An effective public participation strategy must fully account for and adapt to these circumstances in order to effectively serve the needs of the community.
• **Distributing Information**  
  • Online Videos, Social Media, Fliers, Press Releases, Friday Folders, Community Organizers

• **Online Polling**  
  • Pop-Up Events, Facebook, City Webpage, etc.

• **Overarching Steering Committees**  
  • Act as facilitators among seasonal events  
  • Provide meaningful engagement, dialogue and input

• **Amenities at Events**  
  • Prizes, Food, Translation and Child Care
Strategy and Work Plan

### Stakeholder Outreach
- 2015: Winter - Stakeholder Mapping, Spring - Form Steering Committee
- 2016: Summer - Monthly Steering Group Meetings, Fall - Interviews + Focus Groups with Add’l Stakeholders
- 2017: All Year - Continued Consultation with Stakeholders

### Seasonal Events
- 2015: Winter - Event Planning
- 2016: Spring - Kickoff Event, Summer - Urban Ag, Fall - Energy + Home, Winter - Infrastructure, Spring - Comm. Gathering Spaces
- 2017: All Year - Public Art
- 2018: All Year - Continued Communication

### Evaluation
- 2015: Set up online tool
- 2016: Online Survey, Data Collection at Meetings and Events
- 2017: Data Analysis, Plan Creation (Ongoing)

### Online Engagement
- 2015: Social Media, Press Releases, YouTube Videos
- 2016: Mindmixer (or alternative online engagement tool)
- 2017: Incorporate Feedback

### Ongoing Communication
Kickoff Event (Summer 2015)

- Leprechaun Days
- Participate in booths and activities
- Learn about the upcoming Comprehensive Plan
- Express visions about the future of Rosemount
- Announce seasonal events and other participation opportunities
Urban Agriculture (Fall 2015)

- Pop-up Engagement booths at farmers market
- Community Garden Day
  - Garden tours
  - Demonstrations and workshops
- Halloween Haunted Trail
  - Pumpkin carving/painting
  - Pumpkin bake-off contest
Energy and Home Assistance (Winter 2015/16)

- Underutilized Dakota County Services
- Partner with Dakota County CDA
- Informational event with community discussion on Energy Efficiency
Infrastructure (Spring 2016)

- Provide information and host hands-on activities
  - PlaceIt!
  - Work groups
- Help from steering committees
- Provide flyers and information sheets about upcoming development
- Goal: Incorporate resident knowledge into visions for Rosemount
Residents would reflect on favorite community spaces

Provide vision for new spaces that they want for the future

Participate in pop-up events
Collaborate with the Rosemount Area Arts Council

Sponsor a mini design charrette

Allows children to be involved
Continued Participation

- Participation Post Seasonal Events
- Comprehensive Plan Updates
Continued Participation

- Comprehensive Plan Release
- Participation Post Comprehensive Plan Approval
References

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