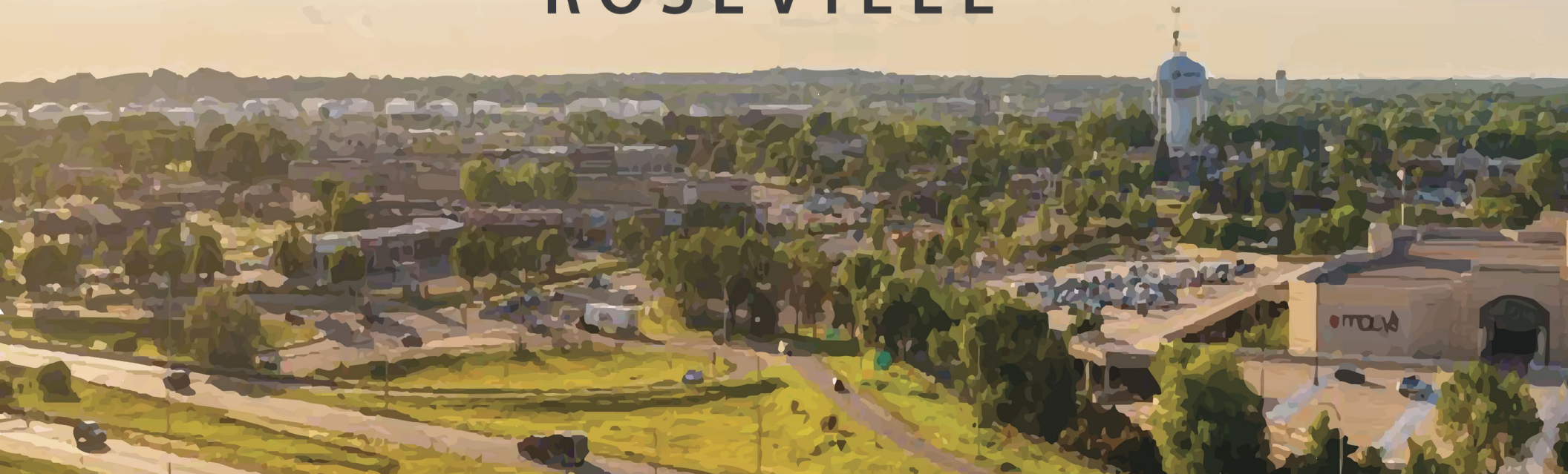




ENVISION ROSEVILLE



Community Aspirations Today and Into the Future

Final Report, November 2023

Prepared for the City of Roseville by Zan Associates, with participation from Economic Development Services Inc.



Summary

In September 2022, the City of Roseville initiated a community visioning project called Envision Roseville. The purpose of this project was to facilitate a community-driven process to review and update the existing community aspirations, and to develop specific outcomes to help the city to better realize those aspirations.

The community aspirations were developed based on engagement with a wide range of community members, stakeholders, organizations, and business representatives. The purpose of the community engagement was to create opportunities for people to express ideas on how they want their community to look and feel in the future. In total, the project team logged over 3,500 responses or comments using a range of methods including community events, online tools, surveys, interviews, focus groups, interactive signs in the community and more.

Throughout the process specific efforts were made to reach traditionally underrepresented populations such as black, indigenous, and people of color (BIPOC); recent immigrants; youth and families; and people from varied socioeconomic backgrounds. This was done to ensure all voices were represented in the process and not just those who have the most access or familiarity with public processes.

Figure 1: Phase 1 community engagement activities ►

Over 3,500 Community Interactions!



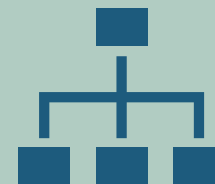
20+ Live engagement activities; 1,055 Participants

- Listening sessions: 10 meetings
- Community pop-ups: 4 events
- Community workshops: 3 events
- Business outreach: 40 locations
- Business council: 1 event
- Business interviews: 15 meetings



2,400+ Online engagement responses

- Survey
- Interactive map
- Idea wall
- Hello Lamp Post
- Business survey



Committees: 4 Workshops; 20+ Meetings

- Community Advisory Group (CAG)
- Project Management Team/ department leads (PMT)
- Project team

Community Aspirations

Community input was reviewed, coded, and grouped to make it easier to identify high level trends and themes across multiple responses. Those themes were further refined, expanded, and vetted to become a series of aspiration statements which articulate the community's vision for key topics. The following are the community aspirations.

We aspire to be

- ▶ A place with safe, inclusive, and well-connected transportation and infrastructure systems that support the health and wellbeing of residents, visitors, customers, businesses and employees regardless of ability, access, cultural background, or socioeconomic standing.
- ▶ A community that treasures and preserves natural areas and open space and prioritizes environmental conservation and sustainability.
- ▶ A city that embraces diversity through multicultural public programming, public gathering spaces, and parks in ways that are suitable for all people regardless of age, ability, or access to information.
- ▶ A city that fosters a strong sense of community through effective and inclusive communication, effective engagement, and collaborative decision making.
- ▶ A community that is welcoming and inclusive of all people regardless of country of origin, race, ethnicity, gender, sexual preferences, age, physical ability, or socioeconomic standing.
- ▶ A community where all people feel safe and secure, and where trust and mutual respect for police, fire, and all emergency responders is fostered.
- ▶ Secure in diverse neighborhoods, with quality housing and business developments that offer a range of choices to meet the needs of all people and a healthy mix of businesses.
- ▶ Economically prosperous, with a stable and broad tax base, vibrant small businesses, high quality employment opportunities, and a range of retail and entertainment options.

Envision Roseville display at a tenant ordinance meeting ▶

Key Finding

The community aspirations presented in this document are a refreshed take on the community vision and sentiments for today's Roseville. The new aspirations generally validate the 2006 aspirations and do not signal a substantial change in direction for the city. Instead, they affirm the overall direction and provide a modern look for the world today.



Acknowledgements

City of Roseville Staff

Local staff leads were responsible for project oversight including providing overall project direction/management, advising on project strategies, and review and approving all project deliverables.

- ▶ Rebecca Olson, Assistant City Manager
- ▶ Corey Yunke, Community Relations Manager

Project Management Team

The Project Management Team (PMT) included the city manager and staff from each of the major City of Roseville departments. The PMT was responsible for high-level project oversight including overall project direction, strategy, and review of major deliverables.

- ▶ Pat Trudgeon, City Manager
- ▶ Rebecca Olson, Assistant City Manager
- ▶ Corey Yunke, Community Relations Manager
- ▶ Janice Gundlach, Community Development Director
- ▶ Matthew Johnson, Parks and Recreation Director
- ▶ Erika Scheider, Police Chief
- ▶ David Brosnahan, Fire Chief
- ▶ Thomas Brooks, Equity and Inclusion Manager
- ▶ Michelle Pietrick, Finance Director
- ▶ Jesse Freihammer, Public Works Director

Community Advisory Group

The Community Advisory Group (CAG) was a group of volunteers from various backgrounds, including city boards and commissions, community organizations, residents, and businesses. The role of the CAG was to participate in a series of workshops to advise the project team on community engagement

strategies, provide insights on key themes, help develop findings, and help promote the project.

- ▶ Etienne Djevi, HR, Inclusion, Engagement Commission
- ▶ Kathy Ramundt, Do Good Roseville
- ▶ Amanda Becker, HR, Inclusion, Engagement Commission
- ▶ Beverly Xie, RAHS Student
- ▶ Jessica Raygor, Resident
- ▶ Sara Barsel, Roseville Alzheimers/Dementia Advocate
- ▶ Joe Arneson, Parks and Recreation Commission
- ▶ Karen Schaffhausen, Planning Commission
- ▶ Edwin Hodder, PWET Commission
- ▶ Priscilla Morton, Resilient Roseville
- ▶ Benjamin Park, Roseville Resident
- ▶ Noemi Arocho, MAC Member, Resident

Consultant Team

The project was led by Zan Associates with support from Economic Development Services, Inc. The consultant team led the overall project workplan, facilitated meetings, hosted community events, developed promotional material and engagement tools, and analyzed the results.

- ▶ Dan Edgerton, Project Manager
- ▶ Brigitte Bjorklund, Community Engagement Lead and Equity Advisor
- ▶ Janna King (Economic Development Services, Inc.)
- ▶ Dani Hans, Data Analysis
- ▶ Liz Wigger, Community Engagement Support
- ▶ Cora Holt, Community Engagement Support
- ▶ Dureeti Gaga, Community Engagement Support
- ▶ Ysa Johnson, Lead Graphic Designer

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Overview

In September 2022, the City of Roseville initiated a community visioning project. The purpose of this project was to facilitate a community-driven process to review and update the existing community aspirations, and to develop specific outcomes to help the city to better realize those aspirations. The city's previous community aspirations were developed over 15 years ago (2006) and they set the general direction for the city, providing a foundation for many of the city's current and ongoing initiatives. However, since 2006, the community has seen continuous change and the aspirations needed to be updated and calibrated to ensure alignment with the vision and values of the people in Roseville today.

Community demographics have changed.

Consistent with trends seen across the metro, Roseville is growing and is becoming more diverse with an 8% increase in communities of color from 2010 to 2020. There are also a substantial number of older adults, families with children, people with lower incomes, immigrant families, and people living with disabilities residing within the city.

Technological advances have changed the way people interact with their community.

Ride hailing services like Uber and Lyft have become common-place, smart devices with internet connections are widely available, and social media connects us to real time information like never before.

Social justice movements have become mainstream.

In the wake of the murder of George Floyd and the #MeToo movement, people are acknowledging past harms that have been done to marginalized communities and are striving toward outcomes that are more equitable for all people.

The global pandemic has fundamentally changed the way we live, work, and play.

COVID-19 has forever altered how we live. Things like work from home, delivery of consumer goods, social distancing, and changes in the ways we use public spaces have become the next normal.

To develop the new aspirations, the city facilitated community involvement and collaboration with residents, business owners, local institutions and other stakeholders as an opportunity for them to express ideas on how they want their community to look and feel in the future. The result was the development and evaluation of a set of community aspirations and related outcomes which respond to the values of the people who live and work in Roseville today. These aspirations provide a blueprint to guide key decisions in Roseville, now and into the future.

Key Finding

A key finding of this effort was the validation of the 2006 aspirations. The new community aspirations presented in this document are a refreshed take on the community vision and sentiments for today's Roseville, but do not signal a substantial change in direction for the city. Instead, they affirm the overall direction and provide a modern look for the world today.

What are community aspirations?

Community aspirations are guiding principles that are intended to set a vision for the future of the community and translate that vision into action. The community aspirations will provide a "north star" or a foundational basis for important community decisions in areas like transportation and infrastructure, housing and neighborhood development, safety and security, and land use, influencing city plans and policies for years to come.

Community and stakeholder engagement

The Envision Roseville project was a community-led process. The community aspirations were developed based on engagement with a wide range of community members, stakeholders, organizations, and business representatives. Specific efforts were made to reach traditionally underrepresented populations such as black, indigenous, and people of color (BIPOC) communities; recent immigrants; youth and families; and people from varied socioeconomic backgrounds that are not typically engaged in civic or community dialogue, in order to ensure their input was also incorporated into the community aspirations.

The purpose of the engagement was to create opportunities for people to express ideas on how they want their community to look and feel in the future. This included hundreds of interactions with residents, visitors, community organizations, business owners, local institutions and other stakeholders (see Figure 1). Community engagement was structured in two overlapping phases, as shown in Figure 2.

Community engagement: visioning

In phase 1, people were asked to describe their vision for Roseville. They were also asked to weigh in on their priorities across of number of city service categories, such as public works, public safety, land use regulation, parks and recreation, and housing. In total, more than 3,500 interactions or comments were recorded as part of phase 1. The results were tabulated, analyzed, and grouped to understand the important themes that would form the foundation of the new community aspirations. The following is a summary of the engagement activities completed. A more detailed summary of the phase 1 engagement results is included in Appendix A.

Figure 1: Phase 1 community engagement activities ►

Over 3,500 Community Interactions!



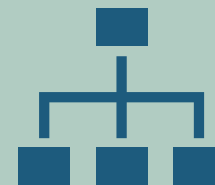
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Community Advisory Group

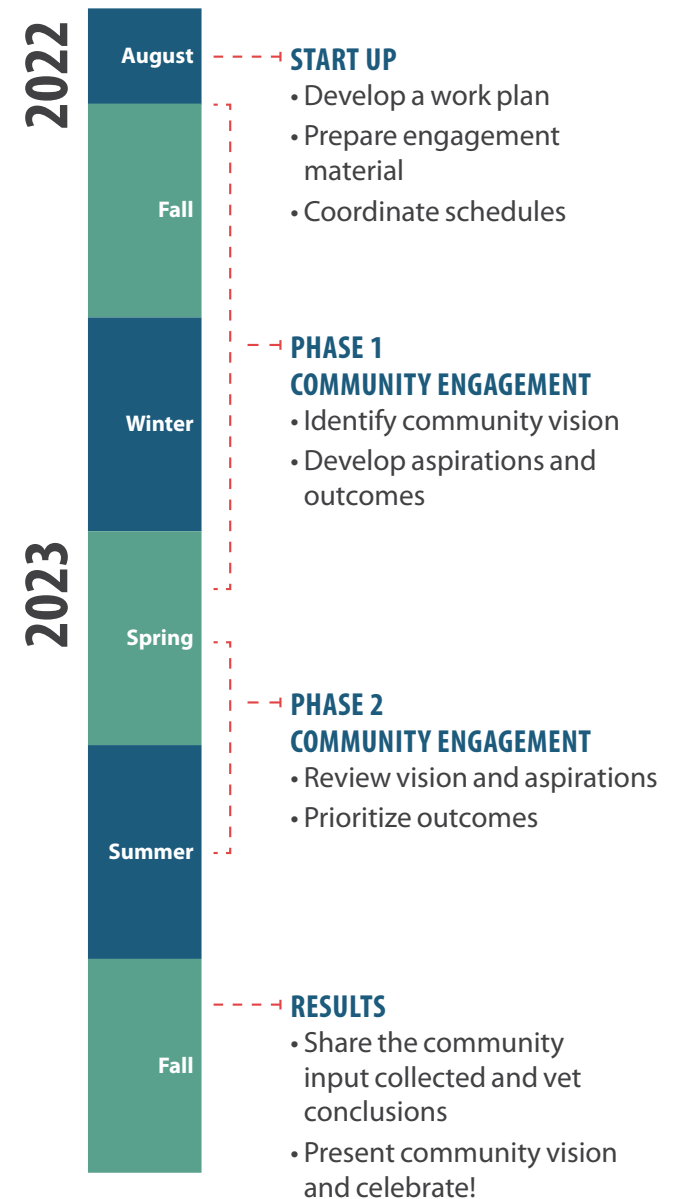
The Community Advisory Group (CAG) was a group of 12 community volunteers from various backgrounds, including city boards and commissions, community organizations, residents, and businesses. The role of the CAG was to participate in a series of workshops to advise the project team on community engagement strategies, provide insights on key themes, help develop findings, and help promote the project with the community segments they represent. During phase 1, the CAG joined a visioning workshop to help identify priority community segments as part of an equity analysis. They also participated in a visioning activity which set the foundation for the themes and outcomes for the project and was used to guide phase 1 community engagement activities.

Phase 1 community partnerships

Community engagement efforts were designed to prioritize strategies that reach communities whose voices are typically underrepresented in the public processes such as communities of color, people with low wealth, people with disabilities, foreign-born residents, older adults, youth and renters. This was done to ensure all voices were represented in the process and not just those who have the most familiarity with public processes.

A key to this strategy was to partner with the community organizations, neighborhood groups, and service providers that serve these communities in order to reach people in the places they already go. To begin this effort, the team conducted desktop research to identify potential community partners and made initial contact with more than two dozen groups. Contacts included an email introduction, followed by a phone call, and in some cases a site visit. Community groups were provided a project overview, asked to share input on the community aspirations from the perspective of their organization, and encouraged to share project promotional material with their networks during both phase 1 and phase 2 of the project. Of these, eight organizations agreed to participate in listening sessions or other engagement events with the project team. Specific community partners and the communities they serve are listed in Figure 3. At each event, participants were asked to self-identify their demographics which are presented in Figure 4, along with the demographic profile from the online survey form.

Figure 2: Project timeline ►



▼ Figure 3: Phase 1 community organization partners

Community organization Sample of communities served/topics covered

Roseville Area Schools	Students and families
Roseville Area Schools Cultural Liaisons	Students and families Diverse cultures (i.e. Hispanic/Latino, African American, Asian, etc.)
Resilient Roseville	Climate action and environmental resilience
Roseville Man Up Club	African American men and boys
Roseville Human Rights, Inclusion and Engagement Commission	Diverse cultures Community Engagement
King of Kings Lutheran Roseville	Faith-based community
Visit Roseville	Visitors and tourism Community engagement Business engagement

***Note:**

At community events, participants were asked to self-identify their demographics using a sticker activity. Because we do not have precise counts, proportions are not included for community events. However, events were chosen specifically to target the given demographics cohort. For example, Man up Roseville is a group for African American men and boys so we can say with confidence that that event reached people of color. Likewise, we know that the Roseville High School Homecoming event reached youth/students.

▼ Figure 4: Participant demographics *

Online survey demographics

Race:

85% white

11% prefer not to answer

Language:

93% English

5% prefer not to answer

Ability:

6% have a disability

Housing:

85% live in a single-family home

Ownership:

86% live in an owner-occupied home

Community event demographics

Specific listening sessions or events with members of the following community segments:

- People of color
- People who speak English less than very well
- Youth, students and their families
- Visitors and businesses
- Residents of a rental property



Hello Lamp Post

In order to extend the reach of this project and to encourage participation from people who we may not have otherwise heard from, the project team used a new and interactive tool called Hello Lamp Post (HLP). Under HLP, signs with a QR code were placed at activity centers in the community and people were encouraged to interact. Hello Lamp Post used artificial intelligence-based technology to have real time conversations with people about their vision for the future of Roseville. Signs were placed in locations such as bus stops, parks, and schools to entice people to participate. In total there were 744 unique user messages sent with the most popular locations being bus stops and public spaces like parks. The information collected from HLP was used to supplement the community engagement activities described above and it helped to confirm the key engagement themes. A more detailed summary of the HLP results is included in Appendix B.

Business engagement

Specific efforts were made to include the Roseville business community in the visioning process. This included a visioning survey specifically designed for businesses, a door-to-door business information campaign, and a series of interviews with 15 businesses in Roseville. Interviews included representation from a range of sizes and community segments, including businesses owned by people of color, retail/service businesses, manufacturing, construction and home-based businesses. The results of the business engagement outreach efforts were included in the analysis and development of key themes and draft community aspirations. A more detailed summary of the business engagement results is included in Appendixes C.

◀ Hello Lamp Post at the ballpark!

Phase 2 community engagement: draft community aspirations

In phase 2, a summary of the input received to date was provided and the draft community aspirations were shared. This material was presented and vetted at a second workshop with the Community Advisory Committee (CAG) where the group reviewed the key themes from phase 1, vetted the draft community aspiration statements, and helped to define the desired outcomes for each of the aspirations. The draft community aspirations were also shared with the community organization partners that participated in phase 1 to close the feedback loop and to solicit their input on the draft aspiration and outcome language.

Finally, the draft aspirations and outcomes were shared at a community event and an open house to further extend the reach of the project and to provide additional opportunities to provide input. The aspirations were available via the project engagement website and linked to a comment form for visitors to offer their feedback throughout the duration of phase 2. In total, approximately 500 interactions or comments were tallied as part of phase 2.

Community members were asked to review the draft community aspiration statements and share their thoughts around the following questions: are these aspirations appropriate for Roseville? What would you change? Is anything missing? What does this aspiration look like or mean to you personally? By and large, most people agreed that the draft community aspirations reflected their vision for the community, which served to confirm the work completed in phase 1. A more detailed summary of the phase 2 engagement efforts is included in Appendix D.

Photobooth fun at the Wild Rice Festival ►



Community aspirations and outcomes

Community input was reviewed, coded, and grouped into themes to make it easier to see high level trends across multiple responses. Those themes were then refined to become a series of aspiration statements which articulate the community's vision for each category. The key themes and related aspirations are shown in Figure 5. The sections that follow are organized by theme and expand upon each of the community aspirations to include a series of outcome statements that describe the community vision for each theme in further detail. Each section also includes a summary of the types of comments made within each theme category. Note that the aspirations are presented in order of the frequency they were mentioned during engagement activities. For example comments related to transportation and infrastructure were the most frequent, so that theme is presented first. However, the aspirations are intended to receive an equal weighting and are not presented in priority order.

Theme	We aspire to be:
Transportation and Infrastructure	A place with safe, inclusive, and well-connected transportation and infrastructure systems that support the health and wellbeing of residents, visitors, customers, businesses and employees regardless of ability, access, cultural background, or socioeconomic standing.
Green Space and Environmental Conservation	A community that treasures and preserves natural areas and open space and prioritizes environmental conservation and sustainability
City Parks, Facilities, and Programming	A city that embraces diversity through multicultural public programming, public gathering spaces, and parks in ways that are suitable for all people regardless of age, ability, or access to information.
City Services and Civic Engagement	A city that empowers its citizens and fosters a strong sense of community through effective and inclusive communication, engagement, and decision making.
Welcoming and Inclusive	A community that is welcoming and inclusive of all people regardless of country of origin, race, ethnicity, gender, sexual preferences, age, physical ability, or socioeconomic standing.
Safety and Security	A community where all people feel safe and secure, and where trust and mutual respect for police, fire, and all emergency responders is fostered.
Housing and Development	Secure in diverse neighborhoods, with quality housing and business developments that offer a range of choices to meet the needs of all people and a healthy mix of businesses.
Business and Economy	Economically prosperous, with a stable and broad tax base, vibrant small businesses, high quality employment opportunities, and a range of retail and entertainment options.

Figure 5: Key themes and community aspirations ▲



Transportation and infrastructure

We aspire to be a place with safe, inclusive, and well-connected transportation and infrastructure systems that support the health and wellbeing of residents, visitors, customers, businesses and employees regardless of ability, access, cultural background, or socioeconomic standing

WHERE...

- ▶ The transportation system is modern, safe and convenient for all people regardless of how they travel (e.g., walk, roll, bike, bus, or drive) and is designed to encourage safe vehicle speeds and driving behaviors.
- ▶ There are safe and comfortable places to walk and a well-connected bicycle network that makes it safe and easy for all people to choose to walk, bike or roll whether it's to get where they need or want to go, for employment, shopping, recreation, or exercise.
- ▶ Policies and practices are supportive of building out a regional transit system with safe and well-maintained stops in convenient locations and reliable travel times.
- ▶ Roseville's exceptional freeway access and centrality in the metropolitan area is recognized as a competitive advantage for residents and businesses, and Roseville fosters positive relationships with agency partners such as MnDOT and Ramsey County to support improvements to the regional transportation system.
- ▶ There are high-quality infrastructure systems that anticipate and adapt to technological, social, demographic, and climate changes to support and maintain the health, well-being, prosperity of residents, visitors, customers, and employees.

SUMMARY OF COMMENTS

Walking

Be a walkable community, more sidewalks/crosswalks, improve pedestrian safety

Bikes

Become more bike friendly, more bike facilities/trails/bike safety

Trails

More trails, more trail connectivity/trail connections to parks/passive recreation, promote passive recreation for healthy living

Transit

Better transit options/service frequencies/stops

Traffic

Less traffic congestion/traffic delay, improve traffic safety, address problem locations

Car Safety

Reduce speeding/reckless driving/vehicle crashes

Street Condition

Improve/maintain road condition/pavement quality, better winter snow removal

Highway 36

Address Highway 36 safety/maintenance/access issues

Internet

Add citywide high speed internet options/fiber/Wi-Fi, more service options

Maintenance

Improve/prioritize snow clearance/litter removal



Green space and environmental conservation

We aspire to be a community that treasures and preserves natural areas and open space and prioritizes environmental conservation and sustainability

WHERE...

- ▶ All residents and businesses have access to high-quality parks, green space, trails, and other passive recreation opportunities.
- ▶ There are resources available and promoted for residents and businesses interested in reducing their environmental impact.
- ▶ The city proactively pursues and implements sustainability initiatives such as green energy and green infrastructure and considers sustainability in all policies and actions such as incentives for creating and maintaining green spaces.

SUMMARY OF COMMENTS

Open Space

Preserve natural landscape and open space/increase access to open space/create more open space

Nature Preservation

More trees/preserve trees/more green infrastructure

Sustainability

Support sustainability and conservation/reduce environmental impact/encourage climate action/implement green energy



City parks, facilities, and recreational programming

We aspire to be a city that embraces diversity through multicultural public programming, public gathering spaces, and parks in ways that are suitable for all people regardless of age, ability, or access to information

WHERE...

- ▶ All residents have safe and convenient access to culturally relevant and age-appropriate recreational programming and inclusive park facilities.
- ▶ Park programming is intentionally targeted to appeal to diverse communities and resources and programming opportunities are actively promoted in ways that are accessible to all people.
- ▶ Existing park facilities and buildings are maintained, celebrated, promoted, and used as places for all people and all communities to gather.
- ▶ Needs for new and expanded park facilities and programming are proactively anticipated and explored.
 - Example park facilities desires include: a community center with gathering places and diverse programming, a splash pad for families and children and more fountains and water features, a dog park, a mountain bike facility, and a trail system connecting all of the parks.
 - Example programming desires include: Multicultural programming to support and celebrate diverse communities, programming that will appeal to older kids and teenagers, and additional family recreation opportunities. Programming to support multigenerational connections.

SUMMARY OF COMMENTS

City parks

Protect/preserve/improve/increase access to city parks

Community spaces

Create more/preserve community gathering spaces. Provide places that are friendly to all ages and cultures. Specifically support diverse cultures

Community programming

Invest in community programming to bring people together for all ages/abilities/cultures. More multicultural programing, sports, etc. Programing for older kids. More recreational opportunities for diverse cultures. Increase family entertainment options

Community facilities

Specific suggestions for facilities like a community center, splash pad, dog park, and mountain bike facility

Location

Celebrate Roseville's great location/amenities/good place to live/quiet and peaceful



City services and civic engagement

We aspire to be a city that fosters a strong sense of community through effective and inclusive communication, effective engagement, and collaborative decision making

WHERE...

- Information on community events, resources, and engagement opportunities is shared widely and in multiple languages and is easy for all people to access.
- The city is effective in delivering essential services such as emergency response, public works, and community programming.
- Rules, regulations, and guidance are designed to work for all people and businesses of all sizes and scales, and are enforced consistently, creating an even playing field.

SUMMARY OF COMMENTS

Community resources

Maintain/expand/share information more widely about existing community resources

Community engagement

Maintain/expand city communications and engagement with residents, property owners, and businesses; Get more people involved. Foster community/belonging/pride

Language

Communicate in multiple languages to make people feel included



Welcoming and inclusive

We aspire to be a community that is welcoming and inclusive of all people regardless of country of origin, race, ethnicity, gender, sexual preferences, age, physical ability, or socioeconomic standing

WHERE...

- ▶ Roseville facilitates dialogue, active engagement and connections among Roseville businesses, residents, local government and non-profit partners through community events, activities and communication systems. The city works to ensure the active engagement of historically underrepresented populations.
- ▶ People are treated equally when interacting with the city regardless of outward appearance, socioeconomic status or ability.
- ▶ The city will support initiatives to encourage new and existing residents, or people of different ability or socioeconomic status, to connect and learn about each other to build community and unity.

SUMMARY OF COMMENTS

Diversity

Encourage/embrace/support people from diverse cultures, all ages, and all levels of physical ability

Cultural events

Create culturally-specific events/programming. Foster sense of belonging. Build awareness and acceptance of diverse cultures

Families

Strive to attract young families

Location

Celebrate Roseville's great location/amenities/good place to live/quiet and peaceful



Safety and security

We aspire to be a community where all people feel safe and secure, and where trust and mutual respect for police, fire, and all emergency responders is fostered

WHERE...

- ▶ People of all ages and backgrounds feel safe and secure in their daily activities and police, fire, and other emergency responders are trusted partners in the community.
- ▶ Roseville recognizes and proactively addresses physical and social issues like poorly maintained neighborhoods, concentrations of crime, houselessness, panhandling, and other issues.
- ▶ Roseville police and fire maintain good communication and a collaborative relationship with Roseville businesses. Roseville businesses are confident that police will provide meaningful follow-up to reported incidents and they will receive a prompt, professional response when they contact public safety for urgent or non-urgent matters.

SUMMARY OF COMMENTS

Crime

Minimize crime/feeling unsafe in certain parts of the city

Enforcement

More enforcement of traffic laws (speeding, crosswalk stopping, etc.)

Policing

Programs to build/expand/repair community trust

Respect

Change in how community members treat each other/fear of being accused/stereotyped

Young people

Help school aged children feel safe in the community

We aspire to be secure in diverse neighborhoods, with quality housing and business developments that offer a range of choices to meet the needs of all people and a healthy mix of businesses

WHERE...

- ▶ The city encourages a balanced approach to housing development and density to provide a range of housing choices, while preserving existing neighborhoods and communities.
- ▶ The city proactively plans for the housing needs of diverse communities and an aging population.
- ▶ Roseville maintains a diverse commercial/industrial building stock that includes properties affordable to start-up, young and growing businesses, and opportunities for growing businesses to expand and stay in the city.
- ▶ Roseville recognizes the community-building value of locally-owned retail and service-oriented businesses that meet the needs of area residents and all city departments work to create a hospitable, supportive environment.

SUMMARY OF COMMENTS

Affordable housing

Preserve/expand, housing options and choices, affordable ownership options

Development for a range of businesses

Support small/locally owned/service oriented businesses. Development to support a range of businesses sizes and functions in Roseville

Older adults

More options for seniors/options to age in place/single level residences





Business and economy

We aspire to be economically prosperous, with a stable and broad tax base, vibrant small businesses, high quality employment opportunities, and a range of retail and entertainment options

WHERE...

- ▶ A healthy, vibrant mix of businesses, large and small, in all sectors is intentionally cultivated.
- ▶ The city seeks to understand the challenges and opportunities facing businesses in Roseville and create a supportive, business-friendly environment.
- ▶ There is strong collaboration with the private sector to address economic, workforce, infrastructure and other challenges and opportunities.
- ▶ The city supports small, locally-owned businesses with access to finance and technical assistance tools that enable them to own, maintain, and improve owner-occupied properties.

SUMMARY OF COMMENTS

Small business

Support small/local/minority owned/family-owned businesses over big box/corporate

Business improvement

Support/incentivize business revitalization

Employment

More quality employment opportunities

Tax base

Implement policies/actions that grow the tax base

Entertainment and shopping

Protect/preserve/expand

Findings and Recommendations

The next steps in the Envision Roseville process are for the city to take action toward implementing these community aspirations. The aspirations are intended to be a set of guiding principles that can be used as a foundation for the programs and services within each city department. The following are key findings and recommended action items for the city to consider as next steps.

General alignment with previous aspirations

The city's previous community aspirations were developed over 15 years ago. The current project was needed to update and calibrate the previous aspirations to ensure alignment with the vision and values of the people in Roseville today. The new aspirations presented in this document are a refreshed take on the community vision and sentiments for today's Roseville. The new aspirations generally validate the previous aspirations and do not signal a substantial change in direction for the city.

Guide decision-making

Once approved, the community aspirations can become an immediate guide for future decision-making within the city. The aspirations should be considered in all future city decisions, plans, and policies.

Strategic plan

The next step for the community aspiration is to identify specific action items that will help to implement the vision of the community. This can be done with a strategic plan that identifies short-, mid-, and long-term action steps related to each of the key themes identified by the community.

Partner agencies

The city should collaborate with partner agencies, such as the Roseville Area School District, Ramsey County, and MnDOT to address issues related to the community aspirations which are multijurisdictional.

Address specific issues

The community input collected as part of Envision Roseville was tabulated, grouped, and coded to identify common themes. However, people provided many specific comments such as location-specific improvement suggestions and specific areas of concern. The city should review all the input received and evaluate opportunities to act on the specific comments not covered in the community aspirations.

Close the feedback loop

The city should share how the community aspirations were used. Let people know that their input was heard and is making a difference.

Appendix A

Phase 1 engagement summary



ENVISION ROSEVILLE

Phase 1 Engagement Summary

May 2023

1. *Journal of the American Medical Association*, 2000; 283: 2689-2695.

[illegible]

Phase 1 Community Engagement



Live engagement activities: 20+ activities & 1,055 participants

Listening sessions: 10 mtgs/40+ people

Community pop-ups: 4 events/750 people

Community workshops: 3 events/200+ people

Business outreach: 40 locations/40 people

Business council: 1 event/12 people

Business interviews: 15 mtgs/20 people



Online engagement: 950+ responses

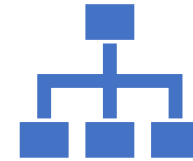
Survey

Interactive map

Idea wall

Hello Lamp Post

Business survey



Committees: 2 workshops, dozens of meetings

Community Advisory Group (CAG)

Project Management

Team/department leads (PMT)

Project team (meets bi-weekly)



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Summary of Activities



Organization/Location	Event/Activity	Initial Meeting Date & Time	Notable Communities	Approx. No. of Attendees
Visit Roseville	Listening session	9/28/2022	Businesses	3
Roseville Area Schools	Listening session	9/30/2022	Students, community services	3
Resilient Roseville	Listening session	10/5/2022	Environmental Advocats	4
Man Up Club	Listening session	10/6/2022	Young adults, people of color	2
Roseville Area High School: Cultural Liaisons	Listening session	10/12/2022	Students, people of color, recent immigrants, community services	2
Monthly HRIEC Meeting on Community	Listening session	10/19/2022	Equity	11
Do Good Roseville	Listening session	10/25/2022	Community volunteers	1
King of Kings Lutheran	Listening session	10/26/2022	Faith-based community	1
Roseville Area High School: Cultural Liaisons	Listening session	10/12/2022	Students, people of color, recent immigrants, community services	6
Roseville Area Schools: Cultural Liaisons (all schools)	Listening session	11/17/2022	Students, people of color, recent immigrants, community services	8
Wild Rice Festival	Community pop-up activity	9/19/2022	General public	200
Tenant Notification	Community pop-up activity	9/22/2022	Renters	20
Roseville HS Homecoming	Community pop-up activity	9/30/2022	Students	450
Spooktacular	Community pop-up activity	10/29/2022	General public	75
Community Fiesta (at the Oval)	Community meal	12/15/2022	Renters, Latino communities	35
Community Open House - Library	Community workshop	1/10/2023	General public	20
Roseville Area High School African American Family Night	Community workshop	2/13/2023	People of color, families, students	150
Anpétu Téça, Adult Learners meeting	Community workshop	2/15/2023	Recent immigrants	8
Travelers with Disabilities Committee – Metropolitan Airport Commission	Shared information and provided a promotional flyer	10/12/2022	People with dissabilities	-
TSA Disability & Medical Condition Coalition	Shared information and provided a promotional flyer	10/12/2022	People with dissabilities	-
Kids in Need	Shared information and provided a promotional flyer	10/12/2022	Family support services, people with low incomes	-
Every Meal	Shared information and provided a promotional flyer	10/12/2022	Family support services, people with low incomes	-
Tapped and uncorked	Shared information and provided a promotional flyer	9/23/2022	General public	-

What do you love about Roseville?
What do you see for Roseville's
future?
Grab a post it note and help
vision for Roseville's future!



Who Have We Reached?

Online demographics – self identify

- ✓ Good coverage of age with exception of 18 – 24 yrs
- ✓ 85% white, 11% prefer not to answer
- ✓ 93% English, 5% prefer not to answer
- ✓ 6% have a disability
- ✓ 85% live in a single-family home
- ✓ 86% live in an owner-occupied residence

Community partnerships/events

- ✓ People of color
- ✓ Non-English speakers
- ✓ Youth/students and families
- ✓ Visitors/businesses
- ✓ Students
- ✓ Renters (limited)

Apparent gaps (target in Phase 2)

- ☐ Young adults, 18-24 yrs
- ☐ Residents of apartments/renters
- ☐ Recent immigrants/limited-English



Online Survey Results



Phase 1 Results (preliminary)

- Themes generally align with existing community aspirations
 - Different emphases
 - New themes: Parks and schools
- No major disparities between different engagement types/cohorts
 - The most prevalent theme on HLP was "environment and green space"
 - Diverse cultures tended to prioritize "welcoming and inclusive community" higher
 - Students ranked "safety and security" higher
 - Community partnerships emphasized "small businesses" and "housing affordability"



Community Values

Values	How much the community values		How well the city delivers		Difference
	Weighted avg.	Rank	Weighted avg.	Rank	
Sense of personal safety	4.66	1	3.69	9	0.97
Emergency response (police, fire, ambulance, etc.)	4.61	2	4.14	2	0.47
Natural resources (trees, lakes, natural habitats)	4.56	3	4.12	3	0.44
Traffic safety	4.41	4	3.52	13	0.88
Well-maintained roads	4.43	5	3.75	8	0.68
Access to parks and trails	4.37	6	4.17	1	0.20
Bicycle and pedestrian safety	4.24	7	3.13	24	1.10
Conservation and sustainability	4.09	8	3.46	16	0.63
Access to healthy activities	4.08	9	3.68	10	0.40
Access to healthy foods	3.94	10	3.49	15	0.44
Access to modern technology	3.95	11	3.46	17	0.50
Sense of belonging in community	3.85	12	3.41	21	0.44
Public gathering spaces	3.81	13	3.87	6	-0.06
Diverse and multicultural community	3.55	14	3.46	18	0.10
Community events and programming	3.72	15	3.90	5	-0.18
Close to work	3.32	16	3.65	11	-0.33
Access to community support services	3.54	17	3.37	22	0.17
Low property taxes	3.48	18	2.88	25	0.60
Diversity of housing choices	3.22	19	3.41	20	-0.19
Entertainment and dining opportunities	3.71	20	3.78	7	-0.07
Cultural activities and events	3.43	21	3.55	12	-0.12
Service and retail establishments	3.67	22	4.00	4	-0.33
Close to family	3.18	23	3.42	19	-0.25
Access to transit options (buses, trains, etc.)	3.20	24	3.23	23	-0.02
Range of employment opportunities	2.95	25	3.50	14	-0.54



Key Themes

Category	Open Ended Survey	Idea Wall	Map Pins	Total
Transportation & Infrastructure	199	17	74	290
Environment/Sustainability/Parks	164	28	75	267
City Services and Civic Engagement	96	16	21	133
Housing & Development	102	8	4	114
Business & Economy	90	1	10	101
Community: welcoming, inclusive, respectful, engaged	81	2	11	94
Safety & Security	40	4	14	58
Schools, Education, and families	24	1	3	28
General/Location Specific Comments	0	1	21	22
Health & Wellness	4	1	0	5



Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Transportation & Infrastructure</i>			199	17	74	290
Ped/bike	Roseville should strive to be a bike friendly community/more bike facilities/more trails/improve bike safety	Need more	54	7	20	81
Ped/bike	Roseville should strive to be a walkable community/more sidewalks/improve pedestrian safety	Need more	47	1	22	70
Transportation	Roseville should have more transit opportunities/types/frequency	Need safer bus stops	27	2	5	34
Ped/bike	Roseville should improve trail connectivity to parks and other cities	Want it	11	4	7	22
Transportation	Roseville has too much traffic congestion	Need less	9	0	7	16
Infrastructure	Roseville needs more high speed internet options/citywide fiber/citywide wifi	Want it/more options	12	0	0	12
Transportation		Need less	7	0	3	10
Transportation	Highway 36 needs maintenance/safety improvements/more capacity	Need maintenance	7	0	3	10
Transportation	Roseville should implement 25 mph speed limits	Want it	5	1	4	10
Ped/bike	Roseville should prioritize non-motorized vehicles/have less cars	Prioritize	6	1	0	7
Transportation	Roseville road condition needs improvements	Needs improvement	5	1	x	6
Ped/bike	Roseville should stop investing in multimodal transportation/bike facilities	Stop doing it	3	0	2	5
Transportation	Roseville has too many vehicle crashes	Need less	2	0	1	3
Transportation	Roseville should have a careshare program	Want one	3	0	0	3
Ped/bike	Roseville should invest in more multimodal options for seniors	Want more	1	0	0	1

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Environment/Susatinability/Parks</i>			164	28	75	267
Green space/open space	Roseville has great parks and green space/should protect/add more	Need more	26	0	27	53
Environment/sustainability	Roseville should support sustainability/conservation/reduce environment	reduce it	41	3	5	49
City facilities	Roseville needs a community center/affordable community center	Add one	22	4	8	34
City facilities	Roseville needs a splashpad/pool/water park	want one	9	3	8	20
City services	There should be more programming at the ampitheater	Want more	10	5	0	15
Environment/sustainability	Roseville should implement unified waste hauling	Want it	10	5	0	15
City facilities	Roseville needs more mountain bike facilities	Want more	0	1	1	10
Environment/sustainability	Roseville needs more green infrastructure	Want more	3	4	3	10
Green space/open space	Roseville should invest in more trees	Want more	6	2	1	9
City facilities	Roseville should build a bicycle pump track	Want one	3	0	4	7
City services	Roseville should have food trucks or restaraunts at Central Park	Want more	6	0	1	7
Environment/sustainability	Rosevillle should invest in green energy	Invest in it	6	0	1	7
Green space/open space	Resevior Woods is great/should be maintained	Maintain	4	0	3	7
City facilities	Roseville needs a dog park	Want one	2	0	4	6
City services	Roseville should have less impermeable surfaces	Want it	1	1	4	6
City services	Roseville should have community gardents	Want it	4	0	1	5
City services	Roseville should have a farmers market in Central Park	Want it	3	0	1	4
Environment/sustainability	Roseville should have emergency phones in Central Park	Add emergency phones	2	0	2	4
City services	Roseville needs an indoor playground	Want it	2	0	1	3
City facilities	Roseville needs a park in the Har Mar mall area	Want one	2	0	0	2
City facilities	Roseville should have dog waste bags at parks	Want more	1	0	0	1
Environment/sustainability	Roseville should not implement unified waste hauling	Don't want it	1	0	0	1

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>City Services and Civic Engagement</i>			96	16	21	133
City services	Roseville needs more community programming/affordable programming/programming for all ages and cultures	Need more	24	2	0	26
City services	Roseville should have more recreational opportunities/recreation for diverse communities	Need more	8	3	5	16
City services	Roseville needs to do a better job clearing snow on streets	Re-plow side streets	13	0	1	14
City services	Roseville has great community services/should invest in community services	keep it up	6	4	3	13
Civic engagement	Roseville should have multiple forms of communication to residents (needs improvement)	Want it	7	3	1	11
Civic engagement	Roseville should do more to share information about community resources	Do it	7	2	0	9
City services	Roseville should improve its sidewalk snow removal	Want more	4	0	2	6
Regulations	Roseville should enact policies against panhandling	Want it	3	0	3	6
City services	Roseville should prioritize spending on core services like water and emergency response	Prioritize	5	0	0	5
City services	Roseville should clean the litter off of the roads	Want more	3	0	2	5
City services	Roseville needs more family entertainment options	Want it	3	1	0	4
Regulations	Roseville should have less property regulations	need less	1	0	3	4
City services	Roseville does a good job with snow clearance on trails	Good job	1	1	1	3
Civic engagement	Envision Roseville is great!	Good job	3	0	0	3
Regulations	Roseville should enact sustainable building codes	Want it	3	0	0	3
Regulations	Roseville should focus on effective city governance (needs improvement)	Want it	2	0	0	2
City services	Roseville should collaborate with Ramsey County for improvements to the parks and library	Want more	1	0	0	1
Civic engagement	Roseville should be more responsive to residents	Need more	1	0	0	1
Regulations	Roseville should preserve and protect historic buildings (DQ on Lexington Ave)	Preserve	1	0	0	1

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Housing & Development</i>			102	8	4	114
Housing	Roseville needs more affordable housing/should pursue rent control/naturally occurring affordable housing/affordable ownership options	Need more	32	1	1	34
Development	Roseville has too much density/needs less multifamily development/apartments/too much rental/too much outside ownership	Need less	18	1	1	20
Housing	Roseville should encourage a mix of housing/culturally appropriate housing/missing middle housing	Need more	10	2	1	13
Housing	Roseville needs better options for seniors to age in place/less senior high rises/more single level townhomes	Need less	10	1	0	11
Housing	Roseville needs more property maintenance/rennovation programs/improve housing stock	Need more	10	0	0	10
Housing	Roseville should encourage more single familiy housing	Want more	9	1	0	10
Development	Roseville should encourage more mixed use development/transit supportive development	Need more	4	2	1	7
Development	Roseville needs more density	Need more	4	0	0	4
Housing	Roseville should do more to help people experiencing homelessness	Need to address	3	0	0	3
Development	Roseville should encourage sustainable buildings	Need more	1	0	0	1
Housing	Roseville has too much affordable housing	Need less	1	0	0	1

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Business & Economy</i>			90	1	10	101
Businesses	Support and encourage small/minority/familylocal businesses	Support/need	19	0	4	23
Businesses	Roseville has too many "big box," corporate, and chain businesses	Need less	14	1	2	17
Economy	Property taxes in Roseville are too high	Decrease	13	0	0	13
Economy	Roseville needs more quality employment opportunities/well paying jobs	Want more	8	0	0	8
Businesses	Roseville has a good mix of businesses which should be preserved	Positive	4	0	3	7
Businesses	Roseville should support/incentivize business revitalization	Want it. Rich	7	0	0	7
Economy	Roseville should implement policies/actions that grow the tax base	Grow tax base	6	0	0	6
Businesses	Harmar Mall is an asset that should be preserved and revitalized	Vision	4	0	1	5
Businesses	Roseville needs more business varieties/types/less retail	Want more	5	0	0	5
Businesses	Roseville has a good mix of quality entertainment, dining, and shopping options that should be maintained	Maintain	3	0	0	3
Businesses	Roseville should have less strip malls	Need less	3	0	0	3
Businesses	Rosedale Mall is an asset that should be supported and maintained	Support/maintain	2	0	0	2
Businesses	Roseville needs more affordable commercial property	Want more	1	0	0	1
Economy	Roseville should support seasonal workers with meaningful employment opportunities	Support	1	0	0	1

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Community: welcoming, inclusive, respectful, engaged</i>			81	2	11	94
General	Roseville has offers great amenities	Positive	7	0	6	13
General	Roseville is a great place to live	Positive	12	0	1	13
General	Roseville is in an ideal location	Positive	10	0	0	10
Spaces	Roseville needs a community mainstreet (near Central Park)	Want it	2	1	0	3
Events/activities/people	Roseville needs more community engagement opportunities/options for people to get involved/foster community pride/build a sense of belonging	Want more	13	0	0	13
Events/activities/people	Roseville needs more community events/culturally specific events/affordable events	Need more	8	1	0	9
Spaces	Roseville needs more public gathering spaces	Need more	4	0	0	4
General	Roseville should be a quiet and peacefull community (needs improvement)	Preserve	2	0	1	3
Spaces	Roseville should be clean and well maintained (need to improve)	Want it	4	0	0	4
Events/activities/people	Roseville should encourage/embrace/support people from diverse cultures and races/persue a sister city program/pursue equity/be inclusive/support BIPOC communities	Support/encourage/learn	12	0	2	14
Spaces	Roseville should maintain its "small town feel"		5	0	1	6
Events/activities/people	Roseville should strive to attract young families		2	0	0	2

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Safety & Security</i>			40	4	14	58
Security	Roseville has too much crime/is unsafe	Need less	23	0	3	26
Safety	Roseville needs better traffic law enforcement	Need more	8	2	7	17
Safety	Roseville needs better crosswalk stopping compliance enforcement	Neen more	0	1	4	5
Security	Roseville should have mental health officers/programs to build community trust	Want more	4	1	0	5
Security	Roseville needs more police	Neen more	3	0	0	3
Security	Roseville should pursue a fair justice system (needs improvement)	Want more	2	0	0	2

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
9. Schools, Education, and families			24	1	3	28
Schools	Roseville has good schools/should continue to invest in schools	Positive	15	0	1	16
Schools	Roseville needs more afterschool activities	Want more	5	1	2	8
Schools	Roseville should support diversity in schools	Want more	4	0	0	4

Category	Subcategory	Sentiment	Open Ended Survey	Idea Wall	Map Pins	Total
<i>Health & Wellness</i>			4	1	0	5
Health	Roseville should support healthy lifestyles/community health	Support it	2	1	0	3
Health	Roseville needs more heathcare facilities	Need more	2	0	0	2

Subcategory	Open Ended Survey	Idea Wall	Map Pins	Total
<i>General Comments</i>	0	1	21	22
Location Specific- sidewalk maintenance	0	0	10	10
Location Specific- Traffic improvements	0	0	9	9
Improve Highway 36	0	1	0	1
Good Traffic management/signage	0	0	1	1
location specific- Noise reduction wall	0	0	1	1

Business Outreach Process

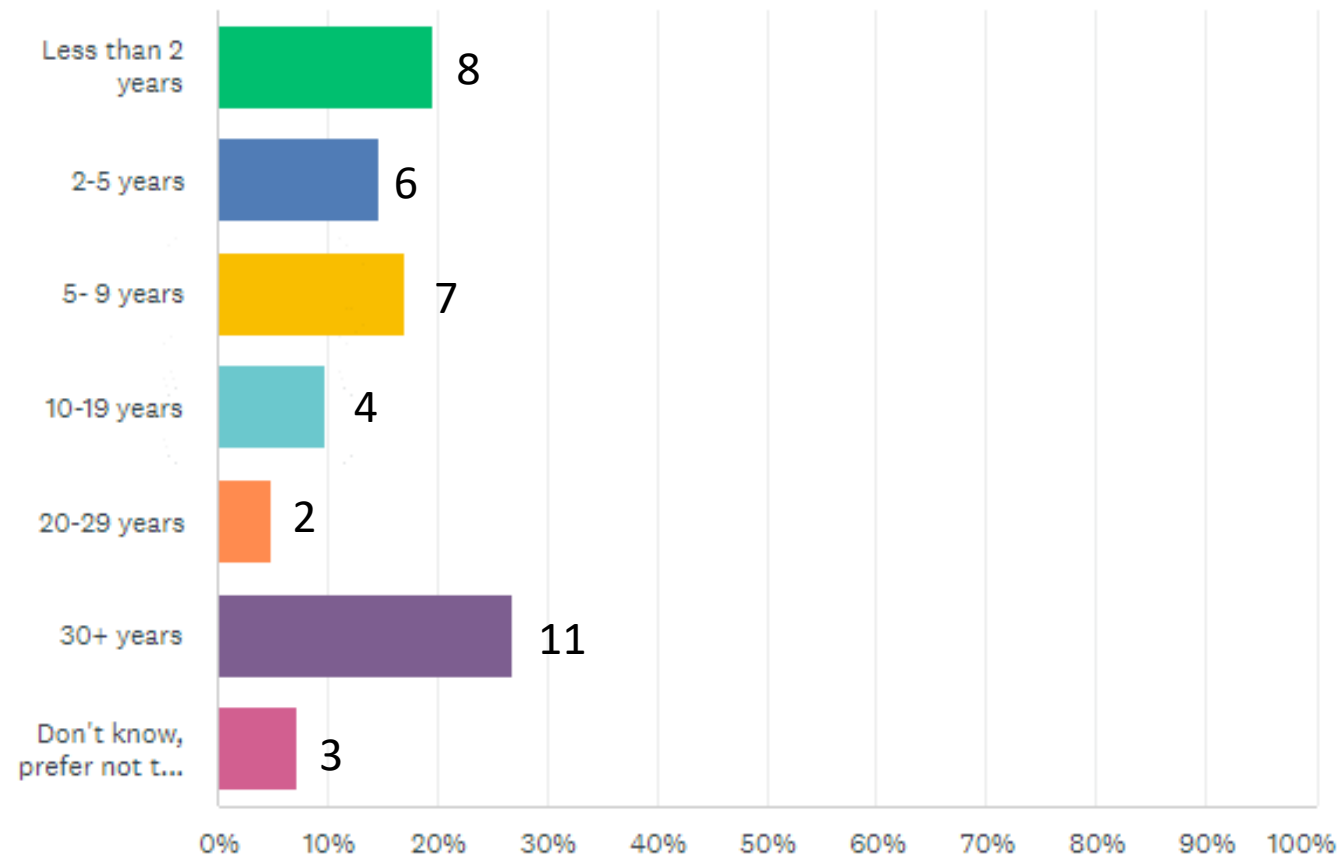
- Outreach at broadcast Business Council meeting on January 25. Distributed survey link to 12 attendees
- Partners distributed to their e-mail lists (e.g., Chambers, Ramsey County, MCCED, Grow Roseville)
- Publicized survey on back page (business section) of Roseville City News – January & March
- Distributed flyer in person - promoting the survey to ~39 locally owned businesses at Lexington/Larpenteur, Rice/Larpenteur & Hamline/CRB
- Received 41 responses



Business Survey Results

How long has your business been in Roseville?

Answered: 41 Skipped: 0



Identify where your business is located

ANSWER CHOICES ▼	RESPONSES ▼
▼ Northwest - North of Hwy 36, West of Hamline (includes Rosedale & business park near I-35W)	35.90% 14
▼ Quadrant 2 - North of 36, East of Hamline to Rice Street	5.13% 2
▼ Quadrant 3 - South of 36, West of Hamline (includes Target & HarMar area)	20.51% 8
▼ Quadrant 4 - South of 36, East of Hamline to Rice Street (includes CR B, Lexington/Larpenteur, Rice/Larpenteur)	38.46% 15
TOTAL	39



Which categories best describe your business?

Retail trade		22.22%	8
Professional service (e.g., legal, accounting, consulting)		22.22%	8
Other (please specify)	Responses	19.44%	7
Personal service (e.g., salon/spa, barber shop)		16.67%	6
Health care service (e.g., medical, dental, chiropractic, veterinarian)		5.56%	2
Wholesale trade		2.78%	1
Educational service (e.g., tutoring, childcare)		2.78%	1
Finance, insurance and real estate		2.78%	1
Construction		2.78%	1
Manufacturing		2.78%	1
Automotive service		0.00%	0
Trucking/distribution/logistics		0.00%	0
TOTAL			36

Business ownership

Local ownership		75.00%	27
Other (please specify)	Responses	16.67%	6
Franchise		5.56%	2
Not locally owned		2.78%	1
Branch office		0.00%	0



Rent/own

- Rent – 66.7%
- Own – 33.3%

Your role

- Business owner – 83%
- Business manager – 17%

Gender

- Male – 44.4%
- Female – 41.8%
- Prefer not to answer – 11.1%
- Non-binary – 2.8%

Race Ethnicity

- White/Caucasian – 72.2%
- Asian or Asian American – 8.3%
- Prefer not to answer – 8.3%
- Black – 5.6%
- Mexican American – 2.78%
- Other/multiple races – 2.78%

Disability

- ID as person w/ disability – 8.3%
- Prefer not to answer – 8.3%

What factors influenced you to locate & stay in Roseville?

▼ Good location in the metro area to access customers	68.29%	28
▼ Reside in the Roseville area	46.34%	19
▼ We like Roseville	46.34%	19
▼ Transportation access - freeways, road & transit network	43.90%	18
▼ Safety and security	43.90%	18
▼ Roseville has a positive image	43.90%	18
▼ Good location in the metro area to access workforce	36.59%	15
▼ Sense of community	36.59%	15
▼ Appropriate building (office, industrial or retail) for my business	34.15%	14
▼ Concentration of retail activity in Roseville	29.27%	12
▼ Other (please specify)	Responses 19.51%	8
▼ Cost of space is a good value	17.07%	7
▼ Dining & lodging options	17.07%	7
▼ Proximity of suppliers and other business partners	12.20%	5
▼ Tax and regulatory environment	7.32%	3

What factors influenced you to locate & stay in Roseville? (comments)

- Volunteer at WRC
- I use The Reserve co-working space in Roseville
- We have many clients in north Ramsey County area
- City land was available for our new building
- Low crime
- No “used goods” law
- Can’t afford office space & run the business from home, with employees doing the same



Community values inform the community vision & help guide mission, strategic plan, goals, services & budget. Please rate the importance of the following to your business (descending order)

	1- NOT IMPORTANT AT ALL TO MY BUSINESS OR DOESN'T ALIGN WITH MY VALUES	2- NOT VERY IMPORTANT TO MY BUSINESS, OR DOESN'T FULLY ALIGN WITH MY VALUES	3- NEUTRAL TO ME OR NO OPINION	4- SOMEWHAT IMPORTANT TO MY BUSINESS OR ALIGNS WITH MY VALUES	5- VERY IMPORTANT TO MY BUSINESS OR IS A CORE VALUE	TOTAL	WEIGHTED AVERAGE
Reliable and trustworthy emergency response (police, fire, ambulance)	0.00% 0	0.00% 0	7.89% 3	21.05% 8	71.05% 27	38	4.63
Sense of personal safety for customers and employees	2.70% 1	0.00% 0	5.41% 2	21.62% 8	70.27% 26	37	4.57
Welcoming, friendly community	0.00% 0	0.00% 0	7.89% 3	28.95% 11	63.16% 24	38	4.55

Values (descending order)

Predictable property tax environment, good value for taxes paid	0.00% 0	0.00% 0	23.68% 9	28.95% 11	47.37% 18	38	4.24
Low property taxes	2.63% 1	0.00% 0	23.68% 9	31.58% 12	42.11% 16	38	4.11
Sense of belonging in the community	2.63% 1	7.89% 3	7.89% 3	47.37% 18	34.21% 13	38	4.03
Well-maintained public transportation & infrastructure systems	5.26% 2	2.63% 1	18.42% 7	36.84% 14	36.84% 14	38	3.97
Traffic safety, including pedestrians and bicycles	0.00% 0	7.89% 3	23.68% 9	34.21% 13	34.21% 13	38	3.95
Support for the environment and sustainability	2.63% 1	7.89% 3	31.58% 12	18.42% 7	39.47% 15	38	3.84

Values (descending order)

Good parks, trails, and recreational opportunities in the community	2.63% 1	13.16% 5	28.95% 11	18.42% 7	36.84% 14	38	3.74
Broad range of dining options	7.89% 3	10.53% 4	23.68% 9	36.84% 14	21.05% 8	38	3.53
Diverse and multicultural community	13.16% 5	2.63% 1	26.32% 10	34.21% 13	23.68% 9	38	3.53
Access to healthy activities	7.89% 3	7.89% 3	36.84% 14	21.05% 8	26.32% 10	38	3.50
Diversity of housing choices	7.89% 3	23.68% 9	23.68% 9	23.68% 9	21.05% 8	38	3.26



Values – (comments)

- Recycling for businesses (2)
- Safety & security is #1
- Connect residents & businesses (2)
- I love trees & scenery
- City has a can do attitude!
Wants to work well w/
companies & organizations
- Support for elders & disabled
- Rosedale & retailers help make
a trip to our office part of a few
errands
- Some clients & customers need
transit
- Ease of access & parking to
parks & trails
- Arrest criminals, make them pay
restitution & put in prison
- Would love to see local paper
again
- Complaint about assistance to
new businesses, not existing &
special assessments for road
reconstruction 100% for small
business, 25% for Target



In your experience as a business owner/manager, how has the City of Roseville helped to deliver, create or support these characteristics. (descending order)

	1- ROSEVILLE DOES NOT DELIVER THIS	2- ROSEVILLE DELIVERS SOMEWHAT, BUT THERE IS ROOM FOR IMPROVEMENT	3- ROSEVILLE DELIVERS THIS MODERATELY, OR I HAVE NO OPINION	4- ROSEVILLE DOES THIS REASONABLY WELL	5- ROSEVILLE DOES THIS VERY WELL!	TOTAL	WEIGHTED AVERAGE
Reliable and trustworthy emergency response (police, fire, ambulance)	0.00% 0	8.33% 3	5.56% 2	44.44% 16	41.67% 15	36	4.19
Welcoming, friendly community	0.00% 0	5.56% 2	16.67% 6	38.89% 14	38.89% 14	36	4.11
Good parks, trails, and recreational opportunities in the community	0.00% 0	0.00% 0	33.33% 12	36.11% 13	30.56% 11	36	3.97

Delivering results (descending order)

Broad range of dining options	0.00% 0	2.78% 1	33.33% 12	33.33% 12	30.56% 11	36	3.92
Sense of personal safety for customers and employees	2.86% 1	11.43% 4	5.71% 2	54.29% 19	25.71% 9	35	3.89
Sense of belonging in the community	0.00% 0	5.56% 2	30.56% 11	41.67% 15	22.22% 8	36	3.81
Access to healthy activities	0.00% 0	5.56% 2	38.89% 14	27.78% 10	27.78% 10	36	3.78
Well-maintained public transportation & infrastructure systems	5.56% 2	5.56% 2	36.11% 13	33.33% 12	19.44% 7	36	3.56

Delivering results (descending order)

Support for a diverse and multicultural community	0.00% 0	11.11% 4	41.67% 15	27.78% 10	19.44% 7	36	3.56
Support for the environment and sustainability	2.86% 1	8.57% 3	40.00% 14	31.43% 11	17.14% 6	35	3.51
Predictable property tax environment, good value for taxes paid	0.00% 0	17.14% 6	31.43% 11	37.14% 13	14.29% 5	35	3.49
Diversity of housing choices	0.00% 0	11.11% 4	50.00% 18	27.78% 10	11.11% 4	36	3.39
Traffic safety, including pedestrians and bicycles	2.78% 1	19.44% 7	22.22% 8	47.22% 17	8.33% 3	36	3.39
Low property taxes	11.11% 4	13.89% 5	41.67% 15	19.44% 7	13.89% 5	36	3.11

Appendix B

Hello Lamp Post summary

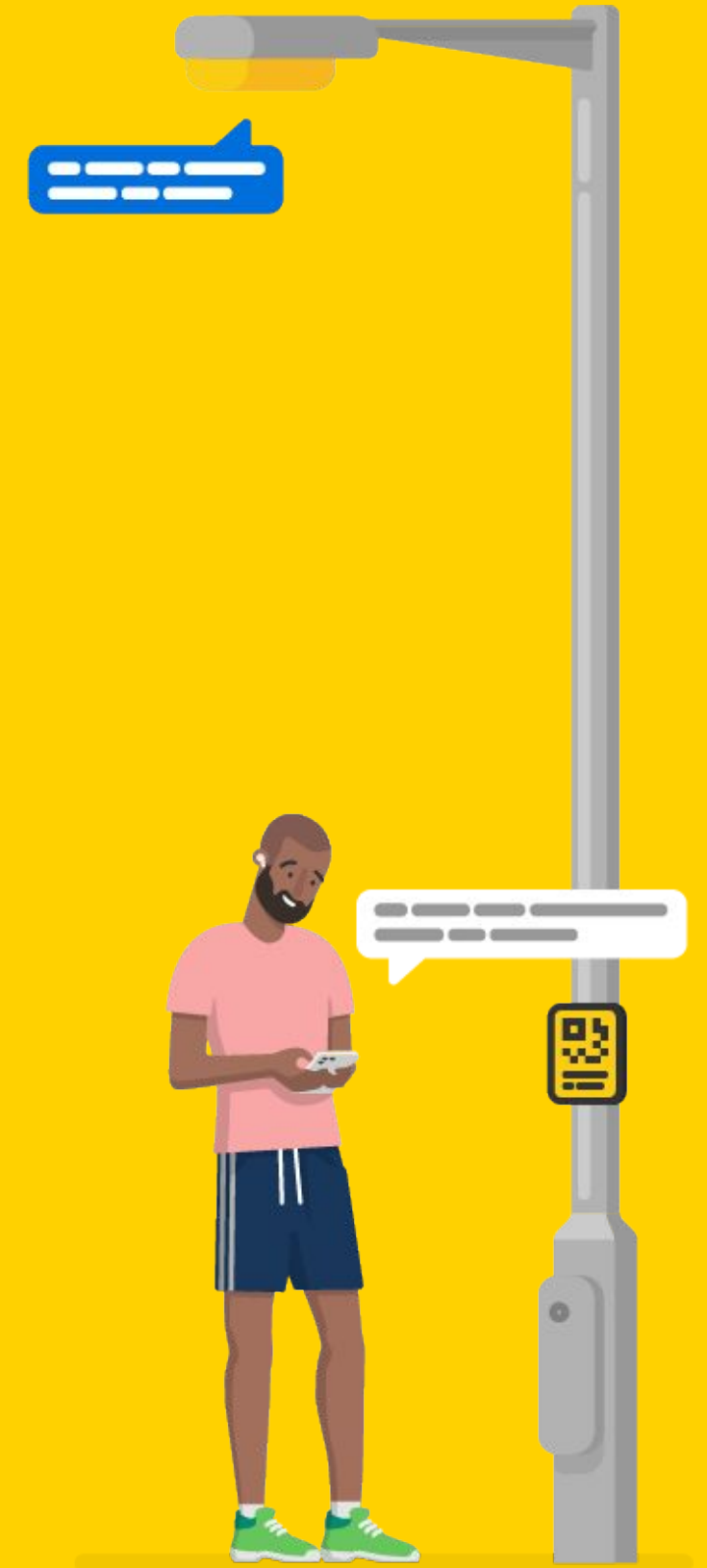
Phase 1 Final Report

01/18/23

Prepared for: City Of Roseville
Prepared by: Hello Lamp Post
In association with: Zan Associates

HELLO

LAMP POST



Summary

Questions – Categories & Themes

- Demographic
- Home and community
- Safety
- Business
- Neighborhood
- Sustainability
- Health
- Transportation
- Success in the community

Signage

- 43 signs at 28 locations across Roseville
- Placement in highly visible, high-traffic areas with the goal of reaching a wide demographic of residents and visitors



187
Users

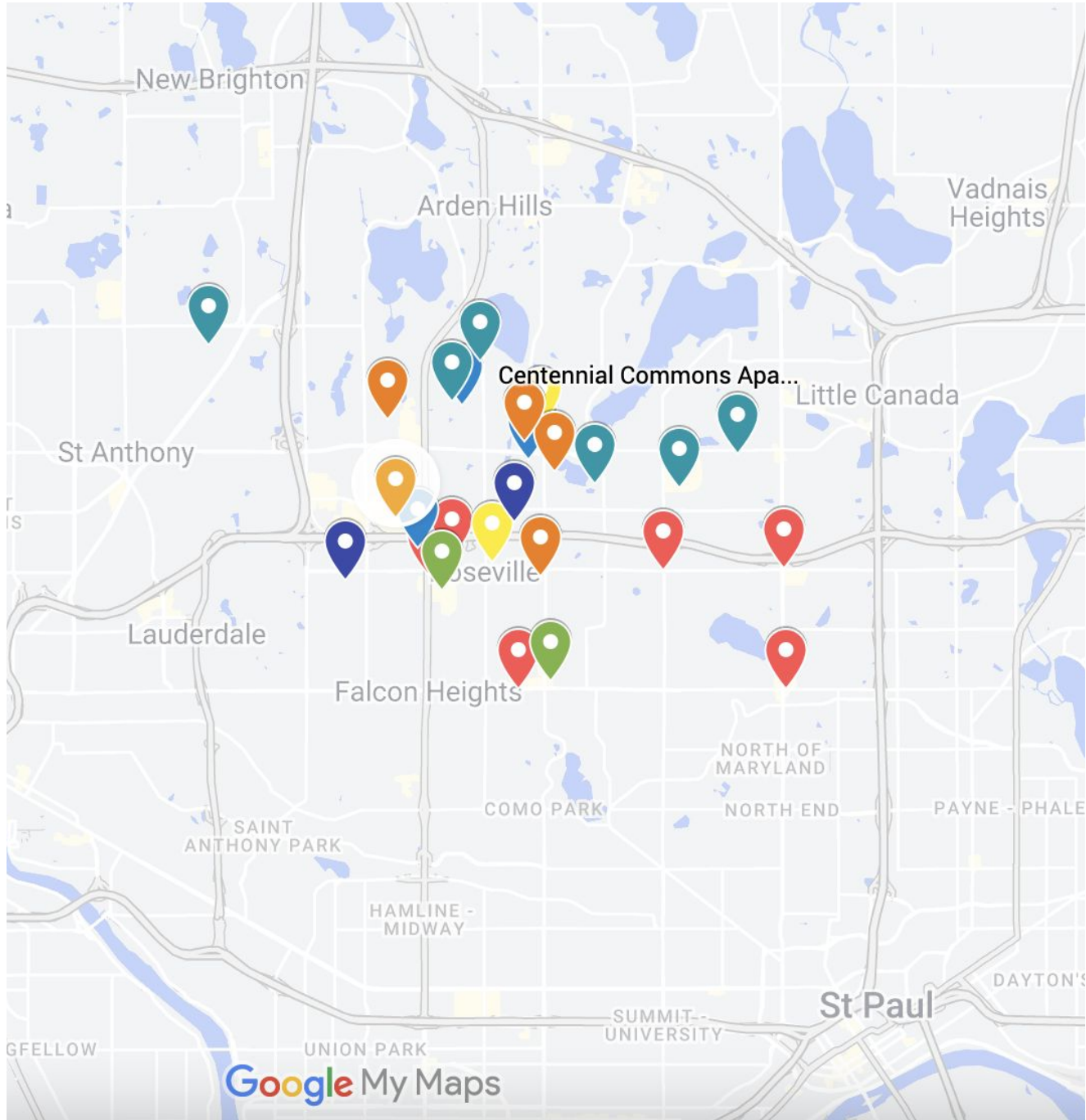


744
User Messages

Top Objects

Rank	Object	Interactions	Key
1	Virtual Object	172	
2	Bus Stop	52	
3	Rose Sculptures	36	
4	Rosedale Shopping Centre	35	
5	Public lobbies	32	
6	City hall	27	
7	Shopping Centres (Excludes Rosedale)	27	
8	Parks	26	
9	Housing communities	12	
10	Schools	9	

[My Maps - Link](#)



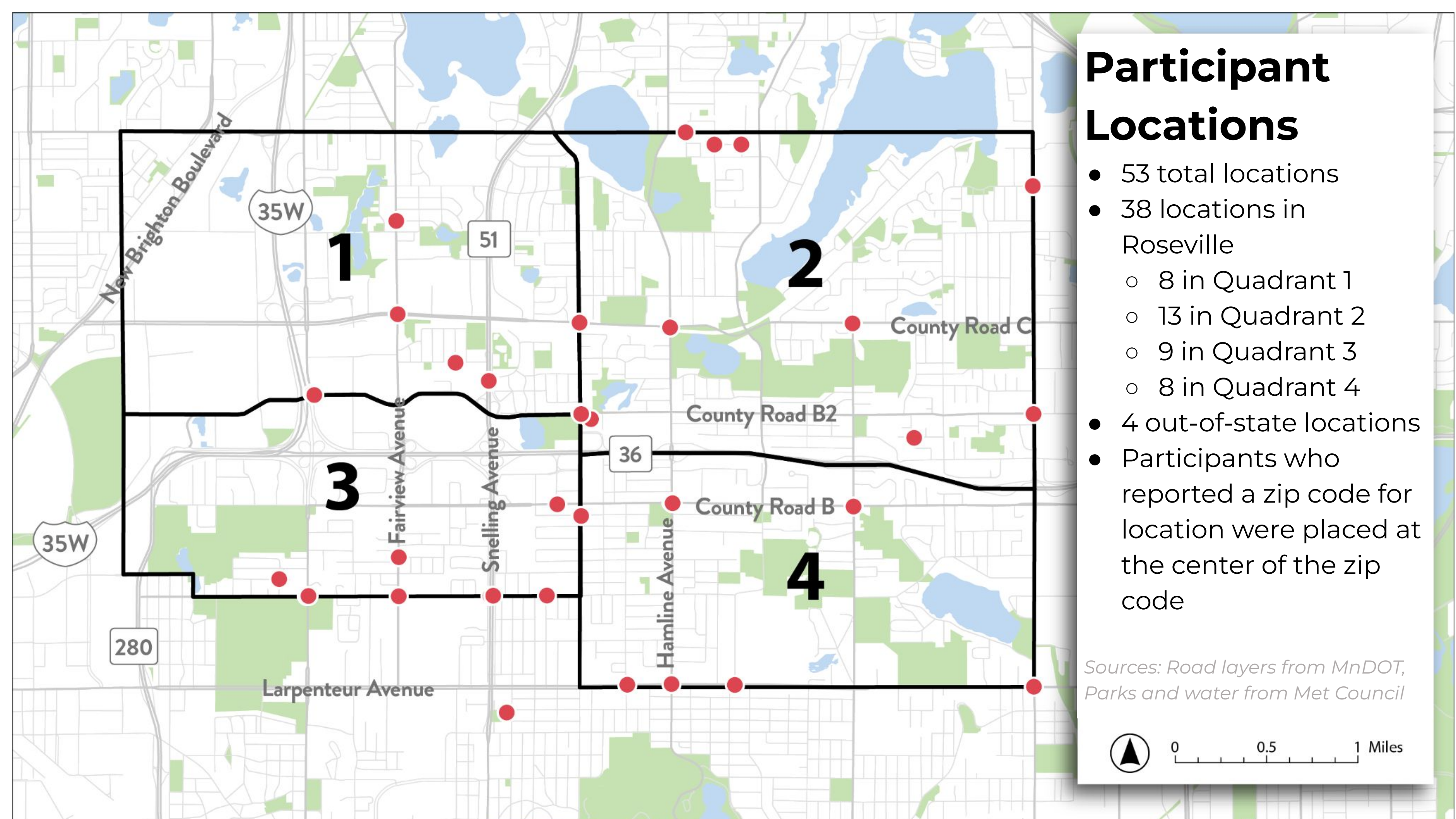
Participant Locations

- 53 total locations
- 38 locations in Roseville
 - 8 in Quadrant 1
 - 13 in Quadrant 2
 - 9 in Quadrant 3
 - 8 in Quadrant 4
- 4 out-of-state locations
- Participants who reported a zip code for location were placed at the center of the zip code

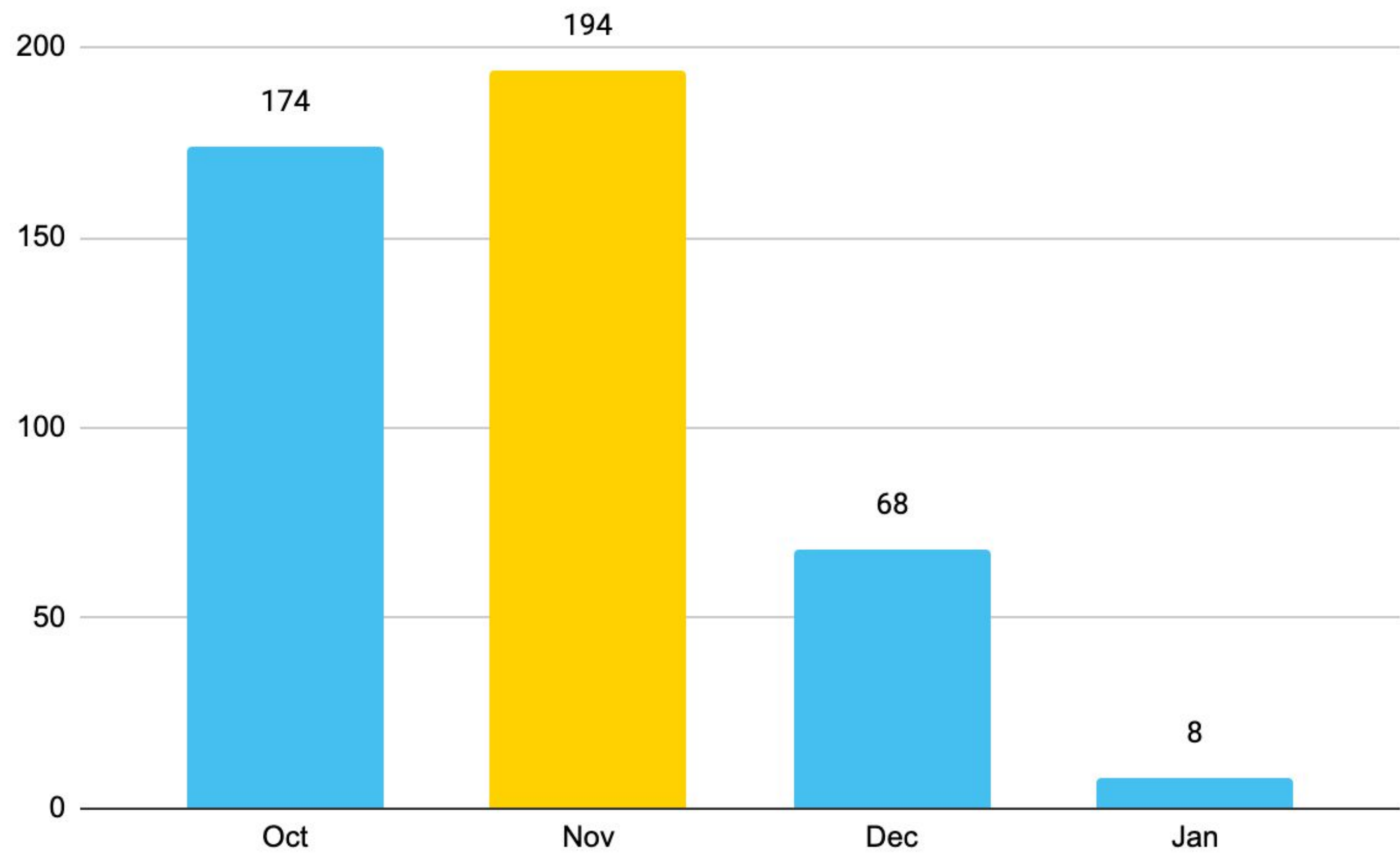
Sources: Road layers from MnDOT,
Parks and water from Met Council



0 0.5 1 Miles



Interactions



Key Themes

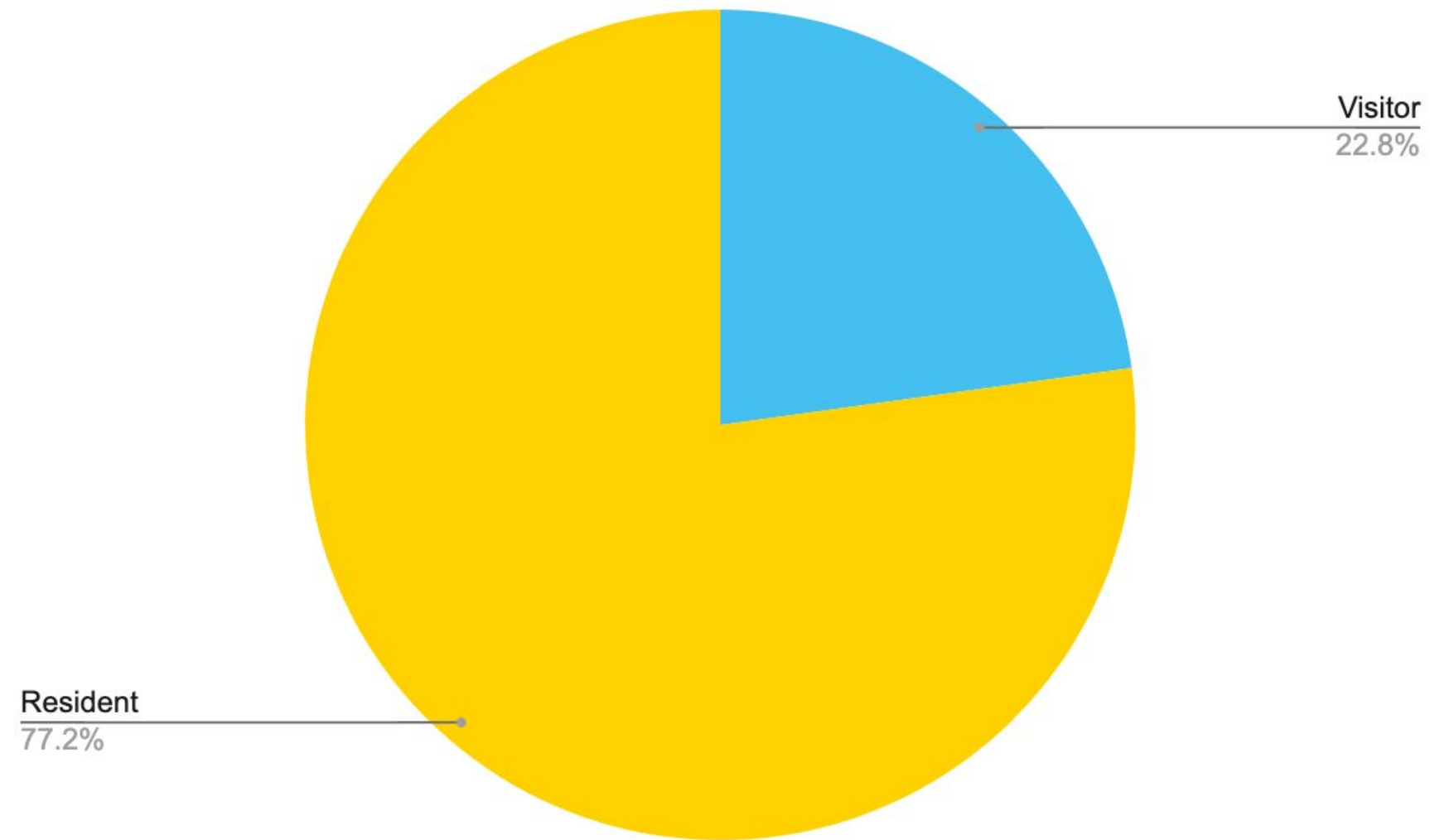
- **77% of users were residents of Roseville**
 - **Residents care a lot about the community, their neighbors, and the environment**
 - 100% of users surveyed feel connected to the city of Roseville and invested in its future
 - 100% of users feel it is important to take immediate actions to protect the environment
 - 100% of users feel valued in the community
- **Residents of Roseville love their parks and trails – 58% of respondents would like to see more parks and green space in Roseville**
 - **Planning Insight:**
 - 12% of residents expressed frustration at the number of strip malls and standalone businesses.
- **Mobility Insight:**
 - 25% of residents expressed interest in making Roseville more accessible via bike paths, walking trails, and more options for public transit.
- **Health & Human Services**
 - 100% of residents would like easier access to behavioral health support services



Insights - Residents/Visitors

Are you a resident or visitor of the City? 🏠 Please text back 'Resident' or 'Visitor'.

- 77.2% of users are residents
- 22.6% of users are visitors



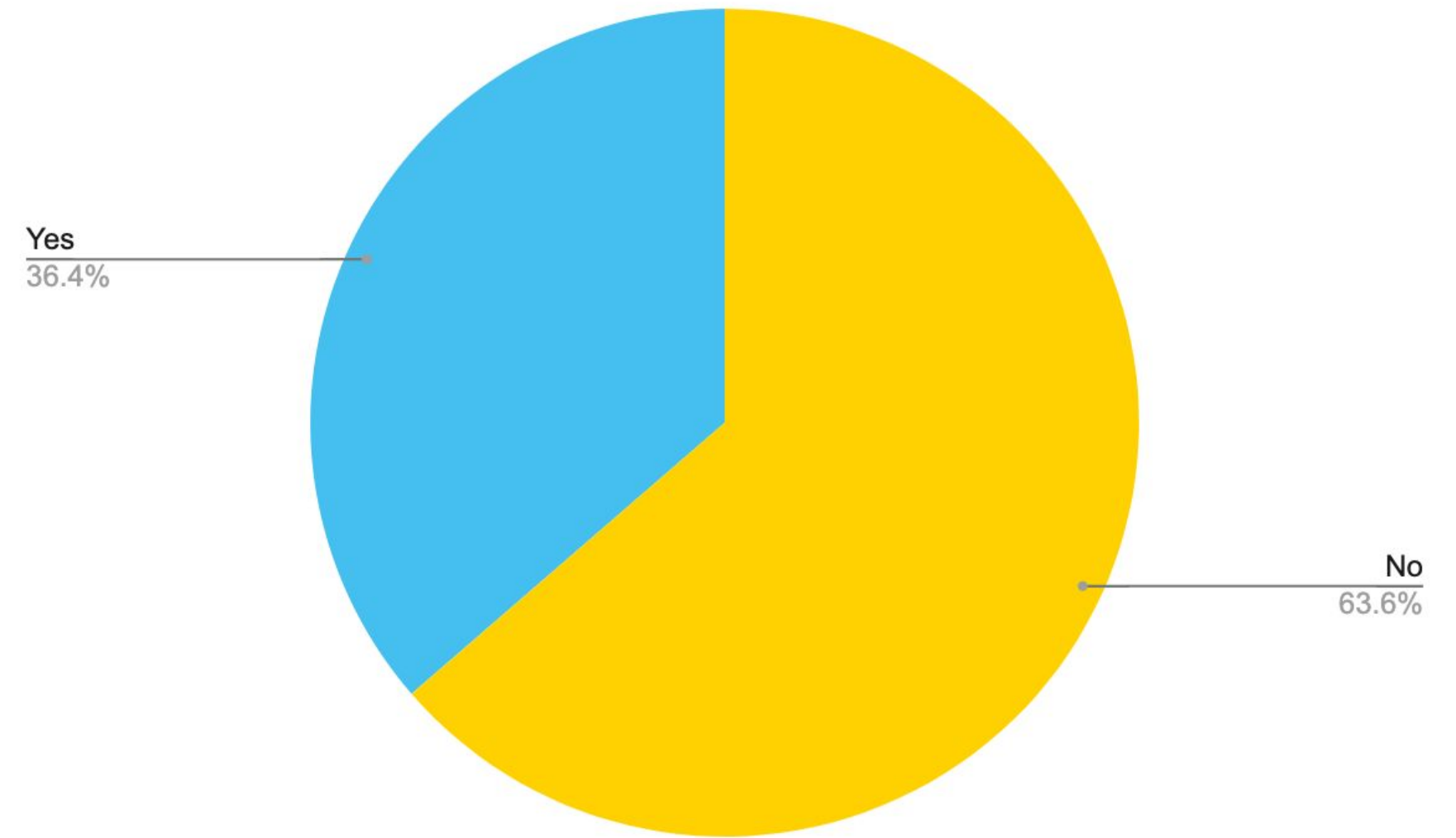
Insights - Community

In your opinion, what does it mean to be part of a community? 🏠

- Responses:
 - It means there is a balance, a give and take between individual using and share the same neighborhoods and resources.
 - I live in Roseville
 - I think it's important to maintain at least acquaintance relationships with neighbors and people very nearby, have connections with others in the area, and be attentive to the needs of everyone in designing policies.
 - It means that we think about each other. We support each other. It means that it's multicultural and multigenerational with families and single adults and empty-nesters all sharing community spaces together.
 - To know your neighbors

Roseville is a diverse and dynamic community with wonderful places to live, work, and play. What do you enjoy most about Roseville? 🙌

- 10 out of 17 users mentioned parks/trails/green space. Responses:
 - The parks
 - Parks, Malls, and people
 - The parks and woods
 - The parks and lakes. The public owned spaces
 - Natural areas, friendly neighbors
 - Parks and green spaces. Schools.
 - The public spaces, parks. Library.
 - Neighborhood feel and great parks
 - I really like the city planning that went into laying out the park/green spaces throughout the city.
 - Quiet, safe, friendly, residents who care about each other and the city. Parks and trails. The Oval and skating.
- Other responses:
 - Please get serious about the number of homes stacked with dump
 - The Downtown area
 - Location to both downtowns
 - Family friend amenities and activities
 - Close but not too close to the cities



Are you a member of a community group or organization with roots in Roseville? 🌹 (Yes, No) If yes, please can you share what groups you are part of. 25 user responses:

- There were 23 responses to this question
- **36.4%** of users said Yes
- **63.6%** of users said No

The users that shared which groups, responded with the following:

- Yes Roseville Community Band, BSA Troop 297"
- I'd like to be a member of the city group
- Oakcrest and Fairview
- Yes Reservoir Woods
- Next door. And neighborhood news group.
- Yes, vol work. And birding networks.
- Yes. League of women voters Roseville. I'm a resident
- Cub scouts

Insights - Working from Home

We have seen that working from home and hybrid formats may have changed our citizens relationship with Roseville. What are your thoughts on this? 🖨️

- **There were 14 responses to this question:**

- Get out in my own neighborhood more
- I think if you are a revisionist please be careful to pay attention to the old schoolers of Roseville. Thank you..
- I think it's great. My son is a resident and working from home. Which means he relies more on Roseville's great resources than ever before.
- I really am not aware of how that has affected the community as I was neither of those
- I am still working in person so not personally affected. I think working from home makes it more important to have a comfortable neighborhood, nearby amenities and outdoor spaces.
- I retired on Sept 1 2019, and Covid lockdowns hit 5 months later so I was not working from home. Like many people, however, my communication utilized zoom and I walked every day. The local parks were a godsend.
- Agree. More people at home during the day. More people outside during the day in the neighborhood.
- I work from home. It makes it more difficult to meet others.
- Our family has definitely spent more time outside in Roseville now than we did pre-2020. My spouse primarily works from home. I work at a hospital part-time.
- Yes I can spend more time in the parks near me I don't want to go on walks by 5 story apartments
- I commute to downtown for work. My relationship hasn't changed with the community at any point of the pandemic
- I work from home. I direct a software training program. My time closer to home makes me realize how important electric cars are. I never drive more than 2 miles a day. More public avenues for electric cars would be wonderful. I would like to see more shops return to our malls so I could shop close to home.



Insights - Future of Roseville

Roseville is changing and the time to think about the future is now. If you had a magic wand, what would you change? 🪄

Here are the most common themes from this question:

- **25%** of users would like Roseville to be easier to get around either with more accessible public transportation or for Roseville to be more accessible via walking.
- **12%** of users have advised that they don't want to see anymore strip malls, or don't like the current strip mall.
- **16%** of users said they would like to see more parks or green space
- The other **46%** of users gave responses that did not fall into a category.
- All responses are as below:
 - More amenities for young people (aka people under age 50)
 - More retail Downtown
 - More parks
 - Less developments around Rosedale and Country Road C
 - Nothing comes to mind
 - Crime
 - That the giant mall wasn't so present in my neighborhood
 - Add a coffee shop at the library.
 - Slow/stop luxury developments. Create community centers and gardens near apartment complexes. Protect all remaining public lands such as reservoir woods
 - A walkable city center with independent small shops and restaurants. The malls and strip malls are ugly
 - A center walkable village. No strip malls. More walking trails.
 - More natural habitat and gardens and birds...streetlights facing down instead of into the heavens so birds could migrate without becoming disoriented and crashing into windows (= dark skies). Everyone should have access to nature without having to get into a car to get there.
 - Invest in the younger generation buying homes to make the area more in demand like Saint Louis Park

- Easier biking to essential stores
- Rose festival like Pella, IA has Tulip Time
- I would magically put in a LOT more sidewalks and protected pathways to make Roseville walkable/bikeable for all ages and abilities
- Less dense housing
- Suggestion for baby changing tables in both restrooms at the HANC. The educational events they host bring in families.
- I would like to see more access to public transit and less space wasted on car infrastructure
- Better mass transit

Picture yourself in Roseville in 20 years time and take a look around you. What do you see? How does it look? ✨

- **There were 11 responses to this question:**
 - Many new restaurants downtown and an active vibrant nightlife
 - Hope to see less traffic
 - More structures busier streets
 - "I see local inclusive businesses Sidewalks and bike lanes
 - Friendlier to the pedestrian "
 - More trees. And more local roller skating rinks
 - There will be changes as the climate crisis gets worse and worse. To the best of our ability, we should take steps to decrease our collective carbon footprint and prepare for the changes
 - A walkable city. A green city. Independent small businesses and restaurants- not mall-like corporate places.
 - Multicultural, walkable, safe, fun, green with lots of birds and animals.
 - Roses everywhere! Every Rose Has It's Thorn playing on the loudspeaker. A ped mall with trendy shops. Rose themed merch. Friendly diverse faces everywhere
 - Unfortunately with the direction we are headed it will be a concrete jungle with high crime a low tax base and poor schools
 - Updated playgrounds. A couple are kind of old - Rosebrook Park. Also would love to see a splash pad.

Additional Insights

Are there any City services that you value or that you rely on? 🏠 (Yes, No)
If yes, please share more details.

- **Notable responses:**
 - Yes, I really like the organizations that care for and clean up the parks. I've seen information about how they plant the flower beds along Lexington. It's always so beautiful.
 - Safe neighborhoods, streets, usps and libraries

On a scale of 1 - 5, how important is it that we protect and preserve the natural environment? 🌍 (5 being very important)

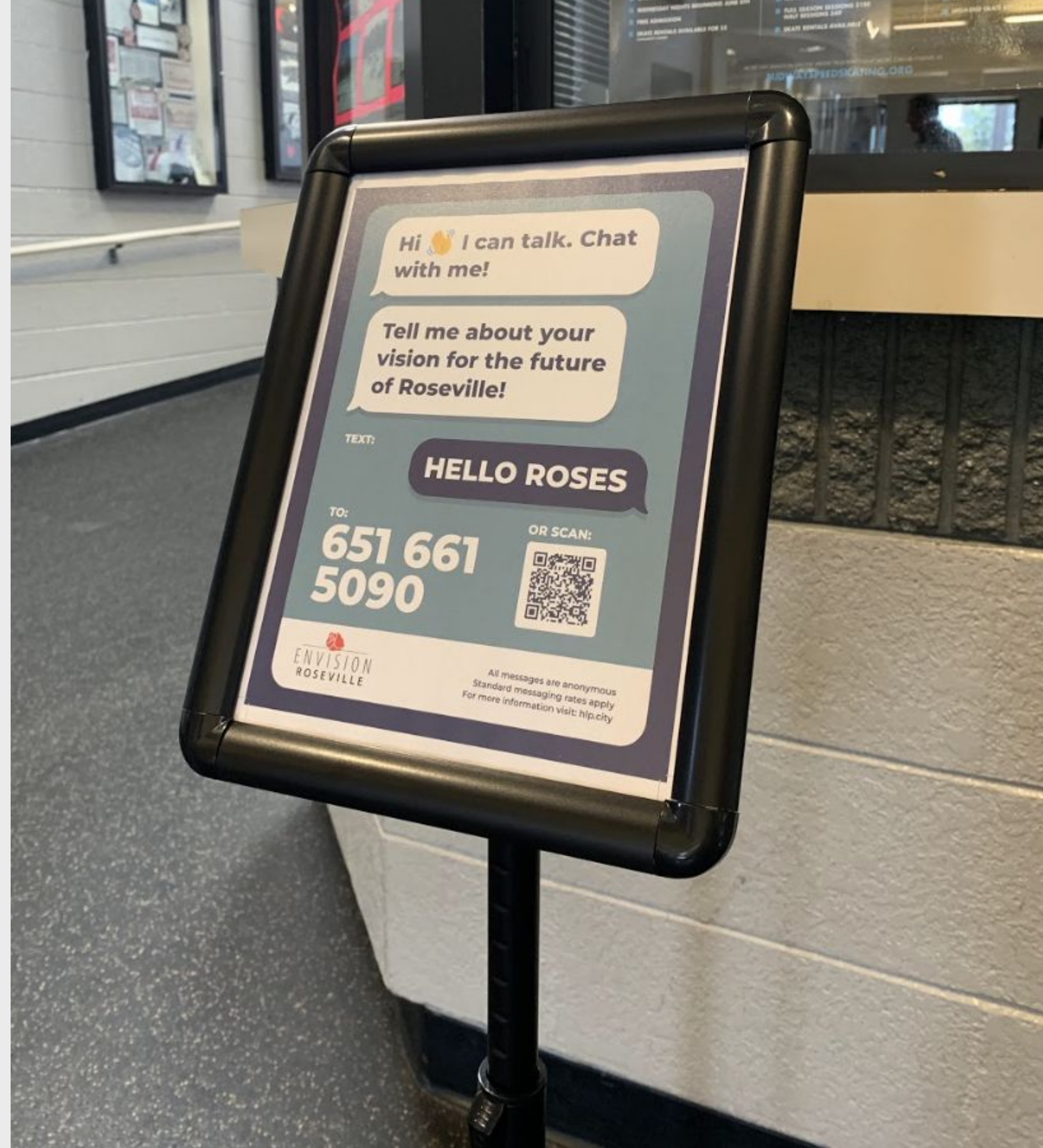
- **There were 5 responses to this question:**
 - All five users said 5, it is very import to them.

It's important to foster physical and mental health in Roseville – what are important characteristics of a healthy community? 🏡

- **There were 4 responses to this question:**
 - Access to affordable food, housing and healthcare; access to spaces to recreate esp. outdoors. Connections/relationships with other people. Feeling respected, having meaningful work or volunteer life.
 - Providing resources in schools
 - Green space, activity space, indoor family areas for winter, warming house and other winter amenities, community space.
 - Opportunities for physical activity and for teenagers

Other notable feedback:

- Please do not allow Variances that impact visual blight in surrounding neighborhoods..cvs blinding neon sign for example and cheap flags outside Dunkin donuts that are ugly and tacky
- Trucks and other commercial vehicles filling their driveways.....not neighborhood enhancements but pushing the limits of eyesore..yes they are probably licensed but you can do better with insisting these owners store them off site..really getting worse every year..not allowed in other suburbs like here
- I would like to suggest the city of Roseville consider an option for curbside pickup of compost



Additional Insights

It would be good to hear your thoughts on this - what does a successful community look like to you? 🙌 It is really important that we continue to grow together!

- **There were 6 responses to this question:**
 - Events throughout the summer in various parks and Downtown, neighborhoods that are walkable and safe.
 - "A good community would look like public spaces that everybody in the community utilizes for various activities, sharing while also caring for the public materials used.
 - I would appreciate opportunities to engage face to face with my community organizations (you)
 - We take care of people, with those who have more giving a little more. Abundant public lands/parks for walking, etc. A vibrant city center with music venues, small restaurants, etc.
 - City with a diverse economy that makes it a destination for people around the metro.
 - People are active and engaged. For example, volunteering. Putting energy in.

Are there any areas of Roseville that you would like to see be redeveloped? 🏠 (Yes, No) If yes, please tell us where.

- **There were 4 responses to this question:**
 - Stop new developments
 - Pick an area with malls and/or strip malls and level them and build a quaint downtown area. Maybe, completely redevelop Harmar mall.
 - Not necessarily. Wherever there is opportunity to plant trees, please do.
 - No

How do you know if you are valued in your community? 😊

- **There were 3 responses to this question:**
 - If people smile and say hi, and if civic leaders will seriously consider citizen ideas. They don't have to agree with the idea presented, but if not the reasons should be shared.
 - I think the personal connections with individuals I know are the most important.
 - My opinion is respected

How do you know if you have been accepted or belong to a community? 🏠

- **There were 6 responses to this question:**
 - Active engagement from the community
 - You know people in your community and can rely on them to know you. Building connections.
 - Interesting question! I guess by how people look at you and whether they treat you with respect. Whether it is strangers on a trail, a neighbor, a shopkeeper....
 - I feel accepted in a community when I am familiar with local events and safe traveling around
 - When I see a neighbor and I introduce them to my puppy and they say things like aww you finally got a family!" Or we gossip in the hallways of the apartment complex.
 - Neighbors

Do you feel connected to the success of your community? 🍷 (Yes, No). If no, please share more details with us.

- **This question had 3 responses.**
 - 100% of users said yes
 - One user went on to say: Yes, I do. Just this vision for the future of Roseville effort, led by the city Council in the mayor is an example of why this community is thriving and why I feel connected to it. We need continued leadership and involvement by smart and resourceful people.

What does a welcoming community look like to you? 🤔 Please describe it.

- **There were 3 responses to this question:**
 - A place that is walkable with mixed use housing and light commercial. A multi ethnic and multi aged population, not a mono culture.
 - Joyful and respectful
 - Parks, recreational activities. Good schools low crime

What do you like most about your neighborhood? 🏠

- **There were 3 responses to this question:**
 - Good neighbors, reliable snow plows and street maintenance, feel more safe and secure seeing police car patrolling neighborhood.
 - How walkable it is and safe
 - The woods. Wetlands. Lakes and parks

What are people saying
about Roseville? 🤔

connections car lexington resources neighborhood
neighbors county road others family access
sidewalks visitor roseville
city parks home people
fairview resident roselawn
birds library
oakcrest community larpenteur

Phase 2 Suggestions

- Recap/reconfirm what residents/visitors want to see in Roseville relating to the themes of user responses
- Decide a few key questions that we would like to ask users at the start of a conversation to get as many responses as possible
- Continue to use a virtual object as this has shown to be very successful in phase one
- Aim to roll out Spanish, Hmong and Somali in phase two
- Plan a series of smaller HLP- focused events at high-activity object locations





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LAMP POST

Thank you

Any questions?
contact@hlp.city
www.hlp.city



Benefits of Hello Lamp Post

- **Save Time → Reduce Costs**

- Get back the time your team are losing from responding to common queries or trying to collect feedback
- The most cost-effective way to chat 1:1 with the people that live, work or play in your spaces

- **Improve Community Relations**

- Increase local dwell time and spending
- Build a rapport with your local community
- Increase visitor satisfaction

- **More Inclusive**

- Reach a broader, more diverse and underrepresented audience
- Talk to your community across multiple languages at once
- A familiar technology for both younger and older people

- **Live 24-7, Everywhere**

- Always present to engage with your local community – day or night, rain or shine
- View incoming feedback in real-time with the Engagement Hub
- Change the conversation instantly at the tap of a button
- Ultra reliable, with 99.9% service uptime
- Highly robust for rural environments and low data bandwidth areas

- **Paperless + Fully Digitized**

- Reduce your paper usage and eliminate the need for data entry

Appendix: About Us

Our Vision

Our vision is very, very simple:

Make Places Better For People

... To us, this means reducing the gap between the decision makers and the local communities they serve. We want to work with teams and organisations that are dedicated to creating positive changes for people in need, the under-represented and the environment.

Our Values

As a team, we are driven by three core values:

1. **Curiosity** – approaching every problem collaboratively, with ambition and an open mind
2. **Playfulness** – a creative, enthusiastic mindset, a desire to delight and a light-hearted tone of voice
3. **Caring** – treating everyone with respect and dignity, from our end-users to society as a whole

Our History

Hello Lamp Post LTD was founded in March 2018, but the idea existed before that, originally as a touring installation piece and a provocation-point. Originally we asked: what is the role of technology in making cities more human-friendly places? Today, our goal is to answer that question.

Since its inception, Hello Lamp Post has served more than 100,000 people. We've launched in over 60 locations, across 15 countries and 4 continents.

We've been supported by both Meta (Facebook) and Microsoft in our journey as a start-up. We're proud to be working with partners, investors and advisors that are recognised internationally within the tech-for-good sectors. We hope one day to help every town, city and organisation to use their technology in a mindful, responsible way and help empower the communities they serve.



The Hello Lamp Post Team (London Office)

Appendix C

Business interview notes



Envision Roseville – Business Interview Notes

Safety and Security

- a. Small locally owned retail business leasing space at Lexington and Larpenteur
 - Increase in attempted fraud and theft in the past year or two.
 - Have concerns about leaving company vehicle visible although they'd like to because it's a good billboard. Concerned about catalytic converter and other theft.
 - The increase in homeless panhandlers isn't good for business or the community. Glad to see Roseville has a community service officer to help reduce homelessness. Important to address the issue and make headway.
 - Make sure we don't get dubious businesses. It's hard for quality family-owned businesses to thrive next to businesses with a bad reputation. Expressed concerns about banners and flags on the street which are not supposed to be allowed, but the city is not enforcing regulations consistently. Expressed concerns about the business mix. "This area is on the edge of becoming a dump".
 - We wanted a better bike rack near our business, but there were problems with handicap accessibility regulations. Can the city find a way to achieve both accessibility goals and increased accommodations for bicycles?
 - It's difficult for a small business owner to purchase a building. We'd prefer to own. Can the city do anything to support local business ownership of properties?
- b. Corporate headquarters, engineering, lab, testing, sales, and accounting for manufacturing firm with 100+ employees, located in the industrial park area.
 - We take security very seriously. Cameras, doors with badges, and landscaping. It's especially important for our female employees who may be working later. Roseville police are responsive.
- c. Home-based service business, consultant.
 - Safety, not a big issue for our service business which is home-based. Overall, owner does like Roseville's approach to community policing but is concerned that city fire services are challenged by all the freeways. Likes fire department, EMT response before ambulance because it's quicker.
- d. Service business in HarMar, small BIPOC ownership
 - Roseville overall feels safe. HarMar has good security, feels safe. But there's been an increase in homelessness and sometimes they get in and stay overnight.
- e. Contractor, 120-150 employees on-site in industrial park
 - Safety and security is important to every business. No crimes to person at our location in Roseville. Had a few catalytic converter thefts and break-ins with vehicles overnight in the parking lot. Had some bicycles stolen. Roseville police are responsive. No apparent increase related to apartments nearby.
- f. Roseville resident with counseling business located in Roseville office building
 - Feel safe at home and at the office.



- Would like to see public safety do more to allow for notification of fire and police about residents who might have special needs (e.g., hearing or sight impairment, dementia, autistic kids)
- It's helpful for kids to see police and fire at national night out and other events.
- g. Roseville service organization, operating a restaurant and bar.
 - Had a fire call in December and the response was very quick.
 - People feel safe here including single women. Many of our bartenders are women. It would be helpful to have a quicker police response to calls. There's a particular customer who is very verbal and disruptive and won't leave. The cops know who he is. It puts a lot of pressure on our bartenders and servers when police response is slow.
 - We hear that older residents, particularly women, don't feel as safe at the malls in the last year or two.
- h. Small family-owned retailer in a mall near Rosedale, one of owners is BIPOC
 - As a retailer, we sometimes deal with shoplifters or potential shoplifters, and the performance of the Roseville police is generally good. 911 is a speedy response. They answer quickly, and it is a quality response.
 - There are a lot of homeless people the last few years. It's important to address this. We have concerns about all the panhandling at the business intersections and homeless people spending time in the mall and sleeping in the elevator.
- i. Small BIPOC retail/service business located at Lex and Larpentour
 - No worries about safety or security. Roseville customers are very positive. Sometimes customers from other areas can be rude. We called the police once. They were prompt, handled things perfectly and followed up.
- j. Manager mall located in Roseville
 - The perception of safety and security is critical to retail malls. We are investing heavily ourselves and very much appreciate the collaboration with the Roseville Police Department. They are a great partner. Also appreciate the relationship with the fire marshal regarding fire drills.
- k. Small retail business owner in HarMar Mall
 - HarMar used to be a great community gathering place.
 - Blocking off the interiors contributes to the decline.
 - Shoplifting is a huge problem. If the crime cycle continues, HarMar won't be able to fill the empty spaces.
 - We have to lock our doors now, and we can only allow two people in at a time because we have limited staff.
 - CAM(common area maintenance) has tripled or quadrupled in recent years, because of so many vacancies
 - The panhandlers at Snelling and County Road B contribute to an image problem, and a culture that lends itself to shoplifting, theft and other crimes.
 - There's a need to clean up the intersection of Snelling and County Road B. Sometimes they'll be 10 Target shopping carts piled up at the bus stop.
 - I have customers who are afraid to come here including one top customer who is a 40-year-old Brooklyn Park cop. She says it doesn't feel safe.



- I'd love to see things turned around so we have an upward spiral instead of the current downward spiral. I'm passionate about trying to help the community pull it together but I feel very lonely. The situation is depressing.
 - The bathrooms at HarMar need to be locked. There are issues with homeless people throughout HarMar, and there's crime here every day.
 - I met with the police chief twice, and it seemed useless. I called once for a \$1500 theft – which is huge to me as a small business. But the police couldn't come, they were at Rosedale.
 - There's no local management here at HarMar. The last three owners have had no vested interest.
- l. Small manufacturer leasing class B industrial space in Roseville
- Safety and security is very important. I've always felt very safe in Roseville. The police presence is good. We don't worry about crime in the industrial park and I'm glad we don't have to, it's an unnecessary stress.
 - It seems like the panhandling at Snelling and County Road B is a little out of hand. It doesn't create a good image for the community, it makes the community feel less safe.
- m. Supplier to the home construction and remodeling industry. Located in warehouse/retail space in the industrial park.
- Feel secure in Roseville in our industrial area. There were some issues with catalytic converters being stolen in neighboring businesses.
 - Safety and security is critically important however and can change quickly. It's important to ensure that the community and businesses continue to feel safe.
- n. BIPOC-owned service business at Lexington and Larpenteur
- The sense of safety and security is very important for our employees and customers. We feel very safe at Lexington and Larpenteur
- o. Small business & property owner with ~5 employees
- Things aren't what they were before George Floyd. Police have their hands tied and there's more pressure on the businesses, but their hands are tied too. We put in a more elaborate alarm and camera system. The police showed up for the alarm, but they didn't even want to look and see what we had on camera. We need more accountability and enforcement of laws.

Welcoming, equity and inclusion

- c. Home-based service business, consultant.
- The Business Council is a good welcoming function, and can facilitate relationships with the chambers, if that's important for businesses.
- d. Service business in HarMar, small BIPOC ownership.
- Doesn't know other business owners/managers in the mall. Busy by myself. Nail salon people say hi and they help each other out occasionally. Friendly with seniors who walk there regularly.
 - It's important to be happy, to smile and to make people feel welcome.
- e. Contractor located in the industrial park, 120-150 employees on site.
- Welcoming, equity and inclusion is important to our business. Like that equity and inclusion is a city value - it aligns with one of our important goals. We are working to diversify out of traditional



- employment categories for our industry (historically very white male). Appreciate our relationship with Roseville schools introducing students to our industry before they get into post-secondary schools.
- f. Roseville, resident with counseling business located in a Roseville office building.
 - How do you belong? You invest in your organization and community. Volunteers can help make people feel welcome....one volunteer recruits another. The city could offer volunteer perks or rewards – recognition, social events, discounts, maybe local business could get involved and offer thank you discounts for people who invest “x” hours in the community.
 - Community engagement and service is healing and necessary for people. Social connections and a feeling of mutual support makes everyone feel better.
 - The surgeon general identified that our country has an epidemic of loneliness with a health impact equal to something like 15 cigarettes a day. We need to focus on building community.
 - g. Roseville service business operating a bar and restaurant.
 - We are fairly homogeneous and white. That said, we try to make sure everyone feels welcome.
 - h. Small family-owned retailer in a mall near Rosedale. One of the owners is BIPOC.
 - We’ve had stores in a number of other communities in the metro area. Roseville is very inclusive, has a diverse mix and gets high marks for being welcoming and inclusive. Roseville cares.
 - i. Small BIPOC retail/service business located at Lex and Larpenteur
 - Roseville is a good city, never felt like a stranger. Nothing to complain about. Our Roseville store has a very diverse customer base, including race, ethnicity, and age.
 - j. Manager a mall located in Roseville
 - Our nation and our region's population are becoming much more diverse and it’s important for everyone to feel welcome and included. This is very important to our company. Everyone needs to see people who look like them and feel comfortable and welcome.
 - Wayfinding signs are very important and we are glad that visit Roseville and the City of Roseville plan to invest in wayfinding. Welcome signs need to be located in positive locations that the city can be proud of... not areas of the city that are less attractive or confusing. Just because a place is an entry point off the freeway, doesn’t make it a good location for a welcome sign.
 - l. Small manufacturer leasing class B industrial space in Roseville
 - I am your typical white male who is privileged. I feel welcome in Roseville. It’s important for the community to make sure everyone feels welcome.
 - We have found Roseville to be diverse, including race, ethnicity and age and everyone seems pretty comfortable and friendly.
 - n. BIPOC-owned retail/service business at Lexington and Larpenteur
 - Roseville is diverse and welcoming.
 - The city could do more to engage businesses and connect them with other businesses and residents of the community. That would make businesses feel more welcome and residents value the personal connection of small, locally owned businesses. It builds a sense of community.

Transportation and Infrastructure

- a. Small locally-owned retail business at Lexington and Larpenteur.



- If there is safe infrastructure for alternative transportation like bicycles and pedestrians, people will use it. Bike paths and lanes get used. This gets people out and recreating, which is healthy.
- Many of Roseville's bike paths were designed a number of years ago and need a fresh look due to higher volumes and more commuter bicycling. They should be adjusted with a safety focus. Bike path on Lexington is somewhat dangerous.
- b. Corporate headquarters, engineering, lab, testing, sales, and accounting for manufacturing firm with 100+ employees, located in the industrial park area.
 - 1-2 employees take the bus. There are quite a few bikes in our bike racks. Our CEO commutes from Highland Park. From a safety perspective, it's important to separate bikes from the street wherever possible.
 - Historically the area had a lot of Unisys employees who arrived in their cars. Now there's been a significant increase in warehousing in the industrial park, which is changing traffic patterns. The city should do a traffic study in the area. There are problems with the width of the street and the number of trucks at the corner of Terminal Road turning onto B2 and Walnut. The turning radius is a problem and trucks are running over the curb. When going west on Terminal Road and turning north onto Walnut, there's insufficient space for a right turn. Safety issues in that area.
 - Walnut and County Road C intersection is a great improvement.
- c. Home-based service business, consultant.
 - Care a lot about transportation infrastructure. MNDOT improvements to Hwy. 36 are needed. The water issue should be addressed at the underpass at Fairview. There is no transit service at Cleveland and CR B.
 - It would be better to have more internet options than just CenturyLink and Comcast.
- d. Service business in HarMar, small BIPOC-owned
 - Most customers come by car, some come by bus or Uber.
 - The mall is important for people walking especially in the winter. They will be closing the central part of the mall next year. I feel sad I won't be able to see my customers and seniors walking anymore.
- e. Contractor based in industrial park, 120 to 150 employees on-site.
 - Mostly office staff use their personal vehicles, there are some transit users.
 - Roseville's centrality and access to freeways is great for our business. Compared to downtown areas, there are no parking challenges for us here in Roseville.
 - Infrastructure for redevelopment areas is expensive, it's important to have the appropriate financing tools in place upfront to address infrastructure redevelopment.
- f. Roseville, resident with counseling business located in Roseville office building.
 - I like to walk from my home to my office, both are in Roseville. Walking over the bridge at Hamline or the underpass at Lexington are especially bad. More trails like the one that cuts through Willow Pond Park provide a peaceful way for people to move through Roseville.



- Safe access to outdoors and safe movement for pedestrians and bicycles contributes to health and well-being.
- There are difficulties for people needing to cross County Road C. Traffic moves quickly there. There are especially problems near Central Park and the new apartments.
- The flashing yellow lights for pedestrians on Lexington and Victoria are helpful, but my husband stopped for a pedestrian there once when the lights were flashing, and he was rear ended by two cars in 2020.
- g. Roseville service organization operating a restaurant and bar.
 - Transit is helpful for employees, but some shifts are difficult.
 - Some older customers, lack transportation. Years ago, there was a Roseville circulator that was good for seniors, young people, really everyone.
 - There's a serious safety issue at County Road C and Dale; people blow through that intersection all the time. There's also a problem on County Road C near the overpass by Victoria. Something in that area should have flashing lights like they have on Lexington and Victoria near Central Park. There are a lot of senior apartments that have been built in that area recently and those people like to access the parks.
- h. Family-owned retailer in a mall near Rosedale, one of owners is BIPOC
 - The stop light by the Minnesota store on County Road B is a problem. Sometimes you can sit there for three minutes.
 - Our main concern is that we have a lot of Xcel Energy outages.
- i. Small BIPOC retail/service business located at Lex and Larpenteur
 - When there is a road construction, need super communication with businesses in the area because it can really impact traffic to the store.
 - Need a transit for our employees. Sometimes transit would shut down because of snow, but generally the schedule is pretty good for Lex and Larpenteur.
- j. Manager at mall located in Roseville
 - Transit is really important for employees and some shoppers. It also brings security issues.
 - Pedestrians have a hard time moving from the transit hub to other areas surrounding Rosedale.
- l. Small manufacturer leasing class B industrial space in Roseville
 - As a manufacturer, we like the centrality of Roseville. We want good roads and manageable traffic. keep the freeway ramps flowing.
 - Transit is not so critical for us as a small business in manufacturing; all of our employees drive to work.
 - We notice the congestion at Snelling and County Road B
- m. Supplier to the home construction and remodeling industry. Located in warehouse/retail space in the industrial park.
 - Our target for remodeling is 30- to 50-year-old homes. We are a destination for remodelers and appreciate the centrality of Roseville between Minneapolis and St. Paul. We added a show room in 2016 and maintain 12 displays. We have a second location now in Minnetonka.



Physical real estate and development

b. Corporate headquarters, engineering, lab, testing, sales and accounting for manufacturing firm with 100+ employees, located in the industrial park area.

- We like this zoning here. Need to keep industrial zoning in the industrial park. Businesses here don't want to be next to residential, they aren't compatible from a safety or noise perspective.
- We chose Roseville for its centrality and access via multiple freeways and the industrial zoning.
- Roseville's diverse housing stock is good for attracting a variety of workers.

d. Small service business located in HarMar, BIPOC owned

- Good location, central for Roseville, most of my customers are from Roseville.

e. Contractor based in industrial park, 120 to 150 employees on-site.

- The centrality of the Roseville industrial park and freeway access are great. You get the benefit of proximity to both Minneapolis and Saint Paul without being in either one.
- Langton Lake and the walking trail are a nice amenity for our staff.
- Stay on top of realistic expectations for incorporating electric vehicle charging infrastructure. Pacing it is important....not too fast so it's a burden, not too slow. Phased.
- It would be helpful to have a node in the industrial area with some small retail service businesses so employees could run quick errands and access some things they might need.
- Parking ratios in employment areas are changing. There's a need to evaluate them after the pandemic. Probably need to wait a little bit for the "work at home" situation to stabilize a bit, then the city should look at changing parking ratios. Ultimately lender requirements are going to be a key factor in how much the parking ratios change.

g. Roseville service organization operating a restaurant and bar

- We'd like to be able to work something out with the city on better signage.

f. Roseville, resident with counseling business located in Roseville office building.

- The office building, where I am located near Hamline Avenue is somewhat dated, but filled with a number of small businesses.
- Trash around HarMar and potholes should be addressed. There are other commercial properties where the potholes and maintenance of the parking areas are really bad. It's not safe and it's not a good image for the community.

i. Small BIPOC retail/service business located at Lex and Larpenteur

- Our landlord hasn't been very responsive about the huge potholes in the parking lot. This makes the area look shabbier and isn't safe for customers crossing the parking lot.

j. Manager of mall located in Roseville

- Roseville is one of the best locations in the metro due to its proximity to both Minneapolis and St. Paul. It's important to re-invest and to have high design standards to keep the community looking good. There are some areas like the escape room behind the DoubleTree in the industrial area that are looking tired.
- When creating design standards and other regulations, it's important to think about the maintenance costs that businesses will incur as well as the upfront capital costs.



- The upfront cost of EV charging stations is significant. Getting the pace of that investment done realistically is important for everyone. Too fast and it's an undue financial burden on business, too slow and we don't meet market demand.
- l. Small manufacturer leasing class B industrial space in Roseville
 - It's important to maintain a diverse building stock, don't redevelop too quickly. Smaller class B spaces give small businesses an opportunity to get started and grow. It's important to have some of these inside of the 694, 494 loop. Many of the new buildings require a minimum of 10,000 ft.² with super high ceilings that can eliminate small, start up businesses and entrepreneurs.
 - CAM and rent in Roseville are reasonable/competitive
- m. Supplier to the home construction and remodeling industry. Located in warehouse/retail space in the industrial park.
 - In 2014 they were a lot of truck trucking companies here. There's lots of new development and that's exciting, but we're concerned about rent increases and the pace of redevelopment.
- n. BIPOC-owned retail/service business at Lexington and Larpenteur
 - It's important to have reasonably priced real estate available for small businesses.
- o. Small business & property owner with ~5 employees
 - The comprehensive plan (didn't know which year it was done) took the approach that small businesses serving the neighborhood should be wiped out and replaced with housing. We even had developers call us because we had a target on our property. But in reality, we are always busy meeting the needs of area residents – so busy we could easily expand, but we can't expand because the plan envisions our business as disappearing. We are obviously serving the needs of area residents. It's discouraging to be a taxpayer and a rule-abider who meets neighborhood needs. We also keep 5 families fed..... and then we have to face these limitations and distractions from the city.
 - Inconsistent enforcement is really discouraging and frustrating. You do everything according to the law and see others who don't. I got a permit; going through that process increased costs from \$7,000 to over \$40,000. Recently two property owners in the same area started out with the same basic project and got permits, but they weren't required to do all the upgrades I had to do.
 - The City needs a better feedback loop from businesses. I'm glad you are here – they don't LISTEN to businesses enough. And it's tough to complain, because you don't want to create problems for yourself the next time you need a permit or call the police.
 - It would be good if they would support small businesses that own their properties rather than making life difficult. Keeping older buildings up to code and looking good is important for the community long term. I haven't heard about any support.....

Healthy business and economy

- b. Corporate headquarters, engineering, lab, testing, sales, and accounting, for manufacturing firm with 100+ employees, located in the industrial park area.
 - The mix of businesses in Roseville is good. It's important to have restaurants, and hotels with meeting spaces.



- d. Small service business located in HarMar, BIPOC female owned, been in business 15 years
 - We reach our customers through Google. We advertised once with the school district and didn't get anything. We have a Google representative and pay that annually.
- e. Contractor based in the industrial park, 120 to 150 employees on site.
 - Roseville was a partner in redevelopment of the area where we built our new headquarters. They use tax abatement for cleanup and overall it was a very positive experience. There seems to be a culture of being business friendly. We interacted with a lot of departments. It seems to be a positive work environment, communications were good for our project.
 - As property, see the end-of-life cycle, cities need creative ways to foster reinvestment.
- f. Roseville, resident with counseling business located in Roseville office building
 - Our business participated in Grow Roseville starting in 2021 or 22. It seemed like the people working there were interns. It was a very disjointed and confusing experience. They made Google ads that I got to review but they didn't fit the business – it was way off. It was presented like I would learn to do social media promotion, but they did everything and I didn't learn to do it myself.
- g. Roseville, service organization, operating a restaurant and bar.
 - We miss the Roseville Review. This is our number one issue. We need local media to help contact residents.
- h. Small family-owned retailer in a mall near Rosedale, one owner is BIPOC
 - We participated in Grow Roseville. The Google ads had a positive impact for us and increased our online sales...and we care very grateful! We thought they were going to “teach us to fish” and coach us so we could learn to do it ourselves. But the consultant just did it for us and we don't know how to continue to make progress.
 - The city looks fairly clean. It's important to have a positive image including the parks, the housing, the businesses, the streets and the people.
- i. Small BIPOC retail/service business located at Lex and Larpenteur
 - Roseville is always attractive, it's always busy, it doesn't lack anything. This means the rent is a little higher, but it's worth it.
 - Would like more restaurants, near Lexington and Larpenteur
- j. Manager of mall located in Roseville
 - Freeway, visibility and image is important. The Joe Sensor's area and some of the motels in that area have negative impact on peoples' impression of Roseville. Roseville needs to be proactive to avoid deterioration.
 - What's next? What's the vision? How does the community evolve?
 - A proactive city that cooperates with the private sector is important to maintaining a healthy economy. The city helped with inter-governmental coordination on a parcel owned by MNDOT. Very helpful.
 - It's hard for businesses to stay on top of everything that goes on in city government. It would be helpful if there was a process for pushing out emails to affected businesses, or forming some sort of Advisory Council that connected into the community when something that would affect a specific business is being considered by the council.



- I. Small manufacturer leasing class B industrial space in Roseville
 - The diversity of Roseville is healthy. It's a nice mix of office, retail and industrial. The community should strive to continue to be diversified, including small and larger businesses.
 - As a manufacturer, our business doesn't necessarily focus on Roseville residents, but we would be interested in finding ways to communicate better with local residents.
- o. Small business & property owner with ~5 employees
 - There's a need for the city do a better job of dialogue and listening to small, locally-owned businesses.

Health and wellness

- b. Corporate headquarters, engineering, lab, testing, sales in accounting, for manufacturing firm with 100+ employees, located in the industrial park area.
 - Our employees like to get out to walk or run over their lunch hours and on break. Proximity to the trail is great for the runners and walkers.
- d. Small service business located in HarMar, BIPOC owned
 - Exercise is very important. Health is the foundation that allows you to do your job.
- e. Contractor based in the industrial park, 120 to 150 employees on site.
 - Parks and trails are important for our employees as well as residents.
- f. Roseville resident with counseling business in Roseville office building
 - Pay attention to Blue Zones research. Social connections are very important. Engage people through community activities, sports, education, arts, and volunteer service.
- g. Roseville, service organization, operating a restaurant and bar.
 - We provide a place for veterans and other residents to gather. This helps build a sense of community and addresses loneliness. We open at 5 PM on holidays and are surprised at the number of people who join us.
- i. Small BIPOC retail/service business located at Lex and Larpenteur
 - Roseville isn't lacking anything. There are good parks, gyms, and massage places.
- l. Small manufacturer leasing class B industrial space in Roseville
 - We lease industrial space. We care about air quality because we deal with resins and odors and want to be good neighbors and care about the health of our employees. If the city wants to help small manufacturers, they could help us navigate resources and issues related to tenant improvements and design. It would be interesting to cross-pollinate with other local small businesses.
- n. BIPOC-owned retail/service business at Lexington and Larpenteur
 - Roseville should be a place that's feels safe and works well for elderly people. That means lots of things – safe to walk, bicycle and exercise, parking lots that aren't slippery or full of potholes, and people who are kind in their stores.



Environment and sustainability

- c. Home-based business, consultant.
 - The city should be more supportive of businesses in recycling, waste reduction, and organics recycling.
- m. Supplier to the home construction and remodeling industry. Located in warehouse/retail space in the industrial park.
 - A recycling program oriented to small businesses would be helpful. We don't need a whole dumpster for our recycling. A shared option would be helpful for small volume generators. I feel terrible about all the cardboard we don't recycle, but we also don't produce enough material to justify the expense of the recycling bin on our own.
- o. Small business & property owner with ~5 employees
 - We recycle everything we can, but we can't recycle cardboard. An extra dumpster for cardboard would be \$250 per month, which we can't justify. Can the city or county work something out to make cardboard recycling for business more realistic?

Parks and Greenspace

- c. Home-based business, consultant
 - The quality of life and access to good Parks and Recreation is more important with more employees working from home. It also helps the city attract a quality labor pool which is good for employers.
- e. Contractor located in the industrial Park, 120 to 150 employees on site.
 - Parks and green space are important for recruiting and retaining employees. We appreciate the trail near our offices and expansion of the trail system in the area, providing connections to Byerlys.
- f. Roseville resident with counseling business in Roseville office building
 - During the pandemic, our family went to all the Roseville parks as an activity. It seems like they are making all the "same park". It would be nice if they would differentiate more so families can go to different parks and enjoy some variety rather than such a uniform experience.
 - With long Minnesota winters we are looking for indoor play areas for kids
- h. Small family owned retailer in a mall near Rosedale, one owner is BIPOC
 - There's always something going on at Central Park – that's a positive. It creates an active, positive image for the community.
- m. Supplier to the home construction and remodeling industry. Located in warehouse/retail space in the industrial park.
 - I read about the parks and trails in the city newsletter. If I lived here, I would value parks and trails highly. We have started walking the trail near Langton Lake recently and like it.

Envision Roseville

Phase 2 Communications and Engagement Summary

Organization/Location	Event/Activity	Initial Meeting Date & Time	Notable Communities	Approx. No. of Attendees	Key Themes
Online questionnaire, project engagement website	Presentation of key themes/outcomes. Solicit comments.	Jun. Sept. 2023	Shared with community partners, promoted via website and social media.	159	Generally confirmed key themes. Added detail on outcomes.
Envision Roseville Family Day	Community event at Central Park	7/22/2023	Families with children	600	Generally confirmed key themes. Added detail on outcomes.
Envision Roseville Open House	Roseville Skating Center	8/16/2023	Older adults	11	Generally confirmed key themes. Added detail on outcomes.

Appendix D

Phase 2 engagement summary