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
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
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
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
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
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)*