



COMMUNICATIONS & NEIGHBORHOOD ENGAGEMENT

Prioritizing Residents' Preferences into Community Amenity Capital Planning

Like most cities, Rosemount has a well established but still expanding system of parks and trails. Traditional methods of communicating with residents about park development and promoting programs and facilities are becoming less effective each year. New technologies and social media challenge us to rethink how we communicate with potential park and facility users. This study will determine the effectiveness of our current communication and promotion efforts and suggest ways to improve and continually monitor the usefulness of our interaction with our clients.

Questions / Issues:

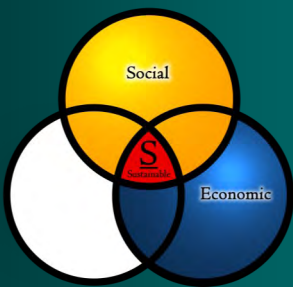
- Do local residents really know what amenities our community has to offer?
- What current and expected social technologies can be used to attract citizens to the recreational opportunities available in Rosemount?
- How can youth get more involved and engaged in the creation or maintenance of new recreational opportunities similar to the “adopt a park” program?

Deliverables:

- Provide a set of recommendations detailing how the City might engage residents in the park system.
- Provide recommendations on how to put the engagement information into a strategic plan for creation and prioritization of maintenance for recreational amenities.

Sustainability:

- This project provides sustainable economic and social impacts. It would improve the amount of use that facilities would receive and increase the efficiency of City operations by evaluating current communication and promotion techniques while identifying methods to monitor and enhance these efforts. This project is relevant to the City because it fulfills the 2013-2014 City Council’s goal to increase technology and workflow measurements for greater productivity and customer satisfaction. This project would also implement the Comprehensive Plan goal to collaborate and provide services to all groups of residents.



Staff/Partners

PROJECT LEAD

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PARTNERS

Rosemount Area
Athletic Association
Rosemount Parks and
Recreation Commission

