



WELCOME TO ROSEVILLE UNIVERSITY, PART 2



CITY COMMUNICATIONS



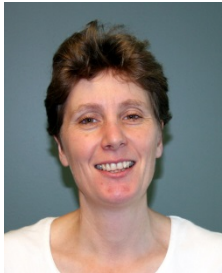
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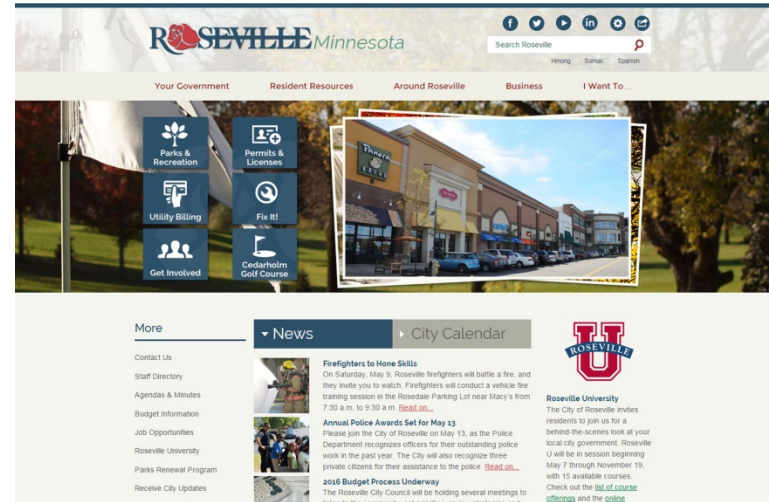
Internal Communications

- Actively seeking news and information items from a variety of internal City sources in order to provide residents and media outlets with more proactive, relevant messages
- Established key communicators group, which includes all departments, and the Roseville Visitors Association
- Creation of the communicators group has:
 - Fostered greater cooperation and coordination among departments
 - Promoted more consistent, professional messaging
 - Helped the City be more proactive in its communications
 - Enriched content and relevance of the City's weekly News Update as well as the content of the City newsletter.
 - Provided the City with the ability to cross-promote events and initiatives across multiple communications channels
 - Helped the city earn coverage in every major media outlet in the Metro in the last year



Communications Channels

- Newly-Designed website
www.cityofroseville.com
- Emphasizing the user experience with clear access to relevant information, improved content and features
- Incorporates responsive design to be mobile friendly





Communications Channels

□ Receive Updates

www.cityofroseville.com/list.aspx

■ Sign up to receive email or text updates directly from the City

- News updates
- Department updates
- City Council notices
- Commission notices
- And more...

The screenshot shows the 'Receive Updates' page on the Roseville Minnesota website. The page has a header with the city logo, social media icons, and a search bar. Below the header is a navigation menu with links to 'YOUR GOVERNMENT', 'RESIDENT RESOURCES', 'AROUND ROSEVILLE', 'BUSINESS', and 'I WANT TO...'. The main content area is titled 'Receive Updates' and includes a sign-up form with fields for 'Email Address' and a 'Sign In' button. Below the form is a table of available updates.

METHOD	LIST NAME	DESCRIPTION
☒	Alert - Snow Plows	Interested in finding out when Roseville's snowplows are about to roll? Sign up to receive this alert from the city. When 2 inches of snow has accumulated a parking ban immediately goes into effect and parking is prohibited on all city streets.
☒	Bids and RFPs	The City of Roseville periodically issues requests for bids and requests for proposals to procure goods and/or services. Sign up to receive notification when bids or RFPs are issued.
☒	City News Updates	Receive general announcements about news regarding the City.



Communications Channels

□ Increased emphasis and use of social media

- Created a new City Facebook page in January 2014, which now has just shy of 1,000 likes and has been used actively since its creation
- Greater use of City Twitter account, which now has more than 800 followers, a marked increase over the last year
- Developed a LinkedIn profile for the City



Facebook

[www.facebook.com/
CityofRosevilleMN](http://www.facebook.com/CityofRosevilleMN)

Twitter

[www.twitter.com/
RosevilleMN](http://www.twitter.com/RosevilleMN)

LinkedIn

[www.linkedin.com/co
mpany/city-of-
roseville-mn](http://www.linkedin.com/company/city-of-roseville-mn)

YouTube

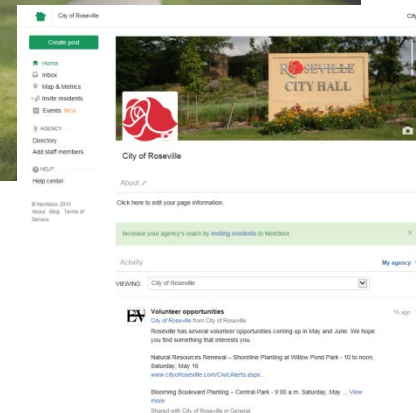
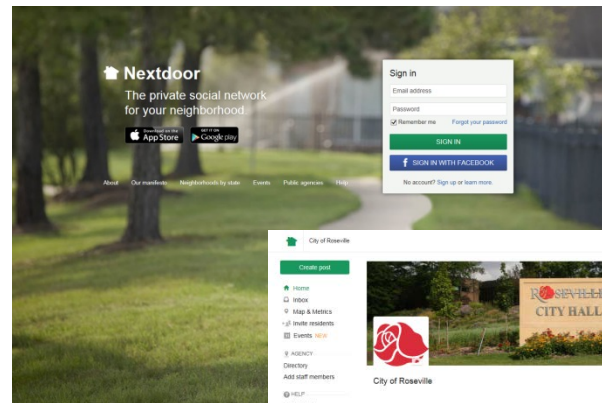
[www.youtube.com/us
er/CityofRosevilleMN](http://www.youtube.com/user/CityofRosevilleMN)



Communications Channels

□ Targeted use of Nextdoor

- Nextdoor has grown by more than 800 members in the last year to 2,432 users – about 12% of all Roseville households
- Used for specific, directed messaging to residents





Communications Channels

□ Redesigned Newsletter

- Emphasizes our commitment to printed communications to help bridge the digital divide
- Perhaps the City's most important communications tool according to the City's 2014 Survey

- 86% of residents recall receiving the publication in the last year
- 92% of those report a member of their household regularly reads the publication





COMMUNITY ENGAGEMENT



What is Community Engagement?





What is Community Engagement?

- Community engagement means involving community members in all activities - from identifying the relevant issues and making decisions about how to address them, to evaluating and sharing the results with the community
- Understanding that the public has a right to participate and encouraging that right
- For the City of Roseville it is more than that
 - ▣ Staff's vision of community engagement also includes reaching out to our residents in an effort to be both transparent and accessible



Key Tenants of Community Engagement*

- ❑ **Inclusive Planning:** The planning and design of a public engagement process includes input from appropriate local officials as well as from members of intended participant communities.
- ❑ **Transparency:** There is clarity and transparency about public engagement process sponsorship, purpose, design, and how decision makers will use the process results.
- ❑ **Authentic Intent:** A primary purpose of the public engagement process is to generate public views and ideas to help shape local government action or policy, rather than persuade residents to accept a decision that has already been made.
- ❑ **Breadth of Participation:** The public engagement process includes people and viewpoints that are broadly reflective of the local agency's population of affected residents
- ❑ **Informed Participation:** Participants in the public engagement process have information and/or access to expertise consistent with the work that sponsors and conveners ask them to do.

*From the Institute for Local Government



Key Tenants of Community Engagement*

- ❑ **Accessible Participation:** Public engagement processes are broadly accessible in terms of location, time, and language, and support the engagement of residents with disabilities.
- ❑ **Appropriate Process:** The public engagement process utilizes one or more discussion formats that are responsive to the needs of identified participant groups, and encourages full, authentic, effective and equitable participation consistent with process purposes. This may include relationships with existing community forums.
- ❑ **Authentic Use of Information Received:** The ideas, preferences, and/or recommendations contributed by the public are documented and seriously considered by decision makers.
- ❑ **Feedback to Participants:** Local officials communicate ultimate decisions back to process participants and the broader public, with a description of how the public input was considered and used.
- ❑ **Evaluation:** Sponsors and participants evaluate each public engagement process with the collected feedback and learning shared broadly and applied to future engagement efforts.



City Boards and Commissions

- Community Engagement Commission
- Ethics Commission
- Finance Commission
- Housing and Redevelopment Commission
- Human Rights Commission
- Parks and Recreation Commission
- Planning Commission
- Police Civil Service Commission
- Public Works Commission
- Variance Board



Commitment to Community Engagement

- City Council is committed to engaging with the Roseville community
 - Created the Community Engagement Commission in January of 2014
 - Commission began meeting in May of 2014 and is already having its recommendations approved and enacted
 - Continues to work on recommending additional engagement strategies





Community Engagement Commission

- The City Council's creation of the Community Engagement Commission came together thanks to the tireless efforts of the Community Engagement taskforce, many of whom are in attendance tonight and who probably know a lot more about this topic than I do

- Scot Becker
Chair of the
Community
Engagement
Commission





Additional Community Engagement Efforts

□ Staff engagement efforts

- Roseville U
- Fridays with Firefighters
- Firefighters and Police Lemonade Stand
- Discover your Parks
- Parks Renewal Open Houses
- Rain Barrel and Compost Bin events
- Living Smarter Fair
- Twin Lakes Public Input Meetings
- Coffee with a Cop
- Police Youth Basketball and Soccer Camp
- Shop with a Cop
- Police Community Connection Events



VOLUNTEER ENGAGEMENT



Investing in Volunteers

- ❑ Volunteer Coordinator
Positon created by City
Council
- ❑ Started end of May 2014
- ❑ Kelly O'Brien
 - ▣ Kelly.O'Brien@cityofroseville.com

LillieNews.com

YOUR LOCAL LINK... LILLIE SUBURBAN NEWSPAPERS... SERVING THE ST. PAUL SUBURBS SINCE 1938

NEWS SPORTS VIEWPOINTS EVENTS FAITH LEISURE & LIFESTYLE LET IT BE KNOWN
COUPONS-DOTTED LINE DISCOUNTS PROGRESS COMMUNITY GUIDES SPECIAL SECTIONS 2014 R

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Roseville creates staff position to expand municipal volunteering

By: Johanna Holub



Kelly O'Brien envisions broad city support for volunteerism

Roseville has begun ramping up its efforts to tap into a new resource: volunteers. New hire Kelly O'Brien is spearheading the cause in the city's newly created volunteer coordinator position.

O'Brien comes to the city with a plentitude of experience managing volunteers.

"I don't even want to say [how long I've been doing this]," O'Brien joked, conceding that she has over 20 years' experience in the field managing volunteers from large nonprofits to small grassroots organizations.

Searching out volunteers is something most departments had to do on their own before the volunteer coordinator position was created, O'Brien said.

"Until this point, it's been something that staff members have been doing as part of their job, and they've been doing a phenomenal job," she said. "But we want to be reaching everyone we can."

Kelly O'Brien



Investing in Volunteers



- For every \$1 an organization invests in volunteer engagement they can expect a \$6 return on investment





The Power of Volunteers

- ❑ Organizations that excel at leveraging the skills and talents of volunteers in their core operations are known as “Service Enterprises”





The Power of Volunteers

- ❑ Planning and Development
- ❑ Leadership Support
- ❑ Resource Allocation
- ❑ Tracking and Evaluation
- ❑ Outreach
- ❑ Effective Training
- ❑ Onboarding and Supervision
- ❑ Funding
- ❑ Technology and Communication
- ❑ Partnering to Extend Reach





City of Roseville Opportunities





Questions?





Thank You!

- Next Session - May 21, 6:00p.m.
- Finance Department – Budget 101
Understanding Roseville's Budget