



# Community Engagement Commission Agenda

Thursday, December 8, 2016

6:30 p.m.

City Council Chambers

- |           |   |
|-----------|---|
| 6:30 p.m. | <b>1. Roll Call</b>   |
|           | <b>2. Approve Agenda</b>  |
|           | <b>3. Public Comment on Items Not on Agenda</b>                 |
|           | <b>4. Approval of November 10 meeting minutes</b>               |
|           | <b>5. Old Business</b>  |
| 6:40 p.m. | a. Priority project updates                                     |
|           | <b>6. New Business</b>  |
| 7:00 p.m. | a. 2017 Priority Project planning                               |
| 8:00 p.m. | <b>7. Chair, Committee, and Staff Reports</b>                   |
|           | a. Chair's report   |
|           | b. Staff report   |
|           | i. Upcoming items on future council agendas                     |
|           | ii. Other items   |
| 8:10 p.m. | <b>8. Commission Communications, Reports, and Announcements</b> |
|           | <b>9. Commissioner-Initiated Items for Future Meetings</b>      |
|           | <b>10. Recap of Commission Actions This Meeting</b>             |
| 8:20 p.m. | <b>11. Adjournment</b>  |

*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, November 10, 2016 - 6:30 p.m.

#### 1. Roll Call

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

**Commissioners Present:** Chair Scot Becker; Vice Chair Theresa Gardella; and Commissioners Amber Sattler, Chelsea Holub, Peter Sparby, and Michelle Manke

**Commissioners Absent:** Commissioner Erik Tomlinson

**Staff Present:** Staff Liaison/City Manager Patrick Trudgeon

#### 2. Approve Agenda

Commissioner Sparby asked to have included a new business item, "YouTube capabilities for city meetings;" with Chair Becker adding this to New Business as Item d.

Commissioner Sattler moved, Commissioner Gardella seconded, approval of the agenda as amended.

**Ayes: 6**

**Nays: 0**

**Motion carried.**

#### 3. Public Comment on Items Not on Agenda

#### 4. Approval of October 13, 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.*

#### 35 Corrections:

- **36 Page 6, Line 264 -(Sparby)**  
37 Typographical correction: Change "e" to "be"
- **38 Page 14, Line 599 (Sparby)**  
39 Typographical correction: Correct to read: "...Sparby agreed that starting the  
40 [discussion] was important; and..."

41 Commissioner Sparby moved, Commissioner Sattler seconded, approval of  
42 October 13, 2016 meeting minutes as presented.

45           **Ayes: 6**  
46           **Nays: 0**  
47           **Motion carried.**

48  
49       **5. Old Business**

50  
51       **a. PRIORITY PROJECT UPDATES:**  
52       **Assist in the formulation of the 2017 Comprehensive Plan Update**  
53       **Process-**(Commissioners Tomlinson & Sparby)

54       City Manager Trudgeon reported that the City Council had selected the  
55       firm WSB as the consultant for the general comprehensive plan update  
56       process, with contract negotiations underway by staff and the firm, and  
57       subsequent approval by the City Council in the near future. As noted in  
58       his memorandum dated November 3, 2016 (Attachment 5.a), Mr.  
59       Trudgeon noted the eighteen online completed surveys from residents  
60       regarding their preferred consultants (responses also attached). Once  
61       negotiations were completed, Mr. Trudgeon advised that calendar and  
62       community engagement options would be provided from staff for the CEC  
63       as an FYI addressing the consultant's recommendations for existing  
64       community events as well as traditional methods, anticipated at the  
65       December meeting.

66  
67       For additional context for the CEC, Commissioner Sparby reported that he  
68       took in the proceedings on October 24, 2016 when the City Council  
69       interviewed both teams, allowing for a two-week window for the survey  
70       responses, and the City Council's subsequent decision this last Monday.  
71       Commissioner Sparby expressed his disappointment with the limited  
72       discussion at the November 7<sup>th</sup> meeting, opining that he had expected a  
73       more robust discussion rather than just a numbers game for making the  
74       decision. Commissioner Sparby expressed further surprise with the  
75       limited packet materials, with little about community engagement, and the  
76       City Council simply asking that the cap be kept under \$175,000.  
77       Commissioner Sparby opined that it was hard to compare apples to apples  
78       at that point, with two different proposals and relative price points and  
79       variables for each firm. In response to the request for proposals (RFP),  
80       Commissioner Sparby stated he expected a more concise breakdown by  
81       each firm of how they intended to conduct community engagement.  
82       Therefore, Commissioner Sparby stated he thought it was important for  
83       the CEC to review that portion of the proposal to see what WSB's plans  
84       are; and for the CEC to put together its own plan of how they expect to  
85       engage the consultant and have the process put forward for and by the  
86       CEC.

87  
88       City Manager Trudgeon offered several corrections to Commissioner  
89       Sparby's interpretation of the selection of WSB and corrected the price  
90       points in accordance with the actual proposals of each firm. Mr. Trudgeon

91 further corrected that the City Council's decision was not specifically  
92 related to price points, with staff recommending the Cunningham Group,  
93 but with the City Council deciding that their proposal may have included  
94 more graphics and design elements, they felt the money was better spent  
95 on the technical aspects. Therefore, Mr. Trudgeon noted the City  
96 Council's motion did not include a not-to-exceed amount, but their  
97 expectation was that the total amount would be under \$175,000. Mr.  
98 Trudgeon reported that the City Council and WSB anticipated a more  
99 robust discussion on community engagement.

100  
101 Commissioner Gardella referenced the chart shown in Attachment 5..A.1  
102 in the packet materials and resident survey responses indicating their  
103 preference for Cunningham Group based on the minimal eighteen  
104 responses, questioning if the City Council's decision was based on other  
105 ideas they were looking for. Commissioner Gardella referenced the  
106 community engagement and technical aspects of the WSB proposal; and  
107 when first talking about this a year ago, the CEC was of the understanding  
108 that the City Council was looking at a technical update of the plan  
109 document versus starting from scratch.

110  
111 Chair Becker clarified that those issues would be the next touch points for  
112 future City Council discussions.

113  
114 Commissioner Sparby suggested the next step for the CEC and the  
115 subcommittee for this priority should be to set up specific steps for the  
116 consultant from the CEC's perspective that involved community  
117 engagement strategies. Referencing the intent provided in the Cunningham  
118 Group's proposal and engagement of the CEC, Commissioner Sparby  
119 opined that it was important for WSB to take that into account going  
120 forward.

121  
122 Given the questions on the online survey and inclusion of the survey in  
123 social media and other forms, Commissioner Holub expressed surprise  
124 that there had only been eighteen responses. Commissioner Holub asked  
125 if that had been a similar response for the city in the past.

126  
127 City Manager Trudgeon agreed that he'd found that a low response rate  
128 and had hoped for more. However, Mr. Trudgeon noted that this was not  
129 an unusual challenge often faced by the city in soliciting community  
130 input. Mr. Trudgeon advised that the opportunity could be made  
131 available, but people had to choose whether or not to plug in. That may be  
132 for a variety of reasons and relevance to them depending on a particular  
133 issue. Mr. Trudgeon reported this is not unique to the City of Roseville,  
134 but also realized by other communities. Mr. Trudgeon noted this was an  
135 attempt to start engaging residents in the comprehensive plan update; and  
136 while not able to determine who responded, he suspected that they may

137 have been those already connected to city government. Reiterating that it  
138 was a challenge, Mr. Trudgeon admitted he wasn't sure he had the answer,  
139 but had been hopeful there would have been more responses.  
140

141 While not knowing who responded, Commissioner Gardella questioned  
142 why, since all eighteen supported the Cunningham Group as the choice  
143 firm, the City Council had chosen WSB instead. Commissioner Gardella  
144 opined that this could be discouraging if residents see that, making them  
145 question if and how their vote counted. Commissioner Gardella suggested  
146 that the city articulate how and why the choice was made, though looping  
147 that decision back on social media or on the city's website.  
148

149 Commissioner Holub agreed with Commissioner Gardella's suggestions  
150

151 City Manager Trudgeon noted that the City Council's decision was not  
152 unanimous, and stated he wasn't sure if any thought had been given to  
153 articulating that beyond the City Council's discussion and individually  
154 stated positions.  
155

156 Chair Becker noted there was a section in the *City News* for recent City  
157 Council actions, and suggested that may be the place to expand on the  
158 decision-making and rationale, connecting the dots based on their key  
159 deciding factors.  
160

161 From his recollections, Commissioner Sparby stated he hadn't actually  
162 heard the City Council substantively discuss the survey responses, and if  
163 so only briefly; nor did he recall them articulating all the things they were  
164 weighing in their decision. From the community engagement perspective,  
165 Commissioner Sparby opined that it would be good to highlight those  
166 survey responses especially through the email announcement.  
167

168 Chair Becker clarified that he was referring to the City Council summary  
169 in the paper news, but also suggested it could be included in the City  
170 Council's email summaries that went out more frequently.  
171

172 Based on his personal experience, Commissioner Sparby stated that he  
173 only read the online City Update frequently, and opined that applied to  
174 other residents as well, providing critical updates, and well-read, and an  
175 appropriate place to promote any types of surveys through that method. In  
176 additional Commissioner Sparby suggested some YouTube functionality  
177 that could be plugged into and updated. Commissioner Sparby stated the  
178 more information made available to draw into those updates, the better.  
179

180 Based on community survey responses, Chair Becker noted that the *City*  
181 *News* newsletter appeared to be the most common way for residents to get

182                   updates. However, Chair Becker noted the sticky point was the long  
183                   production point between preparation and distribution.  
184

185                   City Manager Trudgeon noted that the City Council had talked about a  
186                   monthly publication, but staff time and the cost to do so had been seen as  
187                   prohibitive until deemed more of a priority.  
188

189                   Discussion ensued, lead by Chair Becker, on how the City Council  
190                   agendas and resulting information worked from a print and online process  
191                   and how unscheduled agenda items or issues often popped up that created  
192                   timing issues. However, Chair Becker suggested it may be worth  
193                   exploring how to get creative in the future, perhaps with a newsletter  
194                   insert that would require less lead time.  
195

196                   Commissioner Sparby suggested a future CEC agenda item that addressed  
197                   various avenues for community engagement from a city level (e.g. email,  
198                   print, Speak Up! Roseville) and creating a summary of those various  
199                   options along with incorporating lead time for each option, what it covers  
200                   and a basic rundown of what was required and what was done. From a  
201                   community engagement perspective, Commissioner Sparby suggested  
202                   identifying the avenues relied on and a comprehensive review for the  
203                   benefit of new commissioners with staff and the City Council referencing  
204                   that review in the future.  
205

206                   Chair Becker suggested adding that to the 2017 work list as a priority with  
207                   a broader communication effort given more thought at that time.  
208

209                   **Recommend ways to expand city learning and engagement  
210                   opportunities** (Commissioners Manke and Holub)

211                   Chair Becker noted the inclusion of Commissioner Manke's draft proposal  
212                   in the meeting packet materials (Attachment 5.A.2) detailing her initial  
213                   ideas and options for a city open house.  
214

215                   Commissioner Manke reviewed some items to consider such as: who takes  
216                   the lead, who would be the CEC's project manager to work with staff and  
217                   the City Council for information handouts, but then to take the lead with  
218                   different areas to map out attractions. Commissioner Manke also noted  
219                   the need to define the structure of the event, suggesting city staff serve as  
220                   the main contact or lead on the communications side; with perhaps  
221                   separate leads for each category (e.g. children, businesses, Roseville U  
222                   sessions, and city department and advisory commission involvement).  
223                   Commissioner Manke noted the timing of the event and how much staff  
224                   involvement was needed and their available time allotment would be  
225                   considerations as well.  
226

227 Discussion included whether the event was intended as one big event or  
228 split into two events annually, perhaps with one smaller and one larger;  
229 whether one in the winter and one in the summer would work best; how to  
230 plan for the first event and its timing or whether to start small and build on  
231 the event each year.

232  
233 Commissioner Holub asked how to move the ideas to fruition.  
234

235 City Manager Trudgeon noted there were a lot of great ideas brought  
236 forward by Commissioner Manke and the CEC, and suggested the first  
237 step would be for staff to consider the logistics of those ideas before  
238 moving forward any further. Mr. Trudgeon noted that the last Open  
239 House was held eight or nine years ago and the scope involved city staff  
240 organizing and running the event. Mr. Trudgeon suggested crafting the  
241 event with the goal in mind (e.g. showcasing the city and services it  
242 provided) whether one department or all departments and involving  
243 opportunities for all age groups accordingly, with staff supervision. Mr.  
244 Trudgeon noted the past success and interest for Police, Fire and Public  
245 Works Department equipment tours; and while staff was happy to give  
246 tours of the city campus and possibly City Hall, he liked the idea of  
247 smaller and shorter Roseville University classes and especially liked the  
248 idea of a mock City Council meeting. Mr. Trudgeon opined that the mock  
249 meeting format may engage residents better than class time, with many  
250 opportunities brought forward.

251  
252 City Manager Trudgeon expressed hesitation with involving the business  
253 community (e.g. highlighting Roseville businesses) in this particular  
254 format, opining it could prove a lot of work that may go beyond the scope  
255 of what was intended and what was trying to be accomplished. Mr.  
256 Trudgeon suggested focusing on the city versus the business community;  
257 allowing space to focus on Roseville businesses down the road. As an  
258 example, the now discontinued annual Home & Garden Fair took a  
259 tremendous amount of time and pre-planning to accomplish; and while  
260 well-received, the City Council determined that the considerable cost and  
261 staff time and resources involved no longer made sense at least on an  
262 annual basis. From that perspective, Mr. Trudgeon suggested such an  
263 event may not make sense on an annual basis, but perhaps every other year  
264 would garner more interest, but certainly could not be justified twice  
265 annually. Mr. Trudgeon noted this typically involved an “all hands on  
266 deck” staff involvement, on a weekend; and while staff recognized the  
267 importance of such events, it was a big undertaking and commitment on  
268 their part.

269  
270 City Manager Trudgeon spoke in support of the bulk of what  
271 Commissioner Manke listed in her ideas as a good foundation, opining  
272 that it hit the mark of what the City Council was anticipating as a

273 recommendation from the CEC, with the exception of the business  
274 community and logistics of coordinating that. Regarding the program  
275 management page outlined by Commissioner Manke, Mr. Trudgeon  
276 suggested he preliminary discuss the ideas with staff internally, noting  
277 staff had the expertise to take the lead and organize it, with involvement  
278 by the CEC. Mr. Trudgeon suggested involving advisory commissions  
279 across the board. Mr. Trudgeon noted this had been previously identified  
280 by the City Council as a priority for them; and congratulated the CEC for  
281 being right on track in providing a doable format; and even though it  
282 would be a lot of work, he opined it was important.  
283

284 Commissioner Manke confirmed that the “business lead” block should be  
285 eliminated from the proposed team structure diagram; with City Manager  
286 Trudgeon stating that this would be his recommendation, even though its  
287 merit could be considered down the road. However, Mr. Trudgeon noted  
288 that that other areas (e.g. Historical Society, Friends of the Park, etc.) were  
289 more affiliated with the city rather than the business community, and  
290 therefore should be involved.  
291

292 Chair Becker concurred with City Manager Trudgeon, further suggesting  
293 that separate volunteer organizations providing resources and support to  
294 the city could be showcased during this opportunity (e.g. Roseville  
295 Visitors Association, Youth Sports Associations, etc.) and other external  
296 organizations that may be applicable. Chair Becker suggested also keying  
297 non-profits or community services in the area into the event (e.g. NYFS).  
298

299 Commissioner Manke noted that was her original thinking with the  
300 Historical Society and Parks & Recreation emphasis already at other city  
301 events, and this would be yet another function for them. While not hurting  
302 to have these groups seen repeatedly, Commissioner Manke opined this  
303 could have been an opportunity for Roseville area businesses to be  
304 highlighted. Commissioner Manke noted her interest was focusing on  
305 businesses that catered to a specific segment of the Roseville population  
306 (e.g. senior citizens) for educational and outreach purposes to network and  
307 make connections. Commissioner Manke suggested that would  
308 necessitate using the OVAL for more space, and could focus on those  
309 businesses and equipment or assistance they offered for seniors.  
310 Commissioner Manke opined that this was the only way she could see  
311 them having an opportunity to showcase their services and products.  
312

313 At the request of Chair Becker, Commissioner Manke stated her intent  
314 was ideally to focus on Roseville businesses to allow residents to get to  
315 know what their own community had to offer and interact with each other.  
316

317 Commissioner Gardella opined that she didn’t find tables offering  
318 pamphlets and written material as effective as offering interactive

319 opportunities (e.g. bike clinic, build a bird house) as a way to be part of  
320 the community and could include food trucks with local restaurants that all  
321 would serve to encourage family participation.

322  
323 Commissioner Manke questioned how businesses not offering such  
324 services could interact or how everyone could connect and immerse  
325 themselves in the community.

326  
327 City Manager Trudgeon suggested that focus may be more of a healthcare  
328 related opportunity or business expo; but would be beyond the scope of  
329 what this initial open house was intended from his recollection of what the  
330 City Council was seeking.

331  
332 With the annual Home & Garden Fair no longer offered, Commissioner  
333 Manke opined that this could bring a little of that back into the picture  
334 again, and allow businesses within a certain criteria to be available to  
335 show their products and/or services that could help Roseville residents  
336 (e.g. medical, school, preschool, etc.).

337  
338 City Manager Trudgeon noted that one of the reasons the Home & Garden  
339 Fair went away was that it was too costly financially and in staff resources  
340 for the small attendance each year. Mr. Trudgeon reported that there were  
341 businesses participation and they were seeking leads, but advised that the  
342 management process for the one-day event took a minimum of six months  
343 in staff time to coordinate and organize. Mr. Trudgeon stated his  
344 understanding of Commissioner Manke's proposal to involve Roseville  
345 area businesses was something entirely different, and noted that caused his  
346 hesitation in involving the business component. While agreeing to the  
347 validity of that idea, Mr. Trudgeon opined it was too broad to include in  
348 this open house format and concept. Mr. Trudgeon further advised that  
349 the Economic Development Authority has and is continuing to pursue  
350 business outreach under separate consideration. While focusing on those  
351 businesses, such as through a separate business expo, Mr. Trudgeon  
352 opined would be part of a larger event, but reiterated his recommendation  
353 to keep this first open house city-centered. If successful the first time, Mr.  
354 Trudgeon noted a different theme or other ideas prompted from feedback  
355 heard could then be pursued. Mr. Trudgeon noted his concern with  
356 attempting to make the first event too big to manage well.

357  
358 Commissioner Manke noted Chair Becker's suggestions of a few other  
359 organizations that could fit; but questioned if and how numerous  
360 organizations could be accommodated in the limited space at City Hall.  
361 Commissioner Manke noted that was her recommendation for holding the  
362 open house at the OVAL as well; but questioned what could be used to  
363 entice residents to gravitate from City Hall to the OVAL or from one  
364 building to another.

365

366 Chair Becker reiterated that he saw this first open house focusing on city  
367 resources and then building from that foundation. Chair Becker stated that  
368 he would hate to see an attempt for this opportunity to become too  
369 commercial like the Minnesota State Fair versus the intent for it to build  
370 community and interaction with each other.

371

372 Discussion ensued regarding the format of the open house and reasonable  
373 ideas to pursue; estimated space needed; different visions needing  
374 clarification for all parties including the City Council, city staff, the CEC,  
375 and the community at large.

376

377 City Manager Trudgeon suggested he take Commissioner Manke's draft  
378 open house concept to city staff for an internal discussion among  
379 Department Heads as a springboard to gather their feedback before  
380 moving forward as a recommendation to the City Council at this point.

381

382 Chair Becker concurred with that process utilizing the good ideas put  
383 together by Commissioner Manke.

384

385 Commissioner Holub asked how the subcommittee and the CEC could  
386 help city staff at this stage of the game.

387

388 City Manager Trudgeon said he would need to think about that and how to  
389 plug those groups to the process when the point was reached for planning.  
390 Mr. Trudgeon suggested the subcommittee might be a good resource to  
391 talk with staff about logistics. Mr. Trudgeon noted that it was obvious a  
392 good number of volunteers would be required to facilitate an open house.  
393 Excluding the business component, Mr. Trudgeon opined that the structure  
394 as laid out by Commissioner Manke was spot on; and would only require  
395 working out the details, picking a date, actual events, classes, tours, and  
396 other logistical issues.

397

398 City Manager Trudgeon asked for time to talk with city staff, using this  
399 draft setup as a springboard, and then return to the CEC with that  
400 feedback.

401

#### **Form strategies for outreach to under-represented groups**

(Commissioners Gardella and Sattler)

404

405 Commissioner Sattler referenced the November update in Attachment 5.a,  
406 with the main focus of the group being a definition of "under-represented  
407 populations." Commissioner Sattler advised that Commissioner  
408 Gardella's initial definition had been expanded as noted:

409

*“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*

410

411                   *community (are not members of the City Council, are not active*  
412                   *volunteers, are not in leadership positions within the community). This*  
413                   *would include: immigrant communities, communities of color, aging*  
414                   *population, renters, or people with limited mobility/handicapped).*"

415  
416                   While liking the first part of the draft definition, Commissioner Holub  
417                   responded that it was missing the need for a context in any given initiative.  
418                   Instead of trying to add specific groups, Commissioner Holub suggested it  
419                   would be more useful for specific demographics chosen or given.  
420                   Commissioner Holub stated her concern was in not getting lost of bogged  
421                   down in who was or was not being left out.

422  
423                   Commissioner Sattler agreed, noting it was not an exhaustive list, but  
424                   definitely depended on context.

425  
426                   Chair Becker suggested "...related to a specific issue, event or community  
427                   differentiating between those who are provided information or those  
428                   inadequately represented." Chair Becker opined that the beginning part  
429                   attempted to provide context, but suggested a better word be found than  
430                   "context," and should relate to a particular event or issue, or area needed  
431                   for outreach.

432  
433                   Given a program initiative or effort, intent or goal, Commissioner Gardella  
434                   suggested the definition of "under-represented" could include anyone  
435                   provided with insufficient information or inadequately represented in the  
436                   community. However, Commissioner Gardella questioned the intent of  
437                   the meaning of "members of the City Council or leadership positions" and  
438                   if that was intended to mean anyone outside that group would be  
439                   considered "under-represented." Commissioner Gardella opined that this  
440                   demographic could be identified by numbers, positions, or places in the  
441                   community.

442  
443                   Commissioner Sparby illustrated for CEC purposes several suggestions,  
444                   including identifying who was not being identified, suggesting striking  
445                   "...not members of the City Council," and leave that open to  
446                   interpretation. In context, for example, Commissioner Sparby asked if  
447                   someone is an active volunteer, are they fully represented. However,  
448                   Commissioner Sparby opined that it was important to include on the list  
449                   those examples used, but suggested adding language that this included  
450                   those mentioned, "but not limited to" should be included to make sure it  
451                   was understood that this was a non-exhaustive list.

452  
453                   Chair Becker noted that may be true, but depended on the context.

454

- 455                   Commissioner Sparby suggested adding language after the definition such  
456                   as, "This definition subject to change relative to the particular issue  
457                   qualifying what was being put forward.
- 458
- 459                   Commissioner Sattler suggested striking out the language in the  
460                   parentheses (e.g. City Council or community leaders).
- 461
- 462                   Discussion ensued attempting to wordsmith language of the definition;  
463                   with no clear consensus forthcoming among CEC commissioners; but all  
464                   in agreement that the examples provided in the draft definition did not, nor  
465                   should not, indicate it was an exhaustive list.
- 466
- 467                   Commissioners Gardella and Holub noted there were so many different  
468                   ways to be active in the community outside civic engagement (e.g. school  
469                   district).
- 470
- 471                   City Manager Trudgeon sought clarification as to whether this definition  
472                   was intended to focus on civic or city activities or, as noted by  
473                   Commissioners Gardella and Holub, was the involvement considering  
474                   other community activities such as sport or arts activities in the  
475                   community. When talking about under-represented groups, Mr. Trudgeon  
476                   asked if the focus was on city representation at City Council meetings,  
477                   advisory commissions, open houses, community events; or if a broader  
478                   context was intended. Mr. Trudgeon noted there were some things that  
479                   could be controlled within the city's perspective, but not everything.
- 480
- 481                   Commissioner Holub stated she didn't understand the purpose of the  
482                   definition; opining that it seemed to her that there were so many different  
483                   things it could apply to, and questioned whether a definition was needed  
484                   since it could be different for each project, issue, or event.
- 485
- 486                   Commissioner Manke clarified that the original intent of the CEC was to  
487                   determine how to reach out to those under-represented groups. From her  
488                   perspective, Commissioner Manke stated she saw outreach as coming  
489                   from the city to whatever group is considered under-represented for a  
490                   particular issue or event to ensure communication reaches them.  
491                   Commissioner Manke suggested creating a list of different groups and  
492                   what communication tools would reach them best using various scenarios  
493                   (e.g. event, issue, etc.) that could change accordingly.
- 494
- 495                   Commissioner Sattler sought to clarify Commissioner Manke's suggestion  
496                   would be to skip the definition and focus more on the methods of  
497                   outreach; with confirmation by Commissioner Manke for that effort. For  
498                   example, Commissioner Manke suggested that if there were language  
499                   barriers, perhaps a tool would include someone to translate for that  
500                   particular under-represented group. Commissioner Sattler noted that had

501                   been the end goal for the subcommittee, but they kept coming back to the  
502                   need for a definition of “under-represented groups.”  
503

504                   Chair Becker suggested that identification of who was trying to be reached  
505                   and then how to perform that outreach with a given “context” but  
506                   depending on a specific project, with the definition of “under-represented”  
507                   applying to context as well in determining the population that needed to be  
508                   reached and for what purpose. Chair Becker opined that was important,  
509                   because often the city missed the mark in not receiving enough  
510                   participation or community feedback, or lacking more input from a  
511                   particular group. However, Chair Becker further opined that the key was  
512                   how to identify who was missing from that feedback, therefore the need  
513                   for context, and then having a matrix of examples in those particular  
514                   situations.  
515

516                   Commissioner Holub suggested that it may be more useful for the CEC to  
517                   spend its time on strategies for the City Council to identify who is under-  
518                   represented in any given effort versus focusing on the broader definition,  
519                   since it typically ends up being a case by case basis.  
520

521                   At the request of Commissioner Manke, Commissioner Holub clarified  
522                   that a step before creating a scenario for outreach efforts to under-  
523                   represented groups, as mentioned by Chair Becker, would be to more  
524                   accurately identify that desired representation.  
525

526                   Chair Becker noted his intent was not to have a definition for the sake of  
527                   definition, but reminded commissioners that the City Council was asking  
528                   the CEC for tools and strategies, not project-specific, but simply a  
529                   framework to guide the City Council.  
530

531                   Commissioner Gardella concurred with Chair Becker based on previous  
532                   conversations with the City Council that the goal was to get people’s input  
533                   on a project. Rather than essentially the same people showing up for the  
534                   same events, Commissioner Gardella opined that the need was to find a  
535                   way to diversify the pool of participants and those needing to feel more  
536                   involved in their community. Commissioner Gardella noted it wasn’t  
537                   difficult to figure out who was missing from the table; and opined that it  
538                   was up to the CEC to figure out – with context – the different groups,  
539                   times and tools needed to encourage and facilitate that participation.  
540                   Commissioner Gardella stated that it wasn’t necessary to identify the  
541                   under-represented population by definition but more important to seek to  
542                   involve everyone about a particular project and develop different  
543                   communication strategies based on a project and the interest groups, in  
544                   other words including everyone.  
545  
546

547                   Commissioner Sparby opined that he felt the term was thrown around a  
548                   lot, both by the City Council and CEC; and suggested the CEC should take  
549                   time to figure out what was intended. While agreeing that Commissioner  
550                   Sattler's attempt as a first step to pin down this difficult definition  
551                   initially, Commissioner Sparby opined that it remained vague.  
552                   Commissioner Sparby suggested a good first step was to define the term  
553                   and then when talking to the City Council and others, move forward to  
554                   refine the term as interpreted Roseville-specific and within a certain  
555                   context, issue or project by defining which group is under-represented in  
556                   that particular situation. As pointed out by City Manager Trudgeon,  
557                   under-represented may mean different things to different people  
558                   depending on who represents you. While it may be difficult to pin down  
559                   the definition, Commissioner Sparby opined that the CEC could at least  
560                   make an attempt to define in order to move forward with this particular  
561                   priority objective.

562  
563                   Commissioner Gardella suggested that the definition could involve those  
564                   groups listed in the draft definition, with the goal to make sure everyone is  
565                   involved in all activities and participates in the city; or to say everyone  
566                   (e.g. an open house event) and specify who should be involved that would  
567                   then make it about the event and who we wanted to attend versus specific  
568                   groups not represented well throughout the city. Commissioner Gardella  
569                   agreed that an under-represented group could be everyone or anyone,  
570                   depending on the event or project; but the goal remained who you wanted  
571                   to participate, making that outreach different in each situation.  
572                   Commissioner Gardella clarified that she wasn't arguing that it should be  
573                   everybody, but if so the approach needed to be changed so as not to say  
574                   "everybody" and rather state people who are or are not represented in  
575                   Roseville and state that clearly that the goal is to get information to people  
576                   regardless of who they are.

577  
578                   Commissioner Holub noted the struggle among individual commissioners,  
579                   but admitted Commissioner Gardella's clarification was helpful and stated  
580                   that she hated to lose specificity for some in the community that needed to  
581                   be brought to the table. Therefore, Commissioner Holub opined that she  
582                   felt there was a need to define who the Roseville community was and the  
583                   constant need to defend that with specificity, perhaps later in the draft  
584                   definition. Commissioner Holub stated she wasn't comfortable with the  
585                   draft as currently presented.

586  
587                   Commissioner Sparby suggested a solution may be to create a vague  
588                   definition as it relates to those with insufficient information or resources  
589                   relative to a topic without getting into specifically pointing out groups or  
590                   without calling attention to specific groups, but with a more general  
591                   definition based on context or an event and then moving forward to look at  
592                   specific instances based on the particular context to determine who it is. If

593                   this first step was presented by the CEC to the City Council,  
594                   Commissioner Sparby opined that it would at least show them that the  
595                   CEC had thought about it.

596  
597                   Chair Becker stated he thought the definition was getting close, and once  
598                   the context was included in the draft, it would help. Chair Becker did  
599                   suggest that the last sentence of the draft definition be removed  
600                   completely.  
601

602                   Consensus of the CEC was to do so.  
603

604                   Commissioner Holub suggested a follow-up for the subcommittee would  
605                   be an addendum or supplement to the initial definition.  
606

607                   Chair Becker clarified that the City Council repeatedly asked the CEC to  
608                   develop and provide them with tool sets for community engagement and  
609                   identify populations that were under-represented and specific tools for  
610                   them. Therefore, Chair Becker suggested as the general idea and  
611                   necessary first step for development by the CEC of a matrix of groups and  
612                   applicable tools.  
613

614                   Commissioner Sattler asked about including something in the definition  
615                   about not being represented to or on the City Council, noting the City  
616                   Council had stated bluntly that certain populations are not represented on  
617                   the City Council. Commissioner Sattler asked if that language should be  
618                   included or if there was a more inclusive way to get to that point.  
619

620                   City Manager Trudgeon noted that Commissioner Sattler seemed to be  
621                   indicating that city leadership should be more reflective of what Roseville  
622                   looks like demographically; with concurrence by Commissioner Sattler.  
623

624                   Chair Becker suggested that was what he was intending with the notion of  
625                   the context (e.g. city officials and whether they represented how the  
626                   community looked, and if not which groups are typically under-  
627                   represented). Chair Becker suggested a general definition, and then  
628                   providing examples in various contexts (e.g. city officials, advisory  
629                   commissioners, or other leadership) and to reflect that on applications.  
630

631                   Discussion ensued about the definition, with various renditions suggested;  
632                   consideration of a caveat stating that the definition is subject to change  
633                   with an issue or venue.  
634

635                   Commissioner Gardella reiterated that if the goal was for Roseville  
636                   leadership and participation to reflect Roseville's demographics, those  
637                   groups not participating could be considered under-represented.  
638                   Commissioner Gardella stated she would make the case that discussion

639 should continue as to how and why they were not participating and  
640 questioned why those groups wouldn't be identified within that context.  
641

642 Chair Becker suggesting adding the notion of context and applications and  
643 think about that further.  
644

645 After further discussion, Commissioner Sattler offered to make edits as  
646 discussed tonight and send the revised draft to City Manager Trudgeon to  
647 disseminate to the CEC for consideration prior to next month's CEC  
648 meeting and discussion.  
649

650 b. **Update on “I Am Roseville” Photo Project** (Commissioners Sparby and  
651 Holub)

652 Commissioner Manke referenced Attachment 5.B and her initial outline  
653 for “Building the Photo Project.” While not fully understanding the goals  
654 for the project, Commissioner Manke stated she had put down thoughts  
655 and past discussions and considering who the intended photographer(s)  
656 would be. Commissioner Manke suggested tapping into photographers in  
657 the community for their ideas, but defining what was intended for the  
658 photos.  
659

660 Commissioner Holub suggested she and Commissioners Manke and  
661 Sparby meet to further address this as a subcommittee prior to moving  
662 forward with the full CEC. Commissioner Holub also suggested that her  
663 colleagues watch the City Council video for their initial reaction to this  
664 project.  
665

666 In terms of an update for tonight's CEC meeting, Commissioner Sparby  
667 agreed that the subcommittee should meet and look at the feasibility of  
668 moving forward with resources and a timeline, and planning items still  
669 needing to be fleshed out in much greater detail. Commissioner Sparby  
670 suggested this fell in line with 2017 commission goals; and agreed there  
671 was no substantive update other than for the subcommittee to meet to  
672 further define parameters of the project.  
673

674 Commissioner Gardella suggested that there was no need to over-think the  
675 project or make it too complicated, but keeping it fun for citizens to send  
676 in photos for a contest, with winners announced perhaps at the open house.  
677 Commissioner Gardella encouraged the subcommittee to continue those  
678 discussions.  
679

680 City Manager Trudgeon noted the city already had a “photo posse” in the  
681 community who frequently showed up at city events and contributed their  
682 photos. If that was the goal of the CEC subcommittee, Mr. Trudgeon  
683 suggested they be tapped since they were a dedicated group of people who

684 performed this service on a regular basis depending on their time and a  
685 particular activity.  
686

687 As a photographer herself, Commissioner Manke expressed concern with  
688 the legalities of the project, once its goals and objectives are determined,  
689 and how the photos were intended for use and who took them and/or  
690 submitted them.

691 Chair Becker asked that the subcommittee work offline and provide a brief  
692 update at the next CEC meeting.

693 **6. New Business**

694 **a. Overview of Roseville U**  
695 Chair Becker referenced Attachment 6.A consisting of a memorandum  
696 from City Manager Trudgeon dated November 3, 2016 and including  
697 information on formatting and attendance for past Roseville U events and  
698 their various iterations.

700 City Manager Trudgeon provided a review of participation levels; a  
701 history of courses and attendance; evaluations of each event; and  
702 challenges with past formats. Mr. Trudgeon expressed excitement about  
703 incorporating a short RV U as part of the open house while people are  
704 already on-site and not having to commit to another time or date.

705 Discussion ensued regarding attendance measurements as to timing, with  
706 different times, hours, seasons, frequencies, and formats tried; fatigue  
707 encountered by those attending for the eight-week courses or for those  
708 topics considered more “boring;” attempts by staff to continually freshen it  
709 and make things more interactive; and particular subjects and shortening  
710 of classes as much as possible to keep them informative and worthwhile.

711 Ideas were tossed out by individual commissioners, such as shorter (e.g.  
712 half-hour sessions) as part of the open house; defining how and why what  
713 a specific department did was important to the average citizen (e.g. public  
714 works); offering sessions repeatedly throughout the open house and of  
715 shorter duration; testing various formats and ideas at the open house; ways  
716 to make attending the sessions fun for the whole family through use of  
717 visual or creative means; piggybacking off existing events (e.g. open  
718 house); and highlighting the Administration and Community Development  
719 Departments beyond the typical focus on the Fire, Police, Public Works  
720 and Parks Departments.

721 Additional ideas included involving advisory commissions to inform  
722 residents of what it meant to serve and what all it involved; whether to  
723 consider video presentations versus live presentations by staff for the  
724

730 shorter Roseville U sessions or using YouTube or DVD's available at the  
731 open house and directing residents to longer DVD's available through the  
732 city's website if more detailed information was desired for them to watch  
733 at home versus attending a session elsewhere.

734  
735 Commissioner Sparby opined that this was a good opportunity for the  
736 CEC to review past materials used for Roseville U toward the objective of  
737 reformatting it and then presenting it to the City Council for further  
738 direction as to whether or not they wanted the CEC and staff to move  
739 forward collaboratively in a new format. Whatever the CEC decided,  
740 Commissioner Sparby suggested the City Council be given the  
741 opportunity to provide additional direction to effectuate this proposal and  
742 then with that buy-in, get it moving forward. Again, Commissioner  
743 Sparby noted this was a future item that could be included in the 2017  
744 work plan.

745  
746 At the request of Commissioner Manke, City Manager Trudgeon offered  
747 to research past sign-ups and actual attendance for Roseville U.  
748

749 **b. 2017 Priority Project Planning**  
750 Chair Becker clarified that based on feedback during and after last  
751 month's CEC meeting, his intent was for this agenda item to serve as a  
752 preliminary discussion for the CEC going forward into 2017. Since he  
753 would not be involved after March of 2017, Chair Becker noted the  
754 ultimate goal would be for an open discussion by the CEC to decide on  
755 next year's projects and then determining what their priorities should be  
756 from that larger list. Chair Becker noted that the CEC had decided on  
757 those priorities at the April 2016 meeting and made assignments  
758 accordingly for subcommittees to do the more detailed work and then  
759 report back to the CEC for their response. Chair Becker noted this had not  
760 been as successful as intended based on what he was seeing and the  
761 amount of time being spent working on issues he thought would be  
762 handled by the subcommittees and brought more formally to the CEC for  
763 decision-making. However, Chair Becker stated that part of that problem,  
764 as he saw it, was too many projects and several of those projects being too  
765 vague at this point. Therefore, as a learning curve, Chair Becker  
766 suggested scaling down the projects and consider the reality of available  
767 resources for 2017 projects; as well as planning for certain attrition rates  
768 on the CEC as terms end. Chair Becker suggested consideration of what  
769 success would look like for a given year for specific priority projects and  
770 those that will be dropping off from the 2016 list. From his personal  
771 perspective, Chair Becker suggested the subcommittees be more  
772 collaborative rather than the full CEC involved in a group writing exercise  
773 similar to tonight's activity. Chair Becker opined that the CEC may want  
774 to consider a workshop-style discussion on a particular priority – but not  
775 all priorities – with a considerable amount of offline work done before

776 getting to a meeting, and then allowing for a more collaborative discussion  
777 of the full CEC.  
778

779 Commissioner Manke opined that the key thing was to get the priority  
780 well-defined to make it easier to work as a subcommittee outside of the  
781 CEC and be able to present something without having a major discussion.  
782

783 Commissioner Sparby opined that the objective or goal for the coming  
784 year should be defining the CEC's mission and role and what the City  
785 Council wanted from the CEC by defining its parameters and what it was  
786 tasked with doing. From that foundation, Commissioner Sparby suggested  
787 that then specific projects and goals could fall within those parameters to  
788 be accomplished during the year based on the CEC's understanding of its  
789 role as determined by the City Council; and then in turn making sure those  
790 goals are accomplished and tangible recommendations brought forward to  
791 the City Council to meet their objectives.  
792

793 As one of the veteran members on the CEC, Commissioner Manke  
794 suggested alerting new members to the City Council's charge rather than  
795 wrestling with the same things every year as the CEC turned over. After  
796 three years in existence now, Commissioner Manke opined that the CEC  
797 had its role fairly well defined; but recognized that the City Council's  
798 direction may change from year to year. Commissioner Manke opined  
799 that the CEC needed to do a better job educating its new members and  
800 explaining what the CEC was here to do versus rehashing it over and over  
801 and losing more time.  
802

803 Chair Becker thanked Commissioner Manke for bringing up the City  
804 Council buy-in, noting that while the CEC annually reviewed its proposed  
805 projects with the City Council; he found the missing part to be  
806 accountability from them that the CEC was moving in the appropriate  
807 direction as per their charge. While priorities change annually, and  
808 sometimes even more frequently, Chair Becker noted that feedback from  
809 individual city council members was natural, but the majority rule was  
810 needed to proceed to the CEC as a charge. However, when the CEC  
811 returns to the City Council seeking their feedback on its projects and  
812 priorities, Chair Becker noted that there seemed to be no majority  
813 accountability. Also, as an advisory commission, Chair Becker opined  
814 that the CEC needed to hold the City Council accountable as well in  
815 providing clear direction.  
816

817 Commissioner Sparby suggested an answer to that could be for the CEC to  
818 beef-up its documentation beyond strategies and policies by improving  
819 and clarifying its goals and objections as a commission through that  
820 documentation. If the documentation were pared down as needed and then  
821 represented to the City Council to make sure the CEC had their buy-in on

822                   that documentation first and foremost, Commissioner Sparby opined that  
823                   the layers could be built to clear any objections and any additions to  
824                   justify why the CEC was doing a specific project. Commissioner Sparby  
825                   volunteered to be involved in that documentation by addressing what he  
826                   saw that could be improved and represented to the City Council for their  
827                   buy-in, opining that he saw this as a critical area for the CEC to address.  
828

829                   Commissioner Gardella opined that it would be nice if the CEC and City  
830                   Council each had a clear understanding of how they related to each other.  
831                   While recognizing the point made by Commissioner Manke for a need to  
832                   clarify whether the CEC was programmatic or advisory, Commissioner  
833                   Gardella stated that it was clear the CEC was advisory, but as the City  
834                   Council was involved in several community engagement projects already  
835                   underway (e.g. comprehensive plan update and SE Roseville, both big  
836                   efforts) they needed to define the CEC's role in those initiatives. While  
837                   appreciating the City Council's desire for the CEC's input on how to do  
838                   certain pieces of community engagement or improving Roseville U and  
839                   the city website, Commissioner Gardella noted there were still pieces that  
840                   seemed unclear in terms of how they related to the CEC or how the CEC  
841                   related to them. Commissioner Gardella noted that the city had a lot of  
842                   engagement already happening, but the CEC was not directly involved,  
843                   calling into question what the best role was for the CEC.  
844

845                   Commissioner Sparby suggested something the CEC could do to assist in  
846                   moving those efforts forward was to document tonight's discussion  
847                   through documentation on which to focus at the next joint meeting with  
848                   the City Council as one specific objective to present with all involved.  
849                   Commissioner Sparby suggested that the CEC present its review of the  
850                   “Speak Up! Roseville” website and provide their recommendation,  
851                   allowing the City Council to provide direction on the CEC's  
852                   recommendations, putting the ball in their court and advising the CEC  
853                   what direction to go. Commissioner Sparby noted that this would provide  
854                   the CEC with their feedback and then work toward those goals for the next  
855                   joint meeting with the City Council.  
856

857                   Commissioner Sattler expressed her appreciation for this discussion,  
858                   opining it served to address a number of the concerns she brought forward  
859                   in her email to the CEC, and her concerns with the number of resignations  
860                   from the CEC and apparent loss of direction and what it would take to get  
861                   back on track. Commissioner Sattler opined this was good timing for  
862                   priority planning projects for 2017, as part of this discussion, and  
863                   reassessing the direction the CEC wants to go and what the City Council  
864                   wants from the CEC; as well as making sure CEC commissioners are  
865                   happy with the time they're spending on this advisory commission.  
866

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- 867                   Discussion ensued regarding possible work sessions of the CEC outside  
868                   the normal meeting format for a valuable use of its time; meeting logistics  
869                   for public information and viewing per City Council direction for  
870                   broadcast on C-TV; and the schedule for the next joint meeting.
- 871  
872                   City Manager Trudgeon suggested that the CEC's December 2016  
873                   meeting focus only on the 2017 priority projects to hit the new year with a  
874                   good start on those priority projects.
- 875  
876                   Further discussion included feedback from or a survey of former advisory  
877                   commissioners over the year about their experience and lessons learned  
878                   about what they found to work and what didn't work; their satisfaction  
879                   levels with serving in that capacity (Commissioner Holub); understanding  
880                   what an advisory commission is and its responsibilities and the role they  
881                   played in the community and for the City Council; recognizing differing  
882                   viewpoints and personalities and taking advantage of those challenges and  
883                   opportunities; and experiences and turnover among other advisory  
884                   commissioners and if that was similar to that realized on the CEC.
- 885  
886                   Commissioner Gardella provided an historical perspective on the  
887                   formation of the original Community and Civic Engagement Task Force  
888                   and then the CEC and the uniqueness of its evolution; challenges in  
889                   identifying community versus civic engagement; and how different the  
890                   CEC is from other advisory groups.
- 891  
892                   Chair Becker concurred, noting the evolution of the CEC and the first two  
893                   years spent struggling with program versus policy; improved  
894                   documentation as addressed by Commissioner Sparby; and learning by  
895                   trial and error without a model. However, now that the CEC is in its third  
896                   year, Chair Becker agreed with Commissioner Gardella that this group is  
897                   now reflective of where the commission is moving and the work done to-  
898                   date.
- 899  
900                   Commissioner Gardella encouraged individual commissioners to contact  
901                   former commissioners, opining they would be interested in sharing their  
902                   experiences and would probably be more than happy to have those  
903                   conversations. Commissioner Gardella suggested that process versus a  
904                   formal survey.
- 905  
906                   City Manager Trudgeon also noted the need to respect the privacy of those  
907                   no longer considered public officials; noting that it wasn't routine for city  
908                   staff to give out their contact information. Instead, Mr. Trudgeon  
909                   suggested new commissioners' review past CEC meeting minutes as a  
910                   way to research that information if their intent was to inform planning for  
911                   2017. Mr. Trudgeon admitted there was a lot of history with the CEC, but  
912                   noted all of it wasn't relevant to the direction the CEC was now moving.

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Commissioner Manke opined that the CEC was now starting to accomplish some things she wouldn't have thought possible three years ago.

To Chair Becker's point of putting objectives on paper that area very achievable as a good first start for newer CEC members, Commissioner Sparby noted that would provide some of those accomplishments that people could feel proud of and be checked off the list through that learning curve. Commissioner Sparby opined that since there would always be turnover in any commission or organization, it shouldn't discourage those remaining to contribute and make sure they were putting forth a good effort and work product for the City Council, as well as receiving reinforcement from the City Council to guide direction based on its initial intent when creating the CEC.

Commissioner Sattler clarified that her concern was with 3-4 senior commissioners resigning within a six-month period, including the Chair and Vice-Chair, making it seem to new commissioners that something was wrong or there was a core problem with the CEC. If a survey would point that out or identify areas the CEC needed to stay away from as it moved forward, Commissioner Sattler stated she was open to that option to avoid going down the same mistaken road.

Commissioner Manke noted the staggered terms when the CEC was established to ensure the process kept some experienced commissioners on board with newer commissioners bringing fresh ideas.

Chair Becker concurred, noting that this provided that the CEC was not entirely repopulated with each appointment process.

Commissioner Manke noted the attrition at this point was in part due to three commissioners having served from the beginning, opining they were probably the best people from which to get that historical perspective of the CEC's formation and evolution. Commissioner Manke lauded Chair Becker for the phenomenal job he had done in presenting to the City Council and keeping the CEC focused and moving forward. With that in mind, Commissioner Manke asked Chair Becker to provide his perspective on an outline for the CEC moving forward in 2017 and beyond and guidelines he'd suggest going forward and for archival purposes for newer commissioners coming on board.

Since Commissioner Sattler was personally struggling with the role of the CEC with the City Council, she asked Chair Becker to get that down as well, if that had been part of a past struggle.

959

960 Commissioner Gardella stated she wasn't sure if that had been figured out  
961 yet, and suggested more work was needed to clarify those roles and the  
962 direction of the City Council to the CEC, opining that this would prove a  
963 good use of CEC time. Commissioner Gardella opined that she still found  
964 openness on the part of the City Council to help the CEC define its role, or  
965 what line they didn't want it to cross; agreeing that would be a good use of  
966 their time. Commissioner Gardella opined that there were many reasons  
967 people chose not to re-apply or resigned from their service, including lack  
968 of clarity or direction, personalities, or a mismatch of what they expected  
969 that service to look like versus the reality of that service. Commissioner  
970 Gardella stated this was a great opportunity for new commissioners to  
971 have a voice in what the work of the CEC could be as part of their  
972 conversation with the City Council.

973

974 Chair Becker agreed that not all past or recent resignations were due to  
975 being disgruntled, but some were time commitment issues.

976

977 Commissioner Gardella concurred, and noted her personal time and life  
978 commitment issues at this time; and since she felt that she wasn't doing  
979 good work on behalf of the CEC, she wanted to open it up for someone  
980 who could do a good job at this point in time and dedicate themselves to  
981 those efforts. Commissioner Gardella noted that she was leaving at a time  
982 when she felt there was a stronger table for the CEC, and thus it had  
983 helped her decision; but reiterated that her resignation was not out of  
984 frustration.

985

986 Chair Becker concluded this discussion by agreeing with City Manager  
987 Trudgeon's idea to focus the bulk of the December CEC meeting on  
988 policies and 2017 work planning. Chair Becker suggested each  
989 commissioner and/or subcommittee list or identify their themes in  
990 measurable and attainable goals for consideration by the full CEC in  
991 deciding the next step to seek City Council buy-in as the next step  
992 immediately following the new commissioner appointments in April of  
993 2017.

994

995 At the request of Commissioner Sparby, Chair Becker asked that  
996 individual commissioner's priority items be sent to City Manager  
997 Trudgeon for forwarding to him to meet the next meeting's packet  
998 deadline (Thursday prior to the next meeting) via email.

999

1000 c. **Election of Vice Chair**

1001 Chair Becker opened the floor to nominations for election of a Vice Chair  
1002 to complete that role being vacated by Commissioner Gardella from  
1003 December 1, 2016 through March 31, 2017.

1004

1005                   **Commissioner Sattler moved nomination of Commissioner Holub,**  
1006                   **Commissioner Gardella seconded; and with acceptance by**  
1007                   **Commissioner Holub and with no additional nominations,**  
1008                   **nominations ceased and she was unanimously appointed to serve out**  
1009                   **the position as Vice Chair of the CEC for the term from December 1,**  
1010                   **2016 through March 31, 2017.**

1011  
1012                   **Ayes: 6**  
1013                   **Nays: 0**  
1014                   **Motion carried.**

1015  
1016                  d.     **Additional New Business Item**  
1017                  YouTube Capabilities for City Meetings (added to agenda by Sparby)  
1018                  As he had discussed with Commissioner Sparby prior to tonight's  
1019                  meeting, City Manager Trudgeon expressed curiosity as to the purpose in  
1020                  proposing that tool, noting that the city already had a robust presence on  
1021                  C-TV with its advisory commissions.

1022  
1023                  Commissioner Manke agreed that, while nice, it didn't seem to her a high  
1024                  priority at this point, since C-TV did a good job, even though  
1025                  Commissioner Sparby's concerns was valid in not having identified stops  
1026                  for particular meeting points or topics.

1027  
1028                  Commissioner Holub stated she would be more concerned with City  
1029                  Council versus advisory commission meetings; agreeing with her struggle  
1030                  in viewing the meeting tapes and not being able to queue into a specific  
1031                  topic or item.

1032  
1033                  City Manager Trudgeon advised that the city has YouTube shorts  
1034                  available on city services and operations, but as yet didn't have YouTube  
1035                  available for the lengthy City Council meetings.

1036  
1037              7.     **Chair, Committee and Staff Reports**

1038  
1039              a.     **Chair Report**  
1040                  Chair Becker acknowledged the services of Commissioner Gardella on the  
1041                  Community Engagement Task Force and then the CEC, noting she had  
1042                  been one of the City Council's original appointees. Chair Becker  
1043                  expressed his appreciation for Commissioner Gardella's leadership  
1044                  initiatives and for her valuable assistance to him over the last eighteen  
1045                  months as he'd served as Chair of the CEC, noting he had come to depend  
1046                  on her support and counsel.

1047  
1048                  Commissioner Gardella stated that it had truly been an honor, noting she  
1049                  had just moved into the community when she initially became involved in  
1050                  the Task Force, and it provided her a great opportunity to get to know

others in her new city and had proven a great benefit and perk. Commissioner Gardella noted that as things changed in her life and became more manageable, she anticipated returning to community service. In the meantime, Commissioner Gardella promised her colleagues that she would continue to watch their efforts going forward; and advised that she would be available to them as time allowed for chats and consultations.

**b. Staff Report**

City Manager Trudgeon announced the upcoming community outreach meeting to discuss future use of the former school site repurposed into an Army National Guard site in Roseville, now vacant, with information provided on the city's website and noticed to a broad area of Roseville.

City Manager Trudgeon distributed handouts about the upcoming Business Exchange.

Commissioner Sparby asked that City Manager Trudgeon provide the CEC in their next meeting packet some of city staff's ongoing outreach efforts through documents and forms used at this time (e.g. Park Renewal Program) that would allow the CEC to review those community engagement and collaboration tools currently in use.

### i. Upcoming Items on Future Council Agendas

City Manager Trudgeon briefly reviewed several upcoming items not already covered tonight.

## ii. Other Items

Commissioner Manke advised that several City Council members had asked her what progress was being made by the CEC in making a recommendation to the City Council on the “welcome packet.” Commissioner Manke noted her submission to the CEC off line an example of the packet from several years ago. In her personal discussion with individual Councilmembers, Commissioner Manke noted they seemed interested in the idea of an online welcome packet, with printable options; but admitted she needed to meet with Communications Manager Garry Bowman on the online piece on the city’s website.

City Manager Trudgeon clarified that staff and the City Council was looking to the CEC for their recommendations on what was important to contain in the welcome packet; and thanked Commissioner Manke for her work in formatting it in draft form. City Manager Trudgeon suggested that the packet not get too bogged down in details, but instead for the CEC to lay out topics and how they should be formatted, contact information and other things that they found of most importance to new residents, or

1097 residents needing additional information about community  
1098 offerings.  
1099

1100 Commissioner Manke expressed her interest in seeing the packet  
1101 online with links connecting within the website, as well as it being  
1102 printable for someone not comfortable navigating websites.  
1103

1104 Commissioner Gardella suggested a post card directing someone  
1105 physically to the city's website for the additional resource  
1106 information.  
1107

1108 Commissioner Manke noted her interest in involving the business  
1109 community was hoping they would advertise in the welcome  
1110 packet; but admitted that could prove time-consuming initially but  
1111 once the main part was completed, it should only require minimal  
1112 annual changes or updates.  
1113

1114 Commissioner Holub opined that it was helpful to have a  
1115 document with a summary of possible things to include in it as part  
1116 of a future CEC packet versus a verbal discussion of what should  
1117 be or should not be included.  
1118

1119 City Manager Trudgeon suggested a format similar to that  
1120 provided by Commissioner Manke for the open house concept,  
1121 perhaps laying out a Table of Contents as a starting point, and then  
1122 populating that with contacts or resources.  
1123

1124 Chair Becker suggested that the CEC be provided with a hardcopy  
1125 of the old welcome packet for comparison purposes going forward  
1126 as the new proposed format was presented. Chair Becker  
1127 suggested that would be a good addition to the 2017 work plan.  
1128

## 1129 **8. Commission Communications, Reports, and Announcements**

1130 Referencing her experience voting early this year at City Hall, and involvement of  
1131 city staff, Commissioner Holub opined it would provide a great opportunity for  
1132 community engagement while voters were on site and waiting to vote.  
1133

1134 City Manager Trudgeon agreed there were long waits with higher-than-  
1135 anticipated early voting due to recent legislative changes. Given the problems  
1136 encountered at most polls in processing, Mr. Trudgeon opined that there may be  
1137 some additional statewide changes for early voting.  
1138

1139 Commissioner Manke suggested the need for additional election judges versus  
1140 such a heavy reliance on city staff.  
1141

1142 City Manager Trudgeon advised that, while staff knew this was going to be a busy

1143 election, even more so than a typical presidential election, there was training  
1144 needed to serve, but admitted staff had not anticipated such chaos, including a  
1145 need for more space that had been an unknown until it became a reality.  
1146

1147 **9. Commissioner-Initiated Items for Future Meetings**

1148 Chair Becker suggested focusing on the 2017 CEC work plan at the December  
1149 meeting.

1150 Commissioner Sattler noted the projected joint meeting with the City Council in  
1151 February and asked if there was something the CEC should be working on that  
1153 needed completed before that meeting.

1154 Chair Becker advised that there was some flexibility for that joint meeting date;  
1155 with agreement by City Manager Trudgeon. Chair Becker noted it was typically  
1157 held after the CEC decided on their annual work list to gather feedback and  
1158 receive direction from the City Council before moving forward.

1159 Commissioner Manke suggested a major project for discussion at the joint  
1160 meeting would be the open house if that was going to be scheduled in the spring  
1162 of 2017.

1164 **10. Recap of Commission Actions This Meeting**

1165 Commissioner Gardella briefly highlighted action items tonight (photo project  
1166 meeting by the subcommittee, work on a definition by the subcommittee, and  
1167 individual commissioner development of ideas for the 2017 priority project list).  
1168 Chair Becker asked newly-elected Vice Chair Holub to track action items going  
1169 forward.

1171 **11. Adjournment**

1172 Commissioner Gardella moved, Chair Becker seconded, adjournment of the  
1173 meeting at approximately 8:57 p.m.

1174 **Ayes: 6**

1175 **Nays: 0**

1176 **Motion carried.**

1177

1178



# Memo

**To:** Community Engagement Commission  
**From:** Patrick Trudgeon, City Manager and CEC Staff Liaison  
**Date:** December 2, 2016  
**Re:** CEC Priority Project Update for December 8, 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

December 2016 Update: City Council selected WSB to lead the Comprehensive Plan process. Commissioners Tomlinson and Sparby will be in attendance at the December 7<sup>th</sup> Planning Commission meeting and participating in the discussion to refine the community engagement plan as part of the Comprehensive Plan.

- 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

December 2016 Update: City Manager has provided a quick briefing to the Department Head group about the open house. Will continue to work with DH team on more details and will report back in January.

**3. Form strategies for outreach to under-represented groups**

(Amber Sattler)

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

December 2016 Update:

**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

December 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.*

December 2016 Update: City Council “town hall” meeting has not been scheduled. Additional discussion with the City Council needed.

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

December 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.*

December 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*

<p><u>December 2016 Update:</u> Staff continues to work on these items.</p>
---

## CEC Priority Project Ideas Chelsea Holub

### Overall Goals for 2017 Priority Projects

- More specific and measurable. Less broad and intangible.
- Distinctions between where we are providing feedback and where we are driving or creating ideas/recommendations.

### Priority Projects

\*not meant to be a definitive or exhaustive list

- **Welcome packet.** (setting up for a hand-off to staff)
- **Departmental review.** Doing a deep dive into pre-existing initiatives and providing recommendations for improvement.
  - ↳ Could be accomplished by issuing an offer to departments and seeing who responds, or by the commission selecting a department/effort.
  - ↳ For example: Commissioners attend a zoning meeting and provide feedback on how the meeting engaged attendees.
- **Underrepresented communities.** Pick one or two specific goals. Ideas:
  - ↳ Recommendations for increasing diversity on city commissions
  - ↳ Recommendations for training city staff, commissioners, and council on diversity
- **Photo project...?**

### Ongoing Feedback

- Open house
- Imagine Roseville
- City website/communications

CEC Priority Project Ideas  
Peter Sparby

Project 1

**Complete 2017 Commission Documentation Update (Q2)**

1. Commission Scope
2. Commission Duties and Functions
3. Commission Recommended Policies and Strategies

Project 2

**Develop Framework for Community Engagement Flow (Q3)**

Create community develop flowchart for City Council and other groups to utilize for community engagement related to events and initiatives.

Project 3

**Develop Format for Priority Project Updates & Communication to City Council (Q1)**

Create interactive format for Commission priority project updates which can be used for regular Commission meetings and joint City Council meetings.

Project 4

**Develop Spreadsheet of Community Engagement Activities (Q4)**

Develop spreadsheet of community engagement activities, including methods and quantity, etc.

Questions for Former Community Engagement Commissioners  
Drafted by Chelsea Holub, 11/28/16

1. What did you find rewarding about the Community Engagement Commission (CEC)?
2. What did you find challenging about the CEC?
3. What recommendations would you provide to the commission and the city (on an ongoing basis) for recruiting CEC candidates?
4. What recommendations would you provide to the CEC for considering new and pre-existing projects?
5. Any other thoughts/feedback?

Bench Handout  
CEC Agenda Item 6.a.  
December 8, 2016



## Photo Project Proposal

DRAFT UPDATE 12/7/2016  
rev1

Prepared for: Community Engagement Commission

Prepared by: Commissioners, Michelle Manke & Chelsea Holub

# Project Summary

## Objective

A physical display of photos at a prominent place in Roseville, rotating of different themes to represent the home town feel and community of our City of Roseville.

- Potential places: Rosedale, Har Mar, library, high school, city hall, OVAL, Central Park during Rosefest
- Photos would be positive representations of Roseville residents in Roseville
- The display could be organized in themes to have it avoid becoming a random collection of photos.
- Each photo would be labeled with where the picture was taken (specific place or neighborhood)

## Goals

Display a dozen or so photos in a large formate (minimum size of 8x10) in a public well attended location of both Roseville residents and visitors to Roseville.

## Draft Concept

Display a dozen or so photos in a large formate (minimum size of 8x10) in a public well attended location accessed by both Roseville residents and visitors to Roseville.

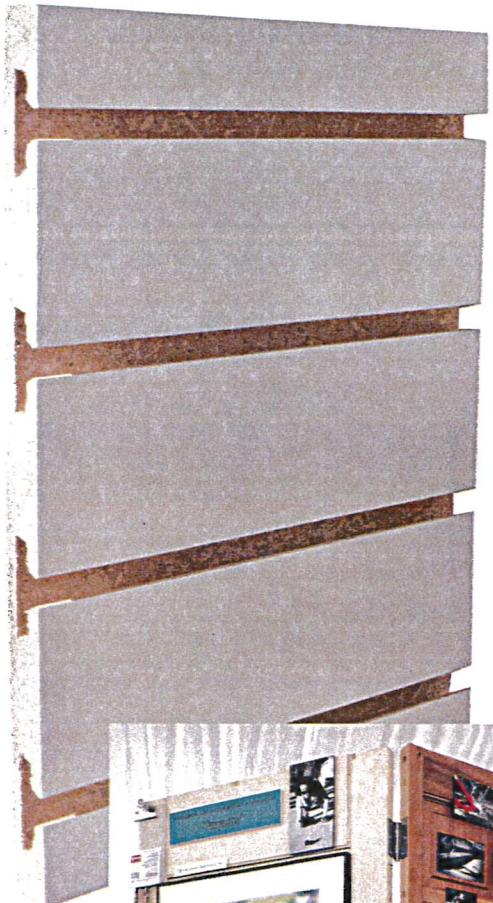
- Potential themes could include:
  - Remember: historical events, growing up in Roseville
  - Explore: places and events in Roseville (break into two sections of Summer in Roseville and Winter in Roseville).
  - Unite: bringing communities and places together, showcasing diversity
- Location:
  - Ideal location would be Roseville Shopping Center in common area.
    - Secondary option is Har Mar Mall
    - Third option could be local hotels/restaurants
- Display:
  - Duration of exhibit of 2 month intervals between themes
    - Once the new display is put up, the previous display could be moved to City Hall display window, Oval or secondary location.
- Procurement of photos:
  - If we start with Historical photos, we can utilize the assistance of the Historical Committee. Once the first display is up, we can advertise its debut and introduce the upcoming display.
  - Utilize existing photos taken at events that meet the theme
  - Request submissions from photographers in the area with a specific criteria for the theme.
- Communications:
  - Communicate the exhibit in city news letter, local paper, social media etc.

## Next steps

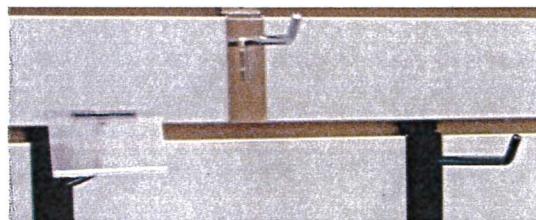
This is a concept and as such, there are still outstanding items that need to be completed.

- Negotiate location for display
- Design display
- Write criteria for submission

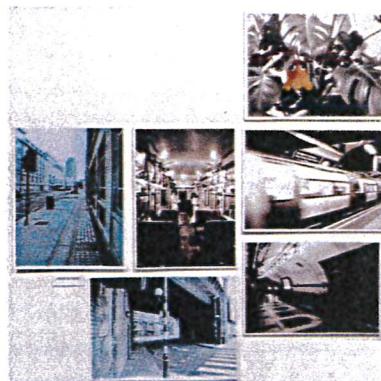
## DISPLAY OPTIONS



Slate Board with hardware for hanging framed photos



Foam core mounted photos, velcro mounded.





PERFORMANCE  
DRIVEN DESIGN.  
[LHBcorp.com](http://LHBcorp.com)

Bench Handout  
CEC Agenda Item 6a  
December 8, 2016

## Memorandum

DATE: December 8, 2016  
TO: Roseville City Staff (Draft), Planning Commission  
FROM: Lydia Major, LHB, and Erin Perdu, WSB  
RE: Roseville Comprehensive Plan Community Engagement Plan

### Purpose of this Plan

This plan is intended to shape the overall approach to conducting the community engagement process for the Roseville Comprehensive Plan Update. It also describes our method for communicating key milestones, documents, and outcomes to the public. The Roseville Comprehensive Plan Update project team will provide schedule updates and PDFs of outreach tools, such as intercept materials, focus group questions, meeting-in-a-box kits, and meeting materials. The City of Roseville staff will be responsible for advertising, coordinating and facilitating meetings, updating the project website, posting on social media, developing press releases, and delivering communications.

### Key Messages

- Project Description
  - The primary purpose of this project is to update the City of Roseville Comprehensive Plan.
  - The update process will:
    - build upon past efforts while avoiding “planning and meeting fatigue” among residents
    - continue the energetic dialogues that have already been sparked, as well as find opportunities for new ideas and energy
    - build consensus and momentum for progress, leading to long term relationships that support ongoing efforts
  - The City of Roseville Comprehensive Plan update will:
    - focus on creative and sustainable redevelopment of underutilized sites
    - ensure that new development enhances the existing City character and quality of life
    - foster an environment for growth
    - preserve the amenities that make Roseville a great place to live, work, play and study
    - be forward thinking and implementable
    - provide balanced strategies for growth, development, and connections in response to changing demographics
  - “Elevator speech” describing the Roseville Comprehensive Plan Update project
    - “Roseville’s comprehensive plan update will strive to realize the community’s goals for equity, public safety, livability, resilience, and other key values by framing smart approaches land use, housing, and economic development. Our decisions today to support quality residential renovation, creative infill projects, and innovative commercial and industrial redevelopment will allow the community to prosper and thrive into the future.”

### Potential Engagement Tools:

- Community Engagement Plan

21 West Superior Street, Suite 500	Duluth, MN 55802		218.727.8446
701 Washington Avenue North, Suite 200	Minneapolis, MN 55401		612.338.2029
200 Third Avenue Northeast, Suite 100	Cambridge, MN 55008		763.689.4042
63 East Second Street, Suite 150	Superior, WI 54880		715.392.2902

Memorandum

Date: DRAFT December 8, 2016

- *What we do:* The LHB/WSB team works with you to establish project schedule, budget, communication methods, and most importantly, set goals for the engagement process. We discuss who we want to reach, what we want to tell them, and what we want to learn from them. We also discuss what has worked well in the past and what tools have or haven't been tried before. And we try to tailor our process to work well with other outreach efforts you or others may be conducting in your community.
- *Why we do it:* This step ensures that we have a shared vision for the engagement process and that we have a framework against which to measure our progress at various stages of the project.
- *How we do it:* We will begin this process at a workshop with members of the Planning Commission and other related committees and commissions.
- *How often/when we do it:* This is where and when we start!
- Public Open House
  - *What we do:* We foster a discussion between project stakeholders at various stages in a design or planning process. This may include introducing the process, reviewing opportunities and challenges, envisioning future scenarios, developing a shared vision, reviewing proposals and designs, and so forth. The most important consideration is how to develop positive communication that supports the project's success.
  - *Why we do it:* Open houses are a good way to provide a transparent, public forum for discussing a project at conception and reviewing project progress at key intervals. They can also foster dialogue between stakeholders.
  - *How we do it:* Based on our goals for the Open House, The LHB/WSB team develops an agenda, presentations, discussion questions, boards, exercises, comment cards, etc. We usually conduct the meeting, although some clients prefer to conduct the meetings themselves with our support.
  - *How often/when we do it:* Most processes include one to three open houses, depending on the project scope and schedule.
- Charrettes and workshops (potential tool)
  - *What we do:* Charrettes and workshops provide an opportunity for the design team and community members to plan and design together. They build a shared understanding of opportunities and constraints and foster focused, creative thinking.
  - *Why we do it:* By focusing on a project in an intensive way, we can often jump start a project and provide a lot of excitement and momentum. It is often a very efficient way to get through the very iterative early steps of design and review.
  - *How we do it:* Based on our goals for the charrette, The LHB/WSB team develops an agenda, presentations, base maps, exercises, etc. We also provide direction during the meeting, but it is a very collaborative and flexible format. Charrettes can last several hours or several days, depending on the needs of the project.
  - *How often/when we do it:* Most charrettes and workshops are conducted once during a process, usually after existing conditions have been well established but before design and planning has progressed very far.
- Panel discussions (potential tool)
  - *What we do:* A team of experts on various aspects of the project can present and discuss important aspects of a project in a public forum, as well as answer questions.
  - *Why we do it:* This can be a very fun and efficient way to educate a community on many aspects of a project.
  - *How we do it:* We work with you to determine what experts can be invited and then develop some leading questions.
  - *How often/when we do it:* Usually only occurs once at the early stages of a project, but can be used for different reasons at different stages.
- Focus Groups
  - *What we do:* Based on our goals for the project, we plan a series of meetings on discrete topics and then invite stakeholders with a particular interest in those topics to join us for a meeting.

Memorandum

Date: DRAFT December 8, 2016

- *Why we do it:* Focus groups are a very useful way to take a close look at discrete topics. They also can generate interest in certain portions of the community and help us reach deeper into difficult to reach demographics by building a dialogue and relationships.
- *How we do it:* We provide a series of questions about the topic and can either lead the meeting or support you in doing so.
- *How often/when we do it:* Usually focus groups are most useful early in the process since we use them as a way to begin discussions.
- Stakeholder interviews
  - *What we do:* Based on our goals for the project, we plan a series of interviews with certain experts or stakeholders whom we feel have a particular interest or perspective on the process.
  - *Why we do it:* Interviews are another way to build important relationships and can be particularly useful in making certain stakeholders feel they are receiving careful attention.
  - *How we do it:* We provide a series of questions about the topic and can either lead the meeting or support you in doing so.
  - *How often/when we do it:* Usually stakeholder interviews are most useful early in the process since we use them as a way to begin discussions.
- Listening Sessions
  - *What we do:* Based on our goals for the project, we plan a series of meetings with certain community groups or geographic areas and then invite stakeholders with a particular interest in those topics to join us for a session.
  - *Why we do it:* Listening sessions are a great way to develop trust with certain communities because they focus on listening to concerns and ideas, rather than presenting or delivering information—though of course there's some room for both. They differ from focus groups in that we are not directing the topic too directly and we can be more flexible with the direction of the conversation.
  - *How we do it:* We provide a series of questions about the topic and can either lead the meeting or support you in doing so.
  - *How often/when we do it:* Usually listening sessions are most useful early in the process since we use them as a way to begin discussions.
- Intercepts
  - *What we do:* Intercepts are an especially powerful tool for efficiently getting information to and from a community because we meet them where they are. We take simple exercises out to pre-existing events or popular places (fairs, farmer's markets, malls, parks, busy intersections, etc.) and get live feedback.
  - *Why we do it:* Many people simply will not attend public meetings for a variety of reasons. Often these are exactly the people we hope to reach: minorities, young people, disadvantaged populations, working parents, etc.
  - *How we do it:* The LHB/WSB team provides three to four boards with a series of questions, images, maps, diagrams, or other materials that can be easily answered by passers-by with limited guidance from a facilitator. We also provide forms for facilitators to record their findings and observations.
  - *How often/when we do it:* Intercepts are usually deployed early and continuously. They may be revised to meet needs at different points in the process.
- Meetings in a Box
  - *What we do:* Meetings-in-a-Box (MIB) are useful for many of the same reasons that intercepts are: we provide fairly self-explanatory materials that nearly anyone can use. The MIBs are usually taken to meetings that already are taking place (rotary clubs, neighborhood events, board meetings, etc.) so that information about the project can be disseminated and interest can be generated in providing feedback via other tools, such as online surveys.
  - *Why we do it:* We can efficiently provide project information and increase participation in other feedback tools.
  - *How we do it:* The LHB/WSB team provides a box with presentation materials, discussion

Memorandum

Date: DRAFT December 8, 2016

questions, and other project information that can be presented by anyone with an interest in the project. We also provide forms for facilitators to record their findings and observations.

- *How often/when we do it:* MIBs are usually deployed early and continuously. They may be revised to meet needs at different points in the process.
- Online Presence:
  - *What we do:* A dedicated project website using a tool called mySidewalk will provide an online resource and forum for discussion. The mySidewalk application allows individuals to provide their opinions and insight on their smartphones, tablets, or laptops at any time. mySidewalk can be easily incorporated into existing social media platforms. It provides options for polling, survey, and two-way postings for individuals to comment or share ideas about what they want for Roseville.
  - *Why we do it:* An online forum allows people who cannot or may not attend public meetings to provide ideas and input at a place and time that works for them.
  - *How we do it:* The LHB/WSB team will create the mySidewalk site and populate it with project information, prompts for discussion, idea forums and other materials presented in our in-person events. In addition to the project website, our team utilizes social media to get the word out on engagement events and to solicit input on project milestones. Specific social media “boosts” will also be used to target typically underrepresented groups in Roseville. Those groups can be selected based on age, language, location, and other factors to increase the reach of our social media campaign.
  - *How often/when we do it:* The website will be developed at the beginning of the process and will be continually updated.
- Online surveys
  - *What we do:* Working with you, we develop a series of questions that can be easily understood and analyzed online. The questions often focus on frequency of use, discrete qualities, satisfaction, ranking of needs, and other more quantifiable areas of inquiry. We provide options for more open-ended feedback, but that is much more difficult to analyze, so we focus on the quantifiable. Online tools can also have a mapping format to get geographic data.
  - *Why we do it:* This is a very cost effective tool to develop a large data set about existing and proposed conditions. We can reach large numbers and diverse populations; though it is important to remember that literacy and computer access limits this tool.
  - *How we do it:* We develop questions, review them with you, deploy the survey, and provide a variety of tools to raise awareness of the survey.
  - *How often/when we do it:* This tool can be deployed at any point in the process for any length of time, depending on what information is needed.
- Written questionnaires (potential tool)
  - *What we do:* We create a short, written document that provides a small amount of base project information and then asks a series of written or graphic/mapping questions.
  - *Why we do it:* This is a less efficient way to gather quantifiable, survey-type data, but it can reach populations who don't have computer access.
  - *How we do it:* We develop the questionnaire, review it with you, and provide a variety of tools to raise awareness of the survey.
  - *How often/when we do it:* This tool can be deployed at any point in the process for any length of time, depending on what information is needed.

**Role of the Planning Commission**

This group will act as a Steering Committee for the Comprehensive Plan. As such, your responsibilities in the community engagement plan are:

- To plan the process by contributing to this plan and to updating it as needed.

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- To review documents and materials (such as survey questions, meeting agendas, intercept boards, meetings-in-a-box content, summary memos, etc.) and respond with comments in a timely fashion to a central point of contact who will collate comments.
- To attend and sometimes participate in or lead key events and meetings, as identified by staff and consultants.
- To spread the word about key meetings and events and to suggest ways of reaching more people throughout the process.
- To occasionally provide content for the website.

**Engagement Targets and Tools:**

- See spreadsheet

**Other ongoing engagement efforts:**

- Rice/Larpenteur Visioning Process
- Imagine Roseville Community Discussions

**Overall project schedule:**

- See proposal

**Potential event locations:**

- Public Open House
  - Roseville City Hall
- Focus group
  - Roseville City Hall
- Stakeholder Interview
  - Roseville City Hall
- Intercepts
  - Roseville City Hall
  - Libraries
  - School cafeteria
  - Rosedale Mall

**Notifications and announcements:**

**Media Relations**

- Media partners and key publications
  - Local newspapers
  - Government newsletters
- Develop a press release program for key points of the project. Suggested release moments in the project:
  - Project initiation
  - Final document for public comment

**Digital Communications**

- Website
  - URL: [www.cityofroseville.com/CompPlan](http://www.cityofroseville.com/CompPlan)
  - Key updates to web page at important milestones or events during the project process (at the conclusion of each phase, before/after public meetings, etc.)
  - Key documents (Summaries of public meetings, major deliverables)
  - Process pictures
  - Include a function to sign-up for project updates
  - “What’s Next” section

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- Comprehensive Plan Update announcements on the City of Roseville home page
  - URL: [www.cityofroseville.com/](http://www.cityofroseville.com/)
  - Postings before each public meeting to encourage participation and involvement
  - Links to 2040 Comprehensive Plan Update page on the City of Roseville website at important project milestones
- Comprehensive Plan Update announcements on the City of Roseville Facebook page
  - Postings before each public meeting week to encourage participation and involvement
  - Links Comprehensive Plan Update page on the City of Roseville website at important project milestones
- Twitter updates focused on Comprehensive Plan Update
  - Postings on the City of Roseville twitter account advertising community events
- Mass Emails
  - Use City mailing lists to distribute notifications before major events or at key points for community input.
  - Use contact database (developed for project) to request that contacts forward information to their members or constituents.
  - Allow sign-ups via website
- Major event announcements on Nextdoor or other neighborhood networks.
  - Public meetings/workshops

**Hard-Copy Announcements**

- Postcard
  - A postcard announcement can be mailed, handed out at the front desk of community facilities or by staff during programs and events. Mailings should occur shortly before public meetings.
- Poster/flyer
  - An 11 x 17 poster announcing major events should be posted at locations throughout the city (and in nearby facilities and businesses) shortly before the events. It should also be displayed at other City meetings held in the appropriate timeframe.

**Events and Meeting Announcements**

- Digital and Hardcopy materials (as noted above) will be used to advertise events proposed for the Study community engagement process:
  - Public meetings/open houses
  - Intercept events
- The City of Roseville will send meeting invitations and collect RSVPs (or recruit participants by other means) for the following proposed events:
  - Public meetings

**Engagement Metrics**

**Monitoring**

The goal is to engage the full range of Roseville constituencies in defining the future of the City. To ensure the goal is being achieved, participation in the public engagement program should be monitored on at least a biweekly basis against the following objectives. If the objectives aren't being met, the engagement program should be adjusted.

1. Grow the contact list each month.
2. Increase the Facebook "likes" and Twitter followers for City of Roseville.
3. Achieve at least one dialogue on the My Sidewalk or Facebook pages each month.
4. Attract participation in each of the engagement target groups.

**Demographic Data Collection**

Data on who is participating should be collected. Ease of data collection varies by tool. The following approach to data collection will be followed for all engagement activities associated with the Comprehensive Plan Update process.

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1. Collect data on residency (Roseville, Twin Cities Metro, elsewhere), worker/student, or visitor status in as many engagement formats as possible, including focus groups, public meetings, intercepts, online questionnaires, etc.
2. For online questionnaires, collect data on age, race/ethnicity, and gender as well as residency and worker/student, or visitor status.
3. Instruct the facilitator/host to fill out a brief qualitative assessment on who participated at intercepts events, Meetings-in-a-Box, and other meetings and activities where demographic data is difficult to collect. Proposed questions are:
  - a. Where were you?
  - b. What time were you there?
  - c. Who did you interact with?
    - i. Gender: Mostly males, about even males and females, mostly females
    - ii. Under-represented populations:
      1. Youth (none, a few - less than 5, some - more than 5, a lot – mostly interacted with youth)
      2. Seniors (none, a few –less than 5, some – more than 5, a lot –mostly interacted with seniors)
      3. People of color (none, a few –less than 5, some – more than 5, a lot – mostly interacted with people of color)
  - d. Please write in any additional notes on who you interacted with that warrants recording.

c: LHB File

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Roseville Comprehensive Plan Community Engagement Plan

Engagement Targets and Tools

Draft 12/08/2016

Bench Handout  
CEC Agenda Item  
6-a  
December 8, 2016

Engagement Targets	Desired Input	Existing Organizations or Events	Potential Tools	Selected Tool	Participation process (voluntary, invited, other)	Best days and times	Final Date and Location
Residents	<ul style="list-style-type: none"> <li>Information about why they live here (i.e. what we should preserve)</li> <li>What needs to change</li> <li>Issues surrounding housing (type, affordability, availability, size)</li> <li>Issues surrounding connectivity (can people get where they want to go safely and conveniently)</li> <li>Experiential approach questions</li> </ul>	<ul style="list-style-type: none"> <li>Neighborhood orgs</li> <li>Rental property associations</li> <li>Homeowners associations</li> <li>Roseville Area Schools</li> <li>Events at the Adult Learning Center</li> <li>Events at the Fairview Community Center</li> <li>Tuesday Farmer's Market</li> <li>Rosefest in late June</li> <li>Nature Center Open House in late January</li> <li>Arts at the Oval in late March</li> <li>Wild Rice Festival in September</li> </ul>	<ul style="list-style-type: none"> <li>Public Open House</li> <li>Focus group</li> <li>Stakeholder Interview</li> <li>Intercept</li> <li>Meetings-in-a-Box</li> <li>Online survey</li> </ul>				
Business Community	<ul style="list-style-type: none"> <li>How city policies/zoning effects their business</li> <li>What would help their business</li> <li>Anything hindering your growth/expansion</li> </ul>	<ul style="list-style-type: none"> <li>Roseville Business Council</li> <li>Developer group</li> <li>Rosedale Mall</li> <li>Twin Cities North Chamber of commerce</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				
Visitors	<ul style="list-style-type: none"> <li>What draws you to Roseville</li> <li>Overall impression/description of the City</li> </ul>	<ul style="list-style-type: none"> <li>Roseville Visitors Association</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				
Residents from adjacent communities	<ul style="list-style-type: none"> <li>Overall impression/description of Roseville</li> </ul>	<ul style="list-style-type: none"> <li>Arden Hills</li> <li>St. Anthony</li> <li>Lauderdale</li> <li>Falcon Heights</li> <li>Little Canada</li> <li>St. Paul</li> <li>New Brighton</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> <li>Intercepts</li> </ul>				
Area interest groups	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				
Associations, Networks, Media	<ul style="list-style-type: none"> <li>Primarily to spread information</li> <li>Any community data/insights</li> </ul>	<ul style="list-style-type: none"> <li>LillieNews.com (Roseville-Little Canada Review)</li> <li>Star Tribune</li> <li>Smack Dab blog</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder interviews</li> <li>Press release</li> </ul>				
Nonprofit and Philanthropic							
Community	<ul style="list-style-type: none"> <li>Existing issues</li> <li>Upcoming projects/processes</li> <li>Planning frames</li> <li>Overall impression/description of Roseville</li> </ul>	<ul style="list-style-type: none"> <li>Keystone Community services (Roseville Food Shelf)</li> <li>Churches</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				
Educational entities	<ul style="list-style-type: none"> <li>Existing issues</li> <li>Upcoming projects/processes</li> <li>Planning frames</li> <li>Overall impression/description of Roseville</li> </ul>	<ul style="list-style-type: none"> <li>Colleges and Universities</li> <li>Roseville School District</li> <li>Mounds View School District</li> <li>Private K-12 schools</li> <li>Preschools</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				
Under-represented Populations	<ul style="list-style-type: none"> <li>Do they feel included? Welcomed?</li> <li>Specific needs that should be addressed in the Plan</li> </ul>	<ul style="list-style-type: none"> <li>Karen</li> <li>Somali</li> <li>Hmong</li> <li>Early Childhood and Family Education (ECFE)</li> <li>City's Human Right's Commission</li> <li>Roseville Area School's Office of Equity and Integration</li> <li>Police and Community Service Officers</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> <li>Listening Sessions</li> </ul>				
• Government Entities	<ul style="list-style-type: none"> <li>Existing issues</li> <li>Upcoming projects/processes</li> <li>Planning frames</li> <li>Changes to regulations or processes</li> </ul>	<ul style="list-style-type: none"> <li>Adjacent communities</li> <li>Ramsey County</li> <li>MetCouncil</li> <li>State (MnDOT, MnDNR, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Focus Groups</li> <li>Stakeholder interviews</li> </ul>				