Commissioners:

Keith Allen
Amanda Becker
Etienne Djevi
Richard James
Kathryn
Macomber
Laura Palmquist
David Sindiga
Peju Solarin



Human Rights, Inclusion and Engagement Commission Agenda
Wednesday, January 18,

2023 City Council Chambers

Members of the public who wish to speak during public comment or on an agenda item may do so in person during this meeting or virtually by Address:

2660 Civic Center Dr. Roseville, MN 55113

Phone:

651 - 792 - 7000

Website:

www.cityofroseville.com/hriec

registering at www.cityofroseville.com/attendmeeting

- 1. 6:30 P.M. Call To Order/Roll Call
- 2. Approval Of Agenda
- 3. 6:35 P.M. Public Comment On Items Not On The Agenda
- 4. Commission Response To Community Issues
- 5. Approval Of Minutes
- 5.A. 6:50 PM HRIEC Draft Meeting Minutes 10.19.22

Documents:

HRIEC DRAFT MINUTES 10.19.2022.PDF

- 6. New Business
- 6.A. 7:00 PM Essay And Art Contest Discussion

Documents:

2023 ROSEVILLE ESSAY AND ART CONTEST.PDF STUDENT-CONTEST-FLYER-2023.PDF

6.B. 7:20 PM 2022-23 Workplan Review

Documents:

HRIEC-2022 WORKPLAN_ JANUARY 2023.PDF

- 7. Other New Business Or Reports
- 7.A. 7:50 PM Staff Updates Report

Documents:

STAFF UPDATES AGENDA ITEM 011823.PDF

7.B. Envision Roseville Memo - Informational Only

Documents:

ENVISION ROSEVILLE MEMO JANUARY 2023.PDF

- 8. Announcements
- 9. Future Agenda Items
- 10. 8:30 P.M. Adjournment

Public Comment is encouraged during Commission meetings. You many 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.

Be a part of the picture... get involved with your City... Volunteer. For more information email volunteercoordinator@cityofroseville.com or call (651) 792-7028.

1 2	Human Rights, Inclusion and Engagement Commission Meeting Minutes		
3	DRAFT – October 19, 2022 - DRAFT		
4 5 6 7	Commissioners Present:	Amanda Becker, Etienne Djevi, Richard James, David Sindiga, Kathryn Macomber, Laura Palmquist and Adepeju Solarin (Peju)	
8 9	Youth Commissioners:	None	
10 11	Commissioners Absent:	Keith Allen (excused)	
12 13	Staff Present:	Thomas Brooks, Equity and Inclusion Manager	
14 15	Mr. Brooks noted Commiss	ion Paul Haas resigned from the HRIEC.	
16 17	Call to Order/Roll Call		
18 19 20	The Human Rights, Inclusion order at 6:30 p.m.	on, and Engagement Commission (HRIEC) meeting was called to	
21 22 23	Approve Agenda		
24 25	Commissioner James moved Agenda as presented. Moti	d and Commissioner Sindiga seconded a motion to approve the ion passed unanimously.	
262728	Public Comment on Items	Not on the Agenda	
29 30	None.		
31 32	Commission Response to 	Community Issues	
33 34	None.		
35	Approve Minutes		
36 37 38	a. August 17, 2022 Hu	uman Rights, Inclusion and Engagement Commission	
39 40 41		and Commissioner Djevi seconded a motion to approve the August clusion and Engagement Commission meeting minutes as presented 7.	
42 43	New Business		
44 45 46	a. Meet Youth Co	mmissioner Applicant, Jonathan Mamo	

Human Rights, Inclusion and Engagement Commission Minutes October 19, 2022 – *Draft Minutes* Page 2 of 7

Postponed due to Youth Commissioner not being at the meeting.

b. Update on Citywide Community Visioning Project with Zan Associates Ms. Bridget Norland, Director of Education, made a presentation to the Commission on the Citywide Community Visioning Project.

Commissioner Sindiga asked how Zan Associates is going to do everything presented.

Ms. Norland explained on the back of the flier there are eight aspirations divided into categories which she will review with the Commission. She noted at the events there was a big matrix which was broken down by aspirations and asked the community what it can do, what can the resident do and what can the City do around each of these. She asked the Commission to think globally about the three questions on the hand out she gave to the Commission She explained the first question asked is if the Commissioners had a magic wand, what would each change for the future. She indicated the second question was to picture themselves in Roseville 20 years in the future and what does each Commissioner see. The third question is Roseville is a diverse and dynamic community with wonderful places to live, work, and play, what does each Commissioner enjoy about Roseville. She asked each Commissioner to pick one and discuss the question.

Commissioner Sindiga explained he picked question two, what would he change if he wanted to see the City of Roseville different. He explained he always tells people that Rosedale Mall is larger than the Mall of America all combined because it is not just the Rosedale Mall but there are so many super malls all around it and the City makes it bigger with businesses that never quit from where they are. The one thing he did not like about the Rosedale Mall area is pedestrian crossings. He thought it is so bad. He greatest frustration is crossing from Har Mar Mall to Rosedale. He would like to have more, better connectivity for pedestrians. He also did not think there was a center point in the City for families and kids. He thought the City should have an aquarium or some center of interest for the kids. He would also like to see a nice child care center in the City as well.

Commissioner Macomber explained when she first moved to the City she was excited because it looked to her that she could take public transit to the train station, downtown Minneapolis because she loves Roseville for the small town feel and the proximity to a major metro area. She noted there was a bus stop at the end of her street where she could catch a bus but it only runs once or twice a day and only takes her to the mall where she can catch more buses but to go to the airport it would take over two hours, which is a long time. While it looked accessible, it was not. She would like to see more accessible mass transit that would be expensive at first but with a ridership and more non-motorized traffic, walkability, all of these things that are very expensive but things she would like to see.

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Commissioner Djevi agreed and thought the City has a lot of parks but would be nice to have one big area where kids can have a lot of activities like a waterpark and may generate some money for the City if it is well run and taken care of. The second thing he thought was connectivity. To be able to cross Hwy 36 without being in danger. It would be good to have something connect the south side to the north side of Roseville.

Ms. Norland indicated she heard from the student they would like a splash pad, swimming area and community center.

Commissioner Djevi thought community transit is something important in the City because there are some areas that the families cannot afford vehicles and need that transportation to get places.

Commissioner Macomber thought it would also be inclusive.

Commissioner Becker thought what was a little disappointing to her is right now there is a lot of big business in Roseville, big commercial stores and malls and she craves a more centralized area that is walkable in order to go to small businesses. There are some small businesses in the community but most have to be driven to and she thought the future is going back to a business community that is in more of a square for people to spend a whole day in a park, getting something to eat and connecting. She thought everything is so scattered which makes it hard to connect to others in the community.

Commissioner James indicated he has only lived in Roseville for four years but he is searching for local bakeries, not commercial diners but family diners and he has not found them. He thought for the business part, the City could hopefully take some action to encourage that and support that kind of thing.

Commissioner James thought there needs to be big focus onto seniors living in their homes and not in apartments or assisted living because especially with COVID, it is so easy for someone to be isolated and is really difficult to get out. If he was not on the Commission he would not know where in the City to meet people and make friends. He would like to see more senior outings and connections to the community.

Commissioner Djevi thought if they could, as a City, find a way to create an antiloneliness program. Some type of program that would pair the elderly with a younger person so that wisdom from people of a certain age is transmitted to the younger folks and the muscle in the younger folks is used to help older folks.

Chair Palmquist thought sidewalks could be improved with additional crossings for access to other areas in the City. She also thought the City could create a space for small businesses and have a marketing budget to help the business grow. Help the small businesses thrive.

Commissioner James thought that getting the community to the seniors is more important than getting the seniors to the community.

Ms. Norland indicated on the back of the flier she passed out are the 2006 visioning aspirations and she asked the Commission to look at the topics and decide which are each Commissioners top priorities and describe why it is important to them and what it looks like.

Chair Palmquist indicated the two she chose were Physically and mentally active and healthy and engaged in community. Those two go together because in Roseville she would like to see an active arts community. She thought art is very healing and also engaging.

Commissioner Djevi explained he chose number one, welcoming, inclusive, and respectful because this is part of why everyone got onto the Commission. For him, feeling welcome and feeling a part of the community means if he goes for a walk at night he does not look suspicious and that he does not get the police called on him for just looking suspicious. Being a part of the community and feeling like this is a welcoming community is important to him. He also chose safety and security as his second one because knowing the history of the violence against certain groups of people, safety and security have different flavors for different people. He thought everyone needs to be treated with respect.

Commissioner James indicated he picked the first one, welcoming, inclusive, and respectful and he also chose engaged community. Regarding the engaged community concept, he thought it was a term that has been thrown around and he thought if they want to get more information they need to have additional prompts or something for people to say this is what the City is looking for. Some framework for people to wrap their head around.

Commissioner Becker explained she was thinking the word "engaged" also touches upon being extroverted or introverted. Having to be outside does not necessarily mean a person is engaged either so she agreed that the word can be confusing. She wondered what the word "engaged" meant. Does it mean there will be some type of programming and how does it look to them. She wondered what their definition of engagement is.

Commissioner James thought there was a distinction between local engagement and geographical community engagement. He thought this may need to be broken down into two different categories to be discussed.

Ms. Norland thought knowing there is an elderly person or a person that is single on the street or new to the Country, there could be a buddy system which is also an inclusive thing and a safety thing.

Commissioner Sindiga thought all were good points. He indicated he chose engaged community. He thought there were many matrix to consider. He also chose housing developments and he wondered if there were houses that met the community standards and if the houses are affordable. He thought there has to be some affordable houses in the community. He thought the City was lacking in the housing area and that is not good. The City has allowed big companies to come in and buy all of the apartments and he wondered why the City cannot make an Ordinance prohibiting that. He indicated the City needs affordable townhomes and starter homes that people can afford and he did not think the City was there yet.

Ms. Norland indicated that builds having folks with good housing helps everyone. It helps the whole community for that to happen.

Commissioner Peju indicated she was not sure because that part would be tough because she thought the City has asked residents what things they like about Roseville and one thing mentioned was proximity and most people who are from the Twin Cities area do not go the Mall of America, unless from that area, most go to Rosedale Center. Something not fully recommended but is useful for insights is online Nextdoor. There has not been the best comments on there but there is something insightful about all of those comments. She thought the City is losing that community stuff. Har Mar is dying out and she wondered if that is an opportunity for the decision makers to review that area and a lot of the buses go that route as well so there would not be a large expense talked about on the front end but may be a place for community gathering. She wondered if there was some sort of measurable thing that would not at least upset people too much. That is an area she was thinking about.

Commissioner Becker picked welcoming, inclusive, and respectful and she also found herself circling environment and sustainability. She thought what is really important is that all of the aspirational things all depend on a mind shift in the community. This is a very individualist society in this Country and in order to get people's minds to shift there needs to be a long game played in any community that wants to do this and sustainability is not necessarily something the current community gets the benefit of seeing in the next ten to twenty years but the youth will benefit from it. She thought environment is very important because it is the air quality, a peace of mind, mental health and being able to walk in the neighborhoods and she thought environment is key to any community. In addition to that, the topic that keeps coming up is the idea of a community center. She thought the idea of the community center, a centralized area, is going to have to be in the vision of a long game for Roseville because she did not think people in this next generation are going to change their mindset and suddenly become engaged because the City is encouraging everyone to. She thought it is going to have to be an environmental shift that makes people move differently in their community. She thought the idea of welcoming, inclusive and respectful, is that if you welcome people the other side of that is you show continued respect and that includes noise and garbage and environment and how everyone treats each other in

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the shared spaces. She thought without having a shared space, truly, people lose sight of that.

Ms. Norland reviewed with the Commission different groups her company has talked to about the visioning in the City. She indicated the groups may have different visions which her company is trying to capture.

Commissioner Macomber explained she also picked welcoming, inclusive, and respectful. She also picked transportation infrastructure, especially when she saw technology infrastructure. She indicated the City has a digital divide where there is such a diverse community that there could be different types of translation used. She thought one thing that COVID has taught them is there is a lot of available technology that had not been utilized to the extent that it could have and it has transformed the way everyone lives and works in a way that probably would not have happened for another twenty years if COVID did not happen. The idea of how Roseville can support equity there to and help everyone have access to technology.

Commissioner Djevi reviewed with the Commission another meeting he had been in where the County was discussing this and trying to make access available to everyone who currently does not have a device to use and he thought it may be something the City could look into.

Ms. Norland completed her presentation to the Commission. The Commission appreciated the discussion and asked Ms. Norland to come back with updates.

Other New Business or Reports

a. Staff Updates Report

Equity and Inclusion Manager Brooks reported on the following:

- SREAP updates
- Workplan updates Essay Contest and Proclamations
 - o Essay Contest planning
 - o Commission injection in the School
- Commission recruitment-Adult & Youth (Ongoing for Commissions)
 - o Youth recruitment with the Roseville Schools

Announcements

Future Agenda Items

- a. Community events discussion and the Commissions role in them
- **b.** Commission injection in the Roseville Schools

Adjournment

Chair Palmquist adjourned the meeting at 8:36 p.m.

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272 Respectfully submitted,

- Sue Osbeck
- 275 TimeSaver Off Site Secretarial, Inc.

Roseville Written and Visual Media Contest 2023

Written Essay or Poem Topic

The City of Roseville is working through a process of updating its vision for the future of the city. How would you envision a future in Roseville that is equitable for all students and their families? Please describe what would be important to you and your family or what you would like to see changed in Roseville.

Visual Media Topic

The City of Roseville is working through a process of updating its vision for the future of the city. How would you envision a future in Roseville that is equitable for all students and their families? Please describe what would be important to you and your family or what you would like to see changed in Roseville. You may express yourself through painting, drawing, collage, poster, sculpture, photography, or photo essay.

All students in Roseville who are in the middle school age range (grades 6, 7 and 8) are encouraged to enter. You are urged to submit in the language in which you are the most fluent. To the best of our ability, we will find individuals to evaluate your submission in the language used. The Human Rights, Inclusion and Engagement Commission will evaluate the submissions made in English and all visual media entries. All individual identifying information (except grade level) will be omitted so each submission will be evaluated without knowing who submitted it.

You may write an essay or create a poem. In addition, the contest has been expanded to include a visual media category (such as a painting, drawing, poster, collage, sculpture, photography or photo essay). Videos can not be accepted. If you submit something in the visual category, please include a title and an optional 3-5 sentences describing your submission.

Submissions will be scored by grade level (6th, 7th and 8th). There will be prizes in each category (written and visual media). Each grade will be awarded prizes as follows:

Written: \$50 first prize Visual Media: \$50 first prize \$25 second prize \$25 second prize

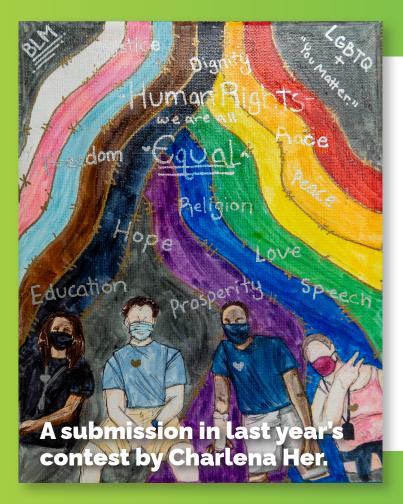
Rules

- 1. Each submission should address all parts of the question.
- 2. Essays may be hand written or printed; double spaced and no more than three pages in length.
- 3. Complete and attach the official entry form with your submission. Do not write your name on the submission itself to insure fair judging. Submissions without the completed entry form will not be considered.
- 4. Submissions must be sent to the City of Roseville no later than January 31, 2023 (your teacher may have a different deadline).
- 5. Only students who are awarded first or second prizes in each category and grade level will be contacted, along with the teacher or parent of a home schooled student.
- 6. The winning students may be given the opportunity to present their work in person to the City Council and/or 9North. (Students are not required to do this).

For Additional Questions Contact: Thomas Brooks - Thomas.Brooks@cityofroseville.com

ROSEVILLE WRITTEN AND VISUAL MEDIA CONTEST

How would you envision a future in Roseville that is equitable for all students and their families? Please describe what would be important to you and your family or what you would like to see changed in Roseville!



All students in Roseville who are grades 6, 7 and 8 are encouraged to enter.

Each grade will be awarded prizes as follows:

Written: \$50 first prize, \$25 second prize

Visual Media: \$50 first prize, \$25 second prize

January 31, 2023 Deadline



Learn more about the contest at CITYOFROSEVILLE.COM/STUDENT-CONTEST OR SCAN THE QR CODE TO THE LEFT

Contact Thomas.Brooks@cityofroseville.com with any questions

City of Ros	eville HRIEC 2022 Work Plan				
	Essay Contest	Rosefest Parade Engagement	Proclamations Support	Youth Engagement/Outreach	Community Outreach
Lead	Richard/Beverly/Paul/Laura	Etienne/Keith/Amanda	•		Etienne/Keith/Amanda/Peju
Goal	nonara, sorony), aan eaa a	Promote inclusivity in our community	nund al nutry, un an Enomic	, tional a cauta barra bovony, none	Ask all of commission for any pre-existing relationships with those who may want to be opinion leader or liaison Rebecca resend google form linkS
April	Subgroup will work on determining best way to move forward	Amanda will work to submit application	Subgroup will continue to work to make sure commissioners are thinking ahead on proclamations support	Meeting to be setup with the Superintendent	Subgroup is to think ahead on Juneteenth, Rosefest, Community Visioning, and other engagement opportunities this Spring
May	Subgroup met with Superintendent and developed possible way in with teachers; developed question for HRIEC consideration	Application has been submitted; subgroup should work to confirm details and attendance			Subgroup is to think ahead on Juneteenth, Rosefest, Community Visioning, and other engagement opportunities this Spring
June	Question still needs to be finalized and provided to district keaders	Amanda has confirmed attendance is currently around 20. HRIEC being asked to help walk and hold additional tribal flags	will vote on 3-4 proclamation	No updates provdied	No updates provided
			September – Hispanic Heritage Month January – Human Trafficking Awareness Month February – Black History Month		
July	Question still needs to be finalized an Essay question has been forwarded to Superintendent Loecke; HRIEC	AIPAC walked in the parade in June Parade committee needs to determine next		No updates provided	No updates provided
August	needs to follow up	year's themie	commission		
September					
October					
November	Essay contest submissions are due in January	On hold until next year	3	Presentation and discussion to occur at November meeting	Presentation and discussion to occur at November meeting

		Staff is continuing to work through supporting proclamations; a volunteer is		
	Essay contest submissions are due in January; reminder sent to	working on updating the		November meeting was cancelled; discussion and plan
January	Superintendent Loecke	. ,	ŭ	still needed

Roseville Human Rights, Inclusion and Engagement Commission

Agenda Item

DATE: January 18, 2023 **ITEM:** 8.A.

ITEM DESCRIPTION: Staff Updates

Background

Staff will provide updates on the following:

- SREAP Updates
- Commission Recruitment –Adult & Youth

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

1 BACKGROUND

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

5 POLICY OBJECTIVE

- 6 The city's Community Aspirations were developed following a visioning process that occurred in
- 7 2006. These Community Aspirations serve as blueprint for important decisions. The City Council is
- 8 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.

10 **BUDGET IMPLICATIONS**

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

12 RACIAL EQUITY IMPACT SUMMARY

Not applicable.

14 STAFF RECOMMENDATION

Receive update and provide any feedback as necessary.

16 REQUESTED COUNCIL ACTION

17 Receive update and provide any feedback as necessary.

18

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

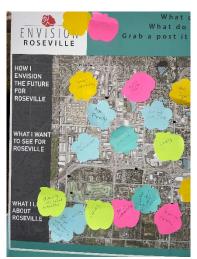
DATE: January 4, 2023

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



Wikimap – "pins"



Spooktacular, engagement activity





- Safety and security
 - Reduce crime
- Education
 - Upgrade schools
 - 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



1 DISCOVERY

VISIONING

2

SHARING

3

Project Management Team 3

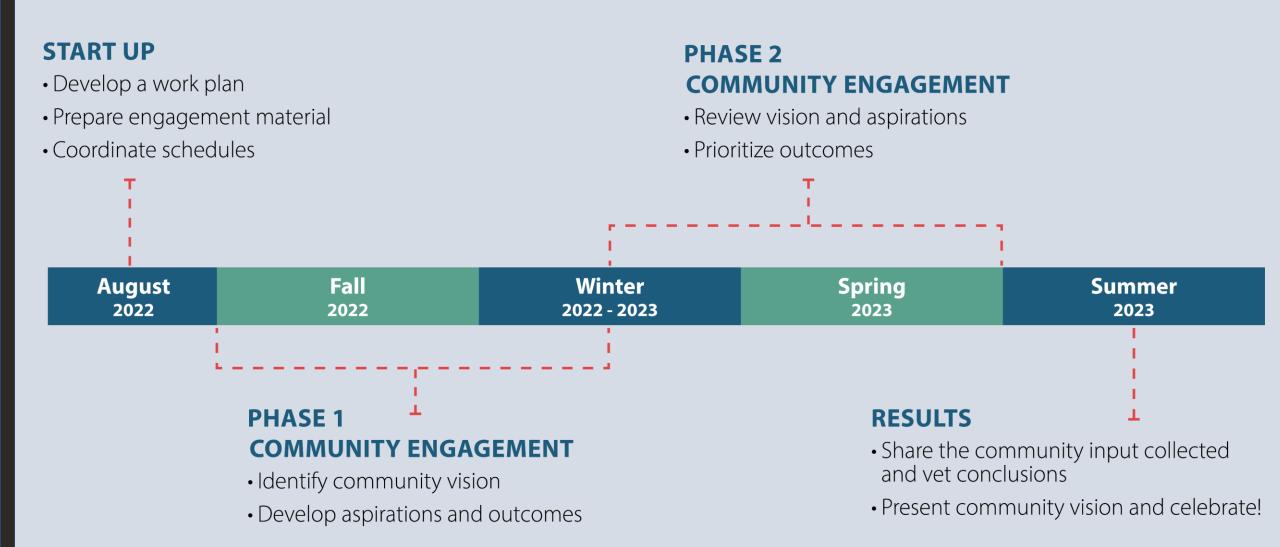
- Demographic review
- Target community and stakeholder group list
- Equity analysis (ZEST)
- Key measures and engagement questions
- Engagement and communications plan
- Website launch
- Hello Lamp Post launch (optional)

Strategies and Outcomes

- Project Managerment Team 3
- Hello Lamp Post canvassing
- Initial project promotions: email blast, social media, flyers, posters, etc.
- Online sirvey 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 Managerment Team 3
- Community workshop 2
- Follow-up communications: email blast, social media, flyers, posters, etc.
- Final report

Timeline



Progress Update

Committees

Deliverables

Community Partnerships

Events and Activities

Virtual Engagement

Business Engagement

Committees

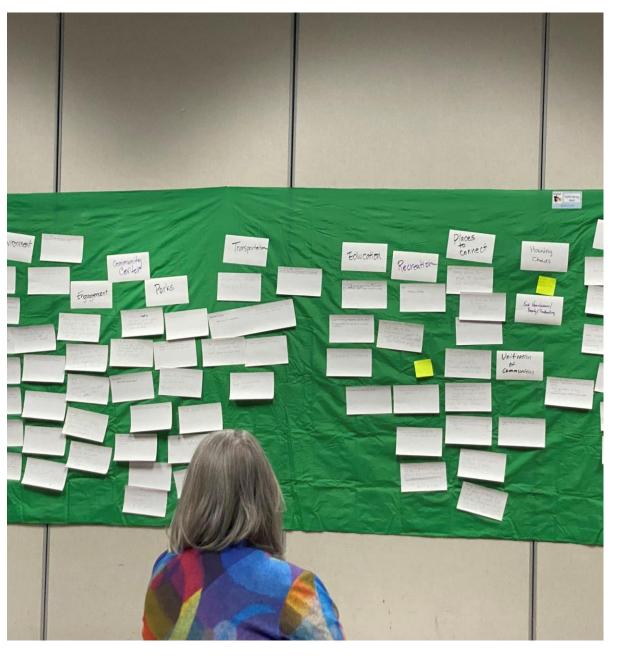
- Project Management Team
 - PMT 1 (Complete)
 - PMT 2 (Late January)
 - PMT 3 (Early summer)
- Community Advisory Group
 - CAG 1 (Complete)
 - CAG 2 (Spring 2023)









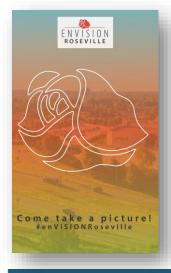


Promotional Content + Deliverables

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









Tell us about yo

The City of Roseville is leading a community visioning project. The purpose of this project is to review, update, and develop community aspirations, and to create and prioritize outcomes that will help the city to better realize those aspirations. The existing community aspirations are

As a community, we (Roseville) aspire

- Safe and law-abiding
- Economically prosperous, with a stable and broad tax base
- well-maintained natural assets
- Physically and mentally active and
- transportation and technology
- as citizens, neighbors, volunteers, leaders, and businesspeople

Which of the following best describes you

I work in Roseville but don't live here



If you are a resident, how long have you lived in

If you are a resident, which best describes you?





Fiesta at Roseville Skating Center!

The Envision Roseville project team wants to hear from you. El equipo del proyecto Envision Roseville quiere saber de usted.

The City of Roseville is leading a community vision project to help guide the city into the future. The results will reflect the values and dreams of the people who live and work in Roseville today.

La Ciudad de Roseville está liderando un proyecto de visión comunitaria para ayudar a guiar a la ciudad hacia el futuro. Los resultados reflejarán los valores y sueños de las personas que viven y trabajan en Roseville hoy.

Join us!

5:30-7:30 p.m.

Games, treats and fun for the whole family. You won't want to miss it.

For more information



Acompañenos!

martes, 20 de diciembre de 2022 5:30-7:30 p.m.

Roseville Skating Center- Rose Room 2661 Civic Center Dr. Roseville, MN 55113

Juegos, gol<mark>osin</mark>as y diversión pa<mark>ra to</mark>da la familia. ¡No querrás perdérte<mark>lo</mark>!





Contact the project staff. Brigitte Bjorklund, Community Engagement Coordinator. 763-229-4969 Póngase en contacto con el personal del proyecto. Brigitte Bjorklund, Coordinadora de Participación Comunitaria, 763-229-4969

		Cromo
	Race/Ethnicity	
Alaskan Native or American Indian		
Asian		Mandarin/ Cantonese
Black or African American		
Hispanic or Latino		
Native Hawaiian/ Pacific Islander		Other
White		
More than one race		



Spanish

ABOUT



HOW I

ENVISION

At hon



THE FUTURE FOR ROSEVILLE WHAT I LOVE **ROSEVILLE**

Community Partnerships

Phase 1 (complete)

- 10 engagement activities
- 20+ connections

Phase 2 (spring)

- Close the loop with followup communications
- Strategic engagement

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

Phase 1 (complete)

- 5 events
- 2 planned

Phase 2 (spring)

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

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	Aŋpétu Téča, Adult Learners meeting	Tentative

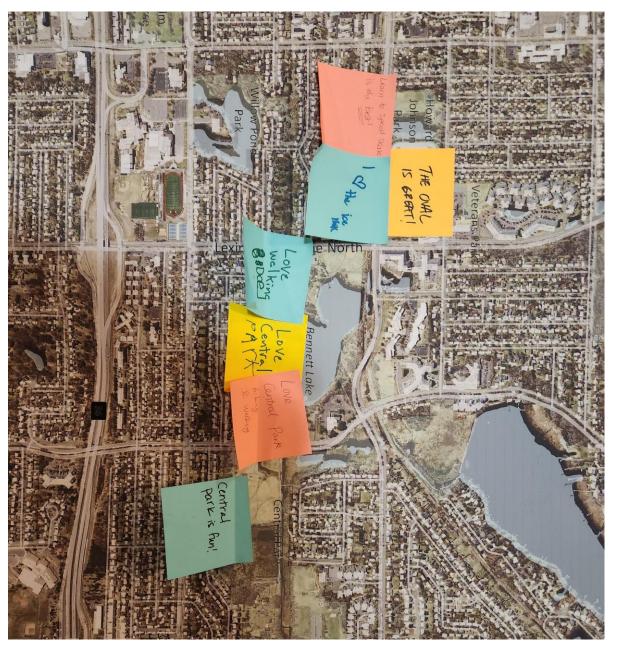






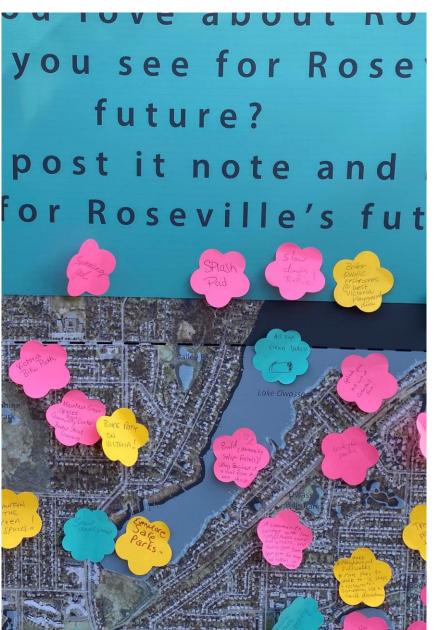




















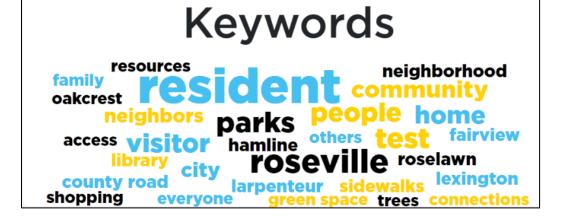






Virtual Engagement

- Virtual engagement platform (project website)
 - 3,579 visits
 - 959 unique users
 - 98 pins
 - 73 survey
 - 20+ comment wall posts
- 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 king@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
- 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



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■ Age 18 - 24 ■ Age 25 -34 ■ Age 35 -44
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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?