



# City of Rosemount, MN



Planning and Participation Process Proposal

# Key Issues to Address

- ∞ Lack of public involvement
- ∞ Diversification and growth of population
- ∞ Public lack of knowledge of City processes

# Proposed Planning and Participation Process Framework

## *Learn, Participate, Lead Rosemount!*

### ○ *Learn!*

- Educate the public on City planning and participation processes

### ○ *Participate!*

- Spread the word on engagement activities
- Expand Engagement offerings
- Reach out to underrepresented groups

### ○ *Lead!*

- Develop relationships with existing community leaders
- Cultivate a new generation of community leaders

**Learn**  
**Participate**  
**Lead**

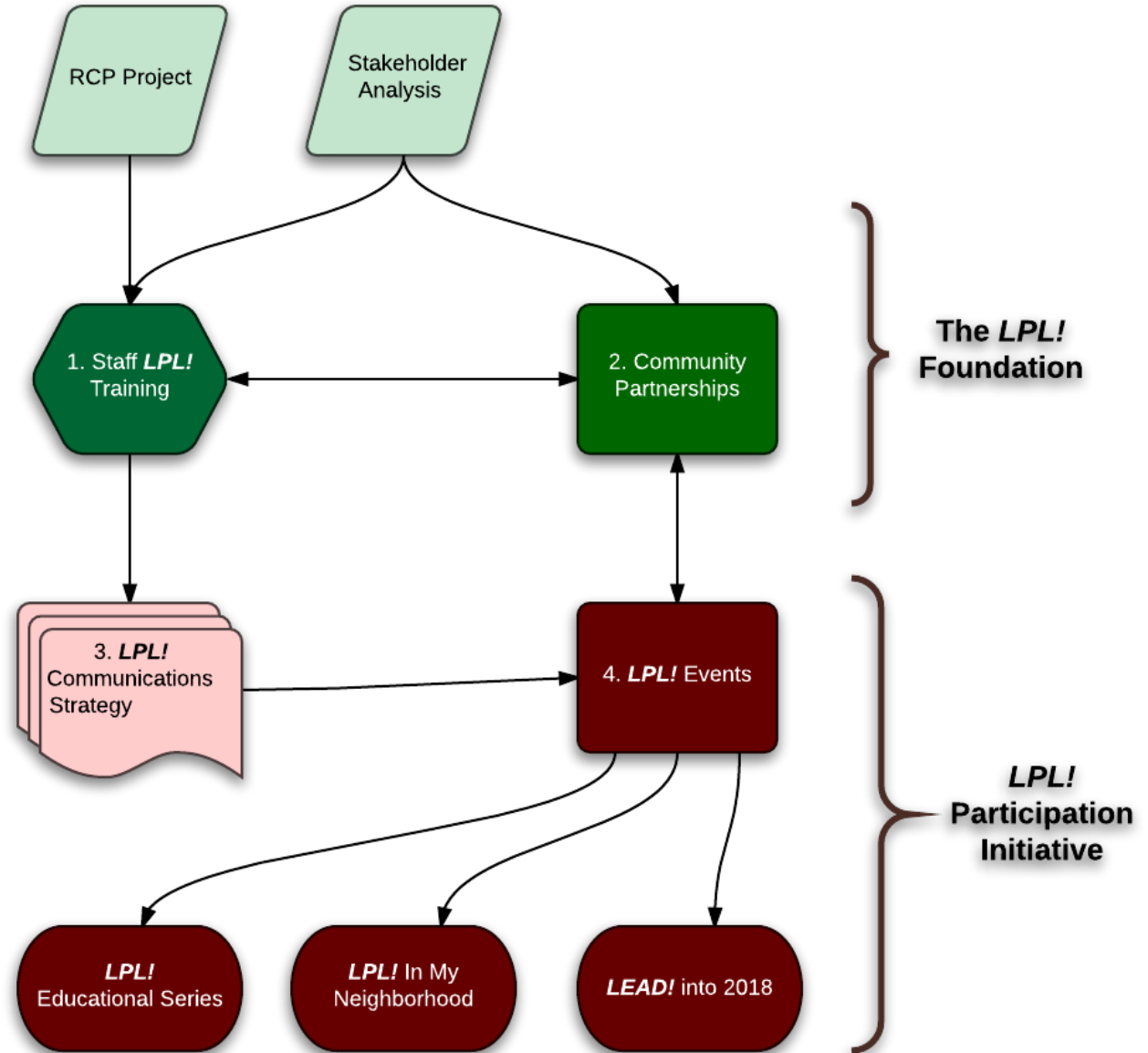
# General approach of *LPL!*

- ∞ Develop and market the *LPL!* brand
- ∞ Use multimodal communication tools (general residents and target audiences)
- ∞ Communicate relevant and meaningful content
- ∞ Establish two-way communication to foster relationships between residents and between residents and the City
- ∞ Educate staff and citizens
- ∞ Develop a foundation of public engagement in advance of the 2018 comprehensive planning process

# Goals of *LPL!*

- ☞ Establish *LPL!* as widely recognized terminology among City residents.
- ☞ Establish a working toolbox of effective methods to communicate with residents and target audiences.
- ☞ Have the ability to provide relevant and useful information to the community.
- ☞ Maintain non-hierarchical relationships with communities based on mutual respect.
- ☞ Improve upon staff's knowledge and awareness of new and diverse cultures.
- ☞ Establish an educated public with an enhanced ability to contribute to decision making.

# LPL! Work Plan



# Component 1 – Staff Capacity

## ☞ January 2015

Kickoff

## ☞ February – May 2015

Review of LPL educational and event materials

## ☞ June-July 2015

Brownbag series

# Component 2 – Community Partnerships

☞ **February - March 2015**

Community Partnerships

☞ **August 2015**

Community Advisory Committee



# Component 3 – Communications Strategy

## ☞ January - April 2015

Brand and Marketing Development

## ☞ April - December 2015 1-way Communication

*LPL!* initiative and event advertising

## ☞ July 2015 - May 2017 2-way Communication

*Learn, Participate, Lead!* online portal development and rollout

# Component 4 - Events

☞ **LPL!** Educational Series

☞ **LPL!** In Your Neighborhood

☞ **LEAD!** Into 2018 Comprehensive Planning

# Conclusion

## ☞ City of Rosemount's Goals (From RFP)

- Engage a diverse range of residents over an extended period of time through a series of activities (Components 1,2,3,4)
- Inform residents about the functions and structures of the local government (Components 3 and 4)
- Build skills, capacity, and leadership experience of participants for ongoing engagement (Components 2,3,4)
- Explore key community issues to begin setting a vision for the community (Components 1,2,4)