

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Agenda Date: 1/23/2017

Agenda Item: 14.a

Department Approval



City Manager Approval



Item Description: Discuss the revised draft community engagement plan and adopt a final community engagement plan for the 2040 Comprehensive Plan Update process (**PROJ-0037**)

BACKGROUND

On November 28, 2016, the City Council authorized staff to enter into a Professional Services Agreement (PSA) with the consultants from WSB and LHB who will be leading the effort to update Roseville's comprehensive plan. The scope of work approved with the PSA included a draft community engagement plan. Beginning with the issuance of a request for proposals in July 2016, Roseville's intention has been to fine-tune a consultant's proposed engagement strategy through collaboration by Planning Commissioners, Community Engagement Commissioners and, ultimately, the City Council.

Discussion of the proposed community engagement plan (CEP) began on December 7, 2016, with the Planning Commission and members of the Community Engagement Commission. The broader membership of the Community Engagement Commission then discussed the draft CEP at its meeting on December 8, and each member of both commissions were invited to provide their comments, questions, suggestions, and other feedback on the draft CEP. This feedback was incorporated into an expanded draft CEP that was discussed by the Planning Commission on January 4, 2017. The outcome of this discussion was consensus around which engagement tools were likely to be more appropriate or effective than others and what kind of input—and from whom—the engagement tools should gather. Minutes from December and January meetings of the Planning Commission are included with this RCA as Exhibit A.

COMMUNITY ENGAGEMENT PLAN

The consultants, Lydia Major and Erin Perdu, used this detailed feedback to prepare a revised draft CEP for discussion and approval by the City Council; the revised draft CEP is included with this RCA as Exhibit B. Notable changes to the draft CEP based on the Commissioners' feedback are:

- 6 Intercepts were included in the original scope. The proposal now includes fewer runs in more locations to gather input in more places, likely without increasing cost.
- 2 Listening Sessions were included in the original scope. These have been modified to become 4 Walkabouts, which can be thought of as mobile listening sessions relating to specific locations or areas in the community. This change would add \$3,600 to the cost of the CEP.

- 1 Survey was included in the original scope. A second survey is proposed as an additional way to gather input on materials developed for the draft comprehensive plan update. The additional survey would add \$3,000 to the cost.
- 0 Interagency Meetings were included in the original scope. 4 topic-based Interagency Meetings are suggested, pertaining to housing, economic development/redevelopment, transportation/infrastructure, and water/open space. Interagency Meetings will ensure that the efforts of various entities contributing to different parts of the comprehensive plan update are more coordinated with each other and that Roseville's plans are consistent with the expectations of other regulatory agencies. Recognizing that WSB/LHB would be merely coordinating with the team responsible for updating the transportation plan, and not developing content regarding transportation-related infrastructure, the added cost of these four meetings would be \$4,000.
- The Planning Commission identified the students on Roseville's team in the ongoing Future City competition as young people who are already engaged in thinking about the future of the urban environment. A meeting or two with the teachers and students on Roseville's Future City team would add about \$600 to the cost.

The above changes would add approximately \$11,200 to the cost of the original budget CEP. This is within the roughly \$19,000 contingency earmarked among in the approved compensation schedule for additional community engagement costs.

- A potential cost savings would be to eliminate the proposed Real Estate/Developer focused meeting if the City Council believes the January 17, 2017, *Navigating Your Competitive Future* panel discussion presented by ULI Minnesota serves the purpose of that proposed meeting.

PLANNING DIVISION COMMENTS

It is important to note that a final, approved CEP will include greater detail about the number and nature of meetings and other engagement activities, and about who is responsible for them, in order to determine the overall cost of the CEP, but it will have less detail about exactly when and where the engagement activities will occur. These and other specifics must be developed as the comprehensive planning effort progresses. For instance, the revised CEP suggests four mobile listening sessions (i.e., Walkabouts), based on the positive feedback received about that engagement tool. In order to gauge an appropriate number of Walkabouts, Planning Division staff has identified some possible locations/areas that may be well served by such an activity, but the actual locations must still be identified and prioritized by the Planning Commission once a quantity of Walkabouts is set.

Similarly, the CEP identifies a "tag line" among the important Key Messages in the process. A well-crafted tag line will help community members identify materials they encounter as being part of the comprehensive plan update and, ideally, it will inspire them to engage with the process. But a particular tag line has not yet been selected. The tag line options included in the CEP are the product of collaboration between the consultants and City Planning and Communications staff, but the Planning Commission will have to adopt a tag line at one of its upcoming meetings.

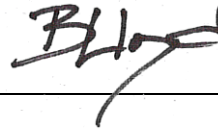
73 **REQUESTED ACTION**

74 **Discuss the revised draft community engagement plan and adopt a final community**
75 **engagement plan for the 2040 Comprehensive Plan Update process.**

Exhibits: A: Minutes from Planning
Commission Discussions

B: Revised Draft Community
Engagement Plan

Prepared by: Senior Planner Bryan Lloyd
651-792-7073
bryan.lloyd@cityofroseville.com



RCA Exhibit A

1 **Discussion from 12/7/2016 – Approved Minutes**

2 With members of the Community Engagement Commission (CEC), representatives of WSB and
3 LHB (consultants selected to lead Roseville's comprehensive plan update process) and
4 Planning Division staff, Planning Commission (PC) discussion of the proposed public
5 engagement plan proposed by the consultants.

6 Staff noted this discussion is intended to yield a recommendation to the City Council regarding
7 how the proposed public engagement plan can be refined, expanded or contracted to be as
8 successful as possible in drawing robust input from Roseville's diverse community members as
9 the basis for the updates to the comprehensive plan.

10 Members present for tonight's discussion included:

11• **CEC Commissioners**

12 Erik Tomlinson

13 Peter Sparby

14• **Staff**

15 Lead: Senior Planner Bryan Lloyd

16 Community Development Director Kari Collins

17 City Planner Thomas Paschke

18• **Consultant Team**

19 Project Manager Erin Perdu, WSB & Associates, Inc.

20 Community Engagement Specialist Lydia Major, LHB, Inc.

21 Not present, but also with WSB: Economic Development Specialist Jim Gromberg

22• **PC Commissioners**

23 All seven commissioners

24 Chair Boguszewski briefly introduced and reviewed the process for the comprehensive plan
25 update involving the PC, subcommittees and the broader community. Chair Boguszewski noted
26 the most recent City Council meeting where they had expressed their preference that the PC
27 play a key or the leading role in the process, possibly necessitating more frequent meetings in
28 2017 beyond the typical monthly meetings as they worked with staff and representatives of the
29 WSB team.

30 Mr. Lloyd reviewed the intended focus of tonight's meeting related to community engagement
31 and invitations for the community to participate or solicitations of that public feedback; how
32 strategies were proposed so far, and identifying ways the process could be further tailored for
33 success in Roseville beyond the original proposal presented by the WSB team. Mr. Lloyd
34 agreed that he anticipated extra PC meetings to timely address parts of the comprehensive plan
35 update as it moved forward, but suggested not attempting to pin down those dates at this point
36 until early in 2017 as the process was further refined.

37 Chair Boguszewski provided his understanding from conversations with members of the City
38 Council:

39 1) The City Council is keen to ensure meetings related to the comprehensive plan are of
40 the whole PC and not just a subcommittee as the City Council was intent on this being a public
41 process and given its importance felt it warranted the attention of the full PC in that interaction
42 and engagement based on individual PC commissioner skill sets and expertise; while at the
43 same time

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44 2) He was in wholehearted agreement with the Councilmembers that one or two PC
45 commissioners be identified by the body to attend all meetings related to the comprehensive
46 plan update, even those involving in-house planning by staff and the WSB team and allowing
47 representatives of the PC from among the seven commissioners to remain in the mix of things
48 beyond the more formal PC meetings of the whole.

49 3) Before leaving tonight's meeting, Chair Boguszewski asked that individual
50 commissioners consider at least one commissioner to attend those meetings before the PC next
51 met in January of 2017.

52 Based on the charge of the Councilmembers, Chair Boguszewski advised that the intent was in
53 reviewing concepts, ranges, goals and other components of the process, the PC not only being
54 reactive but proactively inject their thoughts throughout the process, an interesting role for the
55 PC to play in amending the city's comprehensive plan as a guide for the community over the
56 next decade and beyond.

57 Member Murphy encouraged all commissioners to review the meeting of the City Council where
58 they discussed the comprehensive plan update and awarded the contract to WSB and related
59 discussions.

60 Mr. Lloyd advised that his main role in the current agenda item would be to introduce this extra
61 PC business as detailed in the staff report and ultimately forward the PC's recommendations to
62 the City Council on how to draft the public engagement plan that might be created for the
63 process. Mr. Lloyd introduced CEC Commissioners Peter Sparby and Erik Tomlinson.

64 Discussion flowed from this point on among all present. In addition to the WSB proposal
65 included in the meeting materials, a November 29, 2016 memorandum to staff and the PC was
66 also included from the WSB team specific to their ideas for the community engagement portion
67 of the comprehensive plan update.

68 Based on her expertise as a landscape architect and her previous work on the Roseville Parks
69 and Recreation System Master Plan and subsequent Renewal Program, Ms. Major advised that
70 it was her role to lead the community engagement process and negotiate the PC's role in
71 working with the City Council and others through the process.

72 As Senior Planner and Project Manager for the Roseville Comprehensive Plan, Ms. Perdu
73 suggested starting with an overview and introduction of their team that the PC may see at their
74 meetings, as well as a preliminary overview of the schedule, while keeping in mind that the
75 schedule remained conceptual in nature at this point.

76 Chair Boguszewski reiterated that the schedule had to include the PC, and if less frequent could
77 be adjusted accordingly. As he previously noted, if organizational meetings are being held, the
78 PC would identify one or two of its commissioners to always be involved in those meetings. If
79 representatives of the PC are involved, Chair Boguszewski respectfully requested and reiterated
80 that no meeting involving any substantive discussion would be held without PC involvement.

81 Ms. Perdu assured the PC that this was their understanding as well, since those substantive
82 discussions would occur at meetings of the Planning Commission.

83 Community Development Director Kari Collins noted various engagement options that staff had
84 worked with or was considering and a variety of cultural organizations that may also want to be
85 involved in the process, with the schedule and process developed to accommodate that
86 involvement.

87 Ms. Perdu recognized several other members of the WSB team that would be assisting WSB in-
88 house in wrapping up the plan and making recommendations to her and Ms. Major during the
89 update process: Mr. Addison Lewis and Ms. Karina Heim, both Community Planners with WSB.

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90 However, Ms. Perdu noted that Ms. Major would serve as the lead for the community
91 engagement effort, with Mr. Gromberg of WSB serving as the Economic Development Specialist
92 for that element of the plan.

93 Ms. Perdu referenced the conceptual schedule identified by WSB (page 30 of the plan update
94 document; with Chair Boguszewski asking that for future iterations, a larger plan be provided for
95 better visibility, duly noted by Ms. Perdu after it was further refined from tonight's discussion and
96 that additional detail provided in a more readable format.

97 Ms. Perdu noted the preliminary plan called for kicking off with public engagement specific to
98 land use and housing issues, followed by economic development, resilience and updating the
99 Park Master Plan. Ms. Perdu noted the intent for a considerable amount of public engagement
100 in different forms throughout the process.

101 Chair Boguszewski asked is the conceptual schedule with its sequences and elements had
102 been approved by the City Council, or if the PC could add or omit items.

103 Ms. Major advised that the schedule was very preliminary, and the intent of presenting it was to
104 obtain PC feedback and their perspective of what would or would not work as everyone was on
105 the same team and to ensure a collaborative effort.

106 Ms. Perdu concurred, noting the purpose of showing the PC this preliminary effort was simply to
107 show what the team was attempting to accomplish throughout the process.

108 While the overall scope had been approved by the City Council, Ms. Major noted that the City
109 Council had encouraged the PC's involvement in how best to accomplish the goals of each
110 component.

111 Since this is the first look at the comprehensive plan update since last discussing in June of
112 2016, Member Kimble asked that was and was not before the PC as far as the components to
113 be updated. Member Kimble asked if there was another consultant chosen for the chapters
114 simply needing technical updates.

115 Mr. Perdu reviewed those chapters: infrastructure, transportation, water, wastewater, and
116 surface water; with the technical chapters required by the Metropolitan Council intended to be
117 updated by city staff and the WSB team in-house. Ms. Perdu advised that there were at least
118 two other consultants involved throughout the process to assist staff with technical updates.
119 Once those separate processes and timelines were completed, Ms. Perdu advised that those
120 chapters will be integrated into the complete document for the PC's final review and
121 recommendation to the City Council.

122 As noted by Mr. Lloyd, the Park Master Plan would only be updated, with few revisions
123 anticipated through this process; with Chair Boguszewski in agreement that little debate would
124 be needed on that aspect.

125 Member Murphy asked what was intended for public safety components (e.g. fire and police).

126 Ms. Perdu advised that, as the process moved forward, the team would like to discuss that in
127 more detail. Ms. Perdu noted that their impression from city staff and the City Council was that
128 the team should include public safety as a lens through which to review all elements of the plan
129 and consult with city staff accordingly, and to learn from the PC based on their input.

130 While recognizing that updates were ongoing by both departments, Member Murphy stated he
131 wasn't sure how to capture it in the comprehensive plan update or if and when it was
132 appropriate to do so.

133 As part of that housekeeping or logistics issue, Chair Boguszewski asked if the team had a
134 website linking all documents for the project. Chair Boguszewski noted that this would then

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135 allow document control for the City Council, CEC, PC or other groups involved to review those
136 documents throughout the process.

137 Ms. Perdu advised that it would be set up shortly, probably after the first of the year, and serve
138 as a central repository of information. Ms. Perdu noted that in addition to that repository for team
139 review, a public website would also allow for community engagement for the process and with a
140 different purpose.

141 At the request of Chair Boguszewski, Ms. Perdu clarified that some of the repository site would
142 be accessible by the public as well.

143 Ms. Collins advised that staff would work with WSB on retrieval of that information (e.g. laser
144 fiche) for an easy way to map those documents in one location and then put them on the
145 comprehensive plan website page; with Chair Boguszewski duly noting that idea.

146 Various components of the preliminary schedule were addressed and their color coding (e.g.
147 Table of Contents) and a realistic and timely framework to accomplish them or those already in
148 place.

149 Ms. Major clarified the term “kick off” in terms of internally such as tonight’s meeting; and that
150 intended for the public in a more formal way anticipated in January of 2017 after which tonight’s
151 discussion could be incorporated into that process and an idea of some dates that could work
152 for that public process.

153 Chair Boguszewski agreed that it was unrealistic to expect additional meetings in December;
154 but suggested consideration of a regular date from individual commissioners, with staff
155 assistance, to incorporate an additional PC meeting specific to the comprehensive plan update
156 as a standard unless more detailed areas come forward after March of 2017 and require more
157 meetings.

158 With Member Bull stating his preference for a public announcement for the formal public “kick-
159 off” meeting, Ms. Major clarified that part of tonight’s discussion should include how each of
160 those meetings should be noticed.

161 Chair Boguszewski noted the need to start now!

162 Member Kimble suggested developing something exciting for branding the community
163 engagement process; with Ms. Major agreeing that was included in the “key messages” section
164 of their memorandum of November 29, 2016; and needed serious consideration.

165 Specific to public notifications, Ms. Perdu noted that PC meetings were obviously public, but
166 when moving more into other public events or engagement opportunities, she anticipated using
167 many different avenues to advertise those options; and asked for staff and PC ideas.

168 Chair Boguszewski suggested all public meetings be announced and follow the same meeting
169 notification rules.

170 Ms. Collins opined that the City Council may want to be invited to the formal kick-off, and thus
171 would need routine notification requirements anytime a quorum of them may be in attendance.

172 Chair Boguszewski agreed that the public “kick off” should be billed and serve as a celebratory
173 event.

174 At the request of Member Bull, Ms. Collins advised that staff was fully aware of public meeting
175 restrictions and as addressed by the Uniform Commission Code noted the process for calling
176 special meetings and three-day notification rules followed by a Class B Statutory city.

177 As he had addressed earlier, Chair Boguszewski advised that his intent was that one or two
178 representatives of the PC volunteer to serve as point people to meet with each segment of the

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179 Roseville community during this engagement process, and whether or not they were noticed as
180 a quorum of the PC in attendance, at a minimum tie back into the more formal, noticed
181 meetings; and involving small meetings as well as the more formal meetings.

182 CEC Commissioner Tomlinson expressed his curiosity of how the PC pictured that formal kick-
183 off meeting: if held on the City Campus (e.g. OVAL) or elsewhere; what its format would look
184 like.

185 Ms. Major asked to stop for a moment and differentiate for a moment between the kick-off
186 meeting for the PC and City Council that the public would obviously be welcome to attend; and
187 how to best organize the more formal process serving as a kick-off to get public feedback and
188 their exciting ideas. Ms. Major noted those were two separate areas from the team's
189 perspective.

190 For the first one, Chair Boguszewski stated he saw that as the PC gaveling it into session as an
191 actual PC meeting; with the second event hosted by WSB as a third party, and including the
192 City Council, PC, CEC, and all others for an informal meeting where the purpose was for the city
193 groups to listen to the public's ideas and feedback.

194 Under that scenario, Ms. Major recommended notification processes be very different for both.
195 While not wanting to burn out the community on comprehensive plan-related notices, all which
196 should be legal and open to the public, Ms. Major suggested making the opportunities exciting
197 and enticing for the community to attend and become involved in the process for their city.

198 Chair Boguszewski suggested a format similar to the community engagement event on diversity
199 held at different locations, but still large public spaces and easily accessible.

200 Ms. Major agreed, similar to the Parks Master Plan process; and noting that the City Council
201 Chambers didn't always provide the best place for those public meetings to be held.

202 Chair Boguszewski agreed that the City Council Chambers tended to lend an aura of official
203 business rather than starring members of the public; reiterating the city's need to retain their role
204 in simply listening to that public feedback.

205 Public Engagement Plan

206 As outlined in their November 29, 2016 memorandum, Ms. Major advised that the draft public
207 engagement plan was preliminarily prepared in advance of tonight's meeting based on staff
208 feedback by Mr. Lloyd and his colleagues with their initial ideas and comments. Ms. Major noted
209 that while they wanted the PC to feel that some items were ongoing, the gaps were intentional
210 for PC input. Ms. Major asked that the PC comment on the preliminary proposal, especially
211 since they knew those organizations listed, as well as others not listed, better than their team
212 could know.

213 Chair Boguszewski noted that, at the same time this plan was desired to be reality based for
214 content, it was also intentionally presented as a deliverable reflecting different levels of depth
215 representing foresight versus immediate need. Chair Boguszewski asked if there were other
216 comprehensive plan updates that the WSB team collectively produced that the PC could review
217 as comparables, or review a range of the team's involvement – whether three pages or broader
218 – that could serve as documents in the website repository as examples or ideas of what other
219 communities have used for community engagement and the amount of detail involved.

220 Ms. Perdu advised that their firm had a good library for comparison and duly noted Chair
221 Boguszewski's request for three comparables providing different levels of scope.

222 Ms. Major reiterated that tonight's goal is to dig deeper into the written plan to inform their team
223 of possible next steps. Ms. Major noted that part of that determination will be what to understand

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224 from those people being reached through any given engagement effort or tool used. Ms. Major
225 noted her experience with different tools and materials used on other project; and while the
226 need was to differentiate the plan itself as Ms. Perdu noted, and recognizing that three samples
227 as requested could feed into the schedule, the questions remained as to how many meetings,
228 their level of effort for different components, and other outreach options to reach the greatest
229 number of residents and obtain feedback from as many different demographic segments of the
230 community as possible.

231 Ms. Major advised that she attended a lot of meetings, but as a working mom, she didn't
232 voluntarily attend many evening meetings in her own community. Therefore, if she served as an
233 example, Ms. Major noted the need to find a way to reach those segments of the community
234 through use of other tools, including under-represented groups. Ms. Major noted that meetings
235 were not always the best option, but also noted that face-to-face options were the best, but
236 needed to create momentum to make real things happen and how best to gather that
237 information based on what worked best for people in the community.

238 Since the goal of this process isn't to create or update a document, but to make things happen
239 in the community going forward and to provide a reason to do so, Chair Boguszewski suggested
240 there needed to be some level of efficiency to the current plan.

241 Ms. Major encouraged further PC feedback along that line.

242 Playing devil's advocate, Chair Boguszewski questioned the need for 100 layers of
243 engagement, especially for those things that are still reasonably applicable and simply needing
244 tweaking here and there.

245 Member Cunningham argued that 100 levels of engagement were needed.

246 Chair Boguszewski noted thus the City Council's desire for the PC to process this in order to
247 strengthen the city's relationship with its community or why to do so. However, Chair
248 Boguszewski also noted there was a cost to that community engagement; and if asking the
249 questions and seeking public feedback, there was an inherent expectation that the city would
250 act on that input.

251 Ms. Major recognized that she heard about stakeholder engagement and city commitment
252 frequently, opining it was true of everyone involved in the engagement process. However, Mr.
253 Major also noted a big part of that community engagement was also talking about the realities of
254 making things happen; and in the absence of good information being provided, people didn't
255 understand what was involved in that decision-making (e.g. transportation issues, capital
256 improvements, etc.). Therefore, in the WSB team's engagement process, Ms. Major advised
257 that they actively tried to help people understand the relationship between engagement and
258 commitment.

259 With Chair Boguszewski noting that aspect included educating the electorate to make wise
260 choices in their votes, Ms. Major agreed it was a two-way discussion between the "wish list" and
261 "reality."

262 Chair Boguszewski noted it also came down to many people perhaps agreeing on something
263 they wanted (e.g. community center) but not ready, able, or caring about what that might mean
264 in terms of cost. Chair Boguszewski opined that the process needed to be aware of that by
265 providing a filter to guide information and discussion, and not simply open the process up to
266 indiscriminate feedback.

267 Member Bull agreed that while seeking participation by all community stakeholders, trade-offs
268 were necessary in light of cost benefits and prioritization within the comprehensive plan. From

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269 his perspective and review, Member Bull opined that WSB provided a good process to
270 accomplish that goal.

271 While it is true that part of the process intent is to further the relationship with the community,
272 Chair Boguszewski provided an example of a fictional subset of the community who may
273 consider themselves as a special sub-community and attempt to steer or alter the
274 comprehensive plan process based on special interests versus the broader goals for the entire
275 community. Chair Boguszewski suggested the need to validate those sub-communities but
276 differentiate those special interests from the broader goals of the comprehensive plan update
277 and planning for the future of Roseville.

278 Member Cunningham opined that such a statement made a lot of assumptions ahead of time;
279 while hearing from those sub-groups may provide ideas for the comprehensive plan not yet
280 considered by the city and its advisors.

281 Chair Boguszewski agreed that might be true, but expressed his concern that the process not
282 get bogged down with biases or unknown prejudices, but instead provide a balance.

283 In referring to the initial discussions of the comprehensive plan update, Member Bull noted staff
284 bringing forward ideas about community values, markets and sustainability, as well as climate
285 controls and other aspects. Out of views like those, Member Bull opined that things may come
286 out of community feedback that may reshape the community during the process, as things that
287 are important to the community come forward.

288 Member Gitzen opined that the process preliminarily outlined by WSB provided a framework for
289 the city to keep the process focused.

290 Ms. Major agreed with that assessment, referencing the table on pages 4 and 5 of their
291 memorandum and identifying various targets, desired input, existing organizations or events,
292 and potential tools to use. Ms. Major noted there was no need to have a meeting without first
293 knowing why. Ms. Major identified targets, focus groups per topics, and stakeholder interviews
294 with key individuals that would help identify who was being addressed and what tools would
295 work best. Ms. Major suggested the PC retain a high degree of flexibility to allow additional
296 groups to be added throughout the process and their potential role in the update, thereby
297 making adjustments on the fly. As another part of the flexible process, Ms. Major noted that
298 would allow goals to be set for the process and then check-in points for those goals to consider
299 adjustments in the middle of the process if so indicated if those goals aren't being met and
300 without bogging down the overall process.

301 Chair Boguszewski agreed that the team involved could add other organizations if and/or as
302 they're identified. However, Chair Boguszewski asked WSB representatives if and how that
303 affected their initial contract and if or how the process limited that number before falling into the
304 contract cost overages.

305 Ms. Major referenced page 32 of their proposal, showing suggested engagement tools for the
306 public participation segment and plan elements included and optional add-ons under a
307 contingency of \$10,000. Ms. Major advised that these were suggestions based on their firm's
308 assumptions and past experience, and also allowed some flexibility by adding or deleting
309 various plan elements depending on what tools could work best. Ms. Major noted these
310 assumptions were also based on their firm's experience with the Roseville community during the
311 Parks Master Plan process and other tools they'd seen work in other communities. Ms. Major
312 reiterated that their plan elements were simply suggestions, and clarified that none of the
313 elements were obligatory, but up to the city to implement as they thought best. At the request of
314 Chair Boguszewski, Ms. Major confirmed that until the Metropolitan Council approves the
315 comprehensive plan update, everything was subject to change.

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316 With Chair Boguszewski noting that Rosefest was listed as an existing event and questioning
317 what was envisioned for the desired input in that instance, since a lot of those attending were
318 not Roseville residents and therefore that input could be seen as not useful; Ms. Major noted
319 that although many may be visitors to Roseville, they were still a potential target for input on the
320 future of the community. However, Chair Boguszewski noted that if the PC decided to eliminate
321 that event, other organizations could be added in its place without impacting the cost of the
322 WSB proposal.

323 Ms. Perdu responded that the community engagement provided a menu of options to
324 accomplish that goal; and WSB had provided this preliminary touch to allow for swapping out
325 various existing organizations or events if indicated and without delving into contingency
326 monies.

327 As an additional organization or event, Chair Boguszewski suggesting adding Northeast Youth
328 & Family Services (NYFS); and asked how the initial list was developed.

329 Ms. Major advised that the draft used a series of resources, including but not limited to web-
330 based research, staff conversations, WSB's knowledge of the community, and other areas,
331 anticipating a deeper dive into it. Ms. Major reiterated her interest in obtaining the PC input
332 before going into that deeper dive.

333 As far as tonight's objective and based on staff's perspective, Ms. Collins noted was to provide
334 a framework for engagement strategies and to intercept ideas or identify key events to hit in
335 addition to the City Council's talk about "walk abouts" and to determine potential additional costs
336 that may be required at this stage. Ms. Collins advised that the idea was to have WSB take that
337 feedback and then develop a more refined strategy from that input. Ms. Collins advised that any
338 additional costs would need to be approved by the City Council.

339 Therefore, with confirmation by Ms. Major, Chair Boguszewski noted the importance for
340 development of this chart in final format; but flexibility at this point in keeping it the same,
341 making it different, smaller or larger.

342 At this point, Chair Boguszewski asked for significant input from the PC's counterparts on the
343 CEC.

344 CEC Commissioner Sparby advised that his recommendation based on his review was much
345 broader; especially since there was no mechanism in place to record comments made at these
346 meetings. Since he thought the goal was transparency, Mr. Sparby suggested a summary of the
347 comments from each meeting or event and to make sure that summary was accessible to the
348 public as another engagement strategy whether or not they attended the meeting or event.
349 However, if they did attend, Mr. Sparby opined there was a need for them to know that their
350 input was valuable enough to be recorded.

351 Ms. Major agreed, advising that the standard operating procedure for WSB was to take copious
352 notes at those meetings, and scan any documented input, including photographing materials or
353 charts used at those meetings (e.g. the room itself, displays, etc.) and then include that
354 information on the public website.

355 Based on their experience and the process laid out by WSB, Member Kimble observed that her
356 understanding was that the schedule itself was a work in progress. Member Kimble admitted
357 that the concept of more PC involvement was new to her and what iteration was collected and
358 the approach to get it approved. However, Member Kimble asked if the intent was, as the
359 community engagement process evolved, it was used solely as a way to collect information and
360 before the next step, to identify that collection of information as an indicator. However, Member
361 Kimble asked if a percentage of input was combined with current trends and best practices or

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362 used to build consensus along the way. In other words, Member Kimble asked how WSB
363 intended to develop the input and strategies around that input.

364 Ms. Major stated that she didn't like to generalize too much as each project was individual; and
365 therefore she liked to start with a broad beginning with no final solutions identified. Ms. Major
366 advised that the intent was to determine what the issues were; and reiterated that WSB was
367 open to hear ideas from the PC and the community from an educational and informational
368 perspective. Ms. Major advised that the WSB process started with nothing on paper beyond
369 their initial questions; and then to develop issue-based solutions as they're identified through the
370 community engagement process. At that point, Ms. Major noted that WSB presented those
371 initial concept draft ideas to the community through follow-up engagement opportunities
372 provided by the community as things they wanted to get into the process and allowing them as
373 neighborhoods to talk about trade-offs to make them a reality. Ms. Major noted that WSB was
374 available to facilitate those community decisions, and allowing the community to hear each
375 other and their local government as WSB proposed final solutions at an open house later in the
376 process. Ms. Major noted the importance of the community being able to hear about and walk
377 through the process and see that their idea is still in the mix in some aspect; or if not still there,
378 follow-through as to why not. Ms. Major encouraged the city to return to those stakeholders
379 having provided feedback after the process is over to continue relationship-building as one of
380 the goals of the broader process.

381 Member Kimble expressed her support of that idea, by using meeting minutes and an executive
382 summary of the feedback that included their big ideas; and opined that a percentage of people
383 would probably land on the same or similar subjects; resulting in building a continuum.

384 Member Bull asked how people could be encouraged to participate in community engagement
385 when asked to shape Roseville for the 2040 era versus now.

386 While recognizing it was difficult to get people to think more than five minutes into the future,
387 Ms. Major noted their firm's review of current studies, trends and demographics from their
388 professional based allowed for scenario-based planning (e.g. driverless cars on the street) and
389 how those imaginary things become concrete concepts. Ms. Major noted that this outside the
390 box thinking allowed for future-based scenarios. Ms. Major advised that people weren't
391 expected to be designers or long-term planners and figure it out, but just to identify their issues,
392 goals or how Roseville could become the community of their dreams.

393 Chair Boguszewski agreed and clarified that while not asking people to come up with solutions,
394 they might have issues, needs or values they wanted incorporated into their community.

395 Ms. Perdu noted that at the beginning, the team attempted to ask leading questions, not just
396 give them a blank piece of paper, but to ask if they thought their children would be able to or
397 want to live in Roseville after graduating; or asking if those responding wanted to continue living
398 in Roseville.

399 Member Bull opined that it was critical to draw people into it; and if Roseville was a great place
400 now, what would or could it look like in 2040.

401 Member Kimble noted or what would it look like in 2040 if or when all the seniors are gone, now
402 a high proportion of the community's demographic.

403 Member Murphy noted the importance of planning on medical advancements as part of that
404 comprehensive look.

405 Chair Boguszewski suggested addressing whether or not the city should treat electrical
406 recharging stations the same as gas stations in the future.

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407 Ms. Major suggested another question was whether or not people would continue to commute
408 to work in 2040 as they do now.

409 Chair Boguszewski noted the need to make sure solutions developed in the plan update
410 addressed real versus fanciful things. As an example, Chair Boguszewski noted computers
411 were supposed to end the need for paper. Chair Boguszewski stated his concern with spending
412 too much time and effort energizing the community against hopes and not being realistic.

413 Member Murphy agreed, noting the ideas needed to be measurable.

414 Chair Boguszewski agreed, noting his hesitancy in making anything that can't be measured a
415 part of the process.

416 Member Murphy suggested another thing was how the current plan stacked up with community
417 goals and how to measure that document as part of this update.

418 Ms. Collins noted that the last comprehensive plan update was performed before the Karen
419 community and other demographic diversity showed up; and therefore hadn't taken that into
420 consideration, while this plan updated needed to identify how best to prepare for and
421 accommodate that diversity.

422 Member Bull noted that demographic trend could also change by 2040.

423 Chair Boguszewski noted the need to address that demographic on two levels: things culturally
424 specific to that community (e.g. right versus wrong), but also not creating a city where people
425 identified themselves as one culture and not welcome among or within other cultures or an "us
426 versus them" mentality. If the issues were not relevant to something that could be resolved by
427 wise city planning, Chair Boguszewski opined that there was no need to incorporate it into the
428 comprehensive plan update.

429 Member Daire agreed with the comment made by Member Kimble, specifically that this public
430 engagement process needed to be sensitive to the reality that those doing the planning now
431 may not be around in another seventeen years (2040). Therefore, from his perspective, Member
432 Daire noted that people migrating to Roseville now and in the future would also be stakeholders
433 by 2040, but may not have yet arrived in the community. Member Daire stated that one
434 observation he'd made was how to include that demographic and their anticipated needs that far
435 out; and suggested that for those involved in this plan update now, it was incumbent upon the
436 group to anticipate what kind of population may be in Roseville in the future. Member Daire
437 opined that they may have vastly different values than those not sitting on the PC, requiring the
438 group to deal more in generalities for guiding future development and facility locations as
439 pointed out by Chair Boguszewski, as well as how to make annual choices and projections for
440 capital improvements and their urgency in that priority planning. While realizing that the finer
441 detail is not addressed in the comprehensive plan and updates to it, Member Daire opined it
442 was still important for those participating in this update and helping to form future planning, to
443 have facility-level thoughts in mind to accommodate that forward thinking and not just deal in
444 generalities. From his personal experience with comprehensive plans, Member Daire opined
445 that if more than three meetings were intended to deal with only generalities, the drop off in
446 attendance would be huge without focusing on stage-setting, then idea-setting, and then a
447 conclusion.

448 Ms. Major agreed that in a huge public meeting format, anything after three meetings would
449 realize a huge drop off in interest and attendance within the community. However, Ms. Major
450 clarified that meetings are not the solution; and to address the need to anticipate the unknowns,
451 their team relied on professional studies, research and demographics from academia to address
452 those trends and anticipate future needs. Ms. Major opined that any plan created by any group

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453 today could realistically anticipate everything in the next twenty years. However, from her
454 perspective, Ms. Major stated a good plan, whether comprehensive or otherwise, has to make
455 certain measurable changes, while really providing a good solid decision-making framework
456 with values identified to respond to questions you don't even know to ask now. In 10-15 years,
457 Ms. Major stated that, for example, a decision about a community center could be based on
458 those key values and factors in Roseville (e.g. values and cost) if fiscal responsibility is a value
459 identified by the community at large and within that framework, all discussions took place.
460 However, Ms. Major admitted that even with all the discussions and information available in
461 today's world, this effort could still turn out radically wrong and miss what actually happened
462 during or after that 10 – 15-year time period.

463 Member Daire, in his former role with the Minneapolis Planning Department provided some
464 anecdotal information in comparing and categorizing suburbs surrounding Minneapolis and St.
465 Paul (e.g. Edina and Roseville), but didn't consider succession planning after that. Member
466 Daire stated that he used to be optimistic that things coming down the road could be
467 anticipated, but in truth, they could not; and therefore, by approaching the process with flexibility
468 in that outlook and allowing for different branches in the decision-making tree as suggested by
469 the WSB team, he considered that a wise approach.

470 Ms. Major noted that during WSB's interview with the City Council, she had stated that
471 community engagement was hard work, and opined if someone told you they had all the
472 answers, it wasn't true. Thus, Ms. Major opined that conversations such as this provide a great
473 start for the process to get any concerns out on the table. Ms. Major clarified that part of the
474 WSB team's style was to direct the PC to revisit the process over and over again throughout,
475 even though it may not prove easy work.

476 Member Bull noted that demographic issues played into Member Daire's comments, with
477 Roseville surrounded by a considerable number of colleges and universities. However, Member
478 Bull stated that he didn't see them on this current list as a stakeholder, even though Roseville
479 had a part in how they grew and how they understood the value of Roseville and how Roseville
480 understood the value of those students and staff as potential future residents.

481 Ms. Major duly noted the addition to the stakeholder list, reiterating that this list was not
482 intended as a complete list before feedback from the PC.

483 Member Kimble also expressed her interest in drawing in generational groups (e.g. millennials
484 and beyond); and in addressing benchmarks and measurements as noted in the WSB proposal
485 in the areas of resilience.

486 Member Bull asked what use of data analytics WSB used in today's world as everything was
487 tracked, including how residents shop, attend school, and other things that address the current
488 and future model of residents. Member Daire asked if WSB drafted a model of what the current
489 population will look like in twenty years.

490 Ms. Perdu advised that the team started with those basic things easiest to obtain (e.g. from the
491 Metropolitan Council's data cache), with community engagement then informing the next
492 questions needed to be asked; as well as economic development and business analysis tools
493 and market areas for that and housing. However, Ms. Perdu advised that it depended on what
494 the general overview indicated and that first round of community engagement. Regarding
495 drafting population model comparisons, Ms. Perdu stated those projections were made as much
496 as possible, noting it was easy to look at an age range long-term, but harder to look at racial
497 mark-up and other considerations.

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498 Member Bull suggested setting up different models as a base for comparing different diverse
499 groups represented and their movement into and out of the community; and then applying
500 technology according to changes in that model.

501 Ms. Perdu suggested having those deeper discussions with the PC at a later meeting and how
502 those projections were modeled; however, she noted tonight's intended focus was on
503 community engagement.

504 Member Bull opined that there was a need to accurately track Roseville residents and visitors.

505 Ms. Major advised that the WSB team tracked demographics using a variety of available tools,
506 including intercept boards. At the request of Member Murphy, Ms. Major defined "intercept
507 boards" as a large foam core board with graphics and few words displayed using dots or Post-it
508 notes to ask stakeholders their preferences based on those graphics. Ms. Major referenced one
509 recently used for potential uses in a park, with people "dot" voting and/or providing suggestions.
510 Ms. Major noted that it was intended as a simplistic tool, and not as a deep dive; but similar to
511 an online survey tool to raise awareness and possibilities by and with the public. Once that tool
512 is created, Ms. Major noted that it could be taken off-site to multiple locations, without staffing, to
513 be dropped off and picked up with additional input and then scanned into a spread sheet with a
514 record of notes made by the community.

515 As noted by Chair Boguszewski, Ms. Major agreed that on certain topics, that higher level of
516 review as all that was needed for the comprehensive plan update.

517 For example, Chair Boguszewski noted that if three years from now, a specific park
518 development was proposed, a deeper dive and more involvement by the neighborhood would
519 be undertaken, based on general guidance from the comprehensive plan.

520 Ms. Major agreed with that scenario; noting a community engagement tool could come in many
521 formats (e.g. meetings in a box) and be professional or non-professional; while also becoming
522 an online tool afterwards. Specific to demographics, Ms. Major advised that the statistics were
523 not scientifically valid, nor were they intended to be, but involved using best practices for
524 collecting the information and for each and all engagement tool.

525 Chair Boguszewski reiterated his preference that in the end all input utilized by the PC and City
526 Council include one or two representatives of the PC, with the full PC notified of those meetings,
527 their format, and location to make sure they remained involved. Chair Boguszewski clarified that
528 he intended that PC representation to be involved whether in interviews or at focus groups or
529 whatever form the community engagement took.

530 Ms. Major duly noted that, and asked that the PC provide guidance to the team on suggested
531 tools related to desired input.

532 Chair Boguszewski note other connections available (e.g. school districts) and diverse
533 community groups that may require knowing someone to make that initial contact.

534 Ms. Collins agreed, but noted that the city already had some existing relationships to tap into
535 and/or that had been developed already (e.g. Police Department and city staff).

536 Member Kimble noted the request for feedback from the PC to the WSB team on tools.

537 Member Gitzen asked WSB to differentiate between the tools proposed and those identified as
538 "potential tools" on the chart.

539 Ms. Perdu reiterated the explanation of Ms. Major that certain tools were included in the WSB
540 proposal, while the PC may choose to swap out some of those proposed with some of those
541 identified as "potential tools."

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542 Ms. Major concurred, advising that she'd used all of the identified tools and more, but clarified
543 that those identified as "potential tools" were not part of the WSB proposal, but were intended to
544 alert the PC of their availability and existence.

545 CEC Commissioner Tomlinson expressed appreciation for the clarification of those items
546 included in the current proposal and those available but not yet included.

547 Member Kimble stated her appreciation of the different tools available and identified, and
548 suggested WSB provide guidance on how those tools may best match with specific groups,
549 depending on their varying demographics, learning curves or engagement. For instance, for
550 younger groups, Member Kimble suggested a simpler, shorter and more energetic approach
551 may be better than a lecture-type format. Rather than a more detailed "elevator speech,"
552 Member Kimble suggested development of a simple mission statement, perhaps only one line,
553 for immediate understanding by a focus or stakeholder group. Member Kimble suggested
554 focusing on brand and energy, while ensuring the tool matches the group, including the venue,
555 time of day and other aspects for engagement.

556 Ms. Major noted that the list included any and all options, including additional ideas generated
557 by the PC tonight specific to community engagement. Ms. Major stated that matching tools with
558 groups was exactly what feedback and input they were hoping to receive from the PC, defining
559 what specific tools would work best for each group but without having a meeting with each
560 organization or an event associated with each engagement opportunity. Ms. Major noted the
561 intent to try to cluster opportunities whether through a public open house, or other tools targeted
562 to one-on-one opportunities, or holding focus groups with high school students versus the
563 business community. With that input from the PC, Ms. Major noted the need to facilitate those
564 different energies, venues and discussions and after receiving that feedback, advised that she
565 would develop a more refined list of groups and tools for the PC's approval.

566 At the request of Chair Boguszewski, Ms. Major advised that the PC would provide their input at
567 each and every meeting of the PC for each group brought to the table that were considered to
568 have validity for receiving their input on the comprehensive plan.

569 Member Murphy noted the need to involve those Roseville residents involved in the Mounds
570 View School District (40% of Roseville's households) as well as those in the Roseville School
571 District; and asked how WSB intended to address that.

572 Ms. Major clarified that the school districts had two different roles: one in the planning process
573 with administration staff and then one based on student experience with Roseville (e.g.
574 leadership).

575 Chair Boguszewski agreed that the Mounds View School District needed to help inform the
576 comprehensive plan update; with Ms. Major duly noting that and adding them to the draft list.

577 While wanting to ensure all viable groups were represented in the process, on the flip side Chair
578 Boguszewski also noted the need to make sure there was an honest to goodness reason for
579 seeking and obtaining their input (e.g. traffic needs as part of facility proposals) and rationale as
580 to the involvement of each stakeholder group.

581 CEC Commissioner Sparby noted that he hadn't observed how those willing or seeking to be
582 engaged in the process could become involved, as he didn't notice any specific criteria or "how
583 to" process. Member Sparby suggested that criteria needed to be clearly and transparently
584 determined and then the avenues to become involved or engaged in the process identified and
585 streamlined within the overall process (e.g. who to call, what body to contact – whether a
586 member of the City Council, PC or the consultant team).

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587 Ms. Major agreed that was an important aspect and advised that the team was hoping for
588 assistance from the CEC for that step. While so far this initial step seems to be a one-way
589 street, Ms. Major agreed that a two-way street and process was needed: "How do I as a
590 Roseville resident own the plan and process?"

591 Chair Boguszewski noted that, as is true with any group, those most vocal are not necessarily
592 the most representative of the group beyond their own personal interests.

593 Ms. Major noted the use of the tools to determine which organizations or groups were more
594 invitation-based and those more volunteer-based.

595 As an example, Ms. Collins noted the significant amount of outreach the Police Department had
596 done with their soccer program, with students frequently speaking on behalf of their family, due
597 to their English language skills compared to their elders and therefore frequently representing
598 those family groups and dynamics. Ms. Collins advised that the team may be hearing that input
599 from schools as well as from those Roseville families.

600 Chair Boguszewski suggested several area offices (e.g. Roseville Office of Immigration) that
601 served a role in area school districts, and suggested they may be able to provide leader names
602 within various race communities. In his review of this, Chair Boguszewski noted that not all
603 under-represented groups were listed specifically; and asked if that was intentional to obtain PC
604 feedback to add to the list.

605 Ms. Major advised that this was absolutely the reason the list wasn't all-inclusive, knowing the
606 PC and staff knew its community best and would and should dictate that list for WSB to flesh out
607 in more detail with guidance from the PC and city staff.

608 Noting the website sign-up area for other activities, Member Bull suggested a point of context
609 for email or text notices of community engagement events or activities to make it easier for
610 residents and stakeholders to become involved. In the tools listed, Member Bull noted that use
611 of focus groups and panel discussions were both listed as "potential tools." From his personal
612 perspective, Member Bull stated that he found focus groups narrow versus broader panel
613 discussions and their respective audiences. Therefore, Member Bull suggested the team take a
614 look at the mix of those tools in the community

615 Ms. Major agreed, noting that while she loved the idea of panel discussions, they were more
616 complex to make happen, even though valuable and able to cover more topics.

617 If using that type of format, Chair Boguszewski sought clarification, confirmed by Ms. Major, that
618 the WSB team had available technology (e.g. hand and vote tools) to make them productive.

619 Member Kimble opined that she found focus groups to work well for developers, when a
620 singular expertise was involved that may not be as relevant to many others in the general
621 populations.

622 In conclusion, Chair Boguszewski noted the first agenda item in January of 2017 was to have
623 the "team" collectively identify the target, desired input, organization, and tool to be used.

624 Ms. Major agreed that a meeting would be necessary to review the list line by line, eventually
625 becoming possibly three times as long as this draft list; but then getting shorter as the PC
626 prioritized the list. However, Ms. Major cautioned the PC that this would be a long and
627 frustrating meeting for them. Ms. Major suggested sharing their edits, recognizing the desire for
628 public accessibility and process transparency, in advance of that meeting versus taking time to
629 do so during the meeting.

630 Chair Boguszewski opined that those edits could be shared outside the meeting in the proper
631 channels without engaging among the team or debating outside the list.

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632 Ms. Major asked that individual commissioners make their lists long as a starting point and to
633 clearly identify how and which tools to apply to each.

634 Chair Boguszewski opined that the individual input could be done quickly with staff guidance;
635 with Ms. Major reiterating that the lists start out long, packaged accordingly, and then shortened
636 at the public meeting.

637 At the request of CEC Commissioner Tomlinson, discussion ensued on the steps toward
638 finalization and those running concurrently, with Ms. Major clarifying that the schedule was more
639 linear than process-oriented at this point, with the original goal having been to wrap this step up
640 in December; but now after tonight's discussion realizing January of 2017 will be more realistic.
641 Ms. Major assured all that this was not problematic, but through the flexibility of the process and
642 schedule, it will most likely pick up momentum and make up that time once it gets started.

643 Further discussion ensued regarding the monthly meeting involvement for the comprehensive
644 plan update (e.g. sub-agenda item for discussion); how to share documents and provide
645 individual input to the full team; access to the comprehensive plan update website for the PC
646 team and/or the public or how to share documents; and how staff intended to set up the site,
647 which had not yet been set up until tonight's conversation to determine PC expectations, with
648 staff suggesting it have its own distribution group for updates similar to others currently used.

649 Member Murphy asked that something be in place before the first formal kick-off meeting for the
650 public to allow their participation early on.

651 With the intent for a minimum of one or two representatives of the PC at each and every
652 meeting, and sometimes a quorum or the full PC, Chair Boguszewski suggested the CEC may
653 want to consider similar representation.

654 Since the CEC meets tomorrow night, and this information and discussion would not be
655 available by then for formal discussion at that meeting, CEC Commissioner Tomlinson advised
656 that the CEC would not be able to discuss it in detail until their January of 2017 meeting. As part
657 of his initial review of the schedule and steps to be undertaken, Member Tomlinson opined that
658 creating a "Table of Contents" seemed the most helpful thing to get immediately nailed down,
659 and defining for the public what was going to be looked at in the comprehensive plan update
660 and how much public comment was needed for each of those identified subjects, particularly
661 from the WSB team's perspective and what they envisioned that community engagement to be;
662 whether topical or by geographic area for public outreach.

663 Ms. Major stated that, generally, she'd suggest topical, but clarified that some geographical
664 areas may have a shared issue or issues. Ms. Major noted that priority topics and chapters had
665 already been identified, were somewhat set, and had already been highlighted as of particular
666 interest to the community or select groups or stakeholders.

667 Member Tomlinson opined that information would be helpful to have when talking about
668 engagement and demographics, including what changes were intended in the plan update.

669 Member Kimble asked the WSB team about how they would format questions for those
670 residents living beyond the realm of comprehensive plans; and how they intended to walk
671 residents through experiential planning (e.g. "What do you want your life to look like?" "How do
672 you want to move through Roseville?" "Do you want to work in the community in which you
673 live?") Member Kimble opined that few were familiar with that type of place-making review, but if
674 led through such a discussion, may want to voice their opinion from their personal experience if
675 framed as such and not simply issues-based questions. While the current and broader trend
676 may be moving toward the flight to urban living, Member Kimble suggested residents may not

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677 know how to think or articulate their desire to walk to work or restaurants, or find an alternative
678 to not do so, they could do so with some assistance.

679 Ms. Major thanked Member Kimble for that perspective, and duly noted that approach as being
680 important in understanding that new perspective.

681 Ms. Perdu advised that was her intent in leading people to look farther ahead than their
682 immediate concerns or issues as they planned form their personal perspectives.

683 In referring to current high school students, Member Tomlinson noted that those students could
684 be mid-year residents in 2040.

685 Under that scenario, Chair Boguszewski suggested approaching those students experientially,
686 such as "How do you envision your life and how does Roseville play into that?" Chair
687 Boguszewski noted the changes from his high school years and his generation and how values
688 had changed and issues involving self-esteem had changed during that period.

689 Ms. Major agreed, noting that by crafting specific questions, such as "Do you want to own a
690 car?" could inform the process considerably.

691 Member Daire referenced a point brought up by CEC Commissioner Tomlinson related to high
692 school students in relationship to "aging in place" and current trends in home-ownership.
693 Member Daire shared his personal experience in sharing an auxiliary dwelling unit in the same
694 building as the next generation of his family, and how that lent a whole new dynamic for each of
695 those generations. Member Daire noted that many students now living in Roseville may want to
696 do so, but not have an ability to do so unless in conjunction with an aging in place process that
697 provided continuity of ownership in a property and a leg up to those children. Member Daire
698 noted that was one aspect in the demographics with people from the older generation maybe no
699 longer around in 2040, but those auxiliary dwelling units created for the parents now available or
700 vacant and creating impacts for how the city handles them (e.g. rentals); or how the community
701 provided a vehicle for kids who wanted to stay within the community to realistically do so.

702 At the request of Chair Boguszewski, Ms. Major agreed that an additional column dealing with
703 methods for participation could be identified, selected and engaged. Ms. Major noted that was
704 one reason she didn't provide for an all-inclusive list at this stage; clarifying that the WSB team
705 had been hired to make suggestions, with the community filling in the details specific to
706 Roseville. At the suggestion of Chair Boguszewski, and influences to the WSB team by the
707 CEC, school leadership and school students, Ms. Major agreed that the PC consider additional
708 columns as well as how to select who was involved, times for involvement, locations, types of
709 questions, and how best to record responses.

710 Chair Boguszewski suggested that be documented, thereby allowing the PC to make sure each
711 group is valid, as well as for input from the public.

712 Given the available time, Member Bull suggested not only covering weekday meetings due to
713 work schedules and other variables, but allowing a neighborhood network tool as another
714 outreach method not currently on the list. Member Bull stated he was concerned about how to
715 make non-Caucasian groups feel welcome to participate, just using the representation of the
716 room tonight in its homogenous look. Member Bull opined that ways were needed to reach out
717 to them for their participation and engagement; and stated he would look to the CEC and WSB
718 team for that.

719 Chair Boguszewski suggested identifying the leaders in those various communities and going to
720 them at one of their regular meetings and as part of their agenda.

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721 Ms. Major advised that, in talking to staff, the Human Rights Commission and CEC had already
722 made inroads into those areas, and therefore it would only be necessary to build on those
723 relationships, since there was no substitute for time and energy already expended.

724 Member Bull suggested teeing that involvement with Rice Street redevelopment.

725 CEC Commissioner Sparby noted as actual tools were drilled down and stakeholder interviews
726 noted, he would be leery of any undue influence in the process and ensure they remained very
727 transparent. Member Sparby noted as an example, if consultants intended to meet with
728 developers or other in the process, as well as other meetings beneath the surface like one-on-
729 one interviews, that transparency may be lost.

730 Chair Boguszewski advised that that comment fit into the direction provided to him in
731 conversations with Councilmembers, again reiterating that one-or two be identified from the PC
732 to be point people and invited to any and all meetings.

733 Ms. Major clarified that “one-on-ones” were never just between the consultant and that party,
734 but all involving duly noticed opportunities and open to the public but sometimes the only way to
735 get people to talk.

736 CEC Member Sparby asked how that transparency would be addressed without a redundancy
737 in written comments or summary, and who, what and where that would be processed or become
738 available.

739 Discussion ensued regarding the importance of other ideas, different meeting concepts, social
740 media components for notices and to receive feedback; and difficulties with forums populated by
741 the same group(s) of residents and lack of reality of some of those posts and comments; how to
742 keep those outside of a particular issue or neighborhood from attempting to control an issue
743 through repeated posts; and assurances by Ms. Major that they were used to managing that
744 feedback by putting it through various lenses if found to be repetitive by certain groups.

745 Ms. Collins noted her observations from the recent election and early voting process indicating a
746 significant increase in involvement by people in rental units; and their involvement in local and
747 civic pride issues, not just voting at a presidential level. Ms. Collins noted how impressed she
748 had been with that turnout, and as such, wanted to be sure creative ways were included to
749 make sure residents in rental units were also heard.

750 In the initial WSB proposal, Member Bull opined that there seemed to be a heavy concentration
751 (3 sessions) for the ECFE population group.

752 Ms. Perdu responded that this was a method found successful in other communities, providing a
753 diverse and easy opportunity for reaching young families, but only one idea with the number of
754 sessions also easily interchanged with other tools.

755 Ms. Major agreed, noting that certain assumptions were made to present their proposal to the
756 City Council, using some of those tools found successful in other communities or within similar
757 situations.

758 Chair Boguszewski noted, as an example, ECFE was an existing gathering place for those the
759 team wanted to reach, whether or not that particular organization was used, but providing that
760 type of mechanism to reach that demographic interest and lifestyle; with Ms. Major agreeing
761 with that summary.

762 Member Kimble asked if the next list would include a process for how best to interface or how to
763 make adjustments to one interest group listed in the proposal that had been intended as a
764 starting point.

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765 Ms. Major summarized how she saw the process, including an updated version of the list with
766 additional columns and a few other changes based on tonight's discussion that she had noted;
767 but otherwise with limited edits for the PC to add their thoughts and ideas. Then in January, Ms.
768 Major proposed taking that input from the PC and CEC, yet without a "Table of Contents" at that
769 point even while recognizing the value of that introduction; at which point the whole team could
770 dial the process down to the right number of meetings, their type and scope; but still allowing
771 flexibility and changes to the plan from then on as well.

772 Given the amount of ground covered tonight, Member Murphy asked if the PC was at a point to
773 say definitely what it wanted to accomplish in January.

774 As mentioned by Ms. Major, Chair Boguszewski suggested saying as a default at this point that
775 the PC would meet the first Wednesday of the month, with an additional meeting scheduled
776 (e.g. third Wednesday of each month) for 2017 and the duration of the comprehensive plan
777 update or as a standing agenda item specific to the comprehensive plan update with varying
778 sub-bullets at each meeting, such as an update to the list as the only item specific to the update
779 for that January meeting.

780 Member Murphy suggested that if a second meeting was scheduled monthly, it only be specific
781 to the comprehensive plan update and no other land use or text amendment issues.

782 Chair Boguszewski agreed that the intent for the second meeting be only for the comprehensive
783 plan update and no land use items; but also suggested having it as a standing agenda item at
784 the regular PC meeting each month.

785 Member Bull suggested the second monthly meeting be held in work session format.

786 Member Murphy asked the difference in a regular or work session format and Chair
787 Boguszewski also sought clarification on how Member Bull envisioned a work session.

788 Member Bull opined that a regular meeting agenda provided for an agreed-upon agenda for a
789 meeting by the group or staff; but a work session format allowed for more flexibility.

790 Ms. Collins clarified the requirements for notice and publication of any agenda ahead of time,
791 eliminating much of that flexibility, no matter what format was applied.

792 Chair Boguszewski referenced how this topic was listed on tonight's agenda, without going into
793 detail of what the discussion would involve, and only providing a general heading. Chair
794 Boguszewski opined that he found that sufficient for public notice, allowing freedom within that
795 general topic to the extent known at that time, but providing some flexibility in specific topics or
796 other topics to be determined at the meeting.

797 Ms. Collins summarized that intent as similar to a revolving comprehensive plan discussion for
798 every agenda meeting; however, if an additional meeting was planned, she noted the need to
799 check on the availability of the Council Chambers for teleplay purposes.

800 Member Kimble suggested a proposed placeholder until staff has the opportunity to work with
801 the consultant on a suggested meeting schedule, whether or not needed every month.

802 Chair Boguszewski recognized that idea or also suggested establishing a base from which to
803 work or noted that the meeting could be moved accordingly if a key member happened to be
804 unable to make a particular meeting date.

805 Mr. Paschke stated he wasn't sure it mattered what the meeting was called, but clarified that at
806 times the PC would be making decisions, and the information was needed for the public in
807 advance of that decision-making with published agendas and public notice for their attendance
808 at a meeting of interest to them. Mr. Paschke noted that the whole goal was to get as much
809 information out to the public as possible, for the transparency and engagement opportunities;

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810 with the initial meetings maybe being fewer as the PC figures things out process-wise; versus
811 their later review and formal recommendations to the City Council.

812 Chair Boguszewski agreed with the importance in being able to have the meetings broadcast.
813 Therefore, Chair Boguszewski suggested pulling back and coming to the January 2017 meeting
814 with individual PC calendars and all cognizant of possible dates for an additional monthly
815 meeting to ensure a quorum was available for those meetings as needed.

816 Ms. Collins further advised that the City Council was adamant that information being discussed
817 be published in meeting packet materials for public information and engagement, all toward
818 being more transparent.

819 Member Bull volunteered to serve as one of the two PC representatives attending various
820 meetings for the comprehensive plan update process.

821 Chair Boguszewski confirmed that Members Kimble and Gitzen had also expressed their
822 interest in serving as part of the core subgroup as well. Chair Boguszewski suggested splitting
823 things up to ensure at least one of the volunteers was at each opportunity for community
824 engagement and then to report back to the full body.

825 Member Murphy noted the probable need for alternate representatives when it got to that point,
826 depending on schedules and calendars; noting that at some opportunities, the full PC or a
827 quorum of the PC may be interested in attending.

828 Ms. Major noted as an example the “meeting in a box” tool, seeking interest and involvement
829 from all of the PC commissioners, not just the core team, or one or two representatives of the
830 PC.

831 Chair Boguszewski stated his agreement with any and all of the PC attending, but clarified his
832 concern was that a minimum of one representative of the PC, either Member Bull, Member
833 Kimble, or Member Gitzen be at each and every activity or event, no matter how small or how
834 large; and suggested they work among themselves as to who covered which opportunity. Chair
835 Boguszewski reiterated that this was his understanding of the City Council’s direction that the
836 PC would serve as the lead for this comprehensive plan update.

837 At the request of Member Bull, Ms. Perdu summarized tonight’s action plan:

838• Ms. Major would work on an updated plan and then the WSB team would send that information
839 back to city staff for dissemination to the PC for individual editing, input and ideas;

840• City staff would work on calendar dates to schedule a work session for discussion at the
841 January PC meeting

842• A “Table of Contents” would be drafted to circulate to the PC at their January PC meeting for
843 their information and additional input;

844• WSB would work with staff to develop the repository of information for the website and an
845 appropriate format for it.

846 CEC Member Sparby noted that without a “Table of Contents” defined, it would be hard to know
847 what engagement was needed.

848 Chair Boguszewski noted that the plan would be for the PC to vote on the “Table of Contents” in
849 January; and as noted by Member Kimble, something may still be inadvertently omitted but the
850 goal was that the process remain open and balanced; and remain flexible.

851 Member Bull asked that behind the scenes the WSB team and city staff work on ideas to
852 engage other cultures in the area to ensure that as the process was finalized, those groups
853 were made to understand that their opinions were welcome.

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854 While specific groups could be asked how best to engage with them, Ms. Major stated that her
855 only hesitation would be in doing so before the process as a whole was defined; as well as prior
856 to having input from the CEC and Human Rights Commission as part of that overall scope. Ms.
857 Major expressed concern that by approaching those groups too soon in the process might
858 misdirect efforts and actually unbalance the process. Therefore, Ms. Major suggested the PC
859 commit to moving forward with the next step for the plan before dialing in those aspects.

860 Member Bull agreed to some extent, but also disagreed, opining those groups may already
861 have structures and/or meetings in place for outreach if the city only knew they already existed.

862 Ms. Major advised that WSB would work with city staff to research those contacts that could
863 serve as a resource.

864 Discussion ensued regarding the current Roseville website and comprehensive plan section,
865 now managed by GIS staff, and content changes and input directed to Ms. Collins and her staff;
866 with the engagement process eventually being added after being further refined by the PC and
867 determining how best to drive people to that page.

868 Member Gitzen asked that WSB and city staff provide information to the PC as soon as possible
869 even before the next meeting agenda if feasible, allowing sufficient time for their feedback.

870 Chair Boguszewski stated that he saw a more frequent narrative stream back and forth with
871 communication items and documents between WSB, city staff and the PC; and then whatever of
872 that was readily available could be incorporated into each monthly PC agenda packet.

873 CEC Commissioner Tomlinson, referencing the CEC meeting tomorrow night, asked how their
874 edits and suggestions should come before the PC as part of the process.

875 Ms. Collins advised that communication should go through the CEC staff liaison, City Manager
876 Trudgeon.

877 Chair Boguszewski assigned Ms. Major as the "hub," with the PC and CEC the spokes; and
878 when all were put together it became the wheel.

879 In this instance, Ms. Collins clarified that feedback would be consolidated by staff.

880 Chair Boguszewski noted that the primary leader for community engagement was the CEC.

881 Ms. Major suggested each could reach out to her directly, but with multiple people editing the
882 document, someone needed to serve as the repository and consolidate comments into one
883 document.

884 In accordance with Open Meeting laws, and also from a public realm perspective, Ms. Collins
885 clarified that staff should serve as the initial contact (Community Development Director) to
886 disseminate information as applicable.

887 **Discussion from 1/4/2017 – Draft Minutes**

888 **PROJECT FILE 0037: 2040 Comprehensive Plan Update**

889 Continue discussion with representatives of WSB and LHB (lead consultants for update process) and
890 planning staff pertaining to the draft public engagement plan proposed y the consultants. This discussion
891 is intended to yield a recommendation to the City Council regarding how the proposed public engagement
892 plan can be refined, expanded, or contracted to be as successful as possible in drawing robust input from
893 Roseville's diverse community members as the basis for updates to the comprehensive plan.

894 Mr. Lloyd briefly reviewed last month's discussion, and noted edits and feedback that had been
895 incorporated into this draft of the spreadsheet for further discussion; and inclusion of a draft Table of
896 Contents as requested by the Commission. Mr. Lloyd stated staff's anticipation of presenting a revised
897 draft plan to the City Council at their January 23, 2016 meeting based on the Commission's
898 recommendation after tonight's expanded discussion. Mr. Lloyd noted that the draft Table of Contents

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899 mirrored the structure and content of the existing comprehensive plan, excluding the Economic
900 Development, Public Works, and Parks & Recreation chapters that would not be changed essentially. Mr.
901 Lloyd reminded commissioners that those subheadings and chapters would be handled through a
902 planning process by those departments starting within the next few months working with specific
903 consultants in those areas of expertise.

904 Table of Contents

905 Ms. Purdu briefly summarized work to-date and proposed topics with subheadings under each category,
906 all subject to discussion and change at the leading of the commission. Ms. Purdu advised that this first
907 draft was intended to provide an idea of the intended formatting of the plan per section based on
908 commission feedback at this point, content of the plan and how it relates back to the ideas or vision
909 chapter. Ms. Purdu noted, for instance, in division chapter 2 a decision-making rubric or guiding principles
910 was included to project how the city made decisions that would be consistent with its updated
911 comprehensive plan. In moving through the process, Ms. Purdu advised that she'd provide examples of
912 that process; and over the next few meetings it should become obvious how this update will differ from
913 the current plan; and as infrastructure elements are incorporated by the Public Works Department, with
914 more detail to follow on that and related components.

915 While it may be covered under "economy," Member Bull noted that even though this is the City of
916 Roseville's comprehensive plan, how would it coalesce with other communities (e.g. Rice Street corridor)
917 and when bounded by adjacent communities since what they did significantly impacted Roseville as well.
918 Member Bull asked if that was covered or called out elsewhere.

919 Ms. Purdu clarified that the regional context was called out in several spots, as part of Metropolitan
920 Council goals as well, but not specifically addressed in the outline. As the process moves forward, Ms.
921 Purdu noted that "economic development" was certainly one such area where external forces affect what
922 happens in Roseville, including neighborhood character and impacts, housing demand, and population
923 trend aspects in the region as well. Ms. Purdu advised that she would be sure to specifically call out other
924 spots and highlight them in the next iteration.

925 Member Daire asked where data would be included as to how the City of Roseville gained its population,
926 whether from outside the metropolitan area or from other communities within the metropolitan area.

927 Ms. Purdu advised that this demographic, housing and economic data would be included in the
928 "community profile" chapter, with growth trends provided in context of the forecast from the Metropolitan
929 Council. Ms. Purdu offered to call out that data in more detail if desired, but noted there would be different
930 takes on it for several chapters (e.g. housing) including existing and projected needs, migration and
931 commuting patterns and economic development considerations. While it will be touched on in several
932 places, Ms. Purdu agreed it may be good to highlight it as well.

933 At the request of Member Daire, Ms. Purdu confirmed that the Metropolitan Council had several tools to
934 inform the analysis, including GIS metrics for how people live, and travel, that would provide that analysis
935 of internal population circulation, specifically in the "transportation" and "economic development"
936 chapters. At the further request of Member Daire, Ms. Purdu reiterated that the transportation section
937 would be developed under the Public Works realm, using other consultants, later this spring and in
938 conjunction with this commission and city staff.

939 While that process would be largely outside the context of the Planning Commission initially, Mr. Lloyd
940 advised that direct communication and coordination with the city's engineers would occur for their
941 planning process that would ultimately come to the Planning Commission for information and seeking
942 input from the planning perspective. Mr. Lloyd noted that much of that chapter may be more technical in
943 nature, with input also given by the Public Works, Environment and Transportation Commission and the
944 city's professional staff.

945 Member Daire stated his rationale in asking was the emphasis on community participation, and given the
946 technical nature of that portion, wondered how public reaction to proposed changes or system
947 arrangements (e.g. designation of collector and arterial streets) would be accomplished.

948 While the Request for Proposals (RFP) has yet to be finalized for a consultant for that aspect of the
949 comprehensive plan, Mr. Lloyd stated that staff anticipated a similar public engagement process

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950 somewhat more concentrated within that context. Mr. Lloyd advised that the city engineer or Public Works
951 staff would probably be visiting with the Planning Commission to talk about any proposed changes, but
952 later in the overall process.

953 Based on his planning experience, Member Daire advised that he was thinking about the relationship
954 between land use and transportation, thus his concern that communication between establishing land
955 uses and anticipated traffic generation in that area needed to be involved in the process.

956 Chair Boguszewski noted the intent for past identification and appointment of Planning Commissioners
957 Bull, Kimble and Gitzen as liaisons to attend meaningful meetings and discussions outside this setting,
958 but when involving anything to do with the comprehensive plan update. Chair Boguszewski noted that,
959 even though discussions may not be land use specific, this should provide a way to raise any flags or
960 identify whether or not additional public engagement is needed. As commission representatives
961 participate in those other meetings, sessions or phone calls, if something was identified that needed more
962 representation from the Planning Commission as community representatives, Chair Boguszewski advised
963 that those members could then provide their feedback to note areas that warranted some broader
964 engagement, at which time that feedback could be provided. As the RFP comes in, Chair Boguszewski
965 emphasized the intent that the Planning Commission serve as the conduit for whatever involves the
966 comprehensive plan update.

967 Ms. Collins stated, as part of the transportation plan and when a consultant is hired, public engagement
968 will be part of the process as well as invitations for the Planning Commission to attend and participate in
969 those sections. Ms. Collins also noted that staff intended to have those chapters brought to the Planning
970 Commission for review to determine if something is missing or awkwardly written before it proceeds; but
971 overall to ensure that synergy throughout all chapters and the process itself.

972 Chair Boguszewski emphasized that staff involves one or more of the available representatives to attend
973 any and all meetings; whether or not staff thinks it may involve a significant revision.

974 Given the intent for separate engagement processes for those chapters outside the land use realm,
975 Member Bull expressed concern that there may be too many meetings for residents' participation;
976 suggesting that it may be better to merge those meetings instead of having two different engagement
977 processes and public meetings.

978 Regardless of the Community Development Department having control over those specific chapters or
979 not, Ms. Collins assured the Commission that no matter how they were integrated into the plan,
980 consideration of avoiding engagement fatigue would be part of the process going forward.

981 Returning to Member Daire's previous comment on integration of land use and infrastructure contents of
982 the plan, Ms. Purdu noted the advantage of having the Planning Commission involved in the overall vision
983 of the comprehensive plan and setting those priorities and goals; with all the other elements meant to be
984 consistent with that overview. Ms. Purdu assured the commission that what it decided in the first 2-3
985 months of the process would serve to inform the infrastructure and all other chapters as well.

986 Referring to the touch points in the draft schedule, Ms. Purdu noted that the infrastructure update would
987 be coming back to the Planning Commission as the process goes forward. As noted by Ms. Collins, Ms.
988 Purdu confirmed that the entire integrated document, whether or no their firm is writing it, will be provided
989 to the commission to ensure all is consistent as a whole package.

990 Member Kimble opined that the process and draft Table of Contents looked great and as she looked at
991 the transportation chapter, it served as integral to the overall plan and couldn't be separated.

992 Ms. Purdu noted that the Table of Contents included those elements required by the Metropolitan Council
993 with those chapters integrated into the contents. Ms. Purdu noted it was standard procedure for land use
994 elements of a plan update to begin before infrastructure that would be forthcoming, and providing a head
995 start for the process.

996 At the request of Chair Boguszewski, Ms. Purdu clarified that land use demographic profiles would for the
997 most part cover the city as a whole, using census tract demographics where there were significant
998 differences (e.g. housing in particular neighborhoods), a more refined look would occur, possibly including
999 a neighborhood study on age and type of housing stock.

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1000 Chair Boguszewski spoke in support of that information, noting various factors in a neighborhood (e.g.
1001 type of housing stock, price and cost) could or could not attract new residents or recent immigrants to the
1002 city. Chair Boguszewski opined that many times those smaller communities within the whole want to
1003 aggregate for cultural identity, but if choosing to do so, needed to not become under-represented in
1004 receipt of any city services in those areas, and thus providing an awareness of the whole, whether
1005 specific to the diverse community or the larger community as a whole. Chair Boguszewski emphasized
1006 the need to not have a result of segregated pockets that have perceived or actual negatives associated
1007 with them.

1008 Along that line, Member Daire noted the need to allocate resources accordingly to particular areas of
1009 Roseville, perhaps related to the age of infrastructure, but desired to be avoided at all costs where there
1010 may be certain clustering of distinct population segments (e.g. elderly, young married, or ethnic groups)
1011 may be deprived of certain amenities. When considering equity, Member Daire stated the need to make
1012 sure if those groups chose to aggregate, there wasn't something restricting or minimizing public
1013 investment in that area. As an example, Member Daire referenced the temporary health care dwellings
1014 that may be candidates for clustering of elderly residents for that type of housing or to allow aging in place
1015 while those residents remain contributors to the community and neighborhoods, even though having
1016 certain needs that could be addressed by their families or the city. Member Daire stated that he was
1017 particularly concerned about equitable distribution of municipal resources using taxpayer monies.

1018 Whether related to economic development or redevelopment in general and with the community 98%
1019 developed, Member Murphy noted the need to address smaller strip malls that may be repurposed and
1020 asked where that theme came into play in the Table of Contents.

1021 Ms. Purdu stated that she envisioned discussions about redevelopment early on in the land use process,
1022 given the very limited greenfield space available in Roseville and obvious evolving uses in the community
1023 and economic development in commercial areas. Therefore, Ms. Purdu stated that she anticipated
1024 redevelopment to be a big focus in several chapters, including but not exclusively in the housing and
1025 neighborhood chapters. As comparisons are made with demographics, Ms. Purdu stated she anticipated
1026 there would be an evolution of neighborhoods as well as housing stock.

1027 Member Murphy opined that chapter 7.2 (redevelopment and potential mapping) would be a more fitting
1028 area. Member Murphy asked staff where the infrastructure updates would be incorporated (e.g. water
1029 resources) and where redevelopment was expected that required expenditures and various city structures
1030 (e.g. recent License Center location discussions and repurposing of facilities) and other ideas for
1031 refreshing similar facilities in the future.

1032 Mr. Lloyd advised that the "water resources" and "transportation" chapters would address that, with
1033 feedback and planning in those chapters also addressed, including in the overall comprehensive plan's
1034 decision-making rubric in the vision chapter that will serve to guide capital improvement projects and be
1035 more reflective of what is occurring with public buildings and different types of infrastructure.

1036 Interfacing with the school district (e.g. Fairview Community Center) and needed meeting spaces, some
1037 of which could be addressed in park structures, Member Murphy noted the need to coordinate the topic of
1038 recreation with the school district or in tune with that for joint development opportunities (e.g. former
1039 National Guard Armory property) for that property and similar issues. Member Murphy stated his concern
1040 was beyond land use.

1041 Mr. Lloyd advised that the existing comprehensive plan discussed future land use and was broken into
1042 various planning areas, identifying and encapsulating existing sites and conditions within those planning
1043 areas that deserved future planning or were already in process. Mr. Lloyd advised that he anticipated
1044 something similar will be part of this latest update as well.

1045 Chair Boguszewski also noted the need to address safety and security (e.g. fire stations, etc.); particularly
1046 recognizing long-range plans of the Police or Fire Departments is applicable.

1047 Ms. Purdu clarified that "public safety" is part of the city priorities, and a lens through which everything in
1048 the plan was viewed. However, Ms. Purdu noted that allocation for the type or number of stations was
1049 beyond their purview, without getting into too much detail in this document, collaboration would occur with
1050 public safety departments as part of the broader scope of the plan update.

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1051 Member Bull noted the need to address climate changes; with Ms. Purdu noting those were included as
1052 well as broader resilience issues.

1053 At the request of Chair Boguszewski, Ms. Purdu clarified that chapter 5.7 (aviation) was a requirement of
1054 the Metropolitan Council as part of their system statement, whether or not applicable to the City of
1055 Roseville, but possibly including consideration of drones and their use and/or enforcement-related
1056 issues..

1057 Proposed Comprehensive Plan Schedule (provided as a bench handout)
1058 Ms. Purdu presented a draft schedule, intended to remain flexible, but providing an initial proposal for
1059 public engagement opportunities that would further evolve based on tonight's discussion and subsequent
1060 City Council determination, perhaps involving significant revision accordingly.

1061 Ms. Major advised that the proposed schedule would involve more than just this in-house one developed
1062 in conjunction with staff, but become a much more complex version that will feed into it.

1063 Ms. Purdu noted additional sequencing will occur as coordination was done with other advisory
1064 commissions; with each subsequent Planning Commission meeting talking about the overall goals and
1065 what had been found related to each topic up to that point. Ms. Purdu advised that the Commission would
1066 likely have homework for their review before those meetings to ensure the best use of their time, and then
1067 allow for group editing at the meeting as applicable. At the request of Chair Boguszewski, Ms. Purdu
1068 confirmed that this may include the proposal for additional monthly meeting to be considered later tonight
1069 and supplementing regular meetings as needed.

1070 Member Bull noted the need for several joint meetings of the Planning Commission and City Council
1071 along the way to make sure things were in sync.

1072 Related to process, Member Murphy asked for the schedule after City Council adoption of the plan
1073 update in December of 2017 and submission to the Metropolitan Council, and whether or not there was
1074 the potential for them to return the document for revision during 2018.

1075 Ms. Purdu advised that was a definite possibility during the Metropolitan Council's process, or in the six
1076 months before when adjacent communities and other agencies were reviewing the plan update. Ms.
1077 Purdu noted this process involved all municipalities and other jurisdictions within the Metropolitan
1078 Council's purview that in turn reviewed the plans of adjacent communities; and may result in potential
1079 revisions, addressing omissions, and other areas they deemed needing change. Ms. Purdu confirmed
1080 that it was possible there may be a need for the consultants and staff to return to the city to address
1081 significant changes; however, noted that staff will continue monitoring the plan and process to provide
1082 updates and additional information on the process to the Planning Commission and City Council as
1083 needed.

1084 Community Engagement Plan
1085 Ms. Major noted that Mr. Lloyd had reviewed the process to-date and based on past discussions, they
1086 had made some modifications to the plan, including addition of the Mounds View School District,
1087 experiential questions for outreach; and other modifications from staff and the Planning Commission,
1088 resulting in this version for further feedback from the body.

1089 In addition, Ms. Major stated that she had some clarification questions for the body about their comments;
1090 and while not seeing is as fruitful to go through the document verbatim, noted that before taking the next
1091 step, tonight that review involve groupings and using their memorandum as a reference point, talk about
1092 those areas at some length and make additional modifications based on those discussions. Ms. Major
1093 stated that some of those questions include various groups and how the commission envisioned outreach
1094 to them and what information was being sought, and what type of participation was desired and how to
1095 get that into the final proposal for the engagement portion of the plan update.

1096 Using the memorandum from their firm dated December 8, 2016, and the spreadsheet outlining a draft
1097 engagement plan, targets and tools, Ms. Major led discussions with the commission.

1098 In the memorandum, third bullet point, (page 2) for "elevator speech," Member Kimble clarified that was
1099 her comment and had been intended by her as a shorter mission statement via a phrase or one sentence
1100 that the community could more easily understand as the overarching purpose versus an entire paragraph

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1101 as part of the branding and community engagement process. Member Kimble suggested the title and
1102 mission could be one in the same.

1103 Ms. Major noted that dovetailed with the next part of the process for branding or a more user-friendly
1104 version. Ms. Major noted that was always a challenge in shortening mission statements, that they remain
1105 translatable and self-evident. However, Ms. Major advised that she would work with staff on that.

1106 Chair Boguszewski opined that words may be vague from the commission's perspective, but should be
1107 something the community could grasp and get across the message that the intent of the plan was to
1108 guide how the city develops, and be cascading with the onus on individuals to dig deeper depending on
1109 their level of interest.

1110 Ms. Major noted the Imagine Roseville past branding to be cognizant of that as well.

1111 Regarding commission questions about the online survey tool and how and when results would be made
1112 public, Ms. Major responded that their firm attempted to provide occasional updates summarizing
1113 feedback throughout the process, and then posting final results on the website. However, Ms. Major
1114 advised that they always proceeded with caution in posting that non-statistically valid survey information
1115 to avoid people getting hung up on suppositions. At the request of Member Murphy, Ms. Major advised
1116 that typically they did one interim update and one final after a month or two, often using them to spur
1117 more input from the public. Specific to the length of intercepts and at the request of Chair Boguszewski,
1118 Ms. Major advised that it depended the particular event (e.g. farmers market or library setting) as well as
1119 their time of day and whether the materials remained on site for a while or if it was staffed; with the overall
1120 goal to provide an opportunity for people to provide their feedback, with some opportunities being less
1121 intimidating if not staffed and simply available.

1122 Chair Boguszewski opined that while some opportunities (e.g. Rosefest, Fourth of July, etc.) may garner
1123 great input, it was important to be aware that a significant portion of those participants may not
1124 necessarily live in Roseville; thereby suggesting caution about collecting random input from those who
1125 may not have a stake in the information being provided to the city.

1126 Ms. Major clarified that sometimes that input was sought from those not living in Roseville; or sometimes
1127 allowing for two different versions or staffed or using different types or colors on intercept boards to
1128 differentiate those responders.

1129 Specific to the draft engagement plan spreadsheet, Member Bull asked that given his and others with
1130 visual impairments, the consultant use a type color other than the small red print and color in the future.

1131 Ms. Major duly noted that request and thanked Member Bull for that reminder going forward.

1132 Specific to the website and the role of the Planning Commission, Ms. Major asked for clarification and an
1133 interpretation on feedback to allocate a portion of each commission meeting.

1134 Member Murphy clarified that his comment was intended for his colleagues that the first Planning
1135 Commission meeting of the month include an opportunity for public comments specific to the
1136 comprehensive plan update process; and in addition to the general public comment portion of the meeting
1137 for non-agenda items that night. Member Murphy opined it might help focus those comments, and also
1138 serve the commission's role in leading the process, and only applicable for nine months in 2017
1139 (February through October) and provide a worthwhile addition for community engagement in addition to
1140 the second commission meeting set aside for comprehensive plan discussions.

1141 Chair Boguszewski suggested adding Item "c" to the "communications and recognitions" portion of the
1142 standing agenda items; and allow the public to be aware that they could address the comprehensive plan
1143 at either of those monthly meetings.

1144 In addition to encouraging public comment at those meetings, Member Kimble asked if it may also be
1145 helpful to publish specific questions or areas of discussion from the tool box for people to think about and
1146 to provide comment on those specifics each month versus an open-ended discussion that may not garner
1147 as much interest.

1148 Depending on where the process was at, Ms. Purdu agreed their firm could at least point people to the
1149 website to view a draft of the process up to that point.

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- 1150 Chair Boguszewski stated his preference for that idea; however, questioned if that might in turn create
1151 some hesitancy for the public if they had a comment on another aspect and therefore not attend.
- 1152 Member Kimble suggested that particular topic could be fashioned as one thing for the public to think
1153 about or comment on, but still welcome any general comments related to the comprehensive plan.
1154 Member Kimble volunteered to work with staff on specific agenda items and their wording.
- 1155 Mr. Paschke suggested several aspects including the need for the commission to take into consideration
1156 their schedule and land use agenda items already on the docket that for a meeting in addition to the
1157 comprehensive plan and their desire for additional comment outside listening sessions, open houses or
1158 written material, Mr. Paschke suggested that the commission be clear on the intent to receive input on the
1159 comprehensive plan, or for the public to seek clarification on any questions they may have; but not
1160 specific items for consideration by the commission at that opportunity.
- 1161 Without objection, Chair Boguszewski directed staff to include that agenda item for the next commission
1162 meeting with possible revisions at that point and if needed depending on public response.
- 1163 Further discussion ensued regarding Member Murphy's suggestion to add a short commission preface to
1164 the plan with the purpose of drawing City Council attention to a particular section under review, such as
1165 Member Kimble's suggestion for an executive summary; and Member Bull's suggestion for additional joint
1166 meetings under the commission's structure as a steering committee for the plan update. Member Bull
1167 noted that, while the commission served in that role, under the current schedule they didn't report to the
1168 City Council as sponsor of the project until eight months out, a timeline he found not effective integration
1169 with the key stakeholder. While the consultant and staff would have some integration with both the
1170 commission and city council, Member Bull opined that the commission needed both formal and informal
1171 discussion on the process to-date and any other comments from the city council on how the process was
1172 going or additional involvement or direction needed.
- 1173 Without objection, Chair Boguszewski directed staff to look into joint sessions or work groups with the city
1174 council, at a minimum represented by one or more of the three identified commission representatives.
- 1175 Mr. Lloyd noted that staff intended periodically bringing some of the work in progress items to the city
1176 council so they could see the direction things were going and provide their feedback at that time.
1177 However, Mr. Lloyd noted that would be dependant on the city council schedule and other agenda items,
1178 but still intended as part of the interface process itself.
- 1179 Ms. Purdu noted points identified in the draft schedule for meetings with the city council and their
1180 involvement early on, starting with the Planning Commission and then the consultant and city council to
1181 provide those check-in points. Ms. Purdu noted that the actual check-ins were up for discussion with staff
1182 as to how commission meeting format would be done, whether formal meetings or work sessions; but as
1183 a consultant, advised that they would want to soon meet with the city council to make sure they were on
1184 the right track before moving on, knowing that would form the foundation for the remainder of their work
1185 on the plan update.
- 1186 Specific to previous questions and written reports that would accompany the draft comprehensive plan,
1187 Ms. Major advised that those could be jointly done, but the intent was for the commission or steering
1188 committee to write a preface or cover letter to the report involving a gracious introduction, highlighting
1189 what they had found to be the most important aspects for the process.
- 1190 Member Bull emphasized his concern with the lack of interaction between the commission and city
1191 council during the timeframe until twelve months out; and reiterated the need for more touch points along
1192 the way; duly noted by Ms. Major, and including Community Engagement Commission (CEC) feedback.
- 1193 Potential Event Locations
1194 Discussion ensued regarding locations, with the following suggestions:
- 1195• Library: specify Roseville Branch of the Ramsey County Library
 - 1196• Consideration to other library locations if and when applicable (e.g. school libraries)
 - 1197• Consideration of school cafeterias as applicable, including Roseville and Mounds View School Districts,
 - 1198 most likely at high schools, but possibly involving older elementary input opportunities

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- 1199• Inclusion of Ramsey Area High School and Fairview Alternative High School students, and involving input
1200 from school administrators and seeking their community engagement and feedback as well, perhaps
1201 through approaching the superintendents and then in turn their respective principles for each and to
1202 identify the best location at each facility
- 1203• Involving other school groups (e.g. gifted and talented student groups)
- 1204• Consider Har Mar Mall, in addition to Rosedale Center, for input from a smaller, heavily-utilized
1205 community group
- 1206• Consideration Fairview Community Center as another engagement tool and the various demographics
1207 from the community using the facility
- 1208• Consider involving area college students who may become future Roseville residents or residents of
1209 nearby communities (e.g. University of Northwestern)
- 1210• Combining some of the smaller groups into one meeting or engagement tool option
- 1211 Ms. Major advised that she would take all of these suggestions into consideration and along with
1212 previously-established priorities, use her judgment on those to recommend including. Ms. Major reiterated
1213 that the draft list was not intended to be all-inclusive, but a general list, thus the “post secondary” target
1214 identified at this point on the spreadsheet intended to become more specific based on tonight’s feedback
1215 and allowing the commission another check at that time.
- 1216 Notifications and Announcements
- 1217 No comments
- 1218 Engagement Metrics
- 1219 Ms. Major addressed validity of digital media methods for the commission to consider in determining
1220 website use versus other forums.
- 1221 Discussion ensued, with the commission stating their interest in meaningful and valid metrics; growth of
1222 the contact list depending on who was engaging in the process; and how each target group could be
1223 tracked and how those goals for each would be established.
- 1224 Ms. Major noted the challenge in determining goals and how to measure them; advising that these are
1225 intended as sample goals used by their firm in other situations, but needing differentiation for tracking and
1226 goal setting for each and developing an understanding of each diverse group. Ms. Major clarified that
1227 these goals were a different thing, noting that simply trying to set a numeric goal may not be as
1228 meaningful and only results in checking the box; and while the goal may be met or perceived to be met,
1229 the question remained as to how meaningful that information was or if anything useful was learned for the
1230 final document or as tracking measurements. Ms. Major stated that therefore, she was also reluctant to
1231 not track and set goals; but the question remained as to whether or not the city’s money was being spent
1232 wisely, creating a balancing act in the process itself.
- 1233 Member Bull noted this was one of his areas of expertise and recommended setting a goal and target for
1234 the end product and then tracking each along the way for progress toward that goal. Member Bull noted
1235 that if some percentage of Roseville residents had gone out to the comprehensive plan update website
1236 one, what could be done to inspire engagement if that communication tool is garnering responses.
1237 Member Bull opined that it would result more likely in having meaningful input rather than little
1238 participation.
- 1239 Chair Boguszewski suggested something more specific tied to the percentage, such as unique visitors to
1240 the web page at least once during the course of the year and defining the real end game. Overall, Chair
1241 Boguszewski noted the concern was that once the update was completed, and 2-3 years from now, if a
1242 significant percentage of the population indicates that the update wasn’t valid or if they hadn’t been aware
1243 of the update, or those choosing not to engage, how would that make the plan update valid related to the
1244 actual community and its vision and future. Chair Boguszewski recognized that there would always be a
1245 percentage of the population choosing not to engage, but admitted that he was wary of holding meetings
1246 where people didn’t show up. Instead, Chair Boguszewski stated his preference for options, such as
1247 through visiting the website, where fewer residents may participate, but provide measurable tracking and
1248 goal and inform how to proceed going forward.

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1249 Member Bull suggested establishing a communication plan specific to the comprehensive plan and line
1250 items as part of that plan (e.g. city newsletter) and key things achieved, next steps and check-in points;
1251 but committed to outreach for that particular publication with the ability to determine if communication
1252 goals were being reached.

1253 Ms. Major advised that their firm sometimes developed explicit communications plans for this type of
1254 process; but based on her understanding, the city's communication department staff would be leading
1255 that with their firm and other city staff.

1256 Ms. Collins confirmed Ms. Major's understanding, and advised that the city's communication department
1257 and its manager were very adept at exhausting those tools, and how to drive people to the website. Ms.
1258 Collins noted the huge list of things they reviewed, including social media, news updates, or various spots
1259 on the website used to catch people's eyes. Ms. Collins advised that staff and the consultants would work
1260 at mastering that process for the comprehensive plan update as well.

1261 Without objection, Chair Boguszewski stated the commission's goal to update or refresh those
1262 communication vehicles, whether print or online, on a monthly basis at a minimum no matter who was
1263 responsible to do so, the city's communication staff or the consultant and allowing a measurement of how
1264 the update process is working and how the community is being engaged or responding to the process.

1265 Ms. Major assured the commission that they should meet the commission's scope, with goals aimed at
1266 who was being reached and whether the goals were being met. Ms. Major reiterated that the tools listed
1267 were some used successfully by their firm in the past and all had their limitations and specific problems.

1268 Discussion continued about engagement tools specific to the comprehensive plan and those indicating
1269 trends; defining email or contact lists specific to Roseville; with the commission in agreement to ask the
1270 consultant to revise language for wording on #1 to enlarge those able to sign up, but in effect only
1271 affecting those having an interest in the comprehensive plan.

1272 Specific to #4, Ms. Major advised that their approach would be adjusted to attract participation from larger
1273 group, while still holding things accountable. Depending on the target groups and information from
1274 participants or a spokesperson from the group, Ms. Major advised each communication tool would be
1275 different in an effort to improve participation; and would require revisions throughout the process.

1276 As problem areas are identified, Chair Boguszewski noted the need to involve CEC and Planning
1277 Commission representatives in jointly brainstorming why a certain tool or format wasn't working.

1278 Chair Boguszewski stated his opposition to the word "attract" in this item, suggesting "participation" as
1279 another term, but serving as a guiding principle in general or setting a target for each group as suggested
1280 by Member Bull.

1281 Ms. Major advised that she was adding an additional column to the spreadsheet to discuss appropriate
1282 goals for each target.

1283 Further discussion ensued on addressing language translation needs various groups as another
1284 consideration; with Ms. Major using the example of intercept boards where they are worded and
1285 formatted for easy language translations proven highly successful. Ms. Major advised that discussions
1286 were at play about interactions at public meetings and language translations, as well as interactions on
1287 social media.

1288 At the request of Chair Boguszewski, Ms. Collins addressed past practice of the city in addressing
1289 different language needs; paid and volunteer assistance available; and how engagements based on
1290 geographic areas in the community would assist to address that diversity and ethnicity with the help of
1291 interpreters.

1292 Even with the considerable time spent tonight by the commission on this component to ensure
1293 measurable and meaningful metrics, Chair Boguszewski suggested involvement by the CEC in a deep
1294 review based on their perspective and in response to this discussion. If and when the CEC continues to
1295 provide their input, Chair Boguszewski expressed his interest in not omitting the CEC and other advisory
1296 commission s from the process.

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1297 Ms. Collins agreed, but also cautioned recognizing the schedule for the overall process. Ms. Collins
1298 advised that Ms. Major would be incorporating tonight's input for presentation to the City Council on
1299 January 23, 2016; and offered to email the information to the CEC and invite their attendance at that
1300 meeting; as well as the information available to the public in the meeting packet materials the week
1301 before, allowing any feedback to the City Council at that time from the public and/or CEC.

1302 Member Kimble cautioned the commission to resist the urge to micromanage this process; and expressed
1303 appreciation to the consultants for their openness in receiving feedback; but noting the need for the
1304 commission to avoid getting in the way of executing the process itself.

1305 Chair Boguszewski agreed with those comments; stating satisfaction with the work do-date.

1306 Ms. Major reminded the commission that the process remained flexible, and encouraged input from the
1307 CEC on the communication metrics.

1308 Demographic Data Collection

1309 Specific to how "seniors" were defined, Ms. Major clarified that this was a tool used for lay people who
1310 might, for example, staff a "meeting in a box" or man an intercept event. With minimum training and only
1311 using general terms for them to provide a summary of those in attendance or participating, Ms. Major
1312 advised that the term was intended not to specify ethnicity or age specific group, something their firm
1313 attempted to avoid, but simply to provide a general picture. Ms. Major noted there was training or a guide
1314 that went along with this, but it was a general judgment of participants, without diminishing meaningful
1315 feedback or dwelling on the subject for those interpersonal interactions.

1316 Spreadsheet Review

1317 Ms. Major reviewed the spreadsheet by column; with few comments received on whether or not the
1318 correct engagement targets had been identified; and more comments on the tools used. Discussion
1319 ensued on the first column and listed engagement tools; with Ms. Major stating how important this column
1320 was to the process. Discussion areas included:

- 1321• Roseville business community, consisting of owners or workers living elsewhere but owning or working in
1322 Roseville businesses; and including property owners or landlords for multi-tenant housing or commercial
1323 buildings beyond single-family homes
- 1324• Need to be explicit in identifying landlords or residential and/or commercial buildings occupied by non-
1325 owners
- 1326• Outreach included to developer groups as one identified engagement target
- 1327• Include "City of Minneapolis" in residents from adjacent communities as an engagement target
- 1328• Include Har Mar Mall in addition to Rosedale Center
- 1329• Capturing "visitors" coming to shop or eat in Roseville, some of whom may also be captured with mall
1330 visitors as well
- 1331• How to identify remote business leaders coming into Roseville who may consider moving to Roseville,
1332 except for the lack of aviation recourses
- 1333• "Area Interest groups" identified as any and all groups with an interest in Roseville but not necessarily
1334 local (e.g. speed skaters using the OVAL; Frisbee golf course leagues; economic development groups
1335 and employers; non profits or philanthropic groups if meaningful, and others to be added if and when
1336 identified

1337 Discussion ensued regarding how extensive the list of associations should be; with Ms. Major suggesting
1338 removal of "associations network and media" from this spreadsheet, while it may remain in other areas as
1339 a target group.

1340 Further discussion included those media groups, including the St. Paul Pioneer Press, and how and when
1341 interaction occurs, especially in working with under-reached groups unavailable otherwise, and through
1342 those networking or associations (e.g. Karen Organization of Minnesota).

1343 Specific to focus groups and stakeholders, after further discussion, Ms. Major noted that some could be
1344 combined; but each focus group or stakeholder would require a judgment call depending on how their
1345 relationship was viewed and how best to obtain interactions, whether a focused meeting or one-on-one
1346 options.

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1347 At the request of Chair Boguszewski as to how engagement targets are weighted in the process, Ms.
1348 Major advised that she'd argue that residents and the business community would always rise to the top in
1349 this type of process; allowing for some more detailed engagement targets to keep the process
1350 accountable and become more detailed as the process proceeds.

1351 Specific to capturing information from various focus groups or engagement targets (e.g. adjacent
1352 communities); Chair Boguszewski noted the trade-off would be in what Roseville was willing to do to
1353 attract new development or business versus its desire to safeguard what it already had available, creating
1354 a natural tension. Chair Boguszewski stated that the city obviously wanted its comprehensive plan
1355 update to guide and encourage positive development but not to have visitors or potential development or
1356 redevelopment harm existing neighborhoods or other aspects of the community; therefore, he thought
1357 weighting was an important consideration. From his perspective, Chair Boguszewski defined that
1358 weighting as: residents, business, and landlords in that order.

1359 Member Kimble noted the inputs would be different and questioned whether or not it made a difference in
1360 the end; with Chair Boguszewski agreeing that was also a good point.

1361 Additional discussion included tools to obtain meaningful information from non-residents and surrounding
1362 communities, with Ms. Major suggesting a more deliberate invitation for advance commitment from that
1363 particular focus group or stakeholders.

1364 Desired Input Column

1365 Members suggested including the concept of public rooms or gathering spaces and how to target that
1366 experiential area; how to formulate models in the future and how to encourage long-term engagement
1367 thoughts (e.g. tree policy, solar and chagrin stations); and what the community could or should look like in
1368 twenty years.

1369 Ms. Purdu clarified that the intent of this column at this point was to guide discussions to select the right
1370 tools; even though it was generally known what to look for, it was good to identify what tool would work
1371 best.

1372 Existing Organizations or Events Column

1373 Chair Boguszewski reiterated the need to involve the three commission representatives at each and
1374 every event or opportunity identified or any added at a later date.

1375 Discussion involved whether or not to call out specific underrepresented populations, with more
1376 generalities suggested, such as cultural or language groups freeing up things geographically versus
1377 specific identities and allowing families with multiple-cultural ties to be included; with the need to maintain
1378 the ability to recognize those not being met; and again ensuring flexibility as the process proceeds.

1379 Further discussion included how to provide sufficient interpretation in advance of the meetings to make
1380 them more user-friendly; ways to entice attendance; and simply using examples of some of the groups
1381 within the "diverse cultures and/or languages."

1382 Ms. Major reiterated her intent to remove the "associations, networks, and media" engagement targets
1383 from the spreadsheet and move it into the "media notification" section.

1384 Member Bull asked that "realtors" be added to the "business community": target group.

1385 Potential Tools

1386 Ms. Major noted areas already discussed, including visitors using intercepts; philanthropic and community
1387 groups combined; and using either focus or stakeholder interviews.

1388 Selected Tools

1389 Based on tonight's feedback and information from the CEC as listed mostly in the "participation process"
1390 and remaining columns on the spreadsheet, Ms. Major advised that she would fill in this section with
1391 suggested tools.

1392 Member Kimble observed that the columns to the right seemed more tactical in nature with Ms. Major
1393 agreeing that would become clearer in the next iteration.

1394 Member Kimble asked the consultant to make sure they reviewed calendars for religious and cultural
1395 holidays to avoid conflicts, duly noted by Ms. Major.

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1396 Referencing the ECHO project consisting of a multi-language video on renter rights and responsibilities,
1397 sponsored by thirteen area government jurisdictions and housing agencies for play on TPT TV, Ms.
1398 Collins noted that the City of Roseville had served at the helm in selecting what languages would work,
1399 with subsequent identification of five major languages that would prove most beneficial based on TPT
1400 viewership in Roseville and beyond. Ms. Collins advised that those five languages were: English,
1401 Spanish, Karen, Hmong and Somali. Rather than identifying target groups in the spreadsheet, Ms. Collins
1402 suggested identifying interpreters to attend larger engagement sessions or at intercepts, and their
1403 availability for bi-lingual opportunities with advance notice to those potentially attending; and thereby
1404 reaching a larger audience versus relying only on geographic areas alone.

1405 At this point, and recognizing that this wasn't actually a public hearing, Chair Boguszewski invited an
1406 opportunity for public comment at approximately 8:50 p.m.

1407 Public Comment

1408 **Kathy Ahlers, Columbia Heights, MN**

1409 Ms. Ahlers suggested several potential considerations, including social media (e.g. Facebook) as a
1410 means to reach out to various non-profit groups and that particular demographic. Ms. Ahlers noted a
1411 randomized sampling for a survey to a specific demographic and people group, with certain addresses
1412 provided and questions from trained volunteers provided a fair percentage of responses to those specific
1413 questions and could be accomplished easily, especially given the preponderance of unavailability of land
1414 lines.

1415 Ms. Ahlers suggested another option was to go to them at a cultural event as a way of outreach, as long
1416 as language barriers were considered.

1417 Ms. Ahlers suggested encouraging participation through "fun" events that could related to some area or
1418 chapter in the comprehensive plan; with staff available with information to share with families to seek their
1419 responses (e.g. bike rodeo or street festival). Ms. Ahlers opined this would provide a good opportunity to
1420 discuss housing or transportation needs or other applicable topics.

1421 Ms. Ahlers also suggested a thirty-minute survey about specific topics to engage people periodically
1422 through a phone APP.

1423 Ms. Ahlers stated her enthusiasm to hear the city's interest in using schools to use student input as a
1424 springboard for that future view of the city and a way to garner more excitement and enthusiasm.

1425 Ms. Ahlers thanked the commission for their interest in community engagement, stating she was
1426 "heartened" to hear it.

1427 **Eleni Skavar, 17 Mid Oaks Lane, Roseville**

1428 As a former resident of St. Paul and only having lived in Roseville less than four years, Ms. Skavar noted
1429 the adjustments from living in a larger urban community to a smaller suburb. Based on that adjustment,
1430 Ms. Skavar noted the importance to tap into the next generation for their thoughts on Roseville and
1431 visions of where they want to live. As a general trend, Ms. Skavar noted young people moved to more
1432 densely populated areas versus a suburb. The difference for Roseville was that they were immediately
1433 adjacent to both the City of Minneapolis and St. Paul; and therefore the trend for movement to Roseville
1434 or other inner-ring suburbs for more affordable housing seemed evident, especially for those limited by or
1435 choosing bus or bicycle as their main transportation. Ms. Skavar suggested that the commission capture
1436 that demographic and draw them in through the community's trails, biking amenities, dog parks and
1437 smaller scale businesses versus big box retail.

1438 Ms. Skavar opined that Roseville was beautifully positioned with its intentional amenities and aesthetics,
1439 and going into this comprehensive plan update should look to redeveloping its commercial areas with an
1440 eye toward those amenities beyond sidewalks (e.g. architecture, landscaping, infilling green spaces). As
1441 an example, Ms. Skavar suggested using existing brownfields as filler green space that can be done
1442 affordably and attract that next generation in addition to current residents, and serve to entice the kind of
1443 population Roseville sought; or encouraging attractive versus ugly buildings to further cultivate how and
1444 where people chose to live; and an important and essential part of livability and quality of life.

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1445 When presenting the envisioned plan for presentation to the public and City Council, Ms. Skavar noted
1446 the need to think of the gateways into Roseville and how they looked. In other words, was Roseville
1447 giving the impression for those outside it as been a shopping Mecca for the northern suburbs or is Central
1448 Park highlighted as an amenity and how the city built its reputation and make itself attractive for current
1449 residents and the next generation. As an example, Ms. Skavar opined that strip malls didn't need to be
1450 ugly, but could be beautiful since they were a useful part of that quality of life. Ms. Skavar also
1451 encouraged the commission to look at the concept of traffic calming devices (e.g., boulevards with trees,
1452 circles) and other ways to encourage traffic to slow down, not only in neighborhoods but in commercial
1453 areas as well. Ms. Skavar opined that the next generation may choose sidewalks versus cars; and with
1454 the walking trailways throughout Roseville serving to connect neighborhoods, it had a good start, but
1455 needed more of those connections by piggybacking onto other projects or ways to create that livable
1456 community for the next generation rather than simply resigning itself to be a community with an aging
1457 demographic, but instead worthy of the next generation.

1458 Member Bull agreed with those comments and the need to look at that future urbanization to
1459 suburbanization aspect and where Roseville was in that 20 year range and then look at technology and
1460 other changes to consider for the next group of residents.

1461 With no one else appearing, at approximately 9:13 p.m., Chair Boguszewski closed public comment.

Memorandum

DATE: January 18, 2017

TO: Roseville City Staff, Planning Commission, City Council

FROM: Lydia Major, LHB, and Erin Perdu, WSB

RE: Roseville Comprehensive Plan Community Engagement Plan

Purpose of this Plan

This plan is intended to shape the overall approach to conducting the community engagement process for the Roseville Comprehensive Plan Update. It also describes our method for communicating key milestones, documents, and outcomes to the public. The Roseville Comprehensive Plan Update project team will provide schedule updates and PDFs of outreach tools, such as intercept materials, focus group questions, meeting-in-a-box kits, and meeting materials. The City of Roseville staff will be responsible for advertising, coordinating and facilitating meetings, updating the project website, posting on social media, developing press releases, and delivering communications.

Key Messages

- Project Description
 - The primary purpose of this project is to update the City of Roseville Comprehensive Plan.
 - The update process will:
 - build upon past efforts while avoiding “planning and meeting fatigue” among residents
 - continue the energetic dialogues that have already been sparked, as well as find opportunities for new ideas and energy
 - build consensus and momentum for progress, leading to long term relationships that support ongoing efforts
 - The City of Roseville Comprehensive Plan update will:
 - focus on creative and sustainable redevelopment of underutilized sites
 - ensure that new development enhances the existing City character and quality of life
 - foster an environment for growth
 - preserve the amenities that make Roseville a great place to live, work, play and study
 - be forward thinking and implementable
 - provide balanced strategies for growth, development, and connections in response to changing demographics
 - “Elevator speech” describing the Roseville Comprehensive Plan Update project
 - “Roseville’s comprehensive plan update will strive to realize the community’s goals for equity, public safety, livability, resilience, and other key values by framing smart approaches land use, housing, and economic development. Our decisions today to support quality residential renovation, creative infill projects, and innovative commercial and industrial redevelopment will allow the community to prosper and thrive into the future.”

- Tag line (two options):
 - “Roseville 2040 – guiding our future together” (Roseville staff thought this gives a good sense of the collective effort and purpose of the planning process without jargon.)
 - “Focus 2040” (While this one is more oblique, Roseville staff liked its subtle linguistic connection to the community vision that is IR2025, and we liked the “punch” of its brevity.)

Role of the Planning Commission

This group will act as a Steering Committee for the Comprehensive Plan. As such, your responsibilities in the community engagement plan are:

- To plan the process by contributing to this plan and to updating it as needed.
- To review documents and materials (such as survey questions, meeting agendas, intercept boards, meetings-in-a-box content, summary memos, etc.) and respond with comments in a timely fashion to a central point of contact who will collate comments.
- To attend and sometimes participate in or lead key events and meetings, as identified by staff and consultants.
- To spread the word about key meetings and events and to suggest ways of reaching more people throughout the process.
- To occasionally provide content for the website.
- To allocate a specific portion (agenda item) of each PC meeting from February to October to allow public input on the update process and to encourage participation by posing a question or other prompt to increase interest.
- To conduct joint work sessions or periodic and timely updates to City Council throughout the process.
- To compose a preface for the Comp Plan document and/or provide a short (up to four pages) written report to accompany the draft Comp Plan when presented to the City Council for formal acceptance.

Other ongoing engagement efforts:

- Southeast Roseville
 - 211 N. McCarrons
 - Rice/Larpenteur Visioning Process
 - Karen Interagency Work Group
- Imagine Roseville Community Discussions

Potential event locations:

- Public Open House
 - Roseville City Hall
- Focus group
 - Roseville City Hall
- Stakeholder Interview
 - Roseville City Hall
- Intercepts
 - Roseville City Hall
 - Libraries (County, K-12, post-secondary, etc.)
 - School cafeteria (K-12, post-secondary, etc.)
 - Malls (Rosedale, HarMar, etc.)

- Fairview Community Center
- Geographic-specific meetings/walkabouts
 - Identified by Roseville staff

Notifications and announcements:

Media Relations

- Roles and responsibilities
 - City of Roseville communications staff is primarily responsible for orchestrating media relations for this process.
 - Consultant team will provide current content and updates at key milestones.
 - Team will jointly develop a common brand for all communications, materials, and events.
 - The media strategy should:
 - create community awareness of process and outcomes
 - ensure transparency of process and outcomes
 - increase public participation
- Media partners and key publications
 - Local newspapers
 - LillieNews.com (Roseville-Little Canada Review)
 - Star Tribune
 - Pioneer Press
 - Government newsletters
 - Other
 - Smack Dab blog
- Suggested release moments in the project:
 - Project initiation
 - Requests for resident input – times and locations for events
 - Final document for public comment

Digital Communications

- Website
 - URL: www.cityofroseville.com/CompPlan
 - Key updates to web page at important milestones or events during the project process (at the conclusion of each phase, before/after public meetings, etc.)
 - Key documents (Summaries of public meetings, major deliverables)
 - Process pictures
 - Include a function to sign-up for project updates
 - “What’s Next” section
- Comprehensive Plan Update announcements on the City of Roseville home page
 - URL: www.cityofroseville.com/
 - Postings before each public meeting to encourage participation and involvement
 - Links to 2040 Comprehensive Plan Update page on the City of Roseville website at important project milestones
- Comprehensive Plan Update announcements on the City of Roseville Facebook page
 - Postings before each public meeting week to encourage participation and involvement
 - Links Comprehensive Plan Update page on the City of Roseville website at important project milestones
 - Consider boosted posts if needed
- Twitter updates focused on Comprehensive Plan Update
 - Postings on the City of Roseville twitter account advertising community events
- Mass Emails
 - Use City mailing lists to distribute notifications before major events or at key points for community input.
 - Use contact database (developed for project) to request that contacts forward information to their members or constituents.

- Allow sign-ups via website
- Major event announcements on Nextdoor or other neighborhood networks.
 - Public meetings/workshops

Hard-Copy Announcements

- Postcard
 - A postcard announcement can be mailed, handed out at the front desk of community facilities or by staff during programs and events. Mailings should occur shortly before public meetings.
- Poster/flyer
 - An 11 x 17 poster announcing major events should be posted at locations throughout the city (and in nearby facilities and businesses) shortly before the events. It should also be displayed at other City meetings held in the appropriate timeframe.

Events and Meeting Announcements

- Digital and Hardcopy materials (as noted above) will be used to advertise events proposed for the Study community engagement process:
 - Public meetings/open houses
 - Intercept events
- The City of Roseville will send meeting invitations and collect RSVPs (or recruit participants by other means) for the following proposed events:
 - Public meetings

Engagement Metrics

Monitoring

The goal is to engage the full range of Roseville constituencies in defining the future of the City. To ensure the goal is being achieved, participation in the public engagement program should be monitored on at least a biweekly basis against the following objectives. If the objectives aren't being met, the engagement program should be adjusted.

1. Grow the contact list to the degree appropriate to each phase of the project.
2. Achieve at least one dialogue regarding the Comprehensive Plan process on the My Sidewalk or Facebook pages each month.
3. Attract meaningful participation in each of the engagement target groups.
4. Achieve 3,500 unique visits (approximately 10% of population) to www.cityofroseville.com/CompPlan over the course of the process.

Demographic Data Collection

Data on who is participating should be collected. Ease of data collection varies by tool. The following approach to data collection will be followed for all engagement activities associated with the Comprehensive Plan Update process.

1. Collect data on residency (Roseville, Twin Cities Metro, elsewhere), worker/student, or visitor status in as many engagement formats as possible, including focus groups, public meetings, intercepts, online questionnaires, etc.
2. For online questionnaires, collect data on age, race/ethnicity, and gender as well as residency and worker/student, or visitor status.
3. Instruct the facilitator/host to fill out a brief qualitative assessment on who participated at intercepts events, Meetings-in-a-Box, and other meetings and activities where demographic data is difficult to collect. Proposed questions are:
 - a. Where were you?
 - b. What time were you there?
 - c. Who did you interact with?
 - i. Gender: Mostly males, about even males and females, mostly females
 - ii. Under-represented populations:

1. Youth (none, a few - less than 5, some - more than 5, a lot – mostly interacted with youth)
2. Seniors (none, a few –less than 5, some – more than 5, a lot –mostly interacted with seniors)
3. People of color (none, a few –less than 5, some – more than 5, a lot – mostly interacted with people of color)
- d. Please write in any additional notes on who you interacted with that warrants recording.

Proposed process

- Ten (10) Planning Commission meetings
 - Purpose: Monthly progress update and input
 - Date(s): fourth Wednesday of each month, January through October 2017, 6:30pm
 - Location(s): City Hall, Council Chambers
 - Notifications/invitations: Meetings are open to the public (publicly noticed) and participation will be encouraged by including a topical question or other prompt in the agenda for each meeting
 - Targets: all
- Four (4) City Council meetings
 - Purpose: Check-ins at progress points
 - Date(s): January 23, April 17, August 14, November 13, 6:00pm
 - Location(s): City Hall, Council Chambers
 - Notifications/invitations: Meetings are open to the public (publicly noticed)
 - Targets: all
- Two (2) community-wide public meetings
 - Purpose: Meeting One: Kick-off visioning workshop (early March); Exploring Directions open house (Sept or Oct)
 - Date(s): March 7, 6:00pm; September/October TBD
 - Location(s): Fairview Community Center?
 - Notifications/invitations: Meetings are open to the public (publicly noticed), press release to local papers, postcard mailing, flyers at key locations, social media, website
 - Targets: all
- Six (6) focus groups meetings: Housing, Economic Development, Land Use, Education, Opportunity, Diversity
 - Purpose: see detailed descriptions, below
 - Dates: cluster meetings in one or two days in March, exact date TBD
 - Economic Development, Education, and Land Use can be held as breakfast, lunch, or business-hours meetings depending on participant availability
 - Housing, Opportunity, and Diversity can be held in evening hours
 - Locations: all meetings at Roseville City Hall large conference rooms
 - Notifications/invitations: Primarily by email/phone invitation
 - Targets: see detailed descriptions, below
 - Housing
 - Purpose: Desired input described in spreadsheet (experience of living in Roseville, issues/opportunities, etc.)
 - Targets: Residents
 - Invite neighborhood, homeowner, and rental association reps

- Economic Development
 - Purpose: Desired input described in spreadsheet (effects of city policies/zoning, ways to improve, labor, etc.)
 - Targets: Residents, Business Community, Visitors
 - Invite Roseville Visitors Association, Business Council, Malls, and Chamber reps
- Land Use
 - Purpose: Desired input described in spreadsheet (experience of developing/selling/renting/leasing in Roseville, issues/opportunities, effects of city zoning, etc.)
 - Targets: Residents, Business Community
 - Invite Developers/Brokers/Real Estate folks
 - Could be eliminated if the ULI panel is a good substitute
- Education
 - Purpose: Desired input described in spreadsheet (existing issues, upcoming projects/plans, overall impression, etc.)
 - Targets: Residents, Educational Entities
 - Invite K-12 (Roseville, Mounds View, Fairview), post-secondary (Northwestern), and maybe preschool reps
- Opportunity
 - Purpose: Desired input described in spreadsheet (focus on economic equity; ie. experience in Roseville, sense of welcome, needs/support, issues/opportunities, etc.)
 - Targets: Residents, Non-profit/Philanthropic/Community Orgs, Under-represented Populations
 - Invite Keystone (food shelf), churches, Human Rights Commission, Schools Equity Office, Police and Community Service Officer reps
- Diversity
 - Purpose: Desired input described in spreadsheet (focus on diversity; ie. experience in Roseville, sense of welcome, needs/support, issues/opportunities, etc.)
 - Targets: Residents, Under-represented Populations
 - Invite ECFE, Human Rights Commission, Schools Equity Office, Police and Community Service Officers, Community reps
- Four (4) topic-based interagency meetings: Housing/Land Use, Economics, Transportation/Infrastructure, Water/Open Space
 - Purpose: gather representatives from adjacent communities, county, state, watersheds, Met Council (and consultant responsible for the transportation/public works scope) to discuss specific areas of interest
 - Dates: cluster meetings in one or two days in March, exact date TBD
 - Locations: all meetings at Roseville City Hall large conference rooms
 - Notifications/invitations: Primarily by email/phone invitation
 - Targets: Government Entities
- Four (4) geography-based neighborhood “walkabout” meetings
 - Purpose: meet people where they are to see the neighborhood and discuss issues together
 - Dates: April, exact times and dates TBD

- Locations: TBD, but could include locations like the area in the southeast corner of Roseville beyond the Rice/Larpenteur visioning corridor area
 - Notifications/invitations: Email/phone invitation to area contacts, flyers in targeted locations, postcard mailings, social media, website
 - Targets: Residents, Under-represented populations
 - Invite local residents
- Three (3) ECFE Sessions
 - Purpose: engage parents and children in a discussion of Roseville issues/opportunities and experience
 - Dates: April, exact times and dates TBD (work with ECFE staff)
 - Locations: TBD (work with ECFE staff)
 - Notifications/invitations: Email via ECFE contacts, flyers in ECFE locations, social media, website
 - Targets: Residents, Under-represented populations
 - Invite ECFE participants
- Two (2) Future City sessions
 - Purpose: engage middle-school participants in the 2017 Future City competition in a dialogue about public space (this year's FC theme) in Roseville
 - Dates: January/February TBD with teacher before and after competition on Jan. 21
 - Locations: TBD with teacher
 - Notifications/invitations: invite teacher and students
 - Targets: Residents
 - Invite teacher and students
- Two (2) Online surveys (visioning, directions)
 - Purpose: provide opportunities for those who cannot attend a public meeting, intercept, meeting-in-a-box or other event to provide basic input on issues/opportunities
 - Dates:
 - "Visioning" survey running in March
 - "Exploring Directions" survey running in September or October
 - Locations: website
 - Notifications/invitations: include in public meeting press release to local papers, postcard mailing, flyers at key locations, social media, website
 - Targets: all
- Two (2) intercept run (10-12 locations each)
 - Purpose: provide opportunities for those who cannot attend a public meeting or other event to provide basic input on issues/opportunities
 - "Visioning" intercepts
 - Dates: all of March
 - Long-run intercepts at schools, cafeterias, libraries, community center, nature center, malls, grocery stores, Target
 - One event at Arts @ the Oval, March 25
 - Targets: Residents (primary), all others
 - "Exploring Directions" intercepts
 - Dates: either all of September or October
 - Long-run intercepts at schools, cafeterias, libraries, community center, nature center, malls, grocery stores, Target

- Events: Farmer's Market is Tuesdays, May 3-Oct 25, 8-noon; Wild Rice Festival, Sept TBD; Rosefest Party in the Park, July 4
 - Targets: Residents (primary), all others
- Notifications/invitations: include in public meeting press release to local papers, postcard mailing, flyers at key locations, social media, website
- One (1) meetings-in-a-box run (unknown locations)
 - Purpose: provide opportunities for those who cannot attend a public meeting or other event to provide basic input on issues/opportunities
 - Dates: all of March
 - Locations: unknown (TBD by volunteers to conduct meetings)
 - Notifications/invitations: include in public meeting press release to local papers, postcard mailing, flyers at key locations, social media, website
 - Targets: Residents (primary), all others
- 1 mySidewalk (but maybe four major updates)
 - Purpose: provide a central location for project information, calendars, links to surveys, updates on progress, etc.
 - Dates: Ongoing
 - Coordinate with city website
 - Four major updates coinciding with City Council updates and major milestones?
 - Targets: all

c: LHB File

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Engagement Targets	Desired Input	Existing Organizations or Events	Selected Tools	Participation process (voluntary, invited, other)	Notification methods	Best days and times	Appropriate Goals for Participation	Other Notes		
Residents	Information about why they live here (i.e. what we should preserve)	Neighborhood orgs	Public meetings (two phase: vision workshop, directions open house)	Mix	Mailing, email contact list, press release, website, flyers, social media, etc.	Weekends or Evenings; Avoid holidays (consider various religions)		Offer child care or have child appropriate activities to keep little ones occupied while parents participate. Mailed postcard invitation should have something to motivate them to participate Email notice sent to neighborhood associations. Sticky post/advertisement explaining what it is/what its for and how to get one on City website, Facebook page, NextDoor (if possible) Farmer's Market is Tuesdays, May 3-Oct 25, 8-noon Rosefest June 22-25, parade June 26, Party in the Park July 4		
	What needs to change	Rental property associations	Housing Focus Group meeting (rental property reps, Home homeowners association reps, neighborhood reps)	Invited	Email/call	Weekends or Evenings; Avoid holidays (consider various religions)				
	Issues surrounding housing (type, affordability, availability, size)	Homeowners associations	Long-run Intercepts at: schools, cafeterias, libraries, community center, nature center, malls, grocery stores, Target	Open	Email contact list, press release, website, flyers, social media, etc.	N/A				
	Issues surrounding connectivity (can people get where they want to go safely and conveniently) Experiential approach questions	Roseville Area Schools	Event intercepts at: Farmer's Market, Rosefest, Arts at the Oval, Wild Rice Festival	Open	Email contact list, press release, website, flyers, social media, etc.	Events				
		Events at the Adult Learning Center	Meetings-in-a-box	Open	Steering committee and other willing volunteers take these to standing meetings, neighborhood gatherings, etc.	N/A				
	Safety	Events at the Fairview Community Center	Online survey (visioning to begin, options feedback later)	Open	Email contact list, press release, website, flyers, social media, etc.	N/A			Arts @ the Oval, March 25, 10-5	
	Amenities (public realm, gathering, etc.)	Tuesday Farmer's Market	Engage Future City group	Invited	Email/call	Weekends or Evenings; Avoid holidays (consider various religions)			Wild Rice Festival, Sept TBD	
	Thoughts on growth	Rosefest in late June	(4) targeted geography meetings	Mix	Mailing, email contact list, website, flyers, social media, etc.					
	Jobs (desire to work near home?)	Nature Center Open House in late January Arts at the Oval in late March Wild Rice Festival in September	PC and CC meetings open to the public for formal review and comment							
Business Community	How city policies/zoning effects their business	Roseville Business Council	(2) Focus Groups: Economic Development (Business council/malls/CoC/visitors association); Land Use (Developers/brokers/etc) (if needed, pending the ULI process)	Invited	Email/call	RBC and CoC meet March 22, April 26, etc.	75% attendance of invitees			
	What would help their business	Developer, real estate broker, appraiser group (both existing and not currently present)				CoC Public Policy committee meets Mar 2, April 6, etc.				
	Anything hindering your growth/expansion	Rosedale and HarMar Malls								
	Labor availability Amenities, transportation, parking	Rotary Twin Cities North Chamber of commerce								
Visitors	What draws you to Roseville	Roseville Visitors Association	Long-run Intercepts at: schools, cafeterias, libraries, community center, nature center, malls	Open	Email contact list, press release, website, flyers, social media, etc.	N/A		Note: not suggesting a targeted meeting for non-residents		
	Overall impression/description of the City	Hotel owner (believe this is covered by RVA-confirm)	Event intercepts at: Farmer's Market, Rosefest, Arts at the Oval, Wild Rice Festival	Open	Email contact list, press release, website, flyers, social media, etc.	Events				
			Meetings-in-a-box	Open	Steering committee and other willing volunteers take these to standing meetings, neighborhood gatherings, etc.	N/A				
			Online survey (visioning to begin, options feedback later)	Open	Email contact list, press release, website, flyers, social media, etc.	N/A				
			Economic Development Focus Groups: Business council/malls/CoC/visitors association;	Invited	Email/call	See possible dates in Business Community			75% attendance of invitees	
Residents, businesses from adjacent communities	Overall impression/description of Roseville	Arden Hills	Long-run Intercepts at: schools, cafeterias, libraries, community center, nature center, malls	Open	Email contact list, press release, website, flyers, social media, etc.	N/A		Note: not suggesting a targeted meeting for non-residents		
		St. Anthony	Event intercepts at: Farmer's Market, Rosefest, Arts at the Oval, Wild Rice Festival	Open	Email contact list, press release, website, flyers, social media, etc.	Events				
		Lauderdale	Meetings-in-a-box	Open	Steering committee and other willing volunteers take these to standing meetings, neighborhood gatherings, etc.	N/A				
		Falcon Heights	Online survey (visioning to begin, options feedback later)	Open	Email contact list, press release, website, flyers, social media, etc.	N/A				
		Little Canada Minneapolis Shoreview St. Paul New Brighton								
Area interest groups								Not included at this time due to lack of identified group; consider adding events or adding groups to existing events if groups are identified later		
Nonprofit, Philanthropic, and Community Orgs	Upcoming projects/processes	Churches	Opportunity Focus Group: Keystone and up to five churches serving under-represented populations, poverty, homelessness, hunger, etc.	Invited	Email/call					
	Planning frames	Keystone Community services (Roseville Food Shelf)								
	Existing issues Overall impression/description of Roseville									
Educational entities	Existing issues	Colleges and Universities	Education Focus Group: Roseville/Fairview/Mounds View/Northwestern	Invited	Email/call					
	Upcoming projects/processes	Roseville School District								
	Planning frames	Mounds View School District								
	Overall impression/description of Roseville	Private K-12 schools Fairview Alternative High Preschools								
Under-represented Populations	Do they feel included? Welcomed?	Four previously-identified primary non-English language groups: Karen, Somali, Hmong, Hispanic	(4) targeted geography meetings	Mix	Mailing, email contact list, press release, website, flyers, social media, etc.					
	Specific needs that should be addressed in the Plan	Diverse groups by geography	Focus group on diversity: ECFE, Human Rights Commission, Roseville Schools Equity Office, Police and Community Service Officers, other							
		Early Childhood and Family Education (ECFE)	Three ECFE Sessions							
		City's Human Right's Commission Roseville Area School's Office of Equity and Integration Karen Interagency Work Group Police and Community Service Officers								
		Government Entities	Existing issues						Adjacent communities	Four interagency, topic-based discussions
Upcoming projects/processes	Ramsey County									
Planning frames	MetCouncil Watershed Districts (Capitol Region, Rice Creek, etc.)									
Changes to regulations or processes	State (MnDOT, MnDNR, etc.)									