

**CITY OF RAMSEY CITIZEN ENGAGEMENT GENERAL FRAMEWORK FOR:  
2040 COMPREHENSIVE PLAN UPDATE  
(EACH ELEMENT WILL BE TAILORED TO SPECIFIC ELEMENT NEEDS)**

**PURPOSE:** The intent of this document is to establish a **GENERAL FRAMEWORK** for citizen engagement for the various elements of the 2040 Comprehensive Plan Update.

**This has not yet been seen by the Planning Commission nor the City Council.**

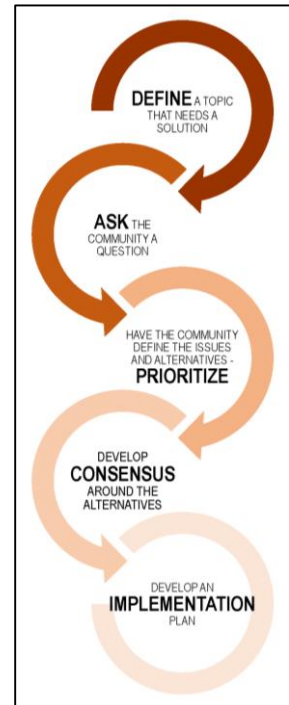
**GENERAL FRAMEWORK**

Each individual element/section/chapter of the Comprehensive Plan Update will follow a similar framework for citizen engagement and public input.

Each section will commence by asking the community a question that all can answer. The City will develop alternatives and solutions from the ground up. The City will not lead with alternatives and solutions for the community to react to. Rather, the City will ask the community the broader policy question, compile public input on current conditions and desired goals, then finally develop alternatives and solutions. The alternatives and solutions will first be developed by the community at large, rather than City Council, its advisory boards, and City Staff.

Some previous questions asked or feedback sought include, but are not limited to:

1. What do you want in your back yard?
2. Under what circumstances, if any, would a proposed use be an acceptable use for a City-owned parcel?
3. You are invited to discuss appropriate land uses for 167<sup>th</sup> Avenue Node at Saint Francis Boulevard.
4. You are invited to discuss a potential future business park.
5. You are invited to participate in the design process for the new Fire Station No. 2.



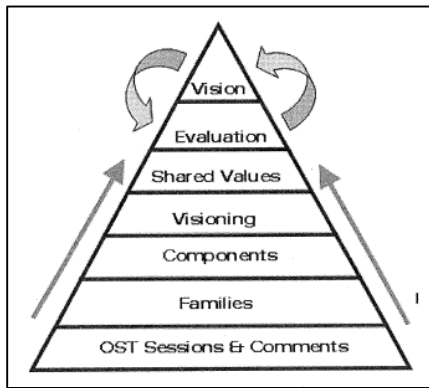
The format will be a three (3) part approach. At times, all three (3) steps may be accomplished in a single session. Other times, these steps may take multiple sessions to complete. The generalized steps include the following:

1. Scoping Meeting – Ask the community the question and identify prioritized issues and opportunities
2. Develop Alternatives and Solutions – these are to be developed collaboratively
3. Agree on Preferred Alternatives and Solutions – develop consensus around results



The intent is not to count a vote on preference of one alternative over another. The intent is to look for common trends and seek consensus around the topic.

The City will start simply ask the policy question without pre-developed alternatives. Participants will develop the discussion topics, agenda and priorities, most notably at the Scoping Meeting. The structure is as follows:

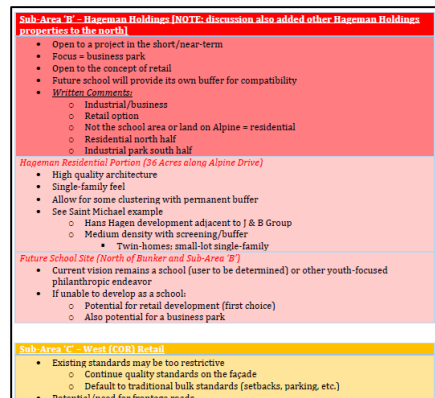


1. Write the topic you would like to discuss on the sheet of paper provided.
2. Say your name, read your topic out loud, and post the topic in one of the time slots noted for the sessions.
3. Convene your topic group at the posted time.
4. Discuss with those present the issues involved.
5. Write down the principles, strategies, and recommendations you have on the topic.
6. If you posted the topic, you are responsible for recording the outcomes in clear, succinct, and legible form. We can only use the input if it is recorded.



It is not the intent to develop revised land use maps, master plans, or site concept maps. It is the intent is to develop guiding principles and goals. These principles and goals may guide the community to changes to our land use vision, but it is not assumed that any structural changes are required.

## Samples



## MEDIUMS

The City will utilize a variety of mediums beyond traditional 'in-person' meetings, workshops, and open houses. The City recognizes the need to engage its citizens and stakeholders in a variety of ways.

### Workshops and Open Houses

The City has utilized a variety of formats of workshops and open houses with great success at the neighborhood and issue-specific level. Regardless of the added mediums to our citizen engagement approach, the City will continue to utilize the existing approach of face-to-face interaction in workshop format. The City will strive to enhance this experience by branching out of City Hall and into other public and shared spaces in the community to reach individual neighborhoods.



### Static Kiosks

The City will also provide a kiosk that can be mobilized to various sites around the community. Ideas include 'Pin-A-Map' and Comment Box. These kiosks can be utilized in any number of variety of public events, meetings, and other gatherings. Additionally, these kiosks can be set up in public facilities for display when not used at other events.

1. Ramsey Municipal Center
2. Fire Station
3. Parks (during major events such as Fall Jamboree and Super Soccer Saturday)
4. Quasi-Public Venues (churches, golf courses, etc.)

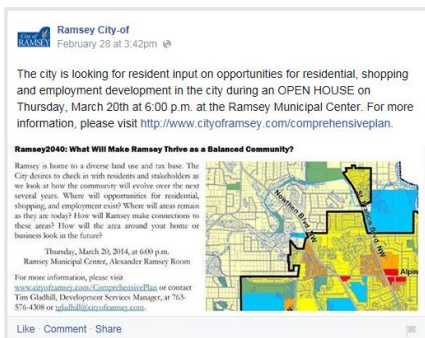


## City Events

The City hosts a variety of special events that present a unique opportunity to capture an engaged audience of a large cross-section of our community. The City will utilize kiosks as a means of interaction to discover key 'hot-spots' and trending topics. This medium has been used informally at Happy Days and Business Expo, providing important feedback and topics.

1. Happy Days
2. Business Expo
3. The Draw Summer Event Series
4. Business Appreciation Day
5. Business Networking Event
6. Fire Department Open House
7. Pet Clinic

## Social Media and Online Presence



Social Media is an ever growing means for individuals and the community to interact. The City will utilize social media where appropriate to supplement the other forms of face-to-face interaction to broaden its interaction with the community. The City will explore free social media options such as Facebook and Twitter. These are good options to consider, as they are free and widely utilized. The cost to the City would be the time and resources needed to compile and present the data and results. The City recently used Facebook to ask the community a question about parks in The COR leading up to an in-person workshop. The intent was more to advertise for the event,

but the community did have to opportunity to comment on the Facebook post. The City ultimately received a larger number of ideas and feedback from the Facebook post than it did from the in-person workshop. The City not only gained insight on park-planning in The COR, but other ideas for desired uses for areas surrounding the area parks. The City was able to capture valuable feedback for little effort.

The City is also exploring the use of other software vendors for online engagement. Some are a 'fee for service' options while others are a free option. Any option would need to follow the preferred structure of the Citizen Engagement Framework by asking the community a question that all can answer, and then displaying trend data and priorities. These options would be used for the ability for the system to automatically compile and

display results and trend data, thus reducing Staff time in data compilation when compared to the Facebook and Twitter options.

