OUR GOALS

To adopt a proactive approach to participation in City planning activities;
OUR GOALS

To foster continued, meaningful participation as projects progress;
OUR GOALS

(&) To recognize the critical importance residents’ participation plays in helping the City of Rosemount to thrive.
1. Use civic engagement to build community
   Foster relationships
   Engage common community issues
Create suggestions that engage all community members
Homeowners & Renters
All ages
Diverse residents
Craft suggestions mindful of the changing nature of Rosemount
Look to the future
Embrace change
OBJECTIVES

Increase awareness of participation processes
Logistical provisions
Change paradigm of engagement
Go out into the community
Longitudinal process
PARTICIPATION TECHNIQUES

GET THE WORD OUT

SET THE MOOD

GENERATE CONTENT
PARTICIPATION TECHNIQUES

THE PLANNING TRUCK

A customized, highly attractive truck that can be placed in different events, to provide information about the City's current and future engagement efforts and general resident feedback, through interactive visuals and games for adults and children.
PARTICIPATION TECHNIQUES

LOCAL PARTNERSHIPS

Collaboration on smaller events, like AAA games and practices, can provide venues for reaching out to the “less-usual suspects”, such as young families, who generally have a harder time to become involved in traditional planning meetings.
COMMUNICATIONS STRATEGY
GUIDELINES

Early and Often
Consistent Message
Demonstrative of Progress
INFORMATION PROVISIONS

Traditional and nontraditional media platforms
  Traditional: local media, going into the community
  Nontraditional: Social media, online repository

Consistent Narrative
Translated information
Focus engagement after the fact on issues identified by participants
TIMELINE

2015

- Present
  - Planning & Analysis
    - Stakeholder identification
    - Aligning actions with the goals of the comprehensive plan

- Monitoring & Evaluation
  - Identifying potential problems, proposing solutions, and adapting plans accordingly.
  - Soliciting feedback regarding the public's perceptions of both the participation process and the plan's progress, via surveys after each.
  - Examining the accessibility of the participation processes to all Rosemount residents, by analyzing who was present at events and who was not.
  - Efficiently recording feedback and recommendations and incorporating them in future participation processes.

- Outreach & Design
  - Development of communications strategy
  - Design of participatory events and initiatives

- Community-Wide Events
  - The Planning Truck (Y1)
    - WRKSHOP
  - Online Contests
  - Go Rosemount!
    - LP
      - IB
  - PMnP
    - NHBH P
      - W
    - BKT
      - FIELD T

2016

- Present
  - Planning & Analysis
  - Outreach & Design

- Community-Wide Events
  - The Planning Truck (Y2)
    - WRKSHOP
  - Online Contests
  - Go Rosemount!
    - LP
      - IB
  - PMnP
    - NHBH P
      - W
    - BKT
      - FIELD T

- Monitoring & Evaluation
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  - Efficiently recording feedback and recommendations and incorporating them in future participation processes.

- Data Analysis
  - Analysis of data collected during the processes
  - Incorporation of such analysis when writing the Comprehensive Plan update in 2017
THANK YOU