

INTEGRATING NATURAL RESOURCES INTO OUR FUTURE

RAMSEY, MINNESOTA

THE CITY OF RAMSEY is a vibrant city located at the confluence of the Mississippi and Rum Rivers, in southern Anoka County. The scenic environment, proximity to the urban centers of Minneapolis and St. Paul, and location along Highway 10 are all contributing to strong growth pressures in the city. The City recognizes the pressure that this growth places on its natural resources and open space.

3,710

acres of natural resources

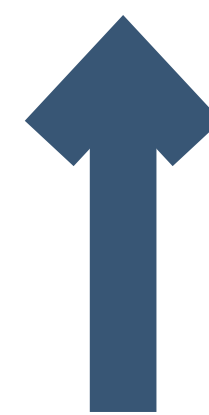


LOW

resident engagement

10.7%

population increase



STRONG

growth pressure from developers



NEED FOR INNOVATIVE COMMUNICATION'S STRATEGY to educate residents, developers, and stakeholders and provide community engagement opportunities on natural resources.

SUGGESTED COMMUNICATION PRIORITIES

NATURAL RESOURCE COMMUNICATION ISSUE	SUGGESTED PRIORITY
Natural resources may be an alienating topic because it contains inherently complicated subject matter.	<ul style="list-style-type: none"> - Get everyone on the same page by identifying key terms early on. - Embrace various learning styles by incorporating visual materials for communication.
Natural resources and their management strategies impact a broad range of residents, businesses, organizations, as well as community members.	<ul style="list-style-type: none"> - Identify key stakeholders to understand the specific community members and their unique communication needs. - Go to them. Target key stakeholders where they already gather.
Natural resources communications strategies that lack cohesive messaging are ineffective.	<ul style="list-style-type: none"> - Maintain cohesive messaging throughout all platforms of communication to increase impact.
Residents may feel they lack ownership of and feel distanced from the broad management of natural resources.	<ul style="list-style-type: none"> - Through innovative communications empower citizens by showing them how their input is valued and used by planning staff. - Be present and available for community members, prioritize transparency.
Short-term Land Use Management decisions may hinder long range health of natural resources.	<ul style="list-style-type: none"> - Partner long range vision with ad hoc decision making.
The preservation of natural resources in rural areas may cause tension with private property rights, and land owners.	<ul style="list-style-type: none"> - Be transparent with the community, be prepared to address concerns of natural resource beneficiaries and stakeholders with clarity. Take a proactive voice in educating the public through creative communication

PROPOSED STRATEGIC ACTIONS

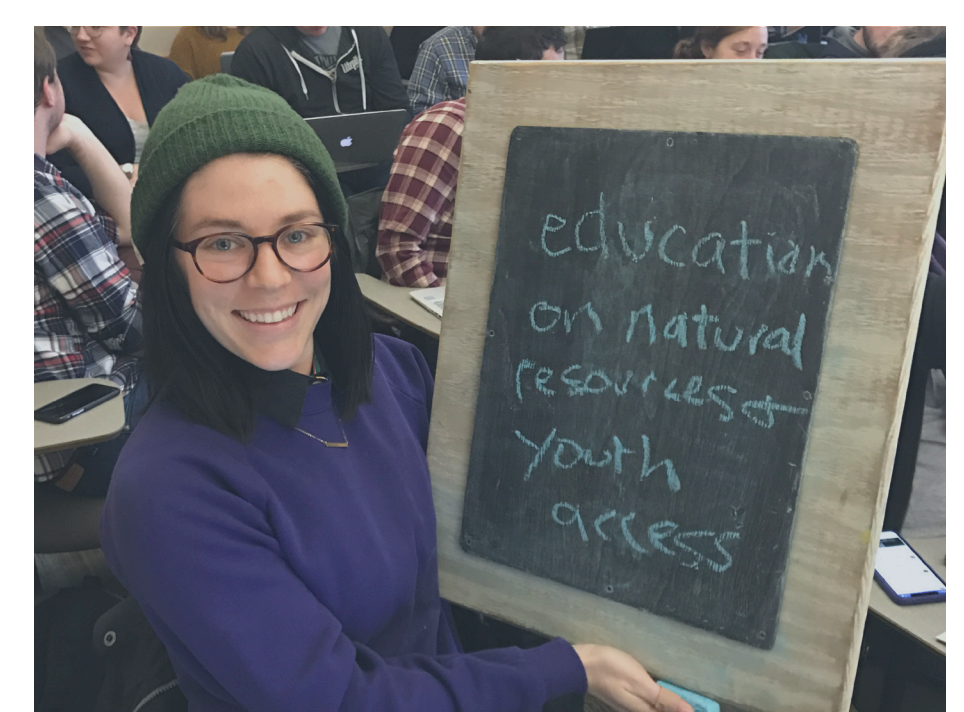
EXPAND

the scope of the environmental policy board



INCREASE

learning and engagement with the environment through **key terms, signage, & innovative communication**



engaging the community in an interactive activity that is used for public good can be a powerful tool of communication

CREATE

a frequently asked questions (FAQ) sheet for developers

“ Are there any reforestation requirements? ”

“ Yes... ”