also be a place where residents can share their own ideas, ask questions, and receive responses from the City.

VIII. Posting of Topics

City staff will be primarily tasked with generating and moderating topics for inclusion on Speak Up Roseville. The City Council may also generate topics. Commissions may suggest topics for staff to include in the discussion section of the module. Inclusion of suggested topics made by commissions shall be determined by the City Manager. Residents' ideas and discussion items shall be posted in the Ideas section of the module; however should staff determine that an idea should be escalated to a discussion it may choose to do so after consultation with the City Manager. Staff and Commissions interested in employing the survey function of Speak Up Roseville shall do so only after receiving approval from the City Council. Staff will also make it known that the surveys are for informational purposes and are not meant to serve as scientific measurements of public opinion.

IX. Hosting, Training, and Support

City of Roseville Communications staff will provide basic training to the primary staff members responsible for maintaining Speak Up Roseville.

X. Data Retention

The City will comply with the Minnesota General Record Retention Schedule. Routine social media posts and comments by residents are considered "transitory correspondence," as defined by the Minnesota General Records Retention Schedule. These messages are not required to be retained.

XI. Disclaimer

The following disclaimer will be posted as a part of Speak Up Roseville:

Speak Up Roseville is operated by the City of Roseville. The City reserve the right, at our sole discretion, to change, modify, add or delete comments or posts, photos and video at any time.

Comments associated with unlawful activity or that contain offensive or vulgar language or photos, personal attacks on staff or members of the public, political endorsements of any kind, commercial advertisements or any other form of commercial solicitation will be removed.

The City of Roseville has the right to reproduce any pictures or videos to this site in any of its publications or websites or any other media outlets.

The views, postings or opinions expressed on this site do not necessarily reflect those of the City of Roseville.

XII. Advertising

The City of Roseville does not endorse any product, service, company or organization advertising through its civic engagement module.

XIII. Privacy Policy

The City of Roseville does not share information gathered through its social media sites with third parties for promotional purposes. However, any information you provide to the city is subject to the Minnesota Data Practices Act. This law classifies certain information as available to the public upon request.

XIV. Moderating Public Comments

City of Roseville staff, with administrative rights, will not edit posted comments, but may remove comments that are abusive; obscene; defamatory; in violation of the copyright, trademark right or other intellectual property right of any third party; or otherwise inappropriate or incorrect. The following may be removed by city staff:

- Potentially libelous comments
- Obscene or racist comments or other discriminatory comments
- Personal attacks, insults or threatening language
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the topic of the forum
- Commercial promotions or spam
- Hyperlinks to material that is not directly related to the discussion
- Sexual content or links to sexual content
- Encourage or promote illegal activity
- Promote political campaigns or ballot measures
- Information that may compromise the safety or security of the public
- Posts by individuals using aliases or false names to utilize module

In addition, residents may flag abusive or offensive comments as part of the Speak Up Roseville terms of use. Once a comment has been flagged it will be placed into a queue for staff review. Should staff determine the comment to have violated the module's terms of conditions the comment will be deleted and the posting member warned. Repeated offensive posts may result in loss of posting privileges for the offending poster.

GRANICUS, INC. SERVICE AGREEMENT

THIS SERVICE AGREEMENT (the “**Agreement**”), dated as of March 24, 2015 (the “**Effective Date**”), is entered into between Granicus, Inc. (“**Granicus**”), a California Corporation, and the City of Roseville, MN, a municipal corporation (the “**Client**”).

A. WHEREAS, Granicus is in the business of developing, licensing, and offering for sale various streaming media solutions specializing in Internet broadcasting, and related support services; and

B. WHEREAS, Granicus desires to provide and Client desires to (i) purchase the Granicus Solution as set forth in the Proposal, which is attached as Exhibit A, and incorporated herein by reference, (ii) engage Granicus to integrate its Granicus Software onto the Client Website, (iii) use the Granicus Software subject to the terms and conditions set forth in this Agreement, and (iv) contract with Granicus to administer the Granicus Solution through the Managed Services set forth in Exhibit A.

NOW, THEREFORE, in consideration of the foregoing and the mutual agreements, covenants, representations and warranties herein contained, the parties hereto agree as follows:

1. GRANICUS SOFTWARE AND MANAGED SERVICES.

1.1 Software and Services. Subject to the terms and conditions of this Agreement, Granicus will provide Client with the Granicus Software, and Managed Services that comprise the Granicus Solution as outlined in Exhibit A. “Managed Services” shall mean the services provided by Granicus to Client as detailed in Exhibit A. “Managed Services Fee” shall mean the monthly cost of the Managed Services, as detailed in Exhibit A.

2. GRANT OF LICENSE.

2.1 Ownership. Granicus, and/or its third party supplier, owns the copyright and/or certain proprietary information protectable by law in the Granicus Software.

2.2 Use. Granicus agrees to provide Client with a revocable, non-transferable and non-exclusive license to access the Granicus Software listed in the Solution Description and a revocable, non-sublicensable, non-transferable and non-exclusive right to use the Granicus Software. All Granicus Software is proprietary to Granicus and protected by intellectual property laws and international intellectual property treaties. Pursuant to this Agreement, Client may use the Granicus Software to perform its own work and work of its customers/constituents. Cancellation of the Client’s Managed Services will also result in the immediate termination of the Client’s Software license as described in Section 2.2 hereof.

2.3 Limited Warranty; Exclusive Remedies. Subject to Sections 6.1 and 6.2 of this Agreement, Granicus warrants that the Granicus Software, as provided by Granicus, will substantially perform in accordance with its applicable written specifications for as long as the Client pays for and receives Managed Services. Client’s sole and exclusive remedy for any breach by Granicus of this warranty is to notify Granicus, with sufficient detail of the nonconformance, and provide Granicus with a reasonable opportunity to correct or replace the defective Granicus Software. Client agrees to comply with Granicus’ reasonable instructions with respect to the alleged defective Granicus Software.

2.4 Limitations. Except for the license in Section 2.2, Granicus retains all ownership and proprietary rights in and to the Granicus Software, and Client is not permitted, and will not assist or permit a third party, to: (a) utilize the Granicus Software in the capacity of a service bureau or on a time share basis; (b) reverse engineer, decompile or otherwise attempt to derive source code from the Granicus Software; (c) provide, disclose, or otherwise make available the Granicus Software, or copies thereof, to any third party; or (d) share, loan, or otherwise allow another Meeting Body, in or outside its jurisdiction, to use the Granicus Software, or copies thereof, except as expressly outlined in the Proposal.

3. PAYMENT OF FEES

3.1 Client agrees to pay all costs as outlined in Exhibit A.

3.2 Fifty percent (50%) of all up-front fees for all product suites are due upon Granicus' receipt of a purchase order. The remaining fifty percent (50%) of up-front fees for each product suite are due upon completion of deployment for that suite. Quarterly billing for Managed Services for associated product suites shall begin upon completion of deployment of each suite. Client will be invoiced a pro-rated amount from the product suite deployment completion date through the end of the quarter. Thereafter, Client will be billed each January 1, April 1, July 1, and October 1. Client agrees to pay all invoices from Granicus within thirty (30) days of receipt of invoice. Client acknowledges that each suite is fully operational separate from the other purchased suites. Client's acceptance of any individual suite is not conditioned upon the acceptance of any other suite as they are separate solutions.

For Open Platform, Government Transparency, and Meeting Efficiency Suites, deployment is complete once the software is installed, tested and deemed by Granicus to be ready for Client's use. For Legislative Management deployment is complete once the hardware and software are installed, tested, and deemed by Granicus to be ready for Client's use, and the Legistar database is configured for the Client. The database is considered to be fully configured after the final Needs Analysis Call.

3.3 Granicus, Inc. shall send all invoices to:

Name: Garry Bowman
Title: Communications Manager
Address: 2660 Civic Center Drive, Roseville, MN 55113

3.4 Upon renewal of this Agreement, Granicus may include (in which case Client agrees to pay) a maximum increase of the current CPI percentage rate (as found at The Bureau of Labor and Statistics website <http://www.bls.gov/CPI/>) or three (3) percent a year on Client's Managed Services Fee, whichever is larger.

3.5 Training Usage Policies. Granicus has established best practice training plans around success with Granicus services, and Clients are encouraged to take advantage of all purchased training up-front in order to achieve the maximum amount of success with their services. All purchased training must be completed within sixty (60) days of the date of the first date of training per suite. Any purchased training not used during this sixty (60) day period will expire. If Client feels that it is necessary to obtain more training after the initial sixty (60) day period, Client may purchase additional training at that time

3.6 Training Cancellation Policies. Granicus' policies on Client cancellation of scheduled trainings are as follows:

(a) Onsite Training. For any cancellations within forty-eight (48) hours of the scheduled onsite training, Granicus, at its sole discretion, may invoice the Client for one hundred (100) percent of the purchased training costs and all actual travel expenses, including any incurred third party cancellation fees. Subsequent training will need to be purchased and scheduled at the previously quoted pricing.

(b) Online Training. For any cancellations within twenty-four (24) hours of the scheduled online training, Granicus, at its sole discretion, may invoice the Client for fifty (50) percent of the purchased training costs, including any incurred third party cancellation fees. Subsequent training will need to be purchased and scheduled at the previously quoted pricing.

4. CONTENT PROVIDED TO GRANICUS

4.1 Responsibility for Content. The Client shall have sole control and responsibility over the determination of which data and information shall be included in the Content that is to be transmitted, including, if applicable, the determination of which cameras and microphones shall be operational at any particular time and at any particular location. However, Granicus has the right (but not the obligation) to remove any Content that Granicus believes violates any applicable law or this Agreement.

4.2 Restrictions. Client shall not knowingly provide Granicus with any Content that: (i) infringes any third party's copyright, patent, trademark, trade secret or other proprietary rights; (ii) violates any law, statute, ordinance or regulation, including without limitation the laws and regulations governing export control and e-mail/spam; (iii) is defamatory or trade libelous; (iv) is pornographic or obscene, or promotes, solicits or comprises inappropriate, harassing, abusive, profane, defamatory, libelous, threatening, indecent, vulgar, or otherwise objectionable or constitutes unlawful content or activity; (v) contains any viruses, or any other similar software, data, or programs that may damage, detrimentally interfere with, intercept, or expropriate any system, data, information, or property of another.

5. TRADEMARK OWNERSHIP. Granicus and Client's Trademarks are listed in the Trademark Information exhibit attached as Exhibit D.

5.1 Each Party shall retain all right, title and interest in and to their own Trademarks, including any goodwill associated therewith, subject to the limited license granted to the Client pursuant to Section 2 hereof. Upon any termination of this Agreement, each Party's right to use the other Party's Trademarks pursuant to this Section 5 terminates.

5.2 Each party grants to the other a non-exclusive, non-transferable (other than as provided in Section 5 hereof), limited license to use the other party's Trademarks as is reasonably necessary to perform its obligations under this Agreement, provided that any promotional materials containing the other party's trademarks shall be subject to the prior written approval of such other party, which approval shall not be unreasonably withheld.

6. LIMITATION OF LIABILITY

6.1 Warranty Disclaimer. Except as expressly provided herein, Granicus' services,

software and deliverables are provided "as is" and Granicus expressly disclaims any and all express or implied warranties, including but not limited to implied warranties of merchantability, and fitness for a particular purpose. Granicus does not warrant that access to or use of its software or services will be uninterrupted or error free. In the event of any interruption, Granicus' sole obligation shall be to use commercially reasonable efforts to restore access.

6.2 Limitation of Liabilities. To the maximum extent permitted by applicable law, Granicus and its suppliers and licensors shall not be liable for any indirect, special, incidental, consequential, or punitive damages, whether foreseeable or not, including but not limited to: those arising out of access to or inability to access the services, software, content, or related technical support; damages or costs relating to the loss of: profits or revenues, goodwill, data (including loss of use or of data, loss or inaccuracy or corruption of data); or cost of procurement of substitute goods, services or technology, even if advised of the possibility of such damages and even in the event of the failure of any exclusive remedy. In no event will Granicus' and its suppliers' and licensors' liability exceed the amounts paid by client under this agreement regardless of the form of the claim (including without limitation, any contract, product liability, or tort claim (including negligence, statutory or otherwise).

6.3. Indemnification. To the extent permitted by law, Granicus shall defend, indemnify and hold harmless the Client from and against all patent, copyright, and trade secret damages and liability arising out of Granicus's performance of this Agreement. Granicus shall not be responsible for any damages or liability to the extent caused by the negligence or willful misconduct of the City or any of its employees, agents, or representatives acting in an official capacity. In the event of any court action or proceeding arising out of Granicus's performance of this Agreement, Granicus shall defend, at its own expense, the action or proceeding. The Client shall promptly notify Granicus of the filing of any such action and cooperate with Granicus in the defense thereof.

7. CONFIDENTIAL INFORMATION & OWNERSHIP.

7.1 Confidentiality Obligations. Confidential Information shall mean all proprietary or confidential information disclosed or made available by the other party pursuant to this Agreement that is identified as confidential or proprietary at the time of disclosure or is of a nature that should reasonably be considered to be confidential, and includes but is not limited to all business, technical and other information (including without limitation, all product, services, financial, marketing, engineering, research and development information, product specifications, technical data, data sheets, software, inventions, processes, training manuals, know-how and any other information or material), disclosed from time to time by the disclosing party to the receiving party, directly or indirectly in any manner whatsoever (including without limitation, in writing, orally, electronically, or by inspection); provided, however, that Confidential Information shall not include the Content that is to be published on the website(s) of Client.

7.2 Each party agrees to keep confidential and not disclose to any third party, and to use only for purposes of performing or as otherwise permitted under this Agreement, any Confidential Information. The receiving party shall protect the Confidential Information using measures similar to those it takes to protect its own confidential and proprietary information of a similar nature but not less than reasonable measures. Each party agrees not to disclose the Confidential Information to any of its Representatives except those who are required to have the Confidential Information in connection with this Agreement and then only if such Representative is

either subject to a written confidentiality agreement or otherwise subject to fiduciary obligations of confidentiality that cover the confidential treatment of the Confidential Information.

7.3 Exceptions. The obligations of this Section 7 shall not apply if receiving party can prove by appropriate documentation that such Confidential Information (i) was known to the receiving party as shown by the receiving party's files at the time of disclosure thereof, (ii) was already in the public domain at the time of the disclosure thereof, (iii) entered the public domain through no action of the receiving party subsequent to the time of the disclosure thereof, or (iv) is required by law or government order to be disclosed by the receiving party, provided that the receiving party shall (i) notify the disclosing party in writing of such required disclosure as soon as reasonably possible prior to such disclosure, (ii) use its commercially reasonable efforts at its expense to cause such disclosed Confidential Information to be treated by such governmental authority as trade secrets and as confidential.

7.4 Notwithstanding any other provisions of this Agreement, both parties expressly agree that all data of any form or media is subject to federal and state public data laws, including the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13, and both parties shall abide by all such statutory obligations.

8. TERM

8.1 The term of this Agreement shall commence on the date hereof and shall continue in full force and effect for twenty-four (24) months after the date hereof. This Agreement shall automatically renew for an additional three (3) terms of one (1) year each, unless either party notifies the other in writing at least thirty (30) days prior to each such automatic one-year renewal that the party does not wish to renew this Agreement.

8.2 Rights Upon Termination. Upon any expiration or termination of this Agreement, and unless otherwise expressly provided in an exhibit to this Agreement:

(a) Client's right to access or use the Granicus Solution, including Granicus Software, terminates and Granicus has no further obligation to provide any services;

(b) Client shall immediately return the Granicus Software and all copies thereof to Granicus, and within thirty (30) days of termination, Client shall deliver a written certification to Granicus certifying that it no longer has custody of any copies of the Granicus Software.

8.3 Obligations Upon Termination. Upon any termination of this Agreement,

(a) the parties shall remain responsible for any payments that have become due and owing up to the effective date of termination;

(b) the provisions of 2.1, 2.4, 3, 4, 5, 6.1, 6.2, 7, 8.3, and 10 of the agreement, and applicable provisions of the Exhibits intended to survive, shall survive termination of this Agreement and continue in full force and effect;

(c) pursuant to the Termination or Expiration Options Regarding Content, Granicus shall allow the Client limited access to the Client's Content, including, but not limited to, all video recordings, timestamps, indices, and cross-referenced documentation. The Client shall also have the option to order hard copies of the Content in the form of

compact discs or other equivalent format; and

(d) Granicus has the right to delete Content within sixty (60) days of the expiration or termination of this Agreement.

9. PATENT, COPYRIGHT AND TRADE SECRET INFRINGEMENT.

9.1 Granicus' Options. If the Granicus Software becomes, or in Granicus' opinion is likely to become, the subject of an infringement claim, Granicus may, at its option and sole discretion, (i) obtain for Client the right to continue to use the Granicus Software as provided in this Agreement; (ii) replace the Granicus Software with another software product that provides similar functionality; or (iii) if Granicus determines that neither of the foregoing options are reasonably available, Granicus may cease providing the applicable services or require that Client cease use of and destroy the Granicus Software. In that event, and provided that Client returns or destroys (and certify to such destruction of) all copies of the Granicus Software in Client's possession or control, if any, Granicus will refund all monthly managed service fees paid by Client under the current agreement applicable to the period after the time Granicus ceases to provide the applicable software services or requires the Client to cease use of and destroy the Granicus software.

10. INTERLOCAL AGREEMENT.

10.1 This contract may be extended for use by other municipalities, school districts and governmental agencies. Any such usage by other entities must be in accordance with the City Code, Charter and/or procurement rules and regulations of the respective governmental entity.

11. MISCELLANEOUS.

11.1 Amendment and Waiver. This Agreement may be amended, modified, waived or canceled only in writing signed by each of the parties hereto or, in the case of a waiver, by the party waiving compliance. Any failure by either party to strictly enforce any provision of this Agreement will not be a waiver of that provision or any further default.

11.2 Governing Law. The laws of the State of Minnesota shall govern the validity, construction, and performance of this Agreement, without regard to its conflict of law principles.

11.3 Construction and Severability. Wherever possible, each provision of this Agreement shall be interpreted so that it is valid under applicable law. If any provision of this Agreement is held illegal or unenforceable, that provision will be reformed only to the extent necessary to make the provision legal and enforceable; all remaining provisions continue in full force and effect.

11.4 Independent Contractors. The parties are independent contractors, and no other relationship is intended by this Agreement.

11.5 Force Majeure. Other than payment obligations, neither party is responsible for any delay or failure in performance if caused by any event outside the reasonable control of the party, including without limitation acts of God, government regulations, shortage of supplies, act of war, act of terrorism, earthquake, or electrical, internet or telecommunications outage.

11.6 Closed Captioning Services. Client and Granicus may agree that closed captioning or transcription services will be provided by a third party under this agreement. In such case, Client expressly understands that the third party is an independent contractor and not an agent or employee of Granicus. Granicus is not liable for acts performed by such independent third party.

This Agreement consists of this Service Agreement as well as the following exhibits, which are incorporated herein by reference as indicated:

- Exhibit A: Proposal
- Exhibit B: Support Information
- Exhibit C: Hardware Exhibit
- Exhibit D: Trademark Information
- Exhibit E: Termination or Expiration Options Regarding Content

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives,

GRANICUS, INC.

By: _____

Jason Fletcher

Its: Chief Executive Officer

Address:

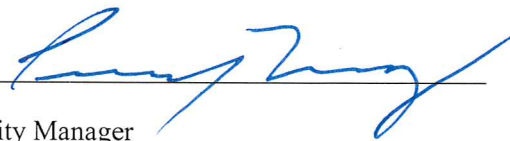
600 Harrison St, Suite 120

San Francisco, CA 94107

CITY OF ROSEVILLE



Mayor



City Manager