

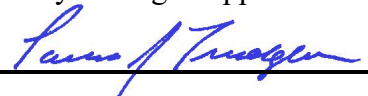
ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: January 9, 2023
Item No.: 7.b

Department Approval



City Manager Approval



Item Description: Receive Update on City-wide Community Visioning Process

BACKGROUND

The City Council authorized a Community Visioning Process that began in 2022. The city's consultant, Zan and Associates, will be in attendance to provide an update on the work done to-date and next steps.

POLICY OBJECTIVE

The city's Community Aspirations were developed following a visioning process that occurred in 2006. These Community Aspirations serve as blueprint for important decisions. The City Council is seeking to gather input into the current Community Aspirations that will be used to create a vision and strategic plan that reflect the values of the Roseville community.

BUDGET IMPLICATIONS

None. This is an update into the work done to-date.

RACIAL EQUITY IMPACT SUMMARY

Not applicable.

STAFF RECOMMENDATION

Receive update and provide any feedback as necessary.

REQUESTED COUNCIL ACTION

Receive update and provide any feedback as necessary.

Prepared by: Rebecca Olson, Assistant City Manager

Attachments: A: Progress Report

B: Power Point Presentation

MEMO

TO: Rebecca Olson and Corey Yunke, City of Roseville

FROM: Dan Edgerton and Brigitte Bjorklund, Zan Associates

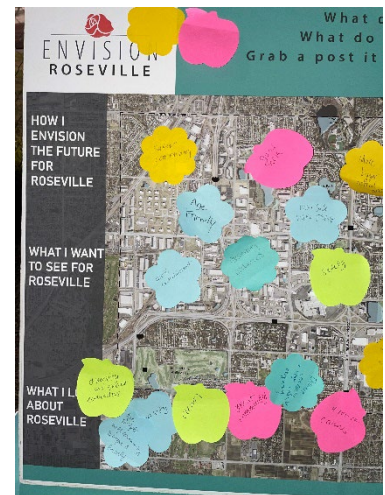
DATE: January 4, 2023

RE: **Envision Roseville, Progress Report**

The following includes a summary of the project status and next steps as of January 4, 2023. Fall/early-winter 2022 has been a big time for the Envision Roseville project! We successfully launched our Hello Lamp Post campaign and the project survey, we've continued meeting with community organizations, done several events, and are now gearing up to begin business engagement. Looking forward, things will slow down over the winter as we wrap up phase 1, before beginning phase 2 engagement activities in the spring.

The sections that follow show the status of major project tasks, including:

- Advisory Committees
- Promotional Content and Deliverables
- Community Partnerships
- Events and Activities
- Digital Engagement
- Business Engagement



Engagement activity,
Homecoming Game

Project Committees

There are two standing project advisory committees – the Project Management Team (PMT) and the Community Advisory Group (CAG).

PMT

We anticipate at least three PMT workshops. The first workshop is complete. The next workshop is tentatively planned for late January 2023. The final workshop will happen in summer 2023. PMT discussion topics are shown below.

- PMT 1 (Complete): Review engagement plan and equity analysis and complete initial visioning activities
- PMT 2 (Late January): Review business engagement approach and dig into Phase 1 engagement results
- PMT 3 (Early summer): Review Phase 2 engagement results and dig into findings and recommendations

CAG

We anticipate at least two workshops. The first is complete and the next is tentatively planned for Spring 2023.

- CAG 1 (Complete); Review engagement plan and equity analysis and complete initial visioning activities
- CAG 2 (Spring 2023): Review business engagement approach and dig into Phase 1 engagement results

Promotional Content and Deliverables

The following is a summary of the status for Phase 1 material development.

Item	Status
Engagement and Communications Plan	Complete
Equity analysis, phase 1	Complete
Project branding	Complete
Project promotional flyer (multiple languages)	Complete



Item	Status
Engagement activity design and production (multiple languages)	Complete
Project website launch/mapping and visioning activities	Complete
Online survey launch (multiple languages)	Complete
Social media campaign launch	Complete
Hello Lamp Post launch (multiple languages)	Complete
Print surveys (multiple languages)	Complete
Community event handout (multiple languages)	Complete
Video interview for city communications	Complete
Equity Analysis, phase 2	Underway
Business engagement survey and focus group recruitment	Underway
Phase 1 results analysis	Underway
Phase 2 engagement activities - Events - Community partnerships - HLP	Pending
Final report	Pending

Community Partnerships

A key component of this work is to foster relationships with community-based organizations, community leaders, and other culturally specific organizations – based on the stakeholder analysis included in the communications and engagement plan – to connect with people who otherwise might not participate in the process.

Our initial intent was to participate in at least 10 meetings or events with community partner groups over the course of the project. As part of Phase 1, we engaged 10 community organizations and have had initial communications with more than 20 additional organizations. Engagement has included information sharing, phone interviews, and presentations at organization meetings. As part of phase 2, we will reconnect with each of the organizations contacted to close the loop and meet strategically with specific groups, depending on the tabulation of phase 1 results.

Organization	Initial Meeting Date & Time
Visit Roseville	Wednesday, 9/28, 3:00 p-3:30p
Roseville Area Schools	Friday, 9/30, 12:30p-1:00p
Resilient Roseville	Wednesday, 10/05, 3:30p-4:00p
Man Up Club	Thursday, 10/06, 12:00p-12:30p
Roseville Area High School: Cultural Liaisons	Wednesday, 10/12, 10:00a-11:00a
Monthly HRIEC Meeting on Community	Wednesday, 10/19, 6:30p-8:30p
Do Good Roseville	Tuesday, 10/25 at 10:00a
King of Kings Lutheran	Wednesday, 10/26 at 11:30a
Roseville Area High School: Cultural Liaisons	Wednesday, 10/12, 10:00a-11:00a
Roseville Area Schools: Cultural Liaisons (all schools)	Thursday, 11/17, 1 to 3p
Travelers with Disabilities Committee – Metropolitan Airport Commission TSA Disability & Medical Condition Coalition	Multiple contacts made and hoping to plan engagement activities



Kids in Need	Shared information and provided a promotional flyer
Every Meal	Shared information and provided a promotional flyer

Events and Activities

Another component of the project is meeting people in the community at high activity locations, in the places they already go. Our initial intent was to participate in at least 15 events or activities over the course of the project. As part of Phase 1, we participated in five (5) events and have plans to complete 3 more, as summarized in the table below.

Date	Event	Status
Saturday, September 17, 2022 10-4 pm	Wild Rice Festival	Complete
Thursday, September 22: 4:30-6 pm	Tenant Notification	Complete
Friday, September 23, 6-10 pm	Tapped and uncorked	Complete (no staff attended, but flyers were placed at the registration table)
Friday, September 30, 6-10 pm	Roseville HS Homecoming	Complete
Saturday, October 29, 1-4 pm	Spooktacular	Complete
Thursday, December 15, 5:30 – 7:30	Community Fiesta (at the Oval)	Complete
Tuesday, January 10, 6:30 – 7:30	Community Open House - Library	Confirmed
Monday, February 13, 6:00 – 8:00	Roseville Area High School African American Family Night	Confirmed
Early winter/spring 2023	Anpétu Téča, Adult Learners meeting	Tentative

Virtual Engagement

Virtual engagement activities are a great way to expand the reach of our project. Virtual engagement options to-date have included a project engagement platform (website) with a project overview page, survey (multiple languages), wiki map to leave location specific comments, and an ideas wall to post free form comments. In addition, Hello Lamp Post objects (e.g., yard signs, posters, etc.) were placed in over 65 throughout the community and shared virtually through city communication channels to all people to engage using text messages. The engagement platform and Hello Lamp Post objects were promoted using multiple city communication channels including the citywide newsletter, email updates, and social media.

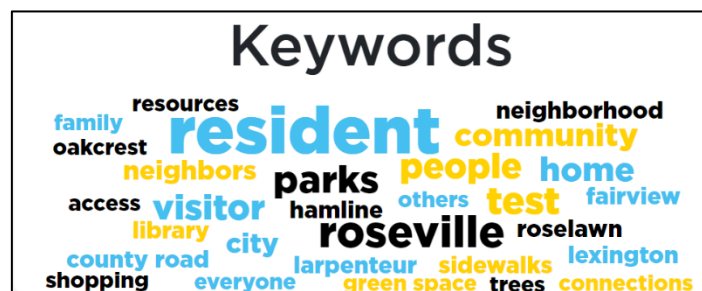
Virtual engagement platform

(includes landing page, survey, wiki map, and ideas wall)

- 3,579 visits
- 959 unique users
- 98 pins
- 73 survey responses (let's bump that up!)
- 20+ comment wall posts

Hello Lamp Post

- 103 conversations



Hello Lamp Post – Key Words

- 436 interactions
- Top object locations: virtual, bus stops, rose sculptures, Rosedale

Business Engagement

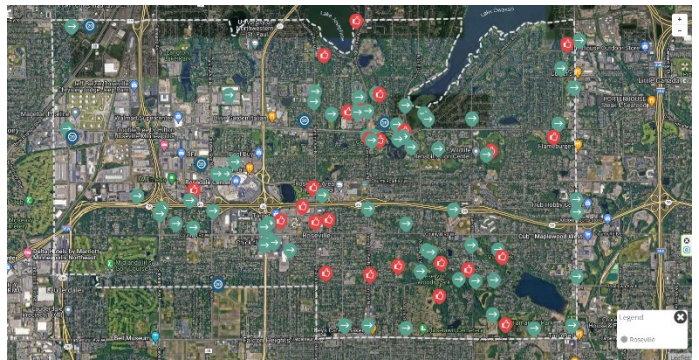
The final category of engagement is with key Roseville businesses and industry groups. This task is just getting started and will include a business survey and up to 15 interviews or listening sessions with stakeholders. We have prepared an initial contact list and launched the survey in December 2022. We anticipate conducting the listening sessions in spring 2023, in conjunction with Phase 2 engagement activities.

Results Sample

We are just beginning to tabulate results from Phase 1 engagement activities, and we have a lot to work with, which is great! The following is a sample of some of the themes and outcomes emerging. Disclaimer: This is just a sampling and should be considered draft. It is by no means complete or all inclusive.

Themes and Outcomes

- Parks (most prevalent theme)
 - o Ongoing funding
 - o Regular programming
 - o Preservation and green space
 - o Splash pad
 - o More access to nature
- Transportation (streets, sidewalks, and trails)
 - o Better transit access (busses and light rail)
 - o Traffic and congestions mitigation
 - o Prioritize people who walk/walkable development/more sidewalks
 - o Active transportation
- Community engagement/neighborhood unity
 - o Know your neighbors
 - o Encourage block parties
 - o New community center
 - o Townhalls/accessible leaders
 - o Meet people in the community
 - o People like the library
- Local businesses
 - o Promotional websites for small businesses/social media
 - o Events
 - o Zoning/tax breaks
 - o Mixed use development
- Housing and Development
 - o Multigenerational
 - o Affordable
 - o More amenities for young people/housing for young people/more condos
 - o Less dense housing
 - o Change nothing
 - o More restaurants and night life
- Sustainability/environment
 - o Incentivize energy conservation



Wikimap – “pins”



Spooktacular, engagement activity

- Safety and security
 - o Reduce crime
- Education
 - o Upgrade schools
 - o Invest in children

Who is Responding

- Survey + HLP: About 85% residents, 15% visitors. Fair geographic coverage across the city for residents
- 30% of survey respondents age 35 – 44
- 20% of survey respondents identify as “BIPOC”
- 80% of survey respondents live in a single family home
-

Survey Response Age



- Age 18 - 24 ■ Age 25 -34 ■ Age 35 -44
- Age 45 -54 ■ Age 55 - 64 ■ Age 65 -74
- Age 75+



Student engagement



ENVISION ROSEVILLE

City Council Update
January 9, 2023

Presentation Content

- I. Project overview/recap
- II. Status update
- III. Results preview
- IV. Next steps
- V. Discussion

Key Outcomes

- ✓ Review progress to-date
- ✓ Get a flavor for the type of input so far
- ✓ Get your feedback





Project Overview

Project objectives

Work plan

Schedule





Project objectives

- Develop a comprehensive set of community aspirations and specific outcomes for each
- Engage a diverse range of Roseville communities in the process
- Results will guide future planning efforts



Strategies and Outcomes		
• Project Management Team 3 • Demographic review • Target community and stakeholder group list • Equity analysis (ZEST) • Key measures and engagement questions • Engagement and communications plan • Website launch • Hello Lamp Post launch (optional)	• Project Management Team 3 • Hello Lamp Post canvassing • Initial project promotions: email blast, social media, flyers, posters, etc. • Online survey and interactive map • Website update • Community meetings • Pop-ups and community events • Community listening sessions and presentations • Business engagement • Community workshop 1 • Equity analysis update (ZEST)	• Project Management Team 3 • Community workshop 2 • Follow-up communications: email blast, social media, flyers, posters, etc. • Final report

Timeline

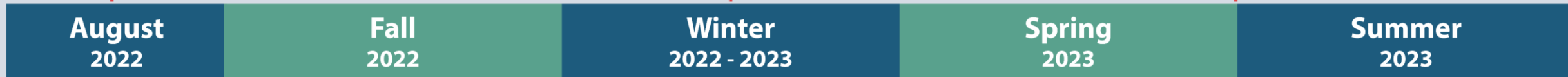
START UP

- Develop a work plan
- Prepare engagement material
- Coordinate schedules

PHASE 2

COMMUNITY ENGAGEMENT

- Review vision and aspirations
- Prioritize outcomes



PHASE 1

COMMUNITY ENGAGEMENT

- Identify community vision
- Develop aspirations and outcomes

RESULTS

- Share the community input collected and vet conclusions
- Present community vision and celebrate!



Progress Update

Committees

Deliverables

Community Partnerships

Events and Activities

Virtual Engagement

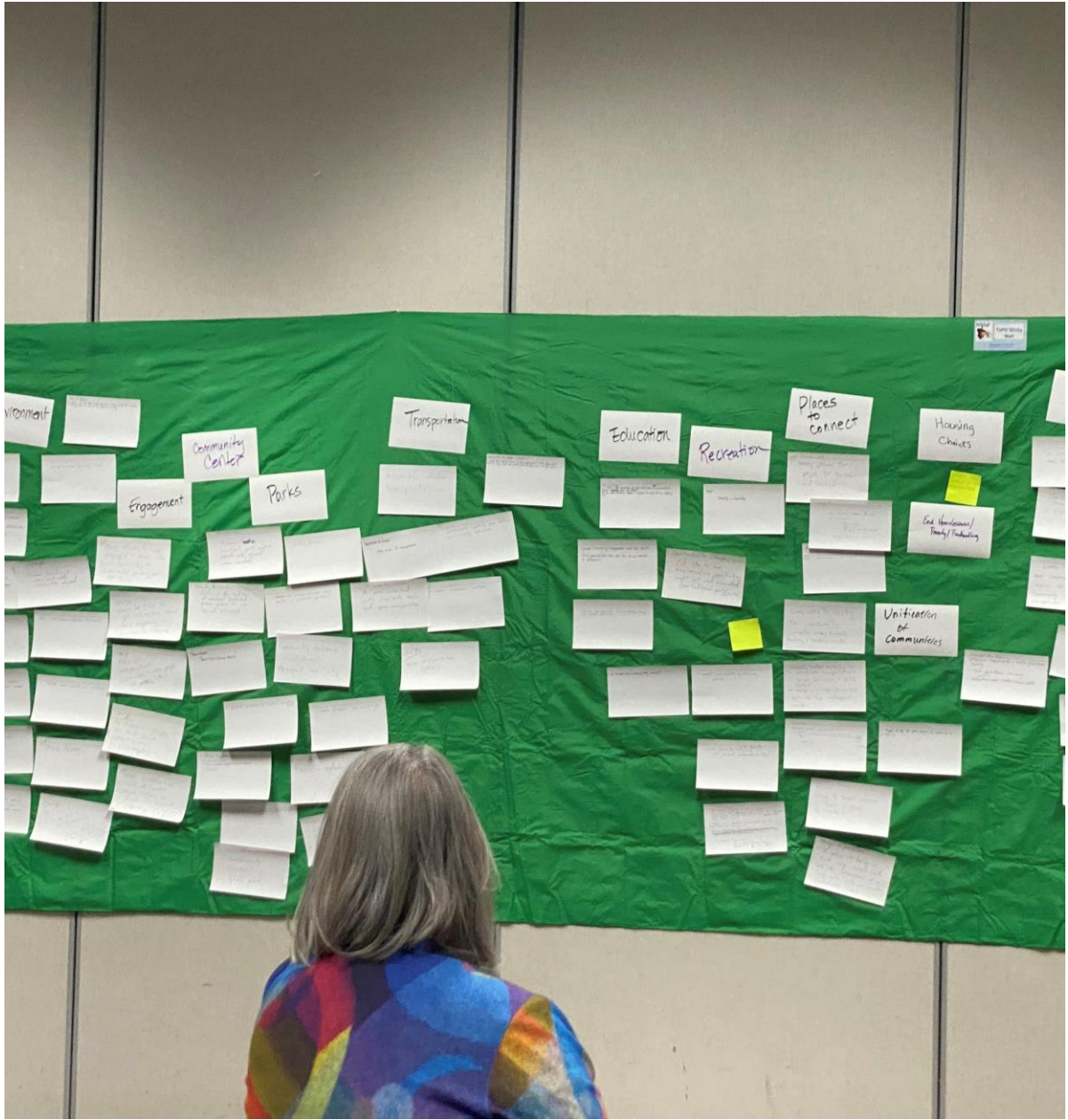
Business Engagement



Committees

- Project Management Team
 - PMT 1 (Complete)
 - PMT 2 (Late January)
 - PMT 3 (Early summer)
- Community Advisory Group
 - CAG 1 (Complete)
 - CAG 2 (Spring 2023)





Promotional Content + Deliverables

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Community Partnerships

Phase 1 (complete)

- 10 engagement activities
- 20+ connections

Phase 2 (spring)

- Close the loop with follow-up communications
- Strategic engagement

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Events and Activities

Phase 1 (complete)

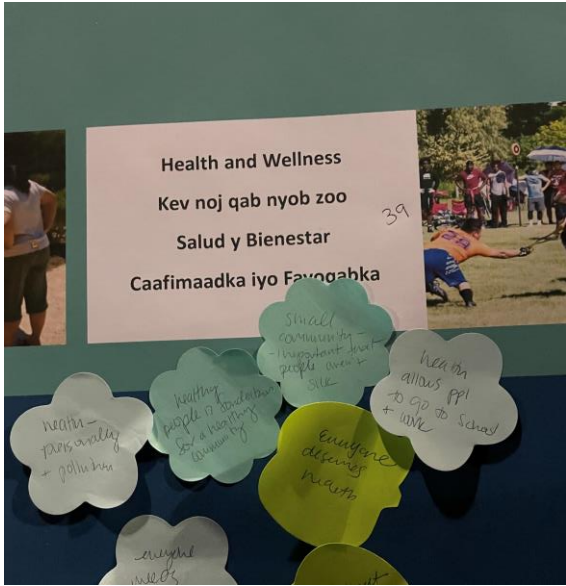
- 5 events
- 2 planned

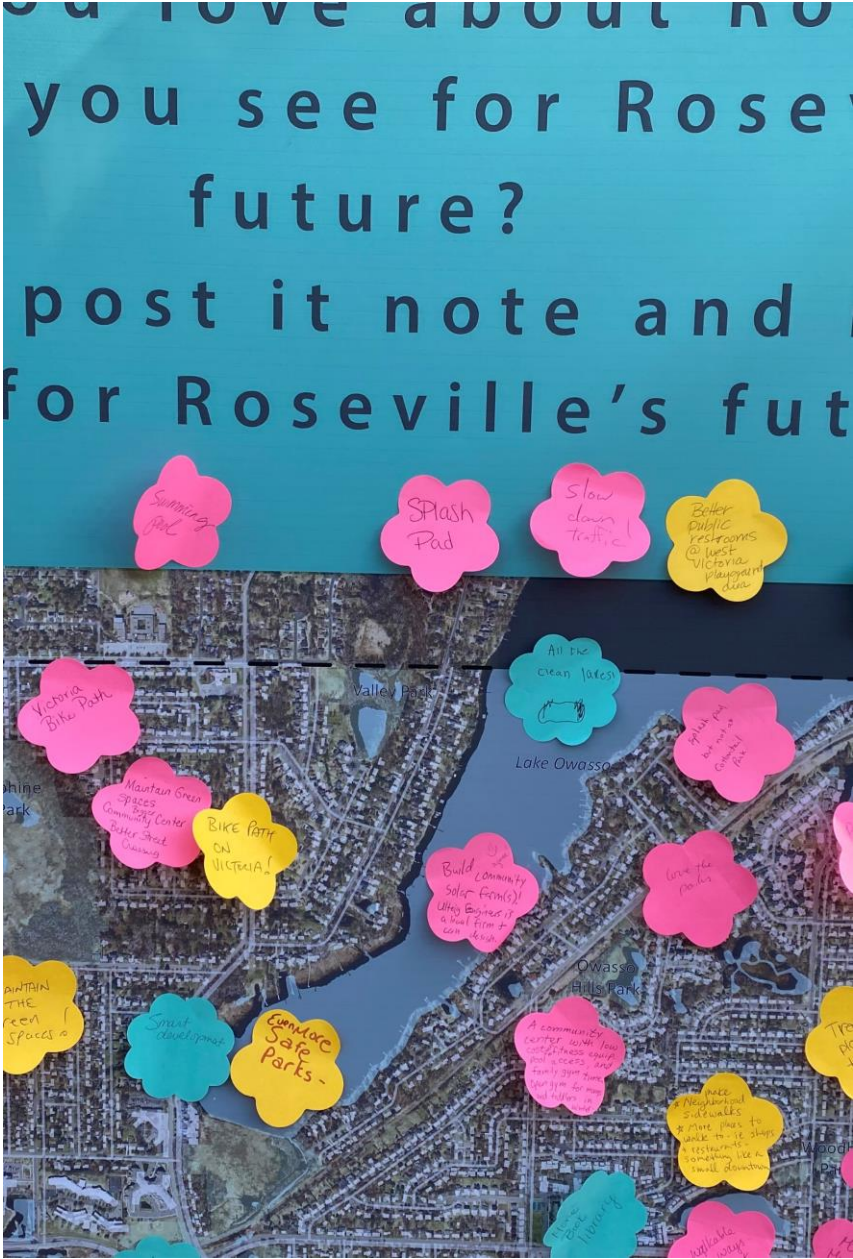
Phase 2 (spring)

- Close the loop with follow-up communications
- Strategic engagement

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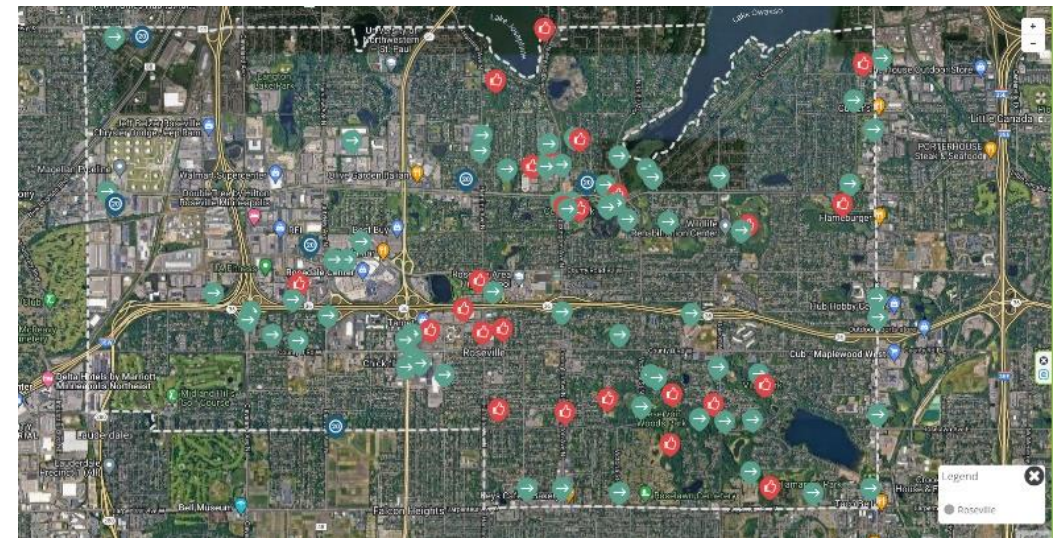
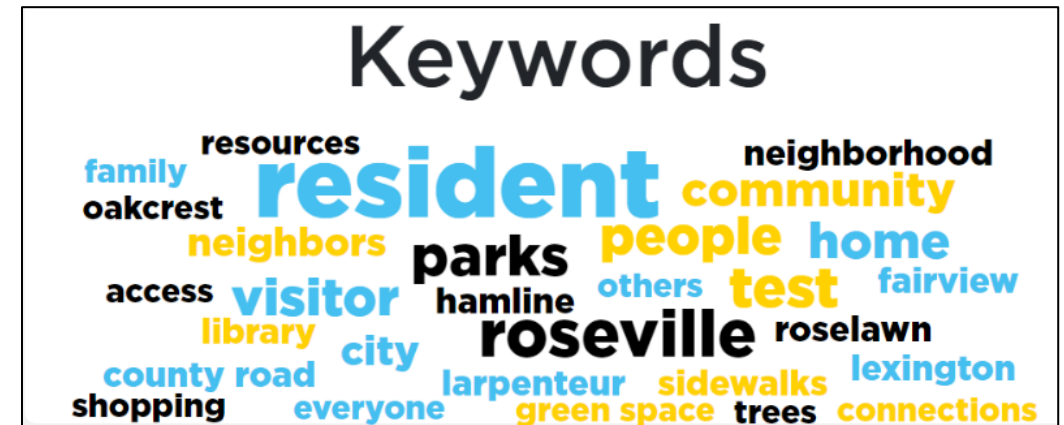






Virtual Engagement

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- Hello Lamp Post
 - 103 conversations
 - 436 interactions
 - Tob object locations: virtual, bus stops, rose sculptures, Rosedale
- Social media posts



Business Engagement

- Business-focused survey – live now
- Strategic interviews/focus groups
 - Representative mix of business types
 - Focus on reaching diverse communities
 - Planning underway



Roseville wants to hear from business owners.
Do you, a friend, or family member own a business?

WE NEED YOUR HELP! The city wants to collaborate with Roseville residents and businesses to develop a vision for the city. PLEASE INVITE BUSINESS OWNERS TO COMPLETE A SURVEY to help us develop a vision for the community that reflects their values and aspirations. The survey will take about 7 minutes to complete. All responses will be anonymous and any personal information will not be shared with any outside parties.

What is a community vision?
A community vision is an aspirational guide or blueprint for the city. It provides the "North Star" or overall basis for important community decisions in areas like transportation and infrastructure, business environment, housing and neighborhood development, safety and security, schools, parks and more. To learn more, visit <https://zan.mysocialpinpoint.com/envision-roseville>

We are also conducting a LIMITED NUMBER OF INTERVIEWS AND FOCUS GROUPS with Roseville business. If you or someone you know may be interested in contributing time and energy to create and refine the community vision from a business perspective, please have them e-mail jking@econdevelop.com and mention Envision Roseville Business in the subject line. Thank you!

Here's a link to the survey:
<https://www.surveymonkey.com/r/EnvisionRosevilleBusinessSurvey>





Sample Results

Committees

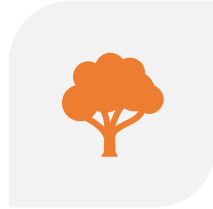
Community Partnerships

Events and Activities

Virtual Engagement



Themes and Outcomes



PARKS AND
GREEN SPACE



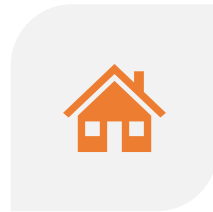
TRANSPORTATION



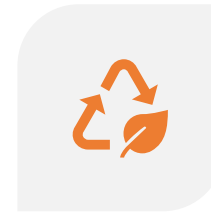
COMMUNITY
ENGAGEMENT



LOCAL
BUSINESSES



HOUSING AND
DEVELOPMENT



SUSTAINABILITY/
ENVIRONMENT



SAFETY/SECURITY



EDUCATION



Who is Responding

- Survey + HLP: About 85% residents, 15% visitors. Fair geographic coverage across the city for residents
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Survey Response Age



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- Age 75+

Next Steps

Tabulate phase 1 results

Begin phase 2 engagement

Final report

Discussion

- ✓ What clarifications do you need?
- ✓ Are there questions or comments?
- ✓ What surprised you? What feedback do you have?