REQUEST FOR COUNCIL ACTION

Date: April 10, 2023 Item No.: 7.a

Department Approval City Manager Approval

Item Description: Receive Update on Envision Roseville

BACKGROUND

3

10

11

12

13 14

15

17

In July, 2022, Council authorized a contract for a community-wide visioning process to Zan 2

- Associates. This community-wide visioning process has been name *Envision Roseville* and includes
- two phases of community engagement. The Phase 1 engagement was focused on engaging Roseville 4
- residents and visitors to identify key themes relating to how people envision the future of Roseville. 5
- Strategic and targeted engagement was conducted during this phase with the intention of capturing
- voices that historically have been underrepresented. This phase consisted of a mix of ways for all 7
- residents to participate including: 8
 - More than 20 community events and listening sessions
 - Community Survey
 - Virtual engagement through Hello Lamp Post, visioning website, interactive map, etc.
 - Community Advisory Group workshop
 - Various promotions (both staff-led and consultant led)

Zan Associates will have a member of the project team in attendance to provide an update on next steps which includes Phase 2 engagement as well as next steps. 16

POLICY OBJECTIVE

- The city's approved Strategic Racial Equity Action Plan (SREAP) as well as the city's Racial Equity 18
- Narrative detail the city's commitment to providing an inclusive community. Part of that includes
- improving engagement among community members, developing relationships and increase 20
- collaboration with community leaders and organizations, following through on lessons learned 21
- through community members by committing to listen, learn and implement improved methods and 22
- practices to better serve the needs of all in the community. The objective of the *Envision Roseville* 23
- public participation is to seek input from residents and stakeholders to determine if the current 24
- Community Aspirations are relevant and appropriate and which of the Community Aspirations are 25
- most critical and should be focused on in the next 5-10 years. 26

BUDGET IMPLICATIONS

None. 28

27

29

RACIAL EQUITY IMPACT SUMMARY

- In recognizing that racial disparities across all indicators of success are deep and pervasive, the city 30
- has prioritized centering race in decisions, policies and procedures. This approach offers the focus 31
- and specificity necessary for advancing our work on our community aspirations for all of the 32
- Roseville community. This approach has led how we design our engagement activities for the 33
- visioning process. By focusing on hearing BIPOC voices, we ensure that we can also capture voices 34

from other segments of our community that may have intersecting barriers or challenges to being

36 heard, while also capturing traditionally engaged voices.

37 STAFF RECOMMENDATION

38 Informational.

39

41

REQUESTED COUNCIL ACTION

Receive the presentation and update.

Prepared by: Rebecca Olson, Assistant City Manager

Attachments: A: PowerPoint Presentation



ENSEVILLE

Project Update April 2023 **Presentation Content**

I. Status update

II. Results preview

III. Phase 2 overview

IV. Discussion



Progress Update

Schedule
Phase 1 recap
Phase 1 results
Phase 2
Discussion

Next steps



Project Schedule Summary

Task	Fe	Feb		Mar		Apr		May		Jun		ul
Phase 1												
Survey Close		Х										
Business survey close				Х								
Phase 1 Summary			Х									
Results Workshop			Х									
PMT 2				Х								
Phase 2												
Phase 2 Key Messages					х							
CAG 2						х						
Phase 2 listening sessions + events												
HLP deployment						х						
Business focus groups												
Results Workshop									Х			
PMT 3		_	_							х	_	
Final Report											х	

Phase 1 Community Engagement

Live engagement activities: 20+ activities

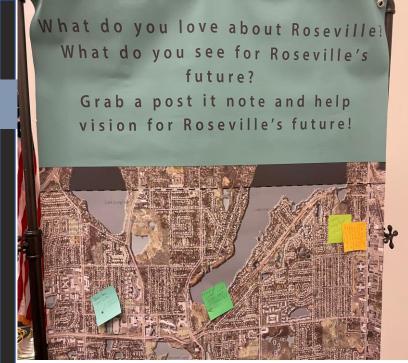
- Community events: 8
 live events
- Community
 organizations:
 12 meetings, 20+
 conversations

Online engagement: 550+ responses

- Survey
- Interactive map
- Hello Lamp Post
- Business survey (ongoing)

Committees: 2 workshops, dozens of meetings

- Community Advisory Group (CAG)
- Project Management Team/department leads (PMT)
- Project team (meets bi-weekly)











Who Have We Reached?

Online demographics – self identify

- ✓ Good coverage of age with exception of 18 24 yrs
- √ 85% white, 11% prefer not to answer
- √ 6% have a disability
- √ 85% live in a single family home
- √ 86% live in an owner occupied residence

Community partnerships/events

- ✓ People of color (20-40%)
- ✓ Non-English speakers (20-40%)
- ✓ Youth/students and families
- √ Visitors/businesses
- ✓ Students
- ✓ Renters (limited)

Apparent gaps (target in Phase 2)

- ☐ Young adults, 18-24 yrs
- ☐ Residents of apartments/renters
- ☐ Recent immigrants/limited-English

Phase 1 Results (preliminary)

Theme	Ranking
Transportation & Infrastructure	30%
Environment/Sustainability/Parks	23%
Housing & Development	15%
Business & Economy	11%
Community: welcoming, inclusive, respectful, engaged	9%
Safety & Security	5%
Schools, Education, and families	4%
City Services and Civic Engagement	3%
Health & Wellness	1%





Phase 1 Results (preliminary)

- Themes generally align with existing community aspirations
 - Different emphases
 - New themes: Parks and schools
- No major disparities between different engagement types/cohorts
 - The most prevalent theme on HLP was "environment and green space"
 - Diverse cultures tended to prioritize "welcoming and inclusive community" higher
 - Students ranked "safety and security"
 - Community partnerships emphasized "small businesses" and "housing affordability"





What's Next? Phase 2

Purpose:

Here's what we heard? Did we get it right? Can you help us drill down into the details?

- Interactive website update
 - Phase 1 results
 - Very short questionnaire
- Community events: 2-3
- Targeted community activities: 2-3
 - Recent immigrants
 - Renters
 - Young adults
- Promotions
 - Results flyers
 - Community partners networks
 - Email lists
 - In-person
 - You!





Discussion

- What clarifications do you need
- What surprised you?
- Other questions, comments, or feedback?

