



**Community Engagement Toolkit  
Document Outline**

**9.12.19**

This guide is meant to be used as a tool by staff and city commissions to guide community engagement efforts at each stage of a project – before, during, and after. The purpose of the guide is to standardize engagement projects across the city, and to put diversity and inclusion at the center all projects.

### **CITY OF ROSEVILLE RACIAL EQUITY STATEMENT**

The City of Roseville is dedicated to creating an inclusive community where the predictability of success is not based on race or ethnicity.

The actions of government at the federal, state, and local level have created racial disparities that continue to harm our community. Rectifying these disparities is critical to the development of a vibrant community and a high quality of life for all residents.

All City Departments will prioritize racial equity in their planning, delivery, and evaluation of programs, policies, and services.

The City of Roseville is committed to taking tangible steps to normalize, organize, and operationalize racial equity principles and tools, with an eye toward impactful and sustainable outcomes that create a more equitable community.

## PRE-PLANNING

### Why community engagement matters?

As defined by the [Tamarack Institute](#), community engagement is the process by which citizens are engaged to work and learn together on behalf of their communities to create and realize bold visions for the future.

### 6 Step Project Planning Process

Step 1 – Gain Internal Commitment

Step 2 – Learn from the Public

Step 3 – Define Level of Participation

Step 4 – Define Decision Process & P2 Objectives

Step 5 – Design Public Participation & Communications Plan

Step 6 – Evaluate

STEP	ACTION	TASKS
1	Gain Internal Commitment	<ol style="list-style-type: none"><li>1. Identify decision makers.</li><li>2. Identify purpose of engagement/scope of decisions</li><li>3. Define Public's Role in decision/assess City's expectations</li><li>4. Identify preliminary stakeholders and issues</li></ol>
2	Learn from the Public	<ol style="list-style-type: none"><li>1. Impact analysis of stakeholders and potential issues</li><li>2. Develop a comprehensive list of stakeholders and categorize (primary, secondary, etc)</li><li>3. Correlate stakeholders and issues</li><li>4. Review/redefine statement of purpose or problem to solve</li></ol>
3	Define Level of Participation	<ol style="list-style-type: none"><li>1. Assess public and internal exptations</li><li>2. Select level of participation (inform, consult, involve, collaborate, empower)</li><li>3. Assess readiness of organization</li></ol>
4	Define Decision Process & P2 Objectives	<ol style="list-style-type: none"><li>1. Understand decision process (timeline)</li><li>2. Set public participation and communication objectives for each step</li><li>3. Develop strategic communication plan</li></ol>
5	Design Public Participation & Communications Plan	<ol style="list-style-type: none"><li>1. Create plan</li><li>2. Integrate stakeholder data into plan</li><li>3. Identify timing/resources</li><li>4. Evaluate</li></ol>
6	Evaluate	

Detailed listing of question for each of the 6 steps.

Step 1 – include IAP2 Spectrum.

An important step in successfully engaging the community is to determine the purpose for the engagement effort, communicate that purpose, and then design the engagement activities to achieve the intended purpose

The International Association for Public Participation (IAP2) has developed a framework to define levels of stakeholder engagement. The framework can be used to determine the goal for public participation and what the public should expect from the organization during the process. The ability of stakeholders to influence a decision-making process increases as you move across the spectrum.

An organization might want to engage the community for one of several reasons<sup>1</sup>:

- To **inform** community members about an initiative. Feedback and input is not being sought. This level of engagement provides information about work being undertaken internally by an organization that will lead to a decision being made.
- To **consult** with the community to gather input on a specific topic, proposal, or initiative. An organization needs to commit to listening to a stakeholder feedback, carefully consider it, make a decision, and then provide an explanation of how input was used to inform a decision.
- To **involve** stakeholders by giving them an opportunity to provide input **and ideas** to develop options or solutions. Stakeholders are involved early in the process and are part of developing solutions. The organization will make a final determination of how to move forward but commits to considering input and ideas from stakeholders in the final decisions.
- To **collaborate** with the community to generate solutions. This level of engagement is about partnering with stakeholders and sharing power as much as possible. Collaborative efforts can be time consuming and take considerable effort. The organization and a broad base of stakeholders work together to define the scope of a decision/project, develop options, and consider options based on co-created criteria.
- To **empower** stakeholders to make important decisions. Decision-making is delegated to stakeholders and the organization commits to implement the decision of stakeholders.

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<sup>1</sup> Reference IAP2 Document

## IAP2 Spectrum of Public Participation

Increasing Level of Public Impact 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>Public participation goal</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
<b>Promise to the public</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Example techniques</b>	Fact sheets Websites Open houses	Public comment Focus groups Surveys Public meetings	Workshops Deliberative polling	Citizen advisory committees Consensus-building Participatory decision-making	Citizen juries Ballots Delegated decision

## **Tool: Engagement Plan Template**

1. What is the project?
2. What decision needs to be made?
3. What is the desired outcome of the public engagement plan?
4. What level of participation is the City expecting?
5. What commitment is the City willing to make regarding how the public can affect the decision(s)?
6. Who are the stakeholders the City expects to participate?
7. Who will be affected by the decisions?
8. What are the risks of not having public participation?

## **PUBLIC PARTICIPATION TECHNIQUES AND EXAMPLES**

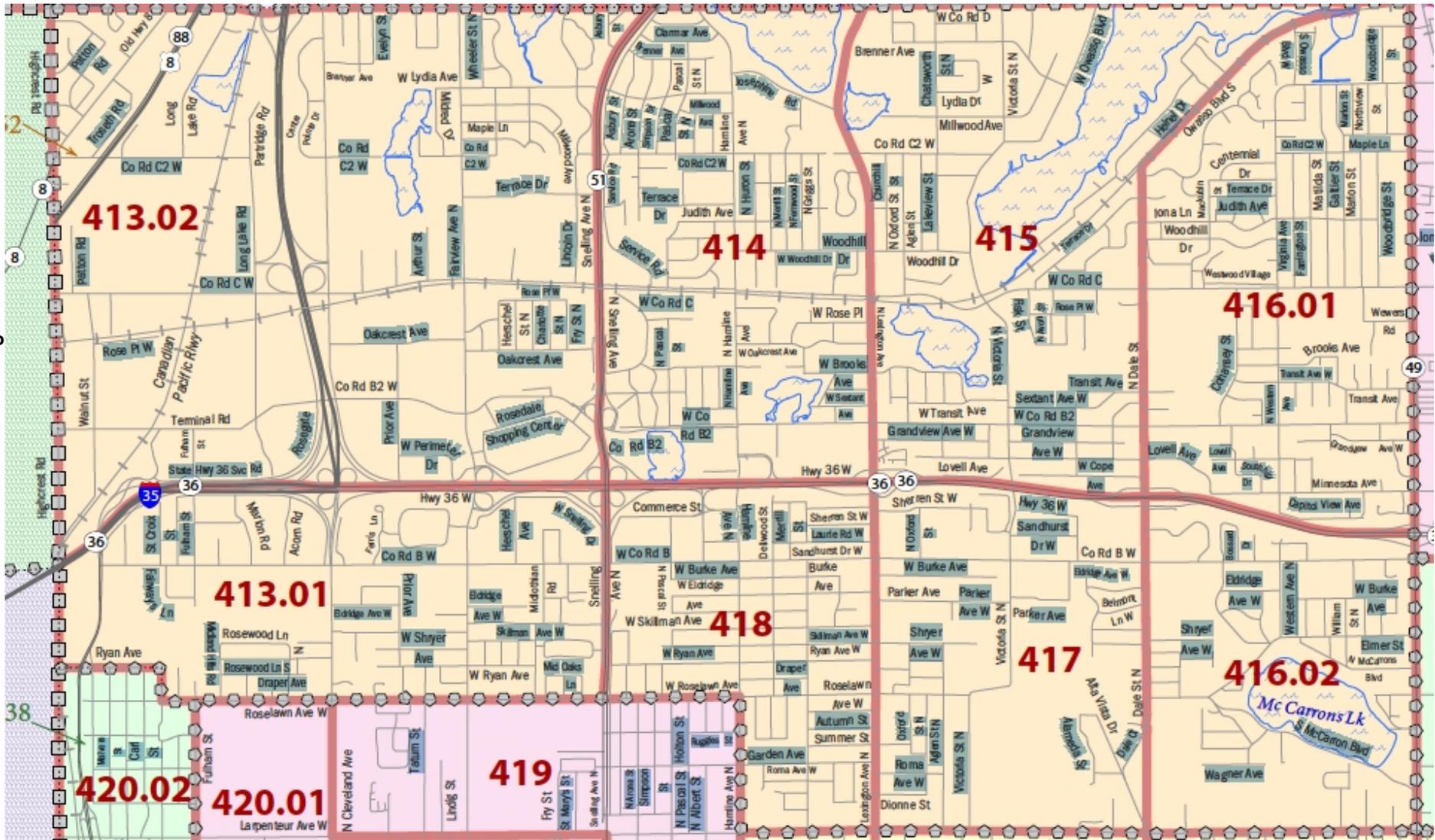
## **SAMPLE TEMPLATES**

- Project workplan
- Registration form
- Onsite information sign-up form
- Post-engagement survey

## **APPENDIX**

- A.** Census district map and summary demographic data
- B.** Staff survey summary
- C.** Staff Survey forms
- D.** Additional Resources

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## City of Roseville Demographic Summary by Census District **(reorganize to make easier to read)**

### Overview

We know that the demographic profile of the city is constantly changing as we become more diverse. According to the most recent data, which was collected 2 years ago, we know that:

- The median household income is similar to the state average of \$58,476
- 25% of residents identify themselves as a person of color
- 60% of housing is single unit
- 62% of housing is owner occupied (38% renter)
- SE Roseville (416.02) is the most diverse part of the city when compared to the other tracts
- Large disparities exist in poverty and income, especially among children, in the SE Roseville tract (416.02) compared to the other tracts.
- Most tracts are similar in age, income/poverty, education, housing and language with SE Roseville being the outlier

### Census tract 413.02 (NW border of Roseville, Hwy 36 Snelling and County Rd D)

- **Largest in Area**
- Average age 33.1 years (one of the youngest)
- More renters than owners (54% vs 46%)
- 23.1% report “moved since previous year” (highest)
- 4% of children and 9% of adults speak another language at home (lowest in city)

### Census tract 413.01(SW Roseville, Hwy 36 to Roselawn to Snelling)

- Average age 42.3 years
- Around 16% identify as black (other census tracts average 4-11%)

### Census tract 414 (Middle North, Snelling, Hwy 36 and Lexington)

- Average age 35.5 years

### Census tract 415 (Middle North, Lexington, Hwy 36 and Dale)

- Average age 51 (the oldest)
- Highest median household income and lowest poverty rate
- Highest percentage of owners vs renters (78% vs 22%)
- 6% of children and 9% of adults speak another language at home (lowest in city)

### Census tract 416.01 (NE Roseville, Dale, Hwy 36 and Rice)

- Average age 41 years

### Census tract 416.02 (SE Roseville, Dale, Hwy 36, Rice and Larpenteur)

- Average age 33.8 (one of the youngest)
- Around 35% identify as Asian (other census tracts average 5-9% asian)
- Around 50% identify as white (other census tracts average 70-85% white)
- Lowest household income at \$41,000
- Highest poverty rate (around 35% live below poverty line)
- Around 65% of children are below poverty line (next closest tract is at 15%)
- More renters than owners (56% vs 44%)
- 20.3% report “moved since previous year” (2nd highest)
- Lowest education rate (78% w/ H.S vs 90%+ average | 28% w/ Bachelors vs above 45% in city)
- 36% foreign-born, highest in city vs 15% or below for other tracts
- 31% of adults speak another language at home - highest in city
- 51% of children speak another language at home - highest in city

Census tract 417 (Middle South, Hwy 36, Dale, Lexington and Larpenteur)

- Average age 46.2
- 2nd lowest household income at \$59,000
- 2nd lowest poverty rate (around 10% live below poverty line)
- 13% of seniors 65+ live below poverty line (next closest tract is at 10%)

Census tract 418 (Middle South, Hwy 36, snelling, Lexington and larpenteur/Roselawn)

- Average age 38.1 years

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## APPENDIX B: SUMMARY OF STAFF SURVEY RESULTS

### Summary of Staff Survey Results:

#### Reasons for engaging the community:

- Voting
- Attending events
- Volunteering
- Serving on a commission
- Inform the public
- Solicit input

#### Current methods for engaging the community:

- Announcements
- Cable television
- City website
- Community Meetings
- Department hosted events
- Door to door
- Flyers
- Information meetings
- Mailing
- News releases
- Newsletters
- One-on-one meetings
- Online surveys
- Open houses
- Paper surveys
- Posters
- Services provided (utility bills, business licenses)
- Public hearings
- Relationship building
- Social Media
- Subscriber based newsletter
- Targeted programming
- Traditional media
- Website
- YouTube

**Who is currently engaged:** As one might expect, this varies by department and initiative but the most engaged segment of the community currently tends to be older\* white residents that own a home with at least some higher education.

**Who do they hope to engage:** The overwhelming response was that the city departments would like to better engage young community members (under 35), people of color, and renters.

**Where do they want guidance on future engagement:** Survey respondents identified renters, parents, and diverse communities (Somali, Karen, Bhutani, and Nepali) as communities they would like to better engage in future work. They also felt having insights on how to factor in changing and moving populations would be helpful.

#### What can HRIEC create that would be helpful:

- Citywide document outlining engagement vehicles recommended for specific results.
- Framework of levels of engagement for various types of efforts (projects, issues, studies, etc)
- Language and technology barriers best practice recommendations
- Engagement efforts are influenced by topic, location, and life situation/experience (parents with school aged kids).

**APPENDIX C: STAFF SURVEY RESULTS**

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## APPENDIX D: ADDITIONAL RESOURCES

### Resources:

- **Nexus Community Partners** – A local organization whose mission is to build more engaged and powerful communities of color by supporting community-building initiatives that expand community wealth and foster social and human capital. They provide a number of tools and best practice advice on community engagement. <http://nexuscp.org/resources/>.
- **The Tamarack Institute** works with leaders in non-profits, governments, businesses and the community to make the work of advancing positive community change easier and more effective. They provide papers and webinars about community engagement best practices. <http://www.tamarackcommunity.ca/>
- **Webinar about strategies for inclusive engagement:** <http://www.tamarackcommunity.ca/library/webinar-strategies-inclusive-engagement>
- **The Government Alliance on Race and Equity** is a national network of government working to achieve racial equity and advance opportunities for all. <https://www.racialequityalliance.org>.

Placeholder information – *Need to determine if this fits with toolkit and where?*

**Where you are** at on the spectrum can influence techniques and applications. Different techniques will be most useful at different points in the decision-making process.

Factors that should be considered in selecting the appropriate technique can include:

- Who is the decision maker?
- What level on the spectrum are we?
- What promise has been made to the public?
- What is the objective that we are aiming to achieve by this technique?
- The number and types of stakeholders
- Timing
- Amount of preparation required.
- Resource availability, such as staffing, skills, budget and venue.

### Technique Selection

Step 1: Determine where you are on the spectrum and your public participation objectives.

Step 2: Determine what formats best fit the objectives.

- Share information
- Collect & Compile information
- Bring people together

Step 3: Determine which techniques might achieve your goal and objective.

Step 4: Evaluate the techniques for their suitability.