



Community Engagement Commission Agenda

Thursday, November 10, 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 October 13 meeting minutes**
- 5. Old Business**
- 6:40 p.m. a. Priority project updates
- 7:10 p.m. b. Update on I Am Roseville photo project
- 6. New Business**
- 7:20 p.m. a. Overview of Roseville U
- 7:50 p.m. b. 2017 Priority Project planning
- 8:20 p.m. c. Election of Vice Chair
- 8:25 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, October 13, 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; and Commissioners Amber Sattler, Erik Tomlinson, Peter Sparby, and Michelle Manke

Commissioners Absent: Vice Chair Theresa Gardella and Commissioner Chelsea Holub

Staff Present: Staff Liaison/City Manager Patrick Trudgeon and Senior Planner Bryan Lloyd

2. Approve Agenda

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

Ayes: 5

Nays: 0

Motion carried.

3. Public Comment on Items Not on Agenda

4. Approval of September 8, 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 tonight's agenda packet.

Commissioner Sattler moved, Commissioner Manke seconded, approval of September 8, 2016 meeting minutes as presented.

Ayes: 5

Nays: 0

Motion carried.

5. Old Business

- a. **PRIORITY PROJECT UPDATE: Assist in the formulation of the 2017 Comprehensive Plan Update Process**
(Commissioners Tomlinson & Sparby)

44 City Manager Trudgeon provided a bench handout showing information
45 already available on the city's website related to the comprehensive plan
46 update, *attached hereto and made a part hereof*. Mr. Trudgeon reviewed
47 the update provided in the Priority Project Update Memo and updated
48 checklist prepared by the CEC. Mr. Trudgeon invited the CEC to attend
49 the October 17, 2016 City Council interviews of the two firms as finalists
50 as a result of the Comprehensive Plan Request for Proposals (RFP); and
51 reviewed the remainder of the process after their initial screening, as well
52 as the continuing role of the CEC as the community engagement process
53 moves forward.

54
55 City Manager Trudgeon recognized Senior Planner Bryan Lloyd in
56 tonight's audience who will serve as Project Manager during the
57 comprehensive plan update process. Mr. Trudgeon reported that once the
58 firm is chosen and their proposals for community engagement, the City
59 Council will provide further direction for refining that process. Mr.
60 Trudgeon suggested part of that may involve bringing the consultant to the
61 CEC, Planning Commission and City Council for feedback, or perhaps by
62 having members from each of those bodies meet together with the
63 consultant. Mr. Trudgeon clarified that there would be opportunities for
64 community engagement throughout the process.

65
66 At the request of Commissioner Sparby, following the November 7, 2016
67 choice of consultants, Senior Planner Lloyd estimated how quickly the
68 process might ramp up and addressed potential strategies involved as part
69 of that engagement. Mr. Lloyd advised that the intent was for the
70 community engagement strategy to be defined with the consultant team,
71 City Council and Planning Commission as well as others on board before
72 the consultant's programmed efforts kick in, which he considered to be
73 step one. At that point, Mr. Lloyd suggested the schedule could be
74 ramped up after it was determined the city was ready to do so.

75
76 For the benefit of the CEC, Senior Planner Lloyd reported that the city's
77 website, comprehensive plan update section, offered links to the two final
78 proposals so they could see what each firm was proposing for their base
79 variety of engagement strategies and suggested timelines proposed for the
80 entire comprehensive plan effort. Mr. Lloyd clarified that served as their
81 core proposal and provides a general sense of the schedule, which would
82 begin once the program was in hand.

83
84 City Manager Trudgeon, with concurrence by Senior Planner Lloyd, noted
85 any public strategy probably wouldn't happen until January of 2017, with
86 the remaining months of 2016 used for initial compilation of information
87 to move the process forward.
88

89 Commissioner Tomlinson sought clarification if there would be flexibility
90 beyond the proposal, basically consisting of the firm’s engagement plan
91 but depending on specific needs of the city.
92

93 Senior Planner Lloyd concurred, advising that was part of the original RFP
94 criteria, to allow consultant team members to provide their initial input
95 and past best practices based on their expertise with community
96 engagement. Mr. Lloyd advised that was proposed for a start and then the
97 city could work with the consultant to refine that engagement with staff
98 and input from the City Council, Planning Commission, and CEC.
99

100 Based on the questions he had heard this week in the community and
101 brought up frequently to him, Commissioner Sparby opined it was
102 important in the process and would serve as a good next step for the CEC
103 to list frequently asked questions (FAQ) brought forward by the public.
104 Commissioner Sparby opined this would be a good way to condense some
105 of the more common questions into a manageable format for citizens,
106 some of whom may not be aware that there is information already on the
107 city’s website, while also allowing the information to be distilled as to
108 what was being talked about and the actual document itself for residents to
109 peruse. Commissioner Sparby suggested this could include a copy of the
110 CEC’s checklist as a jumping off point while work continued on the
111 engagement processes, and then after January of 2017 allow for new
112 engagement strategies, and if not already available, they could be
113 produced by the CEC.
114

115 City Manager Trudgeon referenced the website information provided as a
116 bench handout, and suggested growing on that information, not
117 specifically the CEC wordsmithing the information, but as the CEC heard
118 questions from the public, they alert staff to incorporate that into the
119 website information. Mr. Trudgeon noted examples of resident needs
120 versus traditional “planner talk.”
121

122 Commissioner Sparby suggested “Speak Up! Roseville” provided a more
123 informal versus traditional document, since he was hearing that many
124 found the comprehensive plan document and process being unmanageable
125 and foreign, possibly serving as an impediment to engagement. As a
126 CEC, Commissioner Sparby opined there was a need to make it more
127 accessible, suggested this could be a first step allowing for public input on
128 the document and process, especially over the next few months before the
129 process actually kicks off, with the CEC facilitating that engagement.
130

131 Senior Planner Lloyd advised that the Metropolitan Council website had a
132 community planning portion with basic and background information on
133 comprehensive planning and the who, what, why and when and where that

134 provided good information. Mr. Lloyd suggested that may serve the
135 purposes of the CEC for their part and provide a basis for them.

136
137 In terms of the checklist itself, Commissioner Sparby noted previous CEC
138 discussion about formalizing it on City letterhead.

139
140 City Manager Trudgeon duly noted that request, advising he would
141 follow-up. Mr. Trudgeon noted the staff report had already been
142 processed for the October 17, 2016 City Council meeting, but advised he
143 had wanted to get final approval by the CEC before providing it for the
144 City Council, and would present it as a bench handout at their meeting.

145
146 Commissioner Sparby opined it was important for the CEC to have a
147 representative present at that City Council meeting during interviews of
148 consultant firms; and offered to attend on behalf of the CEC during that
149 portion of the meeting dedicated to the comprehensive plan update; and
150 then report back to the CEC.

151
152 City Manager Trudgeon noted the meeting would also be available on
153 cable television and on the city website for later review for those unable to
154 attend or watch the interviews live.

155
156 **b. PRIORITY PROJECT UPDATE: Recommend ways to expand city**
157 **learning and engagement opportunities**
158 **(Commissioners Manke and Holub)**

159
160 In the absence of Commissioner Holub, Commissioner Manke reported on
161 the Open House and Roseville U aspects of this priority project.

162
163 Without too much information yet developed, Commissioner Manke
164 reported that the main issue was one of timing for an open house in the
165 near future, with election season and holidays fast approaching. If the
166 intent was to have an open house sooner rather than later, Commissioner
167 Manke opined that January of 2017 would be the earliest timeframe when
168 schedules have slowed down.

169
170 Commissioner Manke reiterated past discussions on keeping the first open
171 house small (e.g., four tables) perhaps with the Fire, Police, and Parks &
172 Recreation Departments represented, one for the City Council for a “meet
173 and greet” opportunity, and one table shared by advisory commissions
174 where they could start promoting applications for the new commissioner
175 cycle that would be forthcoming. Commissioner Manke suggested a
176 thematic open house, with this first one based on public safety, focusing
177 on emergency medical services or other things residents may potentially
178 experience during the winter timeframe, and police advice on how to drive

179 safely during the winter months, and park and recreation opportunities
180 during the winter months.

181
182 While open to other suggestions for content and context, Commissioner
183 Manke suggested having the open house located on the City Hall main
184 floor, with conference rooms reserved for use as applicable.

185
186 Prior to his tenure with the City of Roseville, City Manager Trudgeon
187 noted the city had held an open house on the City Hall campus, with all
188 buildings open to tours and an “all hands on deck” approach. Mr.
189 Trudgeon noted the popularity of residents and their families viewing the
190 various equipment used in the city. While January is a slower month, Mr.
191 Trudgeon questioned how an event may be attended due to really cold and
192 snowy weather, and how that might impact outside displays if applicable.
193 Mr. Trudgeon suggested an early spring date (e.g. March or April) may be
194 better, and scheduling it on a weekend when people are more free to
195 attend, and also allowing City Councilmembers to attend; with a possible
196 tie-in to Roseville U with min-sessions in the Council Chambers or larger
197 conference rooms, or to initiate questions/feedback on the comprehensive
198 plan update. Mr. Trudgeon noted comments of Councilmembers as to
199 their interest in an event similar to that held in the past, but recognized it
200 was a big production compared to the smaller focus suggested by
201 Commissioner Manke.

202
203 Commissioner Manke stated she could see holding two open houses
204 annually, one with a winter focus and one with a summer focus. However,
205 Commissioner Manke stated it was her recollection that the intent was to
206 hold the open house sooner rather than later; and if holding in January,
207 there may be liability issues with the slippery parking lot if the broader
208 campus was used versus only City Hall. If the event was pushed off,
209 Commissioner Manke noted it would definitely allow for more planning
210 all-around focus, and could serve as a kick-off for Roseville’s summer
211 celebrations the end of June.

212
213 Commissioner Manke suggested preparing recommendations to the City
214 Council for both options for two events to be held in the winter and
215 summer or one larger event held later in 2017.

216
217 At the request of Chair Becker, City Manager Trudgeon confirmed that the
218 former annual Home & Garden was held each February, usually
219 Presidents’ Day weekend at Fairview Community Center, involving
220 exhibitors and vendors, with classrooms for workshops.

221
222 At the request of Commissioner Sparby, City Manager Trudgeon provided
223 a brief synopsis of Roseville U, initiated about 7 -8 years ago and
224 providing outreach and education to residents about city operations. Mr.

225 Trudgeon advised that it had not been scheduled for 2016 due to declining
226 attendance in recent years even with the format changed several times to
227 encourage attendance and interest from the community. Mr. Trudgeon
228 noted the significant time commitment for staff in preparing, especially if
229 not well attended, whether a two-hour presentation followed by questions,
230 or shorter sessions and not requiring residents to sign up for all sessions,
231 only those of specific interest to them.

232
233 Chair Becker reported he had attended the eight-week program and found
234 it very interesting, noting the Public Works Department received rave
235 reviews, with the Police Department and Canine service of most interest to
236 him.

237
238 Commissioner Manke suggested something more elaborate involving the
239 entire city campus and providing aspects not typical of City Hall, similar
240 to the former Home & Garden Fair, and possibly allowing vendors,
241 making it an overall Roseville experience, not just specific to the City of
242 Roseville. Commissioner Manke suggested that might provide a larger
243 draw. Commissioner Manke suggested classes could also be a part of it,
244 using smaller rooms at City Hall as appropriate, or even moving the event
245 to the Skating Center if more room was needed.

246
247 Discussion ensued about past effort; logistics depending on attendance;
248 how best to reconfigure community involvement and interest; and how to
249 address challenges based on past events.

250
251 Chair Becker stated there seemed to be interest on the City Council to
252 have an open house in some format, and suggested breakout sessions
253 could be held for shorter periods (e.g. 30 minute overviews of each
254 department), and done more than once per day to facilitate those attending.

255
256 Commissioner Sparby suggested that it sounded like an achievable goal at
257 this point would be a new logistical plan and how best to present one or
258 two options to the City Council to see their interest in dedicating staff to
259 such an effort. Commissioner Sparby further suggested those options
260 should consider a cost benefit analysis for the City Council's
261 consideration.

262
263 Commissioner Sparby offered support for condensing sessions even
264 further to 15-20 minutes and possibly to be held over a few weeks to
265 decrease the burden on staff for preparation and also minimize impacts on
266 resources; and limit staff's involvement. Commissioner Sparby suggested
267 retaining Roseville U as a resource for residents; but suggested a more
268 achievable goal for the CEC may be to reformat it and present it to the
269 City Council for their decision, allowing them to perform their own cost
270 benefit analysis on it.

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City Manager Trudgeon referenced Item 2.c in the priority project list, to evaluate the scope of Roseville U.

Commissioner Manke encouraged Commissioner Sparby to join her and Commissioner Holub with this priority. Commissioner Manke mentioned an idea she brought forward at the last CEC meeting, a “Roseville Passport” allowing you to go through various components of an open house and mini-university, with stamps for each component and possible award at the end.

City Manager Trudgeon noted a similar idea, “Bingo” stickers for each vendor was used at the former Home & Garden Fair annually with a drawing that was used to encourage residents to visit with vendors at the event.

Commissioner Sparby suggested another component may be rebranding the event to re-ignite resident interest, such as a new title for the program to be used as an additional selling point; with rebranding and remarketing it as something similar but different.

City Manager Trudgeon suggested using the 2015 format in smaller sessions with specific topics that could differ annually, providing a multitude and wide variety but condensed and specific topics for sessions from each department.

From a community engagement standpoint, Commissioner Sparby suggested it would be a good gauge of what was working and what wasn't working based on attendance at seminars and areas of interest. Commissioner Sparby suggested that would be a selling point for the City Council's consideration as to whether time should be extended. However, for the first attempt, Commissioner Sparby suggested not devoting too much staff or City Council resources upfront, with attempts made to revive Roseville U and get it back on its feet again, based on City Council interest in doing so.

Commissioner Tomlinson suggested a good opportunity was with the comprehensive plan update process to see the areas of interest from residents and using that as an opportunity to learn from that and then gear up and craft other citizen engagement projects accordingly for citizens over the next year.

Commissioner Sattler suggested staggering sessions on different dates and times, allowing options for residents depending on their areas of interest.

316 City Manager Trudgeon suggested that the subcommittee provide topics
317 and ideas for the next CEC meeting. At that meeting, Mr. Trudgeon
318 advised he would provide information and statistics on past attendance and
319 past practices, all toward the effort of prompting conversation on
320 reformatting the events.

321
322 Chair Becker asked that input be options for an open house; and then to
323 have additional discussion on Roseville U, keeping them separate for now;
324 duly noted by Commissioner Manke.

325
326 Commissioner Sparby opined that a critical component for next month's
327 discussion should include a rundown of who presented at the last
328 Roseville U, by topic and presenter, and attendance, allowing the CEC to
329 put together parameters for content and a proposed schedule.

330
331 Chair Becker suggested that information be provided in a slide
332 presentation for presentation at the next CEC Meeting as opposed to too
333 much information in the packet to print out; as well as dividing the
334 information by department.

335
336 City Manager Trudgeon duly noted that request.

337
338 **c. PRIORITY PROJECT UPDATE: Form strategies for outreach to**
339 **under-represented groups**
340 **(Commissioners Gardella and Sattler)**

341
342 With the absence tonight of Commissioner Gardella, Commissioner stated
343 they had no update as they had been unable to get together.

344
345 Referencing Commissioner Holub's previous requests that these CEC
346 meetings be less formal, Commissioner Sattler suggested if it would be
347 productive for a semi-annual work session format to go more in-depth
348 with various priority projects and meet with partners to share ideas with
349 the full body. Commissioner Sattler noted the difficulty of their
350 subcommittee in meeting outside the CEC meeting.

351
352 Chair Becker offered to include that as an item on next month's agenda for
353 discussion.

354
355 At the request of Commissioner Manke, City Manager Trudgeon noted
356 that could create challenges if the intent was to break away in smaller
357 groups at a CEC regular meeting for open meeting and televising
358 purposes. At the further request of Commissioner Manke, Mr. Trudgeon
359 reviewed State Statute requirements for closed sessions for litigation and
360 property acquisition negotiations as the only options for the City Council.

361

362 Chair Becker noted a work session could still be televised if they were
363 targeted to specific topics (e.g. 2017 priority project planning).

364
365 Commissioner Manke suggested cutting back on some of the current
366 agenda items, with a certain time (e.g. 45 minutes) set aside at the
367 beginning of a meeting to talk about one subject matter.

368
369 Chair Becker noted that could be incorporated into the current plan; since
370 updates on these priority projects were intended to be topic-specific and
371 designed for the subcommittees to do the legwork and provide more
372 concise discussion items. Chair Becker noted that, to-date, some
373 subcommittees are providing that information and some not depending on
374 the topic and its timing.

375
376 Commissioner Sparby noted that Commissioner Gardella was going to
377 circulate her draft definition of “under-represented groups,” and reminded
378 Commissioners Gardella and Sattler to provide the CEC with that input as
379 a good starting point before the next meeting. Commissioner Sparby
380 suggested that would be beneficial for the CEC to present to the City
381 Council to hammer down that definition and something they could refer to
382 in their higher level discussions.

383
384 **d. PRIORITY PROJECT UPDATE: Advocate for select items from**
385 **2014 CEC recommended policies and strategies**

386 (Chair Becker)
387 Town Hall Meeting
388 City Manager Trudgeon noted the City Council seemed supportive and
389 open to a townhall meeting, but had yet to determine how/when to execute
390 it and a date. At this point in 2016, Mr. Trudgeon suggesting trying for
391 2017 , perhaps around the first of the year, but advised at this point, he
392 couldn't provide further specifics. Mr. Trudgeon offered to include that as
393 an additional item on future agenda issues for the City Council to consider
394 to bring up for discussion if they show interest in doing so.

395
396 Availability of Approved City Council / Advisory Commission Minutes
397 City Manager Trudgeon noted some of these items fall behind due to a
398 scheduling delays with monthly advisory commission meeting schedules,
399 as staff continues to work through the entire full text of meetings and
400 formatting for the website; as well as linking televised meetings. Mr.
401 Trudgeon advised that staff was considering creating a template to link all
402 City Council meetings, without the need to search out every single agenda,
403 but create a C-TV page, still in the experimental stage. Mr. Trudgeon
404 noted the need to find more efficient ways that avoid taking too much staff
405 time, even though those efforts are not always possible beyond simply
406 taking the necessary steps to accomplish the desired goal.

407

408 Chair Becker asked if emails recapping a City Council meeting were
409 available on the website; with City Manager Trudgeon advising he would
410 need to review that, as he only received paper copies of that recap.
411

412 At the request of Commissioner Tomlinson, City Manager Trudgeon
413 confirmed that the city used email service formatting for what is
414 embedded through forms or templates. Mr. Trudgeon further noted the
415 city purchased its web page form a vendor with templates, without an in-
416 house staff person developing formats; and allowing constant contact on
417 the website attempting a version that looks more professional versus a
418 canned template, and able to be populated with specific Roseville items.
419 However, Mr. Trudgeon noted staff was always open to make it look
420 better and be more useful.
421

422 In terms of making recorded meetings more readily available,
423 Commissioner Sparby noted he found the current format for videos
424 somewhat cumbersome on the city's website; and difficult to pull up and
425 navigate on his I-Pad. Specifically, Commissioner Sparby suggested
426 codes or times for a particular segment he was interested in viewing versus
427 having to watch the entire meeting, if that was possible with the C-TV
428 logistics. Commissioner Sparby suggested reviewing how videos were
429 streamed and if it could be done better, or transitioning them to You Tube
430 and embedded to C-TV. Since You Tube is the top of the line for ease of
431 use, Commissioner Sparby suggested the city may want to take advantage
432 of that at no additional cost to his knowledge. If that could make it more
433 accessible to the community, Commissioner Sparby suggested that City
434 Manager Trudgeon provide an update on those capabilities for the next
435 meeting.
436

437 City Manager Trudgeon reported that, at this point, the city didn't host any
438 of those videos, but relied on links to C-TV who handles the whole page.
439 Mr. Trudgeon noted there have been improvements made from previous
440 efforts, but there were still challenges, especially for I-Phones. Mr.
441 Trudgeon stated his hesitation with the city taking it over is creating more
442 work on the staff end, since this is a nice service already available to the
443 city, and recent updates made by C-TV to their web page to make it more
444 user-friendly.
445

446 While recognizing technology and city efforts had come a long way,
447 Commissioner Sparby reiterated the need for citizens to easily access and
448 get to the point in a meeting they want to view; keeping in mind the length
449 of some of those City Council meetings and how much more user-friendly
450 it would be if a citizen only had to navigate a portion of a meeting versus
451 the entire meeting. Commissioner Sparby suggested working with C-TV
452 to learn their capabilities, with benefit to the CEC in such involvement to
453 make recommendations to the City Council or others on future activities.

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Chair Becker suggested that City Manager Trudgeon reach out to C-TV to see if they can upgrade play time, and allow access to specific segments of interest to a viewer; with that request duly noted by Mr. Trudgeon.

Discussion ensued regarding City Council meeting format and agendas and timing; and ways to take steps to make their viewing more intuitive and helpful for people in finding specific information.

e. Update on “I Am Roseville” Photo Project
(Commissioners Sparby and Holub)

While having no specific update, Commissioner Sparby noted positive responses from the City Council at the last joint meeting in moving forward with the project, without any specific guidance as to who would lead that initiative and how to transition it off the CEC to other parties to carry it forward. Commissioner Sparby expressed interest in City Manager Trudgeon as to the possibility of staff involvement in the project going forward, and if so, what type of support the CEC could have in putting current ideas into action, or if that support would need to be developed from a volunteer perspective and then brought to staff once more developed. At this point, Commissioner Sparby opined the project needed to find direction and brought from an idea to reality logistically.

While hating to keep repeating “no,” City Manager Trudgeon advised that city communications department staff could assist to some extent, but not take the lead on the project, with volunteers still needed to work with businesses. Mr. Trudgeon noted past discussions about involvement of the Roseville Visitor’s Association (RVA) if they deemed it fit into their vision, and based on their involvement in past efforts such as this. However, Mr. Trudgeon reminded the CEC that the RVA’s hook is to promote tourism; and stated with the amount of work possibly involved in this project, he was not aware of who could take ownership beyond volunteers.

At this stage, Commissioner Sparby suggested that he and Commissioner Holub take the project under advisement to determine logistically how to move it forward. Commissioner Sparby recognized the support given by the City Council, but not yet able to identify who would push it forward and the feasibility of doing so. Commissioner Sparby expressed hope that his subcommittee could come to the next CEC meeting with a more substantive update.

Chair Becker noted discussions last month about potential other groups who may be willing to donate some time (e.g. Chambers of Commerce

499 and RVA), and encouraged the subcommittee to pursue those preliminary
500 conversations.

501
502 Discussion ensued the types of photos intended and their format (e.g.
503 static photos or a changing video presentation); their presentation; how
504 photos would be selected and presented and how often changed; and the
505 audience being sought.

506
507 Commissioner Sparby suggested Commissioner Manke become involved
508 in this project given her considerable interest and expertise.

509
510 Chair Becker suggested the fine points may come forward as other
511 stakeholders offer their support, and specific ideas come out; encouraging
512 the subcommittee's flexibility until those become more apparent.

513
514 Further discussion included teaming with the RVA and larger events to
515 interest them with tourism; funding for the RVA from the hotel tax and
516 promotions according to those revenue streams to promote economic
517 vitality according to their mission; aiming photos at events to attract
518 people to Roseville while showcasing the community for Roseville
519 residents at the same time; and defining the end goal of what this project
520 this trying to accomplish and how to reach the particular audience being
521 sought.

522
523 Commissioner Sattler noted the original purpose and focus of the project
524 was so Roseville residents could see themselves around the community
525 and have a tie in with Roseville businesses to build on community
526 engagement.

527
528 **f. Continue Temporary Family Health Care Dwellings Discussion**
529 Chair Becker referenced the memorandum (Attachment 5.f) from Senior
530 Planner Bryan Lloyd from the City's Community Development
531 Department, and welcomed Mr. Lloyd to tonight's meeting.

532
533 Senior Planner Lloyd referenced his memorandum, as well as the detailed
534 information provide to the CEC in their meeting materials last month, and
535 state legislation. Mr. Lloyd noted the majority of cities in Minnesota, like
536 Roseville, had opted out of the legislation, preferring to define these
537 temporary dwellings under their own city code requirements.

538
539 Mr. Lloyd advised that his purpose in attending tonight's CEC meeting
540 was to seek input from them since reviewing those materials as the city
541 considered an enhanced community engagement process to obtain citizen
542 feedback on this issue.

543

544 City Manager Trudgeon reviewed the typical process followed when
545 mending city code and for typical land use cases through a public
546 newspaper and mailed notice as applicable, public hearing before the
547 Planning Commission and then to the City Council. Even though this is a
548 citywide issue, Mr. Trudgeon noted this could fall into that same process,
549 and short of a mailed notice to all residents, the goal was to get
550 community feedback before this is acted on. Mr. Trudgeon opined it was
551 a challenge to find the people who might be interested or to determine
552 what that interest might be.

553
554 Commissioner Manke noted her immediate personal concern in fitting this
555 type of structure into most back yards in Roseville, particularly in her
556 neighborhood and how feasible something like that would actually be in
557 certain areas in Roseville with smaller lots; or even larger properties with
558 larger homes and not much yard space available.

559
560 City Manager Trudgeon noted they were considered temporary buildings,
561 and may be considered in a driveway under certain circumstances.

562
563 Senior Planner Lloyd noted their size in terms of a fifth wheel trailer or
564 camper versus a larger motor home; and agreed there may be many places
565 in Roseville where backyard access would be difficult. Mr. Lloyd noted
566 that was the core piece of state legislation to meet setback requirements,
567 including the front yard; that would have made such a temporary dwelling
568 impossible for many Roseville properties.

569
570 If this becomes a reality and is supported by the community, Senior
571 Planner Lloyd noted “temporary” could still involve some time depending
572 on if it was for an elderly couple or if it was the case of a long-term
573 disability for someone of any age who would have difficulty living in their
574 own homes, unless it was a short-term single-level space or until long-
575 term arrangements could be made with modifications to their home or they
576 were able to facilitate a move elsewhere. Mr. Lloyd noted this could also
577 involve a youth who sustained an illness or injury and was no longer able
578 to navigate their home or the equipment needed for their care in that
579 home; with this type of temporary dwelling brought to a site for a few
580 months during preparation of long-term care and issues involved.

581
582 If Roseville residents prove interested in accommodating such a temporary
583 dwelling, Senior Planner Lloyd advised that city staff could provide an
584 educational process of how best to do it, but noted the first step was to get
585 the conversation started about whether or not the community wanted the
586 option, creating a need for community engagement early on in the process.
587 Mr. Lloyd noted one such question was who staff try hardest to bring to
588 the table first.

589

590 Commissioner Sparby clarified that the issue is more how to effectively
591 engage people ahead of time versus whether or not it should be allowed so
592 as not to blindside someone by providing some semblance of discussion
593 prior to implementation. Commissioner Sparby reviewed available
594 communication items, and from his perspective suggested the best way to
595 engage lots of different citizens would be through a front page article in
596 the *Roseville Review*, and NextDoor.com. Commissioner Sparby opined
597 this would engage older residents through traditional means, while also
598 reaching younger residents online through that source. Commissioner
599 Sparby agreed that starting the was important; and opined that he could
600 guarantee almost no one had heard of this or knew what a temporary
601 family health care dwelling was. Commissioner Sparby suggested a
602 pro/con series in the newspaper could allow the conversation to get started
603 and introduce it to those most vested to inform them best. Commissioner
604 Sparby suggested a dual approach could also be used to hit people from all
605 different angles to get the word out, even though some may still be missed
606 when the issue comes up.

607
608 Chair Becker suggested alerting residents to who would be housed in the
609 units, for how long that could be and why to provide clarity to residents
610 living next door to these temporary units of their necessity and purpose.
611 Chair Becker stated it was difficult for him to determine how to reach the
612 appropriate stakeholders or how to target individuals who may need this
613 type of housing, since it could potentially involve anyone. Chair Becker
614 suggested piggybacking off local CHAT and Roseville
615 dementia/Alzheimer's groups; or other events going on in the Roseville
616 area related to caregivers and targeting skilled nursing facilities with
617 transitional care to seek their perspective. Other than using the city's web
618 page to publicize this discussion as widely as possible for neighbors who
619 may be living next door to a situation, Chair Becker stated he wasn't sure
620 how else to target the prospective audience.

621
622 Commissioner Sattler suggested determining who the main parties may be
623 that support this type of housing; and agreed with targeting those involved
624 in recent meetings at the library for their interest level. For those against,
625 Commissioner Sattler suggested real estate agents or those selling their
626 home over the next 6-12 months that might consider losing property value
627 if installed next door to them. Commissioner Sattler also suggested
628 surveys or "how to" educational pieces, along with mock debates on the
629 pro/con side, such as a caregiver perspective versus a real estate agent
630 perspective to address specific topics involved.

631
632 Senior Planner Lloyd noted a resource in real estate agents familiar with
633 those of general interest in selling their homes in the near future if not
634 now.

635

636 Chair Becker suggested targeting senior populated areas in Roseville, if
637 that demographic data was available.

638
639 Commissioner Tomlinson sought clarification as to the ultimate goal of
640 this community engagement: whether to get feedback, to inform all
641 citizens, to get an ordinance passed; or to drive ordinance language from
642 this feedback.

643
644 Senior Planner Lloyd clarified that the intent is to help people understand
645 the topic and type of dwelling involved; with the understanding if, as a
646 community, there was interest in facilitating this temporary housing
647 option, or if the preference was to continue using established facilities to
648 care for those needs as in the past and not facilitate temporary, on-site
649 dwellings at all. Depending on that community interest level, Mr. Lloyd
650 noted that would inform the mechanics of what regulations were needed.
651 Mr. Lloyd noted that, once the city had opted out of the state legislation, it
652 now had time to look and see if the community desired something similar
653 to or different than that legislation was intended to establish, allowing
654 more latitude in that decision-making.

655
656 Commissioner Tomlinson agreed that identifying the demographic was
657 difficult, since it could ultimately affect anyone.

658
659 Similarly, Commissioner Sparby agreed with the geographical difficulties
660 in determining where that population might pop up, since there was no
661 specific criteria that he was aware of as to how it may play out, since it
662 could happen anywhere and for any reason. Commissioner Sparby
663 suggested a good place to start would be to introduce the topic to all
664 residents, whether through the *Roseville Review* with a dedicated article by
665 way of introduction by city staff, to lay out what a temporary family
666 dwelling actually is and city rationale in opting out of the state legislation.
667 Commissioner Sparby opined this may spur some interest from the public
668 if they were aware that a discussion would be coming up at the City
669 Council. Commissioner Sparby also suggesting getting that information
670 out to the social media platforms, including starting a topic on “Speak Up!
671 Roseville,” since most people had yet to hear about this housing type.

672
673 Commissioner Tomlinson agreed that this would be a good topic for
674 “Speak Up! Roseville” and also serve to drive more traffic to that website;
675 and a possible link to a newspaper article to inform the discussion.

676
677 Commissioner Manke sought information on the cost of such a dwelling
678 unit (estimated by Mr. Lloyd of up to \$50,000 or also available on a
679 temporary rental basis that could be regularly services, and self-contained
680 for towing behind a truck, with self-contained water and wastewater tanks,
681 and developed in Minnesota for winter use in our climate, and then

682 removed when no longer needed). With these being so new to most
683 people, Commissioner Manke suggested having a model in a city parking
684 lot for a few weeks, allowing residents to visually inspect one to better
685 understand it this was a situation that could work for them if in such a
686 situation; or if they would accept it next door to their property.

687
688 City Manager suggested the possibility of displaying one as part of a
689 future City open house.

690
691 Senior Planner Lloyd thanked commissioners for providing their input,
692 stating he found it helpful to get their different ideas, especially the on-site
693 example; and internet and print media sources to provide a good variety of
694 ways to reach the broader audience and alert individual Roseville citizens.

695
696 Since there was no current proposal to move forward in any fashion and
697 this was simply introductory in nature, Commissioner Sparby suggested if
698 it was decided to move forward with this option, a more tailored process
699 could evolve, or if there was enough pressure one way or the other from
700 the public input received. At that time, Commissioner Sparby suggested
701 additional comments could be solicited on particular proposals.

702
703 **g. Speak Up! Roseville Review**
704 At the request of Chiai Becker, Commissioner Tomlinson provided an
705 update, as outlined in Attachment 5.g and specific to active discussions
706 and ideas currently on the “Speak Up! Roseville” website and its link on
707 the city website.

708
709 Commissioner Tomlinson noted the small icon on the city website, and
710 suggested if it was larger and more prominent, it may drive additional
711 traffic.

712
713 As discussion ensued, City Manager Trudgeon noted the city’s
714 communication staff rotated areas among those receiving the most
715 frequent hits and those less popular. However, Mr. Trudgeon advised that
716 staff had talked about moving “Speak Up! Roseville “ up on the list to see
717 if it helped, even though there was limited real estate on the website to do
718 so; as well as lots of competition for front page access.

719
720 Commissioner Tomlinson opined that if this site was intended as a
721 priority, it needed to be made one.

722
723 Commissioner Sparby agreed with the need to make this a priority and
724 accessible or it would never be used; as well as not utilizing the money
725 being spent on the site. When the list of recommendations was put
726 together, Commissioner Sparby noted this site had been the number one
727 priority.

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At a recent City Council meeting, Chair Becker reported that Communications Manager Garry Bowman had provided a presentation on the “Speak Up! Roseville” website and an update on registered users and topics to-date. Given the subsequent discussion by the City Council and the results, Chair Becker suggested his colleagues consider viewing that discussion; noting that in general there wasn’t a lot of support for this site anymore; and he anticipated once the first term of the contract is up, they would choose not to extend it unless there was a significant uptick in activity. In addition to the site not being used, Chair Becker noted other social media factors were utilized more and were easier to use. Chair Becker opined that, while this site may have a number of different functions that may provide for a more formatted discussion, in general the City Council thoughts at this point were not supportive. Therefore, if the CEC sought to salvage or improve on the site, there needed to be a sense of urgency and priority to accomplish that goal.

With that in mind, Commissioner Sattler asked if the CEC should still focus on improving the site or phase it how and incorporate it into a similar social media site.

Chair Becker suggested that was a good discussion to have; and while there was no City Council action at this point, they were pessimistic about the site.

City Manager Trudgeon reported the contract was up in the spring of 2017; with City Council action anticipated in January or February at which time he expected they would discontinue the site.

In response to questions of the CEC, City Manager Trudgeon advised that the first of the two-year contract cycle would come up next spring; and the city could exit the contract without any financial penalty. Mr. Trudgeon noted the pessimism of the City Council was in their questioning if this was the best use of staff time to solicit input, but suggested the CEC continue to ride it out and check back after the first of the year. For reference, Mr. Trudgeon advised that the discussion was held by the City Council at their September 19, 2016 meeting for those wishing to view the discussion.

Commissioner Manke opined that the CEC needed to see if making the site more visible increased its usage, noting leaving it buried wouldn’t serve to increase the usage.

Commissioner Tomlinson agreed with that good point; and asked if the CEC wanted to write it off now or see what could happen over the next few months by making it more visible and a higher priority, at which point

774 the City Council might change their minds if this tool is proven valuable
775 versus other social media forums.

776
777 Commissioner Sattler noted if people get excited about the site and
778 bookmark it, and then find it gone, it wouldn't serve a good purpose for
779 communication efforts either. Commissioner Sattler suggested refreshing
780 the topics to some more fitting with today versus those put up six months
781 ago during the summer.

782
783 City Manager Trudgeon duly noted the CEC's point and reported that staff
784 had held a discussion earlier today for a cue of potential topics for a
785 concentrated drive to measure any increased use in registered users and/or
786 topics.

787
788 Commissioner Manke suggested not only making it more visible on the
789 city website, but also calling attention to it in other communication
790 formats out there (e.g. city newsletter or local newspaper).

791
792 City Manager Trudgeon clarified that whatever topic is out there is also
793 added to the city's social media sits, as well as highlighting "Speak Up!
794 Roseville" in the *City News* newsletter when it was rolled out.

795
796 Commissioner Manke noted the delay in rolling out the site, opining that
797 delay may have diminished the kick-off the site truly deserved.

798
799 Chair Becker suggested advertising the site in the *Roseville Review* sooner
800 rather than later; and including current topics on line that hadn't been
801 promoted in the first news articles when the site was rolled out.

802
803 City Manager Trudgeon noted content was always sought for relevant
804 topics for city publications;; but noted there was no guarantee the
805 newspaper would publish articles submitted by the city.

806
807 While "Speak Up! Roseville" may not survive the current contract,
808 Commissioner Sparby opined that it was still important to look at the
809 city's communication methods and how Roseville residents were being
810 engaged. If this project dies, Commissioner Sparby suggested the City
811 Council may ask what worked, what didn't work and what to do going
812 forward. Therefore, Commissioner Sparby opined it was important that
813 the CEC have that thorough analysis available for them prior to them
814 asking for it. Commissioner Sparby noted there may be something similar
815 to the site (e.g. bulletin board functionality) that could be applied to the
816 city website allowing residents to post and for staff to communicate; with
817 the next iteration being of that nature. Commissioner Sparby opined that
818 the CEC definitely had a role in putting its input into this type of medium.

819

820 Commissioner Tomlinson noted the changes made over the last month on
821 the site as outlined in his attachment, as well as his review of other cities
822 using additional modules.

823
824 Chair Becker noted the idea with “Speak Up! Roseville” was to build a
825 base before moving on to other modules and then deciding how best to use
826 those additional options if the site gained sufficient traction. Chair Becker
827 opined the site was the victim of how people now use the Internet,
828 speaking from his personal use of his “favorites” versus broader searches.
829 Therefore, Chair Becker suggested perhaps the answer was to put more
830 energy into other social media sites versus a specific Roseville app.

831

832 **6. New Business**

833

834 **7. Chair, Committee and Staff Reports**

835

836 **a. Chair Report**

837 Chair Becker noted the most recent City Council discussion on
838 neighborhood associations, and their request that he be present for that
839 discussion in case of questions on the CEC and Task Force reports. Chair
840 Becker reported that the City Council went in the direction of
841 strengthening its block captains and clubs, and neighborhood watch
842 groups that are currently organized by the Police Department, with a way
843 for staff to document those groups. Chair Becker noted city staff’s
844 recommendation to the City Council that the documented groups could
845 serve if and when those groups chose to become more formalized into a
846 neighborhood association (e.g. by laws and an annual meeting).

847

848 As discussion ensued, City Manager Trudgeon concurred that the City
849 Council had stated their interest in continuing to explore block captains
850 and see if those groups may have interest in becoming neighborhood
851 associations. While those groups have yet to be approached, Mr.
852 Trudgeon noted the City Council’s interest in pursuing the CEC’s tool kit
853 idea for those neighbors interested in forming their own association; and
854 their appreciation for the resources provided by the CEC. Mr. Trudgeon
855 advised that city staff had been tasked with streamlining those tool kit
856 ideas into a one page document as a resource available from the city. Mr.
857 Trudgeon noted the City Council’s repeated mention of taking baby steps;
858 deferring consideration of annual mailings, possible funding, and a more
859 active presence for associations on the city website until an actual need of
860 level of interest arose.

861

862 City Manager Trudgeon reported that the direction from the City Council
863 was for city staff to hold internal discussions and at a future date report
864 back to them on what could or could not work; but that it no longer needed
865 to be on the CEC agenda.

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Chair Becker stated he had spoken with Commissioner Gardella prior to tonight's meeting; and she had formally resigned from the CEC at the end of November 2016. Therefore, Chair Becker advised that the November CEC agenda would include an item to elect a new Vice Chair to serve out her term as Vice Chair through March of 2017; at which time (April 2017) elections would be held for a new Chair and Vice Chair.

b. Staff Report

i. Upcoming Items on Future Council Agendas

City Manager Trudgeon advised that the City Council would be interviewing two comprehensive plan update firms and then selecting the firm in upcoming meetings.

City Manager Trudgeon reported on the wonderful turnout for Imagine Roseville, for the policing and race discussion held earlier this month; with 200 in attendance and providing great and positive energy for a tough topic. Mr. Trudgeon reviewed the format of the community meeting and take aways for upcoming meetings; with the meeting having been taped for later replay on C-TV, as well as social media. Mr. Trudgeon stated he found the discussion impactful and encouraging; and accomplishing the goals of what was being attempted as the community's demographics continue to change, and outreach and engagement efforts needed going forward. Mr. Trudgeon stated a follow-up discussion was tentatively scheduled in December of 2016, for this community-driven and city involved issue and efforts.

ii. Other Items

8. Commission Communications, Reports, and Announcements

9. Commissioner-Initiated Items for Future Meetings

- Vice Chair Election

Commissioner Sparby asked for specifics on the city's recent acquisition of a piece of property in SW Roseville on the corner of County Road B and Cleveland Avenue. Commissioner Sparby suggested this may be an area for community engagement since it appears undecided as to future use of the parcel.

City Manager Trudgeon clarified that the purchase was made for and had always been intended for park use. To that end, Mr. Trudgeon noted the Park & Recreation Department's robust engagement process for those in the immediate neighborhood and broader area to gain their input of what they'd like to see and what is needed. Mr. Trudgeon advised that after the first of the year, that typical

912 best practices engagement process would begin to get ideas, and then more
913 meetings as things progressed and based on public input. Mr. Trudgeon advised
914 that such a process was already hardwired into the city acquisition of park
915 properties.

916
917 City Manager Trudgeon reported on a similar acquisition and process in SE
918 Roseville for a pocket park in a high-density residential (HDR) area with
919 apartments and significant immigrant population but lacking community play and
920 meeting space at this time. Mr. Trudgeon noted the city didn't make decisions at
921 City Hal without community input through that robust engagement process.

922
923 Commissioner Sparby stated he saw CEC and Parks & Recreation Commission
924 cross-involvement when it came to engaging the community, and suggested the
925 CEC be kept abreast of that existing communication avenue being utilized by the
926 Parks & Recreation Department to receive that input as a bigger part of
927 community engagement and how they solicited feedback. Commissioner Sparby
928 suggested using their process as a learning tool for the CEC and identify what is
929 working and maybe things that could be improved upon.

930
931 City Manager Trudgeon advised that staff could report back on past practices used
932 to-date on what was found most successful, especially with the successes of the
933 Parks Master Plan process, with those decisions having involved considerable
934 engagement with Roseville residents being very passionate about their parks. Mr.
935 Trudgeon offered to research the department's typical engagement process; and
936 asked specifically what information he should provide (e.g. mechanics, successes,
937 and the intent of the information being requested).

938
939 For mechanics, Commissioner Sparby suggested knowing the subject matter and
940 then how mechanics were utilized from point a to point b; then using those as a
941 case study in terms of how we're doing community engagement to get from one
942 point to another. Since he just heard about the park acquisition, and this
943 engagement process used by the Parks & Recreation Department, Commission
944 Sparby opined it would be enlightening for the CEC and provide for a friendly
945 conversation between them and other advisory commissions and their engagement
946 processes.

947
948 Chair Becker suggested identifying how much was done by an advisory
949 commission and how much done by city staff.

950
951 To build on Commissioner Sparby's comment, and since the last CEC meeting,
952 Commissioner Tomlinson noted he had started a discussion on NextDoor.com in
953 his area of town about citizens who didn't feel engaged in a certain project and
954 how the city handled it. Commissioner Tomlinson noted they were very vocal
955 about it; and asked if there was a process in place or if it would be prudent to look
956 back at those particular situations. Specific to property acquisition (e.g. former
957 National Guard Armory), Commissioner Tomlinson noted there had certainly

958 been misunderstandings and miscommunication as to the purpose of the property;
959 and expressed curiosity if there had been any opportunity to get feedback from the
960 community; and if not, where did the city miss that opportunity and how could it
961 have played out differently.

962
963 City Manager Trudgeon noted that the misunderstandings came from a lot of
964 missing context, with the City Council making a decision and allowing for an
965 opportunity for residents to express their concerns. However, Mr. Trudgeon
966 noted sometimes people were unhappy with those decisions; and while a look
967 back is always possible, he stated he wasn't sure how productive it would prove
968 in this particular instance.

969
970 Commissioner Tomlinson stated he wasn't necessarily using this property as the
971 example, but if it provided an opportunity to look back, it could be helpful to see
972 what could have been done better or differently and be able to close that feedback
973 loop. Commissioner Tomlinson opined he thought there was a miss, but not
974 knowing the process involved, it predated his involvement, causing him to
975 suggest the look-back option.

976
977 Chair Becker suggested that as a 2017 priority project; rather than looking back
978 on past decisions, maybe to consider a process in place for community
979 engagement moving forward.

980
981 Discussion ensued about the private nature of NextDoor.com for citizens to hold
982 private conversations without city involvement, with City Manager Trudgeon
983 confirming that city staff didn't even see it with the site being deliberately
984 designed that way.

985
986 Commissioner Manke opined that was part of the communication breakdown if
987 conversations were out there that the city wasn't even aware of, how could the
988 city have an opportunity to review and define the problem.

989
990 Commissioner Tomlinson stated he had been unaware of that barrier to
991 NextDoor.com.

992
993 City Manager Trudgeon advised that the city could put things out there, but they
994 didn't see the conversations; reiterating that the site had been designed that way.

995
996 Chair Becker concurred, noting often posts on the site are neighborhood-specific
997 and not citywide, with some of those local issues becoming heated and personal.

998
999 Commissioner Tomlinson noted his observation in this case was that the property
1000 issue was a recurring theme stated by multiple citizens, and while not agreeing or
1001 disagreeing with the City Council decision, their issue was with the process itself.
1002 Commissioner Tomlinson stated that was the rationale for his comment in seeing
1003 a potential opportunity to learn from this. However, Commissioner Tomlinson

1004 recognized that NextDoor.com was apparently not as open as he had understood it
1005 to be.
1006 Commissioner Manke opined that was the purpose of implementing the “Speak
1007 Up! Roseville” website.
1008

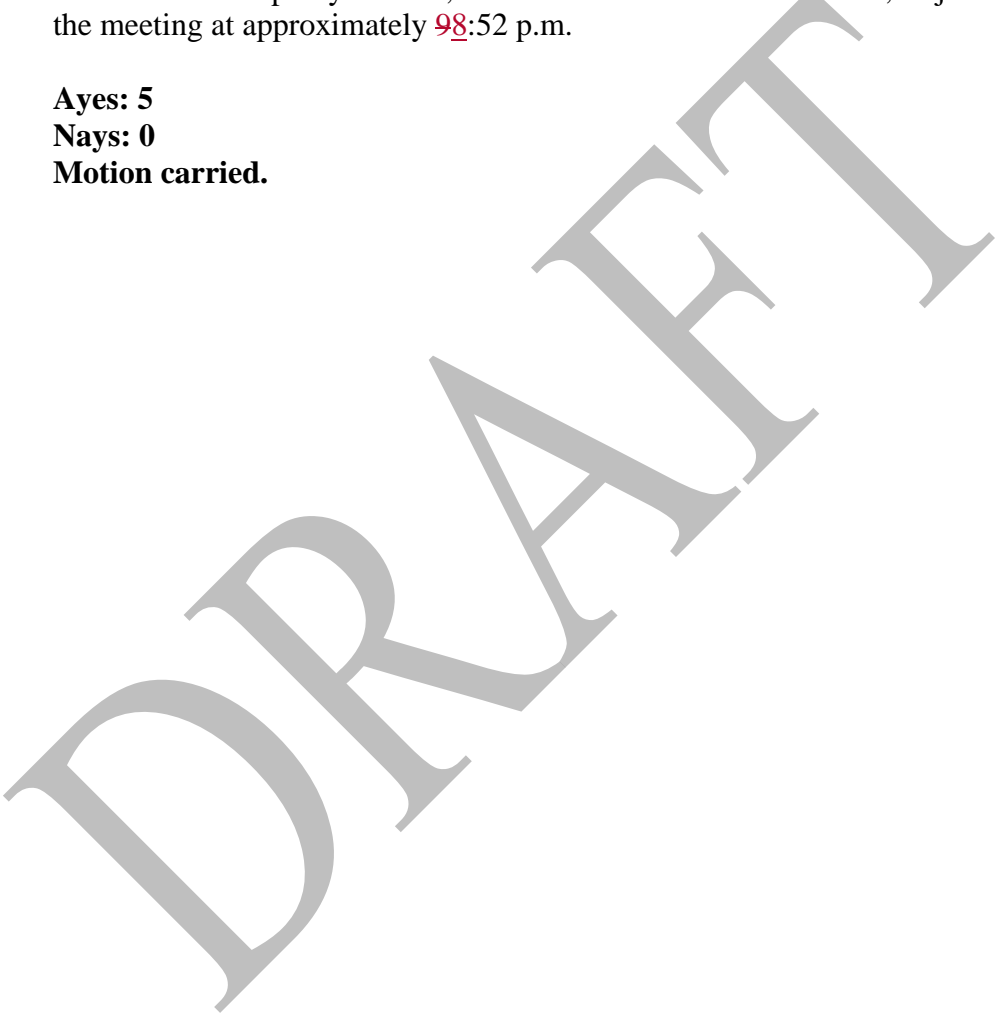
1009 **10. Recap of Commission Actions This Meeting**

1010 Chair Becker briefly highlighted actions and follow-up for tonight’s meeting.
1011

1012 **11. Adjournment**

1013 Commissioner Sparby moved, Commissioner Sattler seconded, adjournment of
1014 the meeting at approximately 9:52 p.m.
1015

1016 **Ayes: 5**
1017 **Nays: 0**
1018 **Motion carried.**
1019
1020





Memo

To: Community Engagement Commission
From: Patrick Trudgeon, City Manager and CEC Staff Liaison
Date: November 3, 2016
Re: CEC Priority Project Update for November 10, 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

November 2016 Update: City Council will select Comprehensive Plan Consultant on November 7. City received 18 completed surveys from residents regarding their preferred consultant. See attached material.

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

November 2016 Update: An outline of a proposed open house is attached.

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)

November 2106 Update:

CEC Working Definition of Underrepresented Populations: Those who are provided with insufficient information about events/topics of interest in the community (whether through lack of access to internet, decreased mobility, etc.) or who are inadequately represented within the community (are not members of the city council, are not active volunteers, are not in leadership positions within the community). This would include: immigrant communities, communities of color, aging population, renters, people with limited mobility/handicapped).

CEC Goal – Provide the city council with innovative ways to engage underrepresented communities of Roseville, to involve them in events, opportunities and issues that affect their lives in order to build a stronger community.

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

November 2016 Update: Volunteer Coordinator check-in completed and planned for in the future.

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.*

November 2016 Update: Working to schedule council town hall meeting

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

November 2016 Update: Pending council town hall 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.*

November 2016 Update: Pending 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.

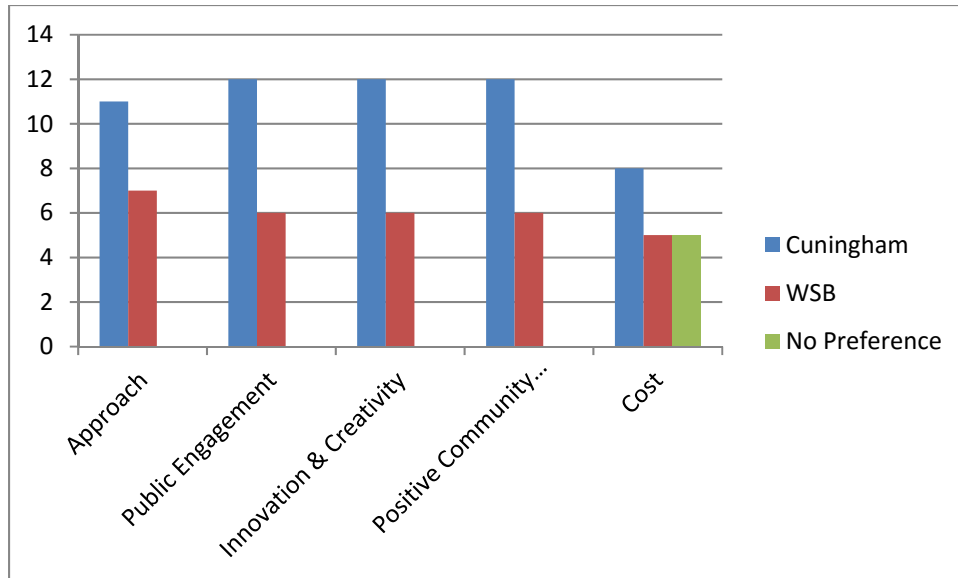
- *a) Publish approved city council and commission meeting minutes on the city website in a timely manner, such as within one (1) week of approval.*
 - *i) If public meeting minutes are not approved in a timely manner, such as within one month, publish draft minutes on its website until minutes are finalized.*
- *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*

November 2016 Update: Staff currently working on these items.

RCA Exhibit A

Comp Plan Consultant Survey Results

The survey was available both in paper format and online. Of the 18 responses received, 5 respondents used the paper form and 13 used the online form.



In addition to responding to the 5 specific questions, 10 respondents also offered comments

Comments from those who preferred WSB

- The Council should ask how the consultants will address community health as a consideration since Roseville will face a significant increase in its aging and culturally diverse populations. Community health involves senior housing/assisted living, increase utilization of police/first responders, social isolation of seniors and minority residents, and mental health concerns of youths and adults. Studies have shown 80% of a person's health is influenced by their living conditions, sense of community, access to healthy food, and educational opportunities. See MN Department of Health - Healthy Minnesota 2020.

Comments from those who preferred Cuningham

- Public input for the sake of public input is not a sufficient goal in and of itself. I would encourage thoughtful consideration of the desired result from a public encounter and whether the stated method is the most appropriate, respectful of the 'target' and worth the time and expense for the result anticipated.
- Cuningham presented a more forward looking and more creative approach. They seemed to be more excited about the whole range of issues to be covered. Their materials they used for the presentation were much more literate, attractive and well presented. I preferred their approach to civic engagement, and they appeared to have many more ideas and creative approaches than WSB. They have worked on many more and many more similar cities than WSB. The training and background of the Cuningham team members was much stronger. I strongly prefer Cuningham team and their approaches based on the presentation presented to the Council.

RCA Exhibit A

- Cuningham seems more cosmopolitan in their approach and would be better able to merge Roseville planning into the larger urban landscape. I like WSB and appreciated their planning approach for our Parks, but in the end a lot of it got lost in the implementation. Which one we choose depends on what we want our identity to be. Cuningham seems more experienced in the big picture while WSB has more experience in working with what Roseville is as a city today. Neither plan will work unless we have buy-in from our own elected officials, Commissions and staff. I would like to participate in this process whichever group is ultimately chosen.
- We liked emphasis on public private development and holistic economic development. Place making crucial to develop tourism district. Night life needed -- this plan could offer solution down the road.
- Project Cost: More but value is also there.
- Cuningham seemed all encompassing while WSB just focused on residents - which seems short sighted as Arden Hills is developing city/community of the future. Minneapolis is well on its way and we can't just focus on homes.
- Plan touched on residents and businesses. How do we blend parks and rec with shops and restaurants? How do we connect Roseville with make it [*sic*] MSP and let other communities know what is going on in our community and take what's unique in others that might work in Roseville. I took 1.5 pages of notes on Cuningham and less than half on WSB
- Overall Cuningham had the most comprehensive proposal that includes connecting parks to shops & restaurants. Better for business & economic development.
- I attended the meeting last night and of the two I found the Cuningham proposal to be the most inclusive plan for high quality redevelopment, placemaking, urban design and creating places that are destinations. I like how they talked about connecting park-public spaces together with shops and dining by knitting all visions together and steering public private investments into the strategic plan. I felt, listening to the WSB plan, that it was mainly focused on residents which has long been the focus of city government. I feel it's time to break out of the mold and create a plan that blends business with residents as whatever enhances the city as a destination for economic development also enhances quality of life for residents. In regards to cost, while you always get what you pay for, you can probably negotiate contract areas with Cuningham. I just really liked how they incorporated not only Roseville but MSP and what is going on all over the metro - what can we learn from others and what do they need to know about us?



Project Proposal - DRAFT

CITY OF ROSEVILLE OPEN HOUSE

Prepared for: Community Engagement Commission
Prepared by: Michelle Manke, Commissioner

November 2, 2016

Spring 2017

Saturday - All Day

City of Roseville MN - City Hall Campus

City Open House - Passport to Roseville

Experience the City of Roseville

Goals

High level statements that provide overall content for what the project is trying to achieve and should align to the City goals

- Establish strong networks between the Residents, City and Businesses.
- Identify ways to engage Residents, City and Business
- Raise the profile of City departments, staff, elected officers.
- Raise profile of businesses within Roseville or businesses outside of Roseville that benefit it's residents

Objective

Low level statements of specific, tangible and deliverables that the project will deliver

- Measurable achievements
- Time-bound (completion of various tasks to set up)
- Value (what does the project accomplish and or achieve)
- Recommend high-level outline of City wide open house

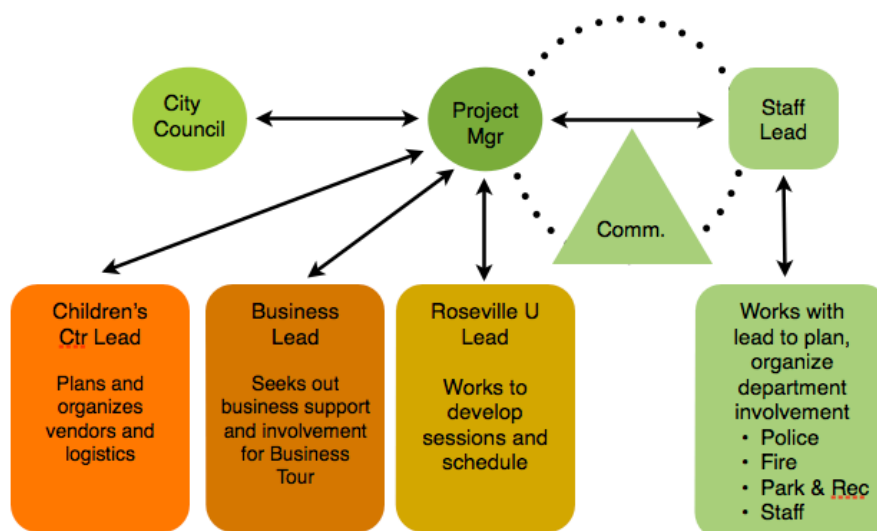
Risks

- Who takes lead.
- Weather
- Timing
- Staff involvement

Costs

- Promotion
- Printing
- Staff

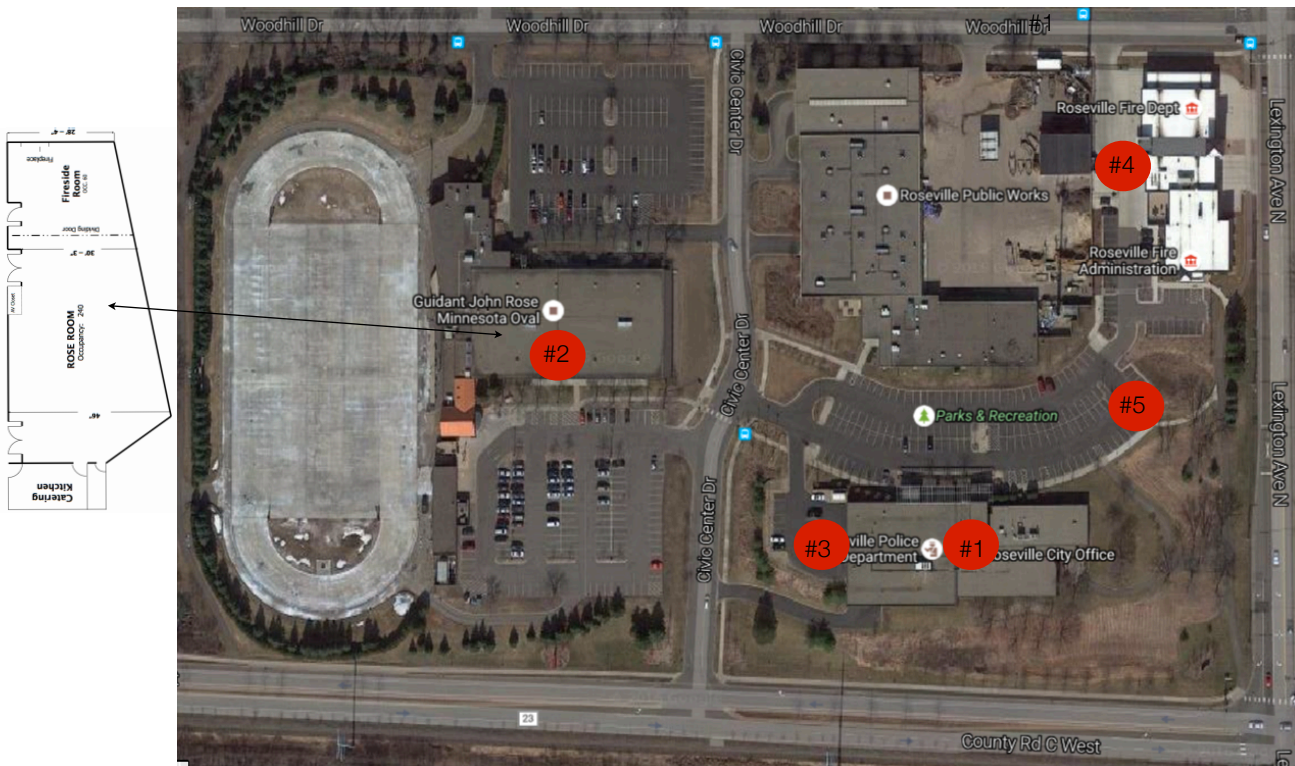
Team Structure



Attractions

- (1) City Hall Tours
 - Meet staff and City Officials
 - Comprehensive plan
 - Small group training sessions (Roseville U) in conference spaces
- (2) Roseville Oval Business Tour
 - Tables for Businesses in Roseville or beneficial to Roseville residents
 - Bike Shop could show kids how to fix and repair their bikes...
 - Roseville Historical Society
 - Harriet Alexander Nature Center
 - Muriel Sahlin Arboretum
 - Senior Area (business geared towards seniors and disabled needs)
 - Family Area (business and organizations geared towards family focused needs: i.e. schools, care, sports etc)
- (3) Police Department Tour
 - Meet a Police K9, Active Shooter training, home alone safety, how to organize block party training
- (4) Fire Department Tour
 - Put on FD gear, climb on fire truck, shoot water from hose - basic interaction with firefighters and other emergency service personnel
- (5) Children's Center
 - Inflatable Bouncers
 - Pace painting
 - Ace Hardware building station (i.e.: building bird houses)

Other ideas: Firefighter and Police department competition - who can eat the most.... agility competition.....
 (City of Plymouth does a Buffalo Wings Blazin' Wing Challenge. Fire Department remains undefeated.)





Project Proposal - DRAFT

Prepared for: Community Engagement Commission

Prepared by:

November 2, 2016

Building the Photo Project

Goals

High level statements that provide overall content for what the project is trying to achieve and should align to the City goals

- Build strong network of photographers who will photograph events, businesses etc on a ongoing basis
- Coordinate activities of photographers to cover events
- Raise the profile of Community engagement within the City of Roseville
- Build methodological model and include long term planning
- Define and build methodology of use and visibility of photographs

Objective

Low level statements of specific, tangible and deliverables that the project will deliver

- Measurable achievements
- Time-bound (completion of various tasks to set up and on a regular basis)
- Value (what does the project accomplish and or achieve)

Risks

- Photo Management
 - Who oversees project and determines which photos are used and which are not?
 - Is the Lead a staff person with a committee of volunteers
 - Is the project completely baed on volunteers?
- What are the legal issues of taking and displaying photos.
 - This would require someone to look into the Minnesota laws.

Costs

- Photo storage
- Printing
- Technology

Name Ideas

There are many different avenues for this project. Here are a few options for naming

- Taste of the City
- We are Roseville
- Highlights of Roseville
- Lens of the City

Display Options

- Online display (<http://nycphotoproject.com/>) or (<http://mimir.smugmug.com/2015/Taste-of-the-City/>)
- Kiosk



Memo

To: Community Engagement Commission

From: Patrick Trudgeon, City Manager

Date: November 3, 2016

Re: Roseville U

The Community Engagement Commission has asked that I bring forward some information about Roseville U for discussion and future consideration.

The first Roseville U sessions were held in 2008. For eight successive weeks, staff from City departments presented information to the Roseville U students. Some departments presented power points about their operations while others were able to give demonstrations of their work or tours of their facilities.

Roseville U sessions were held annually from 2008-2013 with about 20-30 students each year. Given the length of the commitment (8 weeks), staff did notice a drop in attendance for individual session as time moved forward. In total, over 200 residents have participated in Roseville U.

In 2015, staff decided to change the format by offering a greater variety of topics and allowed people to sign up for classes they were interested in instead of committing to all of the classes.

I have attached several documents regarding past Roseville U sessions that I will review at our meeting.

Roseville University

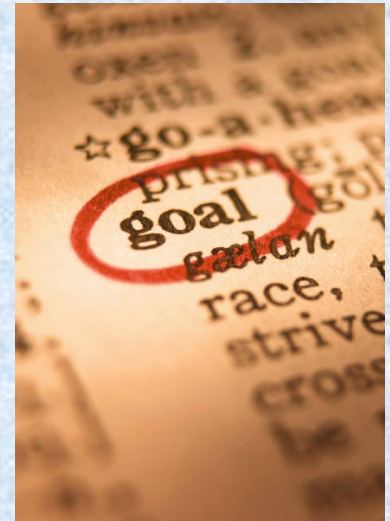


Roseville University

Imagine Roseville 2025

Goal – Civic Engagement

- Participation
- Information
- Outreach
- Education
- Make it personal!
- Make it fun!



Roseville University

It starts with Government 101

**Big picture – Roseville: Plan B form of Government
Mayor, City Council, City Manager**

Data practices, record retention, open meetings



Roseville University

- Administration
- Community Development
- Finance
- Fire
- Parks and Recreation
- Police
- Public Works



Roseville University

- ❑ The City's 2011 operating budget is \$39.2 million
- ❑ Total FTEs: 165
- ❑ 2011 budgeted personnel costs is \$16,031,000 or 40.8% of the total operating budget



Roseville University



Roseville University



Roseville University



Roseville University



Roseville University



Roseville University



Roseville University

Don't take our word for it!

- I have lived in Roseville most of my life. I found out how little I know of the day to day operations.
- Exceeded expectations
- Came away with a new regard for the City and the fine, competent employees
- Highly recommend to all residents who want to better understand how Roseville works
- Very thorough



Roseville University

How do you plan to use what you learned?

- Discuss with my friends and family. Already have at church.
- Try to be more understanding if there is a problem
- Participate more in Roseville events
- When people complain I can tell them the facts
- Things learned will come up in daily, casual conversations
- Get more involved with the City



Roseville University

2008 SCHEDULE OF CLASSES

Thursday, September 4, 2008 – Thursday, October 23, 2008

Class Times: 7:00 – 9:30 pm

	Scheduled Classes	Coordinator
Week 1 Sept 4 th	City Government Roseville City Council Chambers	Bill Malinen
Week 2 Sept 11 th	Parks & Recreation Roseville Skating Center	Lonnie Brokke
Week 3 Sept 18 th	Public Works Utility Maintenance Center *Treatment Plant Field Trip?	Duane Schwartz
Week 4 Sept 25 th	Roseville Police Department Roseville City Council Chambers	Carol Sletner
Week 5 Oct 2 nd	Roseville Fire Department Roseville City Council Chambers?	Rich Gasaway
Week 6 Oct 9 th	Community Development Roseville City Council Chambers	Patrick Trudgeon
Week 7 Oct 16 th	Finance/Budget Roseville City Council Chambers	Chris Miller
Week 8 Oct 23 th	Graduation & Evaluation Roseville City Council Chambers	Bill Malinen

Roseville University, Spring 2013

February 28 - City Government/Administration

March 14 - Finance

March 28 – Public Works

April 11 - Fire

April 25 – Police

May 9 – Parks and Recreation

May 23 – Community Development and Graduation

ROSEVILLE UNIVERSITY

2015

MAY



Administration Department

One Session

Session One | Thursday, May 7 | 6:30 p.m. - 8:30 p.m. | City Council Chambers at City Hall

Government 101 (first hour)

The nuts and bolts of city government. Find out how cities work and where your voice fits in with this intro to local government.

Civic and Community Engagement – How to Get Involved (second hour)

What does it take to make a city succeed? Its residents, of course. Find out why it is important to get involved and learn ways you can get engaged in the community.

Finance Department

Two Sessions

Session One | Thursday, May 21 | 6:00 p.m. - 7:00 p.m. | City Council Chambers at City Hall

Budget 101: Understanding Roseville's Budget

Money comes in; money goes out. Get an overview of Roseville's budget including the budget process and how spending priorities are set, review the 2015 Council-Adopted Budget, and learn how the budget impacts your property tax and water & sewer bill.

Session Two | Thursday, May 28 | 5:30 p.m. - 6:30 p.m. | City Council Chambers at City Hall

Property Tax 101: Understanding your City Property Tax Bill

Get the lowdown on your taxes. Join us for an overview of your property taxes: how property value is calculated, why your taxes increase or decrease, and how your city taxes are determined. Learn how Roseville's property taxes compare to other cities and why they can vary significantly from one city to the next.

May/June/July

Police Department

Four Sessions

Session One | Thursday, May 28 | 6:30 p.m. - 8:30 p.m. | Willow Room at City Hall

Identity Theft and Fraud (first hour)

Collectively identity theft is multimillion dollar business. Individually it costs a victim about \$1,500 and 175 hours to clean up their credit report. We'll share lots of information on what you can do to lower your chances of becoming a victim of identity theft.

Substance Abuse (second hour)

Misuse and abuse of prescription drugs and other substances can have a devastating effect on the person using the drugs, as well as on the family and society. Learn how a person illegally gets prescription medications, signs to look for abuse and what you can do to help.

Session Two | Thursday, June 4 | 6:30 p.m. - 8:30 p.m. | Willow Room at City Hall

K9 Teams On the Job

What makes our K9s so special? Meet two of our topnotch handlers and their K9 partners. They'll demonstrate the skills needed to get the job done and the bonds that K9 teams share. Participants will learn about the important skills the K9s bring to the Roseville Police Department.

Session Three | Sunday, June 7 | 6:30 p.m. - 8:30 p.m. | Willow Room at City Hall

Officer Use of Force

What goes into the decision-making process with the Use of Force? Use of Force Instructors will explain the training and thoughts behind each of their decisions. Participants will get hands-on experience Use of Force decision-making using an interactive video system that has been provided by the Columbia Heights Police Department.

Session Four | Tuesday, July 14 | 6:30 p.m. - 8:30 p.m. | Fire Station

Traffic Safety and Simulated Traffic Stops

What happens when you run a red light or push the speed limit? Get the facts on traffic stops. Officer Travis Steinberg and Officer Juan Toran will walk you through the ins and outs of a traffic stop and role play actual traffic stops.

Register at www.cityofroseville.com/RosevilleU or call 651-792-7023

Please register at least three (3) days in advance of each session.

2015

August/September



Parks & Recreation

One Session

Session One | Wednesday, August 19 | 6:00 p.m. - 8:00 p.m. | Lexington Park Building

We've Got the Greatest Parks in the Country

See for yourself on a tour of some of Roseville parks and facilities. We'll start the tour at the newly built Lexington Park building site and then we'll provide transportation to the Roseville Skating Center and learn about our geothermal refrigeration systems. After that we'll head over to Muriel Sahlin Arboretum grounds and visit several other facility and natural resource locations.

Fire Department

Four Sessions

Session One | Tuesday, September 22 | 6:00 p.m. - 7:30 p.m. | Fire Station

Home Fire Prevention for the Whole Family (Bring the Kids!)

We've designed a special evening with two classes: one for kids and one for adults. Kids will learn about fire prevention in a kid-friendly setting. Adults will get an in depth look at fire dangers and what you can do to keep safe including installing smoke detectors and CO detectors, how to use a fire extinguishers and other fire safety techniques.

Session Two | Wednesday, September 23 | 6:00 p.m. - 7:30 p.m. | Fire Station

Roseville Fire Department- Operations 101

Get a behind the scenes look at how the Roseville Fire Department works. Find out where the firefighters sleep, get a tour of the fire station, ride on a fire truck, and see what it feels like to use a fire hose. This is a must see, hands-on, firefighting experience.

Session Three | Thursday, September 24 | 6:00 p.m. - 7:30 p.m. | Fire Station

When Disaster Strikes

Whether a storm, fire, or disaster that takes you off the grid, you should be prepared for the worst, and hope for the best. We'll provide you with basic information to prepare your family before a disaster hits. Get basic training on how to properly use a fire extinguisher, search and rescue, shutting off electric, water and gas utilities, and basic first aid.

Session Four | Tuesday, September 29 | 6:00 p.m. - 7:30 p.m. | Fire Station

Fire 101

What are the leading causes of fire? What can you do to prevent a fire? What do you do if you have a fire? Lots of questions, and we've got the answer. Firefighters will provide useful information to help a fire victim to deal with insurance companies, salvage companies, and fire investigators. We'll provide insight to document your experience and what you need to do to get on the road to recovery.



October

Public Works Department

One Session

Session One | Thursday, October 8 | 6:30 p.m. - 8:30 p.m. | Chambers City Hall

Street Smarts - Pavement Management (first hour)

Bituminous, mill and overlay, asphalt – what are we talking about? Learn how the City maintains nearly 120 miles of streets. Get an overview of Roseville's pavement management strategies and learn everything from annual maintenance to full road reconstruction.

Sanitary Sewers (second hour)

You flush and it disappears, but do you ever wonder what really happens? Find out how Roseville maintains over 145 miles of sanitary sewer pipes with more 9,000 service laterals connected to that system. Learn about the issues the City faces in maintaining this infrastructure.

November

Community Development Department

Two Sessions

Session One | Thursday, November 5 | 6:30 p.m. - 8:30 p.m. | Willow Room at City Hall

Rental Licensing in Roseville (first hour)

With a population of 33,600, Roseville has nearly 5,000 rental units. What does that mean for our city? We'll take a photographic look at problems that can develop in a first-ring suburb if a city does not proactively manage its housing stock. Then we'll explain Roseville's Rental License Program and why it is necessary to keep our city strong.

Public Nuisance Code Enforcement/Neighborhood Enhancement Program (second hour)

What are the top complaints we get about code violations? Get an overview of the most common public nuisances and what that means to the community. Learn why most cities have a code enforcement program and find out how Roseville's Code Enforcement Program works. We'll provide photographic examples of problems that can develop if a city does not have a vigorous public-nuisance code enforcement program. Come also learn how you can maintain property appeal and property value with the Neighborhood Enhancement Program!

Session Two | Thursday, November 19 | 6:30 p.m. - 8:30 p.m. | Willow Room at City Hall

Planning, Zoning and Development: How, Why and Where in Roseville

Who decides what gets built and where it gets built in Roseville? The Comp Plan and the City Code spells it out... it's a little more complicated than that. Roseville's Planning and Zoning Division guides the city planning process. We'll explain all that's involved to meet our infrastructure, housing, economic development, recreation, environmental protection, transportation and other needs to remain a vibrant community. We'll provide an introduction into the planning, zoning, and development activities, and information on specific developments currently under review.

Register at www.cityofroseville.com/RosevilleU or call 651-792-7023

Please register at least three (3) days in advance of each session.

Pick and choose, attend as many classes as you are interested in* but registration is required, because space is limited. Most classes are designed for participants over age 18. *Special prize for those who attend more than half of the 15 sessions in 2015.

2013 Roseville University EVALUATIONS	
	Comments
Session 1	This was very informative and well structured. Can't think of anything at this time to help add to or take from what was done. Thanks to all members for your time.
Admin	Good overview. I have a bad back. 2 ½ hours is LONG for me.
	Require speakers to use microphones. Every non-microphone user loudly asks "Can you hear me?" but eventually wanders around and trails off to being barely audible. More group participation is better. Remind people of the binders, etc. Good luck.
	Great! Good to meet all City Council members (will Bob Willmus be part of the future?) I know he was introduced would be nice to hear him.
	Excellent program.
	Good and very informative. No complaints.
	I liked it but we needed some standup breaks. It did get a bit boring at times.
	I like meeting each member of the City Council. It was helpful to understand what each person is in charge of. Possibly try to use more "user friendly terms" (did a pretty good job of that though!) Thank you for this opportunity. As a person who has liked government from "a far", this allows me to get a better knowing and understanding of how Roseville operates.
	Enjoyed hearing from all the speakers. Learned a lot even though we have lived in Roseville for a long time (41 years.)
	Useful to have presentation to educate citizens. Should have been available 41 years ago.
	This session was really informative. I especially appreciated hearing about city structure and funding. I would have liked to hear more about Plan A and charter type cities.
	Good info – covered all appropriate level of detail. All speakers presented well. We do need a short break. Don't want to walk and individually miss something.
	Great job! The council members were well prepared and well spoken. I would have liked more information on electronic communication and how it relates to laws. The "Survey Says" slide looked cool and I wish it had been bigger in our packet. It was good to hear about all of the volunteer opportunities in the city. It was also good to hear council members backgrounds and stories.
	Very thorough presentation. It was good to meet the city officers. In general, I'd like to see more use made of Nextdoor as a way of disseminating small and large items of information. Could it be used to organize emergency preparedness on a neighborhood level?
	This is a wonderful program. I learned a lot from today's session. I'd appreciate to have a five minute break during the 2 ½ hour class. Thank you!
	All speakers covered material well. Great information. One suggestion: Use the mike unless you're sure your voice is strong. Could not hear the last female council member well.
	I appreciate the mayor and council members being in attendance and participating.

	I thought it was a very good overview of the layers of government and what constraints the elected and appointed officers work under. Perhaps explore something that was controversial – how it was resolved?
	Good information. Interesting and engaging.
	Great. It was a good opportunity to know how your work goes.
	Excellent! I learned a lot. Would like an index of where we go to get questions answered.
	Well paced presentation.
	Much more interesting than I anticipated. Looking forward to next week. Really enjoyed meeting council members and mayor. Please don't test me – I'm too old!
Session 2	My brain is full with lots of new knowledge – thanks – nice job!
Finance	Chris Miller covered a wide area in a great understandable manner. He is very knowledgeable. Worth the time!
	Too many personal or irrelevant questions from one participant tonight? Please think about how to control this in future sessions. Thanks! Good information. Chris, you do a good job of discussing complex issues in a clear and concise manner. Thank you.
Session 3	Good Information and clearly presented. Need to streamline information a bit to allow more time for the engineering division. Have seen Deb present at city council meetings so I am familiar with her very interesting work. Thanks!
Public Works	Nice presentation. Interesting use of subcontract. Great respect for assets and capital.
	Thank you for the tour! It was great seeing what “that building” (as referred to in my home) actually does. It was great to see that there was actually 3 different “departments” within this one department. Really no negative comments. Thanks!
	Excellent. Don't change a thing. You might want to consider using Nextdoor (see Carolyn Curti) if you have announcements involving repairs to specific neighborhoods or streets.
	Very informative and fun! Learned a lot! Thank you!
	Great!
	Great information and very knowledgeable staff! Thanks for your time and hard work.
	Tour was interesting, but it was very hard to hear. Please turn around to face the group and when walking to a new area. Please wait until everyone arrives before starting the discussion.
	Comprehensive! A good overview of what they do.
	Great session. All segments were very well done and presented.
	Very informative. I was pleased to view the new maintenance facility.
	The last 2 speakers were hard to hear. Hard to hear in the PW building also. Perhaps break the large group into 2 small groups. Talk about Roseville water safety for drinking.
Session 4	Nicely done and thanks for all your time! We appreciate you.
Fire	Good information – clearly and concisely presented. Thank you.
	Very well done by all staff members. My interest was peaked all the way through the presentation.

	Excellent. Since we did not get to go to the fire station due to weather and construction – can we do it later?
	Excellent – too bad we couldn't see the new station yet.
Session 5	Excellent! ☺
Police	Excellent!
	Best session yet!!
	Excellent – the best one yet.
	Very good and very informative presentations. Thank you!
	Great info – clearly and concisely presented. Corey- P.S. Breand was great as always ☺
Session 6	Did not hand out evaluations.
Parks &	
Recreation	
Session 7	Very informative.
Community	Good info – clearly and concisely presented.
Development	



Memo

To: Community Engagement Commission
From: Patrick Trudgeon, City Manager
Date: November 3, 2016
Re: Roseville Parks Public Engagement Plan

At the last meeting, Commissioner Sparby asked about the process that the Roseville Parks and Recreation Department will be using to solicit input on the development of land at the SE corner of County Road B and Cleveland into a park. I indicated that the Parks and Recreation Department undertakes extensive outreach for the development of a new park.

As part of the Park Renewal Project, the Parks and Recreation Department instituted an extensive outreach process to seek input, plan, and design, implement the development of park areas. The details of the engagement strategy is contained in Parks and Recreation Community Relations and Public Engagement Plan. For the development of the new park at County Road B/Cleveland Ave. staff will be using the collaborative approach of engaging the public to plan and design the park as described in the document.

I have included a copy of the department's Public Engagement Plan for the Commissioners information.

City of Roseville

Department of Parks and Recreation

Community Relations and Public Engagement Plan



Created in 2011/12
Reviewed and Updated - January 2014
Lonnie Brokke, Director

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Roseville Parks and Recreation Community Relations and Public Engagement Plan

Overview

The purpose of this Community Relations and Public Engagement Plan is to focus on community relations and public interaction in Roseville and specifically to facilitate ongoing community contact, connections, understanding, support and to foster the development and sustaining of relationships in a variety of ways.

This document outlines core strategies to be pursued when Roseville moves through a process of engaging residents and stakeholders to further understanding their desires and concerns for park and facility improvements, recreation program interests in the community and issues. While the specifics of each may vary depending on conditions and community/neighborhood's, this strategy suggests direction for general outreach and defines a prototypical approach used for individual efforts; whether a park improvement, facility need, a recreation program or isolated issues. This is an effort to establish and maintain regular connections with the community so that when there are projects or issues that arise, there is already a working relationship with one another. This plan works in conjunction with the City Communications Plan.

This plan relies on the directions of the System Master Plan and the City Communications Plan as guiding documents for parks and recreation system improvements and issues. Continuity with the Master Plan is critical, but the intent of the public engagement process is to better define those parks and recreation improvements that are framed in the Master Plan, or issues that have risen—not to ignore or change the core values and key directions of the plan, but to provide more clarity so the community can best be served.

As occurred during the Master Plan, the key strategy in the public engagement process is to allow the residents, participants and park stakeholders the opportunity to contribute their local knowledge and insights to the parks and recreation system. Meetings and/or connection opportunities will be orchestrated to present information but will allow significant time for residents and stakeholders to share their thoughts, concerns, and opinions. Interactions among residents and stakeholders will occur with individuals and in both small and large group formats.

While the focus on public engagement is residents and stakeholders, others with an interest in the city's parks and recreation might also be engaged, including watershed districts, the school district, Ramsey County (particularly for trails projects), and perhaps even neighboring communities. In addition, the engagement process should be extended to allow park advocacy groups and potential park benefactors the opportunity access to the process. For most of these groups, face-to-face meetings will be the best avenue for interactions. Where agendas and notice letters are provided in this document, they are more for public meetings, more focused agendas should be created for these face-to-face meetings.

Interaction with the public will assist in the effort to assess and create department policy.

Notification of meetings and other outreach methods

The city's ordinances relating to public notice of meetings should be followed, even though this is not a formal meeting of any board or commission. At a minimum, notices should be sent to properties within 500 feet (Per City Code Title 1 Administration Chapter 108) of a park specifically inviting residents to participate. The nature of some park issues or improvements and direction suggest that parks or issues may have a broader audience (that is, the park's constituency is not neighborhood-based), in which case the notification area may be larger. It is not the intention to set parks apart from the neighborhood in this process; when community-level issues or improvements are included, balance must be achieved and this is best achieved by drawing representation from all of that park's constituencies.

In addition to residents, some parks may have unique interest groups that will want to participate. Parks stakeholder or special interest groups, if known by city staff and if organized sufficiently to understand the group's composition, should also be invited to specific discussions. Some of these groups may not be directly connected; still, finding ways for them to become aware of and participate in the process is critical for the park and the system.

The city's typical methods of advertising to parks and recreation constituents (notices in Parks and Recreation catalog) might be sufficient for those already attached to the city's parks and participating in recreation programs. Notices on the city's website, cable television crawlers, inserts in utility bills, and other standard methods of "advertising" might also be pursued; notices should also be posted in each park informing users of meetings regarding the planning meetings.

Local media also play a role in building awareness of the projects and inviting people to participate. It seems that regular updates (every three months, perhaps) in the local paper might offer the chance to provide broad information about progress (impacts on the public use of parks resulting from construction and, eventually, completion of improvements at parks) and specific information related to meetings for each park. Thoughts for media might include a "park of the month," with photographs highlighting existing conditions, needs, and issues, and followed by photographs of completed improvements.

As improvements are contemplated, it might be useful to have a banner or a series of lawn signs (like campaign signs) placed at a park prior to the start of meetings and maybe during the entire period of construction. The city's planning staff should be contacted to make certain the banners or signs would not violate an ordinance (the ordinance controls sign materials, precludes the use of banners and mobile signs, and limits placement of temporary signs to 60 days). A variance to the ordinance could be pursued to allow signs of the types described to be used and placed at a park for more than 60 days.

Current technology might be pursued as a part of the public engagement process. Using QR codes, park users could use their smartphones to access information about the park and the entire renewal program.

With the start of construction, construction signs could be fabricated as part of the contract for construction with notices of the renewal program and anticipated completion date for the improvements at that park. Construction signs are commonly used, especially for public improvement projects.

Notification schedule			
<i>Notification type</i>	<i>Distribution</i>	<i>Schedule</i>	<i>Responsibility</i>
Resident and property owner notice letter	USPS	Sent 1-1/2 – 2 weeks prior to meeting	Staff
Inserts in utility bills and other city mailings	USPS	Aligned with utility bill schedule and other city mailings	Staff
City newsletter	City	Aligned with newsletter schedule	Staff
Parks and recreation catalog	City	Aligned with catalog schedule	Staff
Web notices	City website	Ongoing	Staff
Cable television crawler	Local access television	Ongoing	Staff
Local media articles		Ongoing	Staff
Banners and/or signs		Placed one month prior to meeting and remaining until start of construction	Staff
Construction sign		Placed by the contractor two weeks prior to start of construction	LHB to define parameters as a part of the contract for construction

Levels of engagement

The range of projects anticipated as part of Roseville Parks and Recreation suggests varying intensities of public engagement activities. In some cases, an informational meeting will suffice as a method of communicating essential information to neighbors and stakeholders, while in others—those where more dramatic changes might be contemplated—are occasions where multiple meetings will be desired or necessary. Examples include:

Engagement format	Inform	Consult	Collaborate
Engagement purpose	To provide the public with correct and timely information regarding a planned park improvement	To assess a park and evaluate potential changes during a series of meetings with both interactive and passive engagement activities during each meeting	To more fully and directly engage the public, especially neighbors and park users and user groups, in the planning and design of a park

Anticipated change in park	Reconstruction of a park component in the same or nearly the same location without a change in activity or intensity of use	Significant improvements in a park (more than replacement of park components in the same location)	Creation of new facilities with more broad influence on the use and intensity of the park; creation of a new park or park facility
Project types	Playground replacement, court replacement, field improvements, irrigation improvements	Any park with a new building; Oasis, Rosebrook, Sandcastle	Improvement projects with significant complexity and requiring public contributions during planning process; Southwest Roseville
General meeting description	One meeting, relatively short in length (60 to 90 minutes)	Three meetings, up to two hours per meeting, with two meetings during concept planning stage and one during final design	One meeting up to three hours to kick off the concept planning stage, followed by one or two meetings up to two hours each to conclude the concept planning stage, and one meeting during final design

“Inform” format: meetings with residents and stakeholders

Many improvements anticipated as part of the renewal program provide replacement or upgrades to park components without changes in location of the component or in the intensity of use. For these park improvements, providing information to the public and park stakeholders during a single meeting (along with other notifications via media, email, web notices, or other written communications) should suffice. This meeting might best occur in an open house format using the following agenda as a guide:

Open House Meeting Agenda

<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Open house review	Review of open house format, general information shared, and methods for offering input	5 minutes
3	Public review	Review of proposed improvements by public; comments may be received in writing or be provided directly to staff or consultants; staff and consultants available to answer individual questions from public	35 minutes
4	Overview presentation	Presentation of proposed improvements,	15 minutes

		including impacts to park use and schedule for improvements; questions most likely addressed individually during Item 5	
5	Public review	Review of proposed improvements by public; comments may be received in writing or be provided directly to staff or consultants; staff and consultants available to answer individual questions from public	25 minutes
10	Next steps	Update on upcoming actions and meetings	5 minutes
11	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
12	Adjourn		0 minutes
			90 minutes

“Consult” format: meetings with residents and stakeholders

The renewal program anticipates meetings with neighborhoods and stakeholder/interest groups for each park as improvements are planned. For each park where significant changes are anticipated, two meetings will occur during the concept/master planning stage to focus on gaining input and reaction to proposed improvements, while one meeting would occur prior to the start of construction to provide information on the schedule and impacts on park use. The general outline for meetings relating to each park would be as follows:

Meetings			
<i>Meeting</i>	<i>Focus</i>	<i>Presentation type</i>	<i>Facilitation</i>
1	Initial concept planning and input	Interactive workshop	Parks and Recreation Department staff and consultant
2	Review of proposed concept/master plan	Interactive workshop	Parks and Recreation Department staff and consultant
3	Construction schedule and impacts on park use	Open house	Parks and Recreation Department staff and consultant

Even though no park in the community is the same, meetings should generally following a similar format and agenda to ensure consistency in planning and implementation. Some parks might necessarily have a unique agenda due to circumstances related to that park; defining a park serving Southwest Roseville will require a different approach because a new park is being created and because the creation of that park not only aligns with the direction of the Parks and Recreation Master Plan it satisfies a goals of the city’s comprehensive plan.

Materials might be presented in PowerPoint to aid in projecting a large enough image of the plan and as a way of demonstrating process and schedule discussion items. Having display boards will allow meeting participants to more closely review drawings and other presentation materials at their own pace. As a strategy that anticipates meeting participants' needs, having a PowerPoint and hard copies should be pursued. The PowerPoint can be translated to a PDF file for posting on the city's website.

Similar to meetings conducted during the Master Plan, significant time will be directed to resident and stakeholder interactions. Meeting participants will be assembled in small groups (if enough people are present to allow reasonably sized groups). The following agenda might be used as the general prototype for most initial meetings during the concept/master planning stage of the renewal program:

Initial Concept/Master Plan Meeting Agenda (Meeting 1)			
<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Parks and Recreation Master Plan as guidance	Overview of core values and key directions articulated in the Master Plan	5 minutes
3	Park renewal program	Overview of the renewal program and improvement funding	5 minutes
4	Concept planning process	Description of the planning process, meetings during the planning process, other opportunities for input	5 minutes
5	Schedule	Schedule for planning and design; anticipated construction schedule; impacts to park use and programs	5 minutes
6	Park conditions	(small group discussion) Resident and stakeholder assessment of existing park conditions (comments on an aerial photograph of the park)	15 minutes
7	Existing concept plan review	(small group discussion) Review of alternative concept plans created during the Master Plan; resident and stakeholder comments provided on alternatives (notes directly on the plans) as a way of gauging reaction and receiving guidance in alignment with the Master Plan	30 minutes
8	Open discussion	(large group discussion) Reporting from groups on key messages	15 minutes
9	Questions	Questions from meeting participants	10 minutes
10	Next steps	Update on upcoming actions and meetings	
11	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
12	Adjourn		0 minutes

95 minutes

The concept/master planning meeting process will include a second meeting to allow residents and stakeholders the opportunity to react and further shape the concept prior to advancing the plan to the final design stage. The following agenda might be used for the second concept/master plan meeting:

Follow-up Concept/Master Plan Meeting Agenda (Meeting 2)

<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Meeting 1 summary	Presentation of findings from the initial meeting	10 minutes
3	Concept plan	Presentation of the concept plan proposed for the park, including identifying elements that will be defined during final design, staging of improvements and use of the park during construction, public safety measures to be employed	15 minutes
4	Concept plan assessment	(small group discussion) Review of proposed concept plan	20 minutes
5	Open discussion	(large group discussion) Reporting from groups on key messages	20 minutes
6	Questions	Questions from meeting participants	10 minutes
7	Next steps	Update on upcoming actions and meetings	
8	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
9	Adjourn		0 minutes
			95 minutes

While not a part of the concept/master planning process or the Lead Consultant responsibilities, the following agenda might be used during the final design stage during a meeting framed as an open house:

Final Meeting Agenda (Meeting 3)

<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Open house	Residents and stakeholders are allowed to view the plan and ask questions directly of parks and recreation staff and consultants; materials are set up in stations (existing conditions, proposed final plan, anticipated schedule, impacts on park use during construction)	20 minutes
2	Introduction	Introductions of parks and recreation staff,	4 minutes

		commission members present, consultants	
3	Master plan, renewal program, and concept plan process	Review of information leading to the final plan	5 minutes
4	Final design plan	Presentation of the final design	15 minutes
5	Anticipated schedule	Discussion of anticipated schedule for construction and impacts on public use of the park	5 minutes
6	Questions	Questions from meeting participants	10 minutes
7	Next steps	Update on upcoming actions and meetings	3 minutes
8	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
9	Open house	Residents and stakeholders are allowed to view the plan following the presentation and ask questions directly of parks and recreation staff and consultants	25 minutes
10	Adjourn		0 minutes
			90 minutes

“Collaborate” format: meetings with residents and stakeholders

For some projects, a more intensive engagement process may be needed. A good example of the need for collaboration might be the process of defining a park for Southwest Roseville, where not only is the design of a park a key part of the process, but a site needs to be defined. In these cases, the meetings might be the most interactive, allowing the public and stakeholders the opportunity to be more deeply engaged in sessions that might be longer than in other levels of engagement.

Meetings

<i>Meeting</i>	<i>Focus</i>	<i>Presentation type</i>	<i>Facilitation</i>
1	Initial concept planning and input	Interactive workshop	Parks and Recreation Department staff and consultant
2	Review of proposed concept/master plan	Interactive workshop	Parks and Recreation Department staff and consultant
3	Construction schedule and impacts on park use	Open house	Parks and Recreation Department staff and consultant

Invitation prototype

While staff may desire to personalize an invitation or be more deliberate about how the renewal program's "tag line" is used, the following is offered as a prototype for an invitation to a resident or park stakeholder for the park improvement meetings:

EXAMPLE OF COMMUNICATION TYPE

<<<insert date>>>

Dear <<<name>>>,

During 2013, the Roseville City Council approved a plan that would renew the city's Parks and Recreation system in parks across the city. This major investment in our Parks and Recreation system builds from a successful master planning process that took place in 2010. It also aligns with Imaging Roseville 2025, a citizen-developed vision of what the Roseville community will be as we move into the future.

With funding in place and a master plan to guide us, the Parks and Recreation Department is looking for guidance from residents and parks stakeholders as improvements are framed for the community's parks. We have scheduled meetings to consider improvements at <<<*insert park name*>>> for:

- <<<*insert time, date, and place for meeting 1*>>>
- <<<*insert time, date, and place for meeting 2*>>>

At the first meeting, Parks and Recreation staff and their consultants will present initial ideas for improvements in the park. You will be asked to help staff better understand any issues present at the park and to assess the viability of initial ideas. Using input from this meeting, our consultants will develop a concept plan that will be shared at the second meeting.

<<<insert park name>>> is a part of your neighborhood. We hope that you can take time out of your busy schedule to share your thoughts and ideas during both of these meetings. **Through this process we believe our community will become a more vibrant and attractive place to live and play.**

You can find more information about the Parks and Recreation Renewal Program on the city's website at <http://www.ci.roseville.mn.us/index.aspx?NID=2243>. On the city's home page, just click on the "Parks & Recreation Renewal Program" tab on the left side of the screen.

We look forward to seeing you at these meetings.

Sincerely,

<<<invitation from staff, Parks and Recreation Commission, mayor??>>>

A follow-up postcard might be sent two weeks in advance of the meeting as a reminder. Essentially the same information could be included:

EXAMPLE OF TYPE

We need your input!

The City of Roseville will be making significant improvements to its Parks and Recreation system over the next three years. <<<***insert park name***>>> is scheduled for improvements soon and the first step is sharing ideas for improvements. Please plan to attend meetings to discuss <<<insert park name>>> scheduled for:

- <<<***insert time, date, and place for meeting 1***>>>
- <<<***insert time, date, and place for meeting 2***>>>

You can find more information about our parks improvements by checking the city's website. On the home page, click on the "Parks & Recreation Program" tab on the left side of the screen.

Your voice is important! We hope you can attend!

The letter and the postcard are provided for general content direction only. The letter may be on city letterhead or a more customized sheet used for the renewal program. Staff may desire to add graphics or photographs to enliven the postcard.

Contacts with local boards, commissions and community groups

Through the process of implementing improvements, adjusting offerings, or dealing with issues; it will be useful to provide updates, collaborate, gather input and have conversations with the City Council, the Parks and Recreation Commission, local boards, commissions and community groups. In each case, discussions and updates will likely occur as a part of their own meeting agenda or a special meeting at their choosing.

Tasks list example

While not definitive or comprehensive, a tasks list may be established in the process of ensuring community relations and engagement activities are well-planned and coordinated to allow the best possible involvement of residents and stakeholders. Following is a format example:

Tasks

<i>Task</i>	<i>Responsibility</i>	<i>Schedule</i>
Prepare list of stakeholder or interest groups for each park		

