



Community Engagement Commission Agenda
Thursday, December 8, 2016
6:30 p.m.
City Council Chambers

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

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

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Minutes

Roseville Community Engagement Commission (CEC)

Thursday, 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.

Corrections:

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

Commissioner Sparby moved, Commissioner Sattler seconded, approval of 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 7th 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 Cuningham 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 Cuningham 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 Cuningham
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 challenged ~~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~~ 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 Cuningham 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.

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

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

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

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

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

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

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

Form strategies for outreach to under-represented groups

(Commissioners Gardella and Sattler)

Commissioner Sattler referenced the November update in Attachment 5.a, with the main focus of the group being a definition of “under-represented populations.” Commissioner Sattler advised that Commissioner Gardella’s initial definition had been expanded as noted:

“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

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 diversity 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

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

694

695 **6. New Business**

696

697 **a. Overview of Roseville U**

698 Chair Becker referenced Attachment 6.A consisting of a memorandum
699 from City Manager Trudgeon dated November 3, 2016 and including
700 information on formatting and attendance for past Roseville U events and
701 their various iterations.

702

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

708

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

715

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

726

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

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

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.

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

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

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

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

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

c. Election of Vice Chair

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

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

1051 others in her new city and had proven a great benefit and perk.
1052 Commissioner Gardella noted that as things changed in her life and
1053 became more manageable, she anticipated returning to community service.
1054 In the meantime, Commissioner Gardella promised her colleagues that she
1055 would continue to watch their efforts going forward; and advised that she
1056 would be available to them as time allowed for chats and consultations.
1057

1058 **b. Staff Report**

1059 City Manager Trudgeon announced the upcoming community outreach
1060 meeting to discuss future use of the former school site repurposed into an
1061 Army National Guard site in Roseville, now vacant, with information
1062 provided on the city's website and noticed to a broad area of Roseville.
1063

1064 City Manager Trudgeon distributed handouts about the upcoming
1065 Business Exchange.
1066

1067 Commissioner Sparby asked that City Manager Trudgeon provide the
1068 CEC in their next meeting packet some of city staff's ongoing outreach
1069 efforts through documents and forms used at this time (e.g. Park Renewal
1070 Program) that would allow the CEC to review those community
1071 engagement and collaboration tools currently in use.
1072

1073 **i. Upcoming Items on Future Council Agendas**

1074 City Manager Trudgeon briefly reviewed several upcoming items
1075 not already covered tonight.
1076

1077 **ii. Other Items**

1078 Commissioner Manke advised that several City Council members
1079 had asked her what progress was being made by the CEC in
1080 making a recommendation to the City Council on the "welcome
1081 packet." Commissioner Manke noted her submission to the CEC
1082 off line an example of the packet from several years ago. In her
1083 personal discussion with individual Councilmembers,
1084 Commissioner Manke noted they seemed interested in the idea of
1085 an online welcome packet, with printable options; but admitted she
1086 needed to meet with Communications Manager Garry Bowman on
1087 the online piece on the city's website.
1088

1089 City Manager Trudgeon clarified that staff and the City Council
1090 was looking to the CEC for their recommendations on what was
1091 important to contain in the welcome packet; and thanked
1092 Commissioner Manke for her work in formatting it in draft form.
1093 City Manager Trudgeon suggested that the packet not get too
1094 bogged down in details, but instead for the CEC to lay out topics
1095 and how they should be formatted, contact information and other
1096 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

1151 Commissioner Sattler noted the projected joint meeting with the City Council in
1152 February and asked if there was something the CEC should be working on that
1153 needed completed before that meeting.
1154

1155 Chair Becker advised that there was some flexibility for that joint meeting date;
1156 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

1160 Commissioner Manke suggested a major project for discussion at the joint
1161 meeting would be the open house if that was going to be scheduled in the spring
1162 of 2017.
1163

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.
1170

1171 **11. Adjournment**

1172 Commissioner Gardella moved, Chair Becker seconded, adjournment of the
1173 meeting at approximately 8:57 p.m.
1174

1175 **Ayes: 6**

1176 **Nays: 0**

1177 **Motion carried.**

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 7th 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*

December 2016 Update: Staff continues to work on these items.

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 format (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 format (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 it's 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.

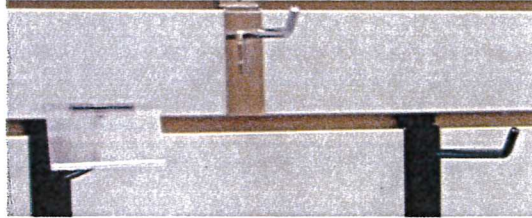
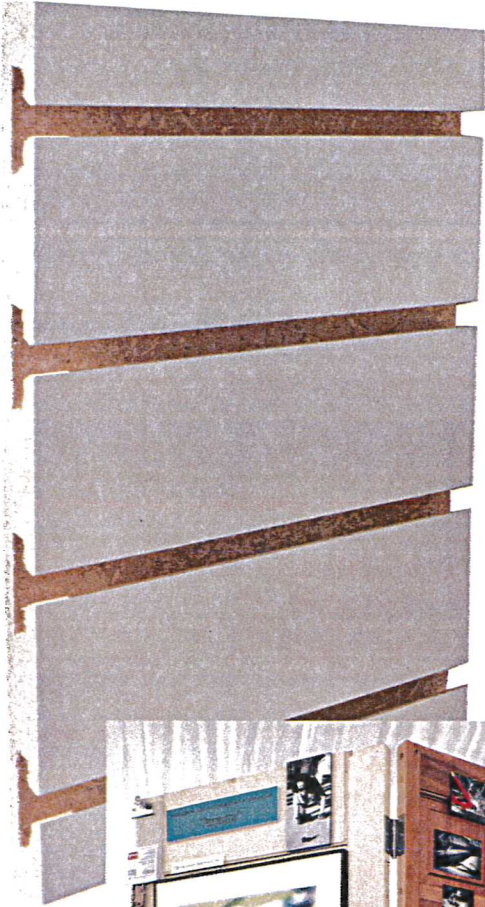
Next steps

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

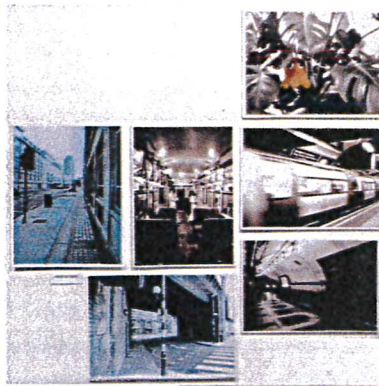
- Negotiate location for display
- Design display
- Write criteria for submission

DISPLAY OPTIONS

Slate Board with hardware for hanging framed photos



Foam core mounted photos, velcro mounded.





**PERFORMANCE
DRIVEN DESIGN.**
LHBcorp.com

*Bench Handout
CEC Agenda Item 6.a
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 54980	+	715.392.2902

- *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.

- *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

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.

Memorandum

Date: DRAFT December 8, 2016

- 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
 - 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

Memorandum

Date: DRAFT December 8, 2016

- Comprehensive Plan Update announcements on the City of Roseville home page
 - URL: 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.

Memorandum

Date: DRAFT December 8, 2016

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

O:\16Proj\160669\300 Communication\304 Minutes\160669 Community Engagement Plan.docx

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

Roseville Comprehensive Plan Community Engagement Plan

Engagement Targets and Tools

Draft 12/08/2016

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