



# My Rosemount 2040

a planning and participation strategy



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# SIH Consulting | Minneapolis, MN | St. Paul, MN

December 2, 2014

Kim Lindquist  
Office of Community Development  
Rosemount City Hall  
2875 145th Street West  
Rosemount, MN 55068

Ms. Lindquist:

Rosemount is a dynamic and vibrant community with a very distinctive culture within the greater Twin Cities Area. Specifically, Rosemount's combination of rural and agricultural living, alongside the benefits of a suburban community, make it an desirable community to live and work. It is vital that Rosemount maintains its cherished community identity, while also embracing the cultures and traditions of new residents.

Now that the 2018 Comprehensive Plan update is approaching, it is especially vital that the City of Rosemount focuses on reaching out to traditionally underrepresented groups. One promising way for the City to gain greater understanding of its longstanding and new residents is through a series of exciting and engaging themed participation events.

SIH Consulting believes that these goals can be met largely through organizing participation events around already well-attended community celebrations and high-traffic areas. In the pages that follow, we describe specific engagement strategies that Rosemount can draw upon to make participation both easy and exciting.

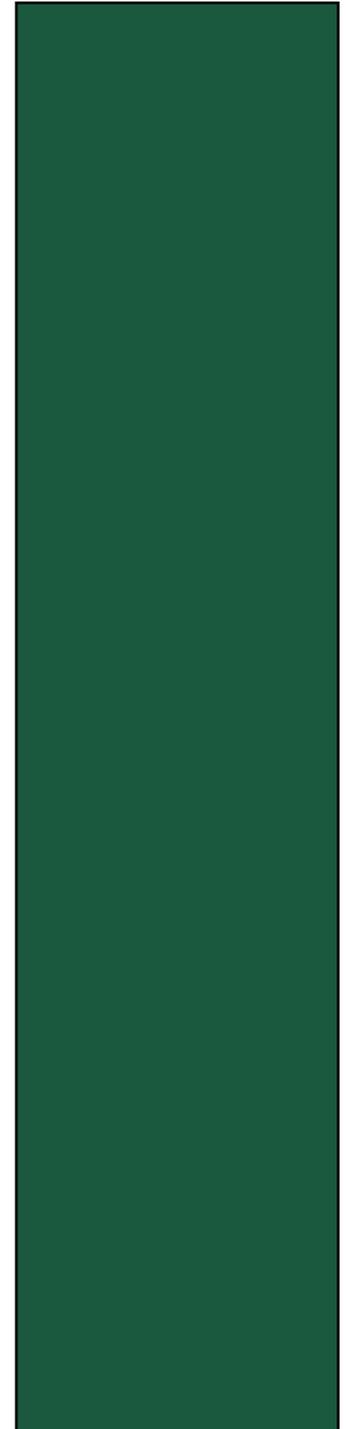
The following document further describes a framework for ways in which Rosemount can communicate, engage and collaborate with the various community groups within the City to help guide the upcoming Comprehensive Plan update. We call our proposed engagement strategy **My Rosemount 2040**.

We greatly appreciate your consideration of our firm on this project and look forward to working with the City of Rosemount.

Sincerely,

SIH Consulting

Laurelyn Sandkamp, Drew Ingvalson, Stephanie Hatten



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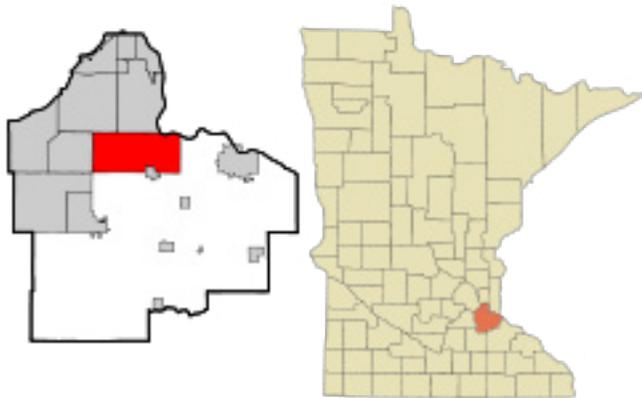
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# Introduction

Rosemount, Minnesota is a suburban community located twenty miles south of the downtowns of Minneapolis and Saint Paul. Less than half of city land is currently developed, and a large portion is used for agriculture.

Rosemount's population is projected to grow significantly in coming years, consistent with the whole of Dakota County and the Twin Cities metropolitan area. New residents are arriving, including immigrant and minority populations.

Longtime residents of Rosemount take pride in their Irish history and agricultural roots, and seek to maintain the distinct character of the city while proactively responding to growth and change.



The City of Rosemount is located in Dakota County, Minnesota.



With areas of glacial deposits and flat, open land, the City of Rosemount has historically been considered an agricultural town. The first settlers in 1853 were Irish immigrants looking for a claim to stake in the earth. Many other ethnic groups soon followed. The city was founded in 1858, the same year that Minnesota became a state.

Rosemount maintains a very strong Irish tradition, as evidenced by the Irish mascot of Rosemount High School and the shamrock featured on the City's logo. Leprechaun Days, Rosemount's largest community event, is a citywide celebration honoring the city's Irish heritage.

The sense of rural community established more than 150 years ago has stayed with the City of Rosemount to the present. Residents are proud of the small-town feel of the city and desire to embrace this character as the community continues to grow and urbanize.

# Demographics

Rosemount can be described as a “family suburb.” According to 2010 U.S. Census data, Rosemount’s population is approximately 21,874.

Compared to the rest of Dakota County and the state of Minnesota, Rosemount has a population that is younger, more likely to have children, more likely to own a home, and more affluent. County and state comparison data is available in Table 1.

Rosemount has experienced an incremental increase in non-white residents in recent years. From 2000 to 2010 the percentage of Rosemount residents identifying as White (non-Hispanic) decreased from 92.8 percent to 87.3 percent.

This shift can be explained by three minority groups’ increase in population during this time: Black residents (2.0% to 3.0%), Asian residents (2.1% to 5.6%) and Hispanic residents (1.8% to 3.1%). These demographic shifts are shown in Table 2.

**Table 1. Rosemount By The Numbers**  
(Census Data from 2010)

	<b>Rosemount</b>	<b>Dakota County</b>	<b>Minnesota</b>
Average Resident Age (years)	<b>34.7</b>	36.8	37.4
Population 19 Years and Under	<b>33.0%</b>	28.7%	26.9%
Population 30-49 Years of Age	<b>33.2%</b>	29.7%	27.1%
Population Over 50 Years of Age	<b>24.9%</b>	30.9%	34.3%
Percent of Households with Children	<b>44.75%</b>	34.65%	29.5%
Median Household Income	<b>\$84,325</b>	\$73,288	\$59,126
Family Poverty Rate	<b>3.5%</b>	4.1%	7.2%
Housing Units Owner-Occupied	<b>87.5%</b>	76.5%	73.0%

**Table 2. A More Racially/Ethnically Diverse Rosemount**  
(Census Data from 2000 and 2010)

	2000	2010	<b>Percentage Change</b>
White (Non-Hispanic)	92.8%	87.3%	<b>-5.9%</b>
Black	2.0%	3.0%	<b>50.0%</b>
Asian	2.1%	5.6%	<b>166.7%</b>

# SIH Philosophy

The overarching philosophy of SIH Consulting is that all groups of residents should be involved in the decisions that shape the place they call home.

We believe that the perspectives of those who choose Rosemount as the place where they want to live, work, and play are essential components of a plan that works for everyone.

Our consulting firm strives to emphasize participation techniques that will encourage underrepresented populations, such as youth, renters, new residents, and ethnic minorities, to participate in this decisionmaking in a way that is meaningful and authentic.

## *Key Goals Identified by Rosemount*

**Engage a diverse range of residents over an extended period of time through a series of activities**

**Inform residents about the functions and structures of the local government**

**Build skills, capacity, and leadership experience of participants for ongoing engagement**

**Explore key community issues to begin setting a vision for the community**

Arnstein (1969) Ladder of citizen participation



The City of Rosemount has expressed a need for a proactive engagement strategy which will not only educate residents and attract them to participate in City activities, but that will sustain this interest and participation throughout the planning process and beyond. The key goals for this process as defined by the City of Rosemount appear at left.

Our proposed engagement strategy for Rosemount offers a variety of tools and techniques that can be implemented in a wide range of settings. There is no one-size-fits-all participation strategy or “silver bullet;” instead, the specific techniques Rosemount chooses will be highly dependent on the issue at hand.

# Key Issues

Through conversations with City staff, three key issues relating to past and current participation efforts have emerged.

## Resident Unfamiliarity with City Processes

New residents may not be familiar with the process for completing Comprehensive Plans or may not be aware of the ways that they can participate in the process. New renters, specifically, have traditionally been an unengaged group and might be unaware of ways to become engaged.

This might be because they are a very transient group that does not expect to still be in Rosemount in the near future. They may not feel it is appropriate, or worth their time, to participate in a plan for a city that they will not reside in for long.

## Lack of City Connections to Under-Represented Groups

Rosemount has started to become more ethnically and racially diverse. City staff has noted that participation is low among these minority groups. Youth, new residents, and young families are also traditionally underrepresented.

New residents of the city might feel deterred from participation and should be specifically targeted as a key group to engage with. It is critical that these underrepresented groups are actively sought out as a part of the engagement process.

## Lack of Time

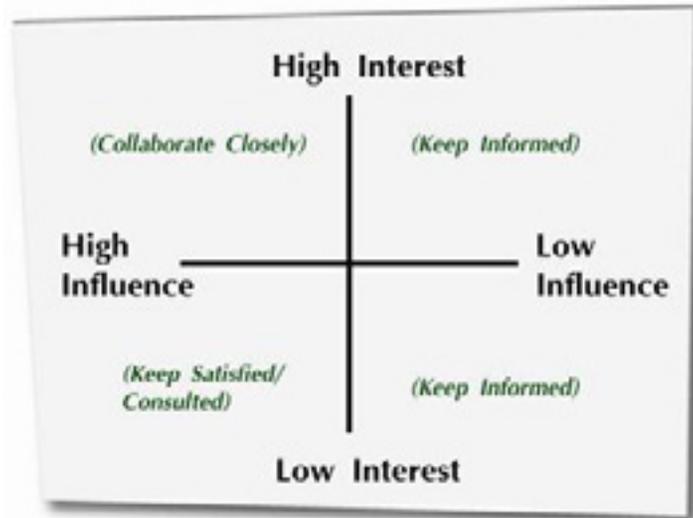
Residents often feel too busy to contribute in participation events due to children, work or other personal responsibilities.

The City must implement creative ways that make it easy for these groups to be informed and participate in the planning process to ensure that all Rosemount residents are able to have their voices heard.

**An effective public participation strategy must fully account for and adapt to these circumstances in order to effectively serve the needs of the community.**

# Key Stakeholders

An effective public participation strategy requires strong partnerships between the City and key stakeholders.



Following initial conversations with Rosemount city staff, our firm drafted an initial stakeholder map (next page).

The stakeholder map depicts four major identified groups:

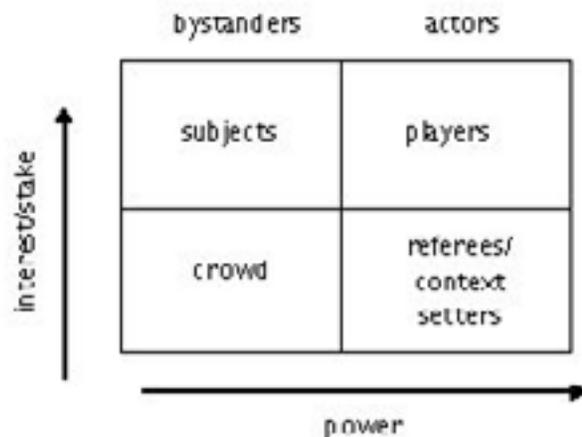
- **Underrepresented Residents** (purple)
- **Community Agencies + Organizations** (orange)
- **Traditionally Engaged Residents** (blue)
- **Elected + Appointed Officials** (green)

Rosemount has already begun to engage with these stakeholders on existing initiatives. The proposed engagement process will leverage these relationships to maximize public outreach.

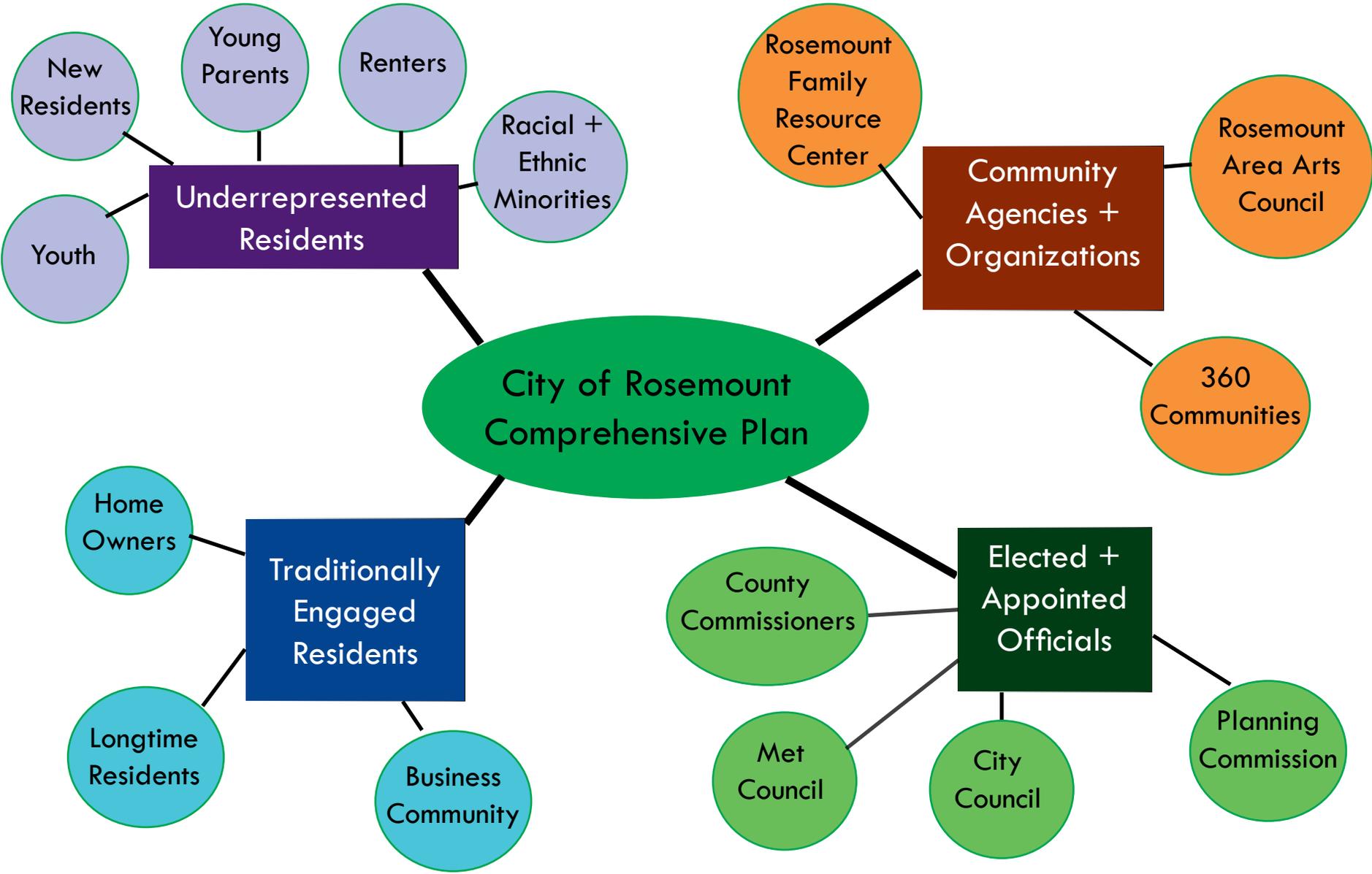
This initial map is not intended to comprise a comprehensive stakeholder list. We recommend that a formal stakeholder analysis be conducted with city staff in the initial stages of this contract.

This analysis will serve two purposes: to add to the initial list of stakeholders and to also put stakeholders into groups based on their level of power and interest in the Comprehensive Plan Process (see images at left).

Further details on the groups identified in the stakeholder map are provided in the following pages.



# Stakeholder Map



# Underrepresented Residents

Specific groups that have been significantly underrepresented in participation initiatives and should be targeted for proactive outreach are identified below. Some of these categories tend to overlap and this list should not be considered exhaustive.

## ***Ethnic and Racial Minorities***

Due to an increase in migration to the metro area, suburbs, such as Rosemount, are starting to become a popular destination for minority populations. It is essential that the City engages with the growing ethnic and racial minority groups to ensure that the Rosemount's future plans include the concerns and views of all of its citizens.

## ***Young Families***

The City has stated that young families are frequently too busy to participate in the community. Due to the time constraints of this group, it is vital that the city seeks creative ways to make participation easy and less time consuming for them and other community members with time constraints.

## ***New Residents***

Most new residents of a community have a hard time getting information about public events and engagement processes. The City must make an extra effort to engage new residents so that their views are represented by the City government and so that they are active public participants throughout their time in Rosemount.

## ***Youth***

The opinions of youth are traditionally underrepresented in planning decisions. As Rosemount embarks on a process to not only plan for its residents, but with its residents, inclusion of youth is highly recommended.

Involving youth in My Rosemount 2040 would bring a variety of benefits to the youth and to Rosemount. First, youth bring diverse perspectives and values that often differ from those of adults. By protecting and enhancing the places and activities youth regard as valuable, Rosemount will promote livability and a higher quality of life for all its residents. Youth input enriches the planning process and ultimately the final plan.

Second, such involvement exposes youth to local government and the planning profession at an early age. Creating fun, authentic, hands-on opportunities for youth to engage in public decisionmaking lays a foundation for effective citizenship and involvement later in life.

Youth engagement activities can be designed to integrate with school curricula in subjects including writing, art, geometry, geography, history, social studies, and more.

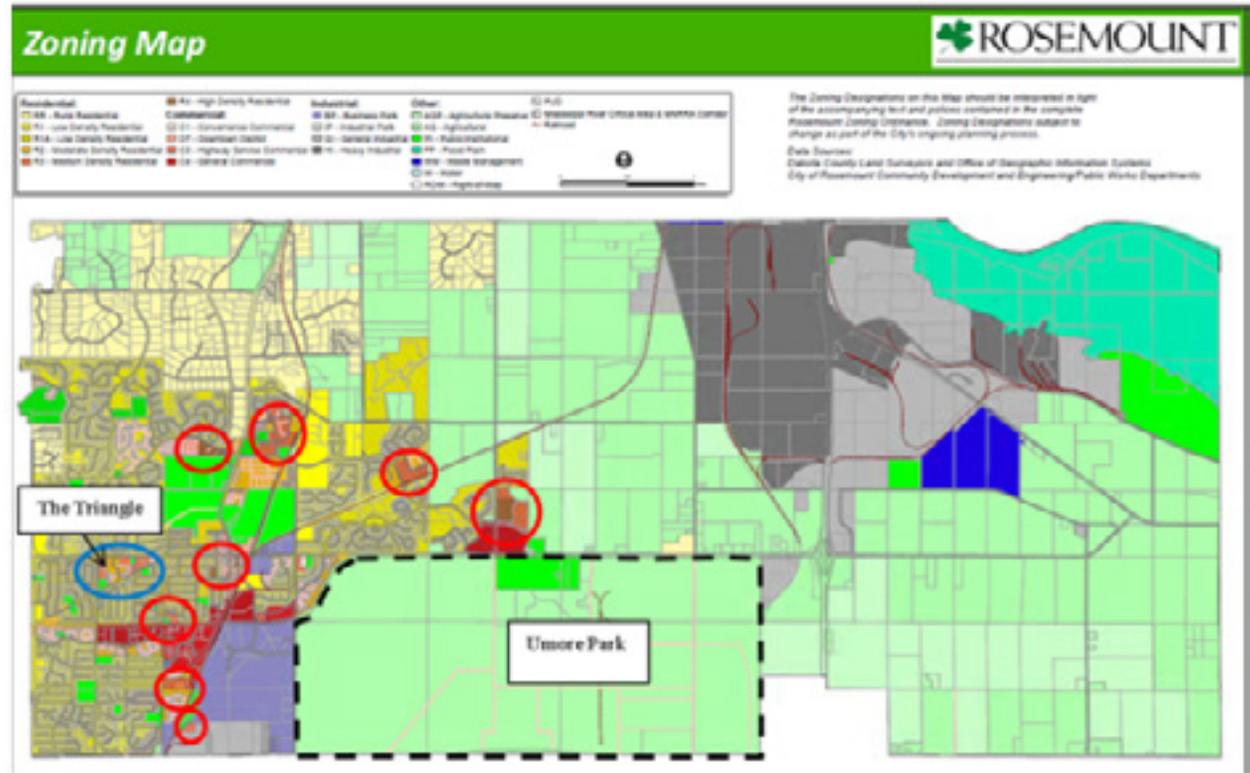
# Underrepresented Residents

## *Renters and High-Density Housing Residents*

This household group is often hard to communicate with as they are fairly transient and tend to move around more than the average Rosemount resident. Per conversations with City staff, Rosemount typically sees less participation from residents that live in areas with higher densities (see red circles in the figure at right).

These areas are typically described as having more rental units, lower household incomes and residents with less tenure in the city. High and medium density areas in Rosemount were described as having more transient populations that do not engage in participatory or community events as often as residents from single-family residential neighborhoods.

City staff is particularly concerned about an area of the city that they termed “the triangle” (see blue circle in the figure at right).



## *Traditionally Engaged Residents*

Traditionally, engaged citizens have been Caucasian, homeowners, middle aged and older, and middle/upper class community members with a longer tenure within Rosemount.

This group has incredible knowledge of the history and culture of the city and should be maintained as valuable resources in the participation process.

# My Rosemount 2040

*We recommend that the City of Rosemount create an overarching brand for all of their participation events and initiatives.*



SIH Consulting recommends Rosemount adopt the brand “My Rosemount 2040” for the participation plan (abbreviated MyRsmt2040).

Creating a simple brand for this participation initiative will reinforce public understanding that the information they contribute throughout this process is all directed towards one goal: creating a Comprehensive Plan that reflects the needs and wishes of all residents.



# My Rosemount 2040



**MY**

**The City's Comprehensive Plan is owned by the entire community.**

*Residents often believe that plans are made by city and elected officials, without the consultation of the people that actually live in the community.*

*The City should counter this assumption by consistently demonstrating that this plan belongs to the community and should be created by residents, for residents.*



**ROSEMOUNT**

**This plan is for the entire city of Rosemount.**

*The Comprehensive Plan will cover commercial, industrial, residential, public and agricultural sectors of the city. The City wants to know how these future areas should be shaped by community members.*

**2040**

**This plan is for Rosemount's future.**

*Essentially, the City wants community members' input on: Where should the city go from here? And how can the City get to where we want it to be?*

*These are large questions that should be answered through numerous engagement events and much deliberation amongst the community.*



**Graphics associated with this brand should reflect the Rosemount community.**

*To meet this goal, we have inserted a graphic that displays the agricultural and suburban dynamics of the City.*

*We also recommend graphics that promote Rosemount's Irish heritage and Rosemount Irish Schools (such as the four leaf clover in MyRsmt2040).*

# My Rosemount 2040: Overarching Strategies

## Tag Onto Large Community Events

It is extremely difficult to attract large crowds to participation events that are not seen as controversial or contentious by the public. For this reason, we suggest that the City set up booths, open houses or other engagement initiatives at large community events. These participation events should be fun, energetic and connect with the theme of the larger community event.



### Examples:

- Leprechaun Days (summer)
- Neighborhood Night Out (summer)
- Night to Unite (summer)
- Halloween Haunted Trail (Fall)
- Arts Council Winter Tree Lighting (winter)

## Multifaceted Communication

We recommend Rosemount utilize a multipronged communications strategy in order to maximize the number of residents reached. Using a variety of techniques will improve the chance that a diverse range of individuals will take part in My Rosemount 2040.



### Examples:

- Social Media
- Mailers
- Friday Folders
- Television and Radio
- Press Releases

## Inclusionary Practices

To further promote participation that is representative of all groups living in Rosemount, we recommend the City implement inclusionary practices and incentives for participation at meetings and events.



### Examples:

- Child Care
- Translation Services
- Refreshments
- Additional incentives



# My Rosemount 2040: Participation Toolbox

The following pages describe a “toolbox” full of strategies for Rosemount to use during My Rosemount 2040. All of these strategies are incorporated into the final process.

The strategies are organized by their place on the ladder of public participation. Each description also contains a relative cost (\$ - \$\$\$\$).

## Strategies that *Inform*



### YouTube Videos - \$\$

Rosemount should host a series of short informational videos describing the comprehensive planning process, changes and trends in Rosemount and ways to get involved. This strategy should be used early and often in the participation process. For instance, we suggest that the City post short videos explaining the process, reason and importance of the City’s comprehensive plan prior to any major participation events.

It is vital that these videos are straightforward, easily comprehensible and engaging. In order to boost viewership, these videos could be narrated by prominent public figures such as the mayor, city council members and other local elected officials, local news anchors, the school superintendent, or school principals. Adding humor and captivating graphics to the videos would also increase viewership. It is important that these videos are made for both informational and entertainment purposes.

### Press Releases - \$

Currently, the City of Rosemount uses press releases as a communication strategy only when some sort of tragedy or negative situation happens within the community. We recommend that Rosemount also consider using press releases to disseminate information about upcoming engagement opportunities and positive news stories. Using press releases to generate information to the community in a positive manner can help the City spread news about participation events to a much broader audience.

# My Rosemount 2040: Participation Toolbox



## Strategies that *Inform*

### **New Resident Guide - \$**

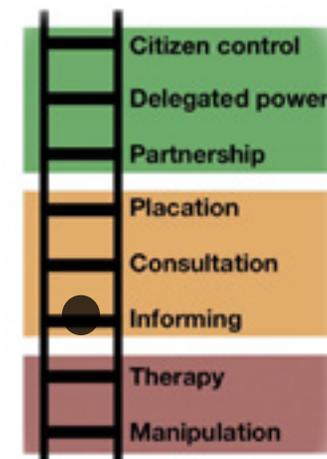
Another group that does not participate at a high level is new residents. A potential strategy to engage this population is to distribute a new resident guide to all newly purchased homes and leased housing units. This guide would have information about the process for development proposals, an overview and link to the City Comprehensive Plan, a schedule of important events in the city and information about the city that might not be known by a new resident.

### **Information from Apartment Managers - \$**

A strategy that could help facilitate communication among renters, or those living in high-density housing, is to have apartment managers distribute information that is pertinent to their tenants. A suggested way to do this is to have managers put up posters or send flyers (under tenants' doors or in their mailboxes) that explain recent city initiatives or advertise upcoming participation events that are relevant to their residents. This strategy will involve a very high level of communication between managers and a supportive agency (city staff, a hired position, or a volunteer person).

### **Friday Folders - \$**

We recommend that the City send community engagement information in elementary students' Friday Folders. The information sent in Friday Folders will inform parents of the various participation events that will be occurring in the upcoming months. The events described in these fliers will be in-person participation events, online surveys, and other ways to connect with the city of Rosemount. This strategy will require a strong connection between the school and city government, but would also be an inexpensive and far-reaching strategy. This strategy was previously used by the City to connect with Rosemount's large parent population and city staff has suggested its possible renewal.





# My Rosemount 2040: Participation Toolbox

## Strategies that *Consult*



### Online Surveys - \$\$\$

We recommend that the city of Rosemount use online surveys to informally obtain community input on city initiatives. To ensure high response rates, these polls should be short, simple and to the point. SurveyMonkey is an online survey company that the city could use to complete this task. This polling service is affordable, straightforward and very simple to use.

### Pop-Up Events - \$\$\$

Rosemount city staff could host a series of “pop up” engagement opportunities at local grocery stores, the post office, the public library and other locations likely to draw many residents. Engagement opportunities at these pop-up events can include dot surveys, visioning activities and opinion surveys.

### Social Media - \$

The city of Rosemount currently has an easy to navigate city webpage and descriptive Facebook webpage. The City should continue to utilize these social media outlets to inform their residents about participation future events. We recommed that these postings also encourage residents to leave comments or questions regarding the upcoming events.

### MindMixer - \$\$\$

MindMixer is an online tool which allows individuals to share ideas with their local governments. Participants submit and vote on ideas online, and earn points for these interactions. Local government can view the popularity of ideas in real time.

### Dot Surveys - \$

Dot surveys are an informal voting tool in which participants vote by placing a dot on a preferred image, design, or answer. If using images or designs, a dot survey can help reduce language or education barriers often experienced with written surveys. Using online dot surveys can make the participation process accessible to people that cannot attend the event.

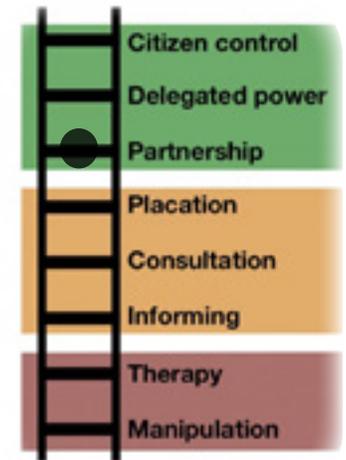
# My Rosemount 2040: Participation Toolbox



## Strategies that *Partner*

### Community Organizer - \$\$\$\$ (\$ if AmeriCorps)

In order to facilitate connections with underrepresented groups and improve engagement in City processes, the City of Rosemount could choose to hire a community organizer. The community organizer would be responsible for gaining an understanding of an underrepresented group's goals/ideals, communicating with city staff on issues related to the people they represent and disseminating information pertinent to the underrepresented group. Depending on funding availability, the position could be full-time, part-time, or volunteer. Another option is for Rosemount to apply for one or two AmeriCorps positions. AmeriCorps is a federally funded national service program that places young adults in local organizations to build capacity and strengthen communities.



### Participatory Design/Charrettes - \$\$

Charrettes and other participatory design strategies offer the public the opportunity to engage in dialogue and experimentation around design-related questions. At these events the host will give a large question or problem for multiple groups to answer. Groups are usually not much larger than ten individuals. Each group is given props and/or large maps to represent different areas or elements.

The goal of these events is to gain local knowledge and allow for communication between community members. These events are often held over multiple days due to the intense background knowledge that is required for participants and time consuming dialog between participants. However, mini charrettes that are held for 4-6 hours can also be an effective strategy.

Note: In order to qualify as a “partnering” strategy, the ideas contributed as a result of participatory design must be incorporated into plans in a meaningful way.



# My Rosemount 2040: Participation Toolbox

## Strategies that *Delegate Power*



### Overarching Steering Committees - \$\$\$

The City of Rosemount should create steering committees to help guide each seasonal event. These individuals will be able to assist in the person-to-person dissemination advertising for the seasonal events and will also give the City a better perspective on the issues that should be addressed at the events.

These steering committees will allow a consistent group of individuals to help with the Comprehensive Plan engagement process and could provide meaningful community engagement, dialogue and input as needed throughout the comprehensive plan development process. Members of the committee shall be selected to represent a wide range of interests among the community and can act as facilitators among the seasonal events and other planning efforts.

### Community Organizer Case Study: Seattle Public Outreach and Engagement Liaisons

In 2009, the City of Seattle initiated the Public Outreach and Engagement Liaison (POEL) program. This program seeks to increase civic participation among Seattle's most underrepresented groups (ethnic and racial minorities, immigrants, renters, senior citizens, small businesses, youth and people with disabilities). Techniques used by POELs to assist underrepresented groups involve providing:

- quality translations;
- fair and equitable facilitation (in native language);
- simultaneous interpretation;
- constituent support at city-hosted events;
- accurate records and reports of participant feedback and concerns;
- community workshops and events that parallel larger city-hosted meetings.

Source: Seattle Department of Neighborhoods- <http://www.seattle.gov/neighborhoods/engage/poel.htm>



# My Rosemount 2040: Participation Toolbox



## Strategies that *Include*

To further promote participation that is representative of all groups living in Rosemount, we recommend the City implement inclusionary practices and incentives for participation at meetings and events.

### **Child Care**

As stated previously, the City should provide exciting child care options so that adult participants can fully engage in the event. Child Care could be provided by volunteer groups within the community and would involve activities that match the current season. For example, during Leprechaun Days, young children could complete a four leaf clover art project or a summer scene painting project. These activities should be engaging and fun for children to ensure a positive experience.

### **Translation**

As Rosemount becomes more ethnically and racially diverse, communication efforts will need to be created to accommodate minority households. One way that Rosemount could do this would be to have different translations for meetings and other events. It could also be helpful to have less printed word materials, use more diagrams or designs and focus translation efforts to be more personal to help engage those who are not proficient in reading English.

### **Refreshments**

Food and drinks (or even snacks) can encourage people to attend a meeting or event. We recommend healthy, culturally-appropriate refreshments purchased from locally-owned businesses.

### **Providing Incentives for Participation**

In order to further encourage participation in public planning, the City of Rosemount should offer incentives for participation. For example, individuals who attend public meetings, provide comments via social media, or participate in another way could be entered into a drawing for prizes. These prizes could include tickets to the Halloween Haunted Trail, free registration for a Parks and Recreation-sponsored activity or gift cards that are donated by local businesses.



# My Rosemount 2040: Participation Toolbox

## Citizen's Steering Committee Case Study:

### Participatory Planning for Sustainable Community Development

In 2001, the Community Partnership Center (CPC) at the University of Tennessee implemented a participatory process for sustainable community development, put into action through the use of groups called Community Learning/Planning Teams. Functions of the Community Team include but are not limited to the following:

- Provide leadership among residents
- Provide accountability for the planning process
- Monitor outcomes of different plans that are implemented
- Identify main priorities among members and other underrepresented stakeholders
- Implement the combined knowledge of current and historical context of the community, core community values, and preferences for policy and monitoring systems in terms of social, economic, and environmental systems

The Community Teams consist of at least eight members and not any more than sixteen. The members of the team represent numerous groups in the community such as those that are underrepresented by race and social class or stakeholders that are involved in the project. A facilitator helps the team throughout the process and serves as a resource person to integrate social, economic, and environmental data, models, and methods from the scientific community.

The Team uses a process called Multi-Criteria Decision Analysis in which many different information aspects are analyzed. These include spatial data and maps, demographic information of the community, history, community values, and neighborhood visioning.

Source: Project Reimagine! <http://reimaginepe.org/rpe/>



## Case Study: PLACE IT!

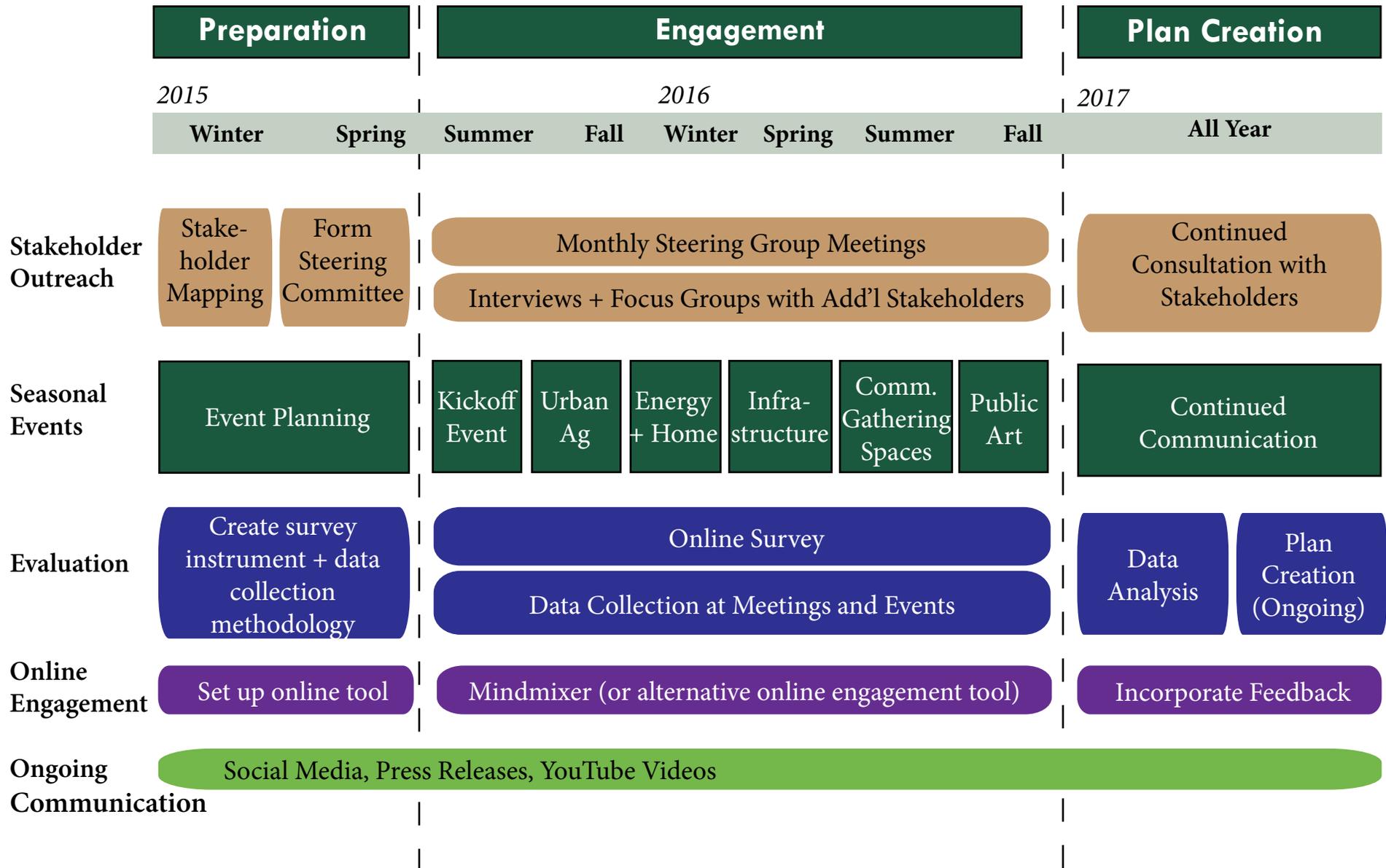
Place It! is a public participation process that employs interactive design techniques to engage diverse groups of individuals in translating their visions for their community into physical form. The process is notable for its use of everyday tactile materials such as Legos and recycled objects as the metaphorical “building blocks” of future city streets, neighborhoods, or cities.

Place It! is a unique opportunity to foster interaction and collaboration between individuals of different ages, primary languages, and levels of experience with planning and design concepts. The process also serves to expose participants to the importance of planning in shaping the built environment.

The visual, interactive nature of the Place It! method renders it a promising opportunity for the City of Rosemount to consider. While staff time must be allocated to plan and facilitate the workshops, material can be gathered or purchased secondhand at minimal cost.

Source: <http://placeit.org/about.html>

# My Rosemount 2040: Work Plan

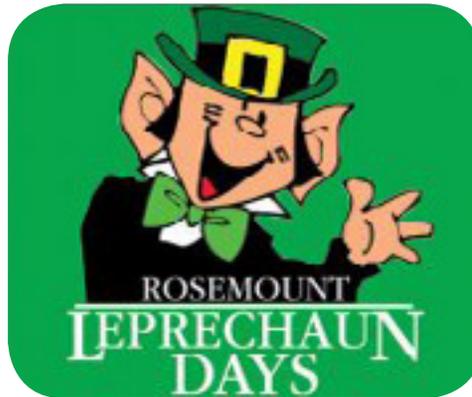


# Seasonal Events

## ***Kickoff Event - Summer 2015***

Since Leprechaun Days is one of Rosemount's biggest city gatherings, we recommend that this event be used to kick off My Rosemount 2040. Citizens will be able to participate in a variety of booths and activities relating to different aspects of the comprehensive plan and will be able to learn about all the upcoming ways to engage in the creation of the new plan.

Rosemount citizens could have a chance to express their visions for the future of Rosemount and can help in the beginning of the visioning process for the Plan. People attending Leprechaun Days will be informed about each of the upcoming engagement events for the Comprehensive Plan update; including the seasonal events targeted around important aspects of the community such as urban agriculture, energy and home assistance, infrastructure and development, community gathering spaces, and public art.



# Seasonal Events

## *Urban Agriculture - Fall 2015*

Rosemount has a rich agricultural heritage which should be celebrated as part of the public engagement process. Autumn, the traditional harvest season, brings many opportunities for activities centered around local food.

The City of Rosemount has identified a desire to expand their local farmers market. We recommend that Rosemount hold pop-up engagement booths at the farmers market in order to gather residents' and vendors' ideas on the future of the farmer's market.

Rosemount is home to nearly fifty community garden plots on city-owned land. Community gardens offer opportunities for healthy food access, physical activity, and community building. To showcase Rosemount's community gardens and encourage more residents to get involved, Rosemount could host a Community Garden Day. This event would be centered around community gardens but designed for anyone with an interest in growing food. Some ideas for a garden festival day appear in the sidebar at left.

Rosemount's main fall community activity is the Halloween Haunted Trail. We recommend that the City of Rosemount tag onto this event and offer opportunities for the public to provide input. As an additional draw maintaining the Harvest and Food-related theme, the City of Rosemount could partner with a local pumpkin grower to offer pumpkin carving and painting at the event. The City could also sponsor a pumpkin bake-off contest, featuring a panel of well-known judges from local grocery stores, restaurants, or other community organizations.



# Seasonal Events

## ***Energy and Home Assistance - Winter 2015/2016***

A significant concern of city staff is the underutilization of local energy assistance programs. Several energy assistance programs are offered by Dakota County Community Development Agency (CDA). However, despite the need for energy assistance within the city, this resource has hardly been used. Because this funding is provided at the county level, we recommend the City partner with Dakota County CDA for this event.

The winter energy event will be largely informational; an open house will be available to educate residents about who is eligible for assistance and how assistance funds can be used. This event will rely upon traditional strategies like poster boards and a short PowerPoint presentation to give residents information.

Due to the social stigma attached to receiving assistance for energy, the City will emphasize the fact that this assistance is available for even moderate income residents and emphasize the money savings element of the program. There will not be a Q&A for this event (due to social stigma), but there will be staff located throughout the open house that will be available to answer questions. There will also be FAQ handouts with contact information made available for guests.

The goal of this event will be to assist residents in better understanding the various grants and low interest loans that are available for a variety of projects and for their home.

To expand on the topic of energy, this event will also give residents the opportunity to provide the city with input on public energy efficiency (such as energy efficient light bulbs, urban growth, etc.). A survey (provided both in person and online) and a community discussion will be conducted on ways that the city can become more energy efficient. These two opportunities will give residents the opportunity to voice their preference on energy efficiency spending within Rosemount.



# Seasonal Events

## *Infrastructure - Spring 2016*

As Rosemount continues to grow and develop, infrastructure will continue to be an important topic. This spring event will provide information about local development while providing a hands-on opportunity for participants to model how they would like Rosemount to look in the future.

We recommend the Place It! engagement strategy, mentioned previously in this document and pictured at right, as a particularly useful technique for discussing infrastructure changes. The Place It! tool would help participants easily show how and where infrastructure could be improved or developed throughout the City. Work groups can also be formed to provide for discussion and collaboration among community members.

The citizen steering committees that were formed can help with this event by starting up engaging conversations about infrastructure and development and recording information that participants express as important to the growth of Rosemount. The City staff can use the results from this meeting and partner with the steering committee to make sure that results are consistent for updates to the Comprehensive Plan.

In addition, City staff can provide flyers and information sheets about upcoming development already approved and contact information if people have more questions. Because people are usually well educated about infrastructure in their community, the main goal from this event is to bring the knowledge that people have about their own neighborhoods and incorporate that with their visions for the future of infrastructure in Rosemount.



# Seasonal Events

## ***Community Gathering Spaces - Summer 2016***



The Summer 2015 Comprehensive Plan input theme is Community Gathering Spaces. This theme would encourage residents of Rosemount to reflect on their favorite community spaces and create a vision for new ones. Pop-up events should be held at existing community spaces, including the Robert Trail Library, the Rosemount Community Center, the Rosemount Steeple Center, parks and natural areas, and local public schools.

Participatory activities for these pop-up events can include the Place It! participatory design tool described above, photos of residents with mini chalkboards describing their favorite community spaces as well as aspects of community spaces they would like to see in Rosemount.

## ***Public Art - Fall 2016***

The seasonal events conclude with participation centered around public art opportunities in Rosemount. In collaboration with the Rosemount Area Arts Council, Rosemount could sponsor a mini design charrette that would offer the opportunity for residents to reimagine public spaces including parks and main streets. For feedback regarding the public art charrette meeting, design ideas could be posted in high travel locations throughout the city.



# Continued Engagement

## *Data Collection and Analysis*

### **Basic Survey Data to Consider:**

(voluntary and anonymous)

- *Age Group*
- *Race/Ethnicity Identification*
- *Gender Identification*
- *Income Level*
- *Homeowner or Renter*
- *Parent of School-Age Children*
- *Time lived in Rosemount*
- *Level of involvement with local government*

My Rosemount 2040 offers numerous opportunities for voluntary and anonymous data gathering. Engaging in this practice will better enable Rosemount to evaluate if the events they host are indeed representative of the community as a whole. This can most easily be accomplished through a simple survey at events.

It is extremely important that this data collection be both **voluntary** and **anonymous**. Residents should not feel pressured in any way to provide data. One way to encourage survey completion is to emphasize that the results will drive future City programming. However, the reality is that some residents will not feel comfortable sharing information with the government.

Examples of data that would help Rosemount evaluate the effectiveness of My Rosemount 2040 are listed at right.

## **Comprehensive Plan Creation - 2017**

After all the seasonal engagement events have been completed, we recommend that the City compile all of the information received during the My Rosemount 2040 process and evaluate to what extent the results are consistent with the direction of the most recent Comprehensive Plan.

Where discrepancies exist, City staff and the steering committee will collaborate to incorporate new ideas and strategies wherever possible. It is essential for staff and steering committee to take notes about their rationale for including certain ideas and excluding others, to ensure transparent communication with residents. Citizen input should be considered an asset to the future of Rosemount and should be included wherever feasible when updating the Comprehensive Plan, in order to create a plan that maximizes benefits for all residents.

# Continued Engagement

## ***Comprehensive Plan Release***

The release of the comprehensive plan represents the culmination of years of hard work. It is essential that the finished product be created with just as much attention to inclusivity as the engagement process was.

First, the Comprehensive Plan should be written and formatted with the general public audience in mind. Large amounts of unengaging text should be avoided. Instead, the document should draw upon exciting graphics to describe the community that the City is striving to create. The current Thrive MSP 2040 is a great example of recreating the image of a community plan to be more exciting and engaging for a wider audience.

In order to explicitly recognize the ideas generated through My Rosemount 2040, a special section should be added detailing the process. An appendix listing many or all of the ideas would further contribute to this transparency.

Second, the Rosemount Comprehensive Plan should not be something that is completed to be put on shelf. Instead, this document should be distributed throughout the community. In addition to posting the plan online, the City should also provide copies of the Comprehensive Plan to all community centers, libraries, schools and other busy places with reading material. By creating a more captivating document and increasing the distribution of the plan, the city will ensure that the readership of their Comprehensive Plan will increase and residents will become more educated on the direction Rosemount is heading.

We anticipate that this Comprehensive Plan, and the process it took to create it, will become a catalyst for future participation efforts and dialogue between community members and their local city government.



## References

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