



# Parks & Recreation is **Y**our **E**ssential **S**ervice

## **YES** Communications

May/June 2011

[www.cityofroseville.com/parks](http://www.cityofroseville.com/parks)



**There is something exciting happening in Roseville & you are encouraged to be part of it!**

April was a month for community engagement and resident input.

May is a time for input analysis and planning the path to implementation.

June will be a time for parks and recreation survey reporting and community connections.

## Path to Implementation Community Update #2

### May 11 Community Meeting Summary

*Citizen Lead: Jason Etten, Jim Stark*

Sixty-five Roseville residents gathered on May 11 to learn the preliminary findings from the recently conducted Parks & Recreation Interest and Opinion Survey. Graphs prepared by Leisure Vision, a national market and research firm, provided raw data from 500 completed surveys. **Final survey findings are scheduled to be presented to the Roseville City Council and Roseville Parks and Recreation Commission on Monday, June 20th.** The final report will be presented by Leisure Vision staff and include the findings from a minimum of 600 completed surveys that proportionately represent the four community sectors identified in the Master Plan. The final report will also provide valuable information from cross-tabulations that link interests, priorities and funding support.

Jim Stark and Jason Etten (Roseville Residents and Master Plan Implementation Citizen Organizing Team Members) shared their thoughts on the preliminary information and led a community conversation on the findings. Early survey messages include;

- 90% of survey participants had visited at least one Roseville Park in the past 12 months. The national average, is 72% of survey participants visit a local park within a 12 month time period.
- 95% of survey participants rated the physical condition of all parks visited as good or excellent.
- Trails, pathways and community connections continue to be a priority.

The Community Meeting also included an opportunity for attendees to meet with individual work groups to discuss group activities to date, future projects and topic specific brainstorming.

### Looking to Join a Work Group?

*The Master Plan Implementation Work Groups welcome all community members. Participation is flexible, members can be involved as much or as little as they wish. What's most important is to stay informed and share your ideas and suggestions.*

**For more information or to join a work group contact Jill Anfang @ 651-792-7102 or [jill.anfang@ci.roseville.mn.us](mailto:jill.anfang@ci.roseville.mn.us)**

### Finance & Communications Work Group

*Citizen Lead: Gregg Cummings, Dave Holt, Jake Jacobson*

The group met in April to discuss a variety of funding options and communications strategies. Significant time was spent discussing the benefits and potential support for a local sales tax to support parks and recreation. In casual conversations with community members, the work group has found support for this funding option. The work group will research grant opportunities for projects and development benefitting the Nature Center, Boardwalk, Natural Resources and the OVAL, to name a few. Another area for consideration is public-private partnerships. In all instances, it is important to consider a combination of funding options, to research successful funding plans for like situations and a strong understanding of local issues.

Communication strategies will kick into high gear with the release of the final outcomes from the parks and recreation survey. The work group recommended utilizing electronic communications and social media as much as possible and the value of direct connections either through word of mouth or direct calling. The master plan newsletter has been well received and a good way to present current information.



### Constellation Representatives Work Group

*Citizen Lead: Erin Azer, Jim Stark*

The constellation group met in April. There was brief review of the constellation map and the Master Plan. We also discussed the importance of having a clear and focused message including talking points and a written "blurb" to be distributed to neighborhood publications. Some members of the constellation group began to distribute information about the next meeting throughout Roseville. We also discussed getting to the Discover your Parks events. Now we anxiously await feedback from the survey. Please contact Jill Anfang if you are willing to post or deliver master plan information at churches, organizations and other locations in your neighborhood.

As always, encourage neighbors and friends to get involved.

## Path to Implementation

**May 2011** Community Input

**May 23** Citizen Organizing Team Council Update

**June 2011** Community Connections

**June 20** Parks & Recreation Survey Report to Council

**July 2011** Community Conversation

**July 28** Community Meeting # 3  
Next Steps - Projects & Funding



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*Strenthens community connections & sense of pride \* Creates health & wellness through recreational experiences \* Fosters neighborhood safety & security  
Protects our Natural Resources \* Supports economic development & value*



### Community Organizations & Facilities Work Group

*Citizen Lead: Bill Farmer, Gale Pederson*

The Community Organizations and Facilities Work Group is the gathering of individuals involved in organizations serving the community in a variety of ways; philanthropic, youth development, cultural arts, environmental support and social well-being. Community Organizations has joined forces with those interested in Community Facilities because of the natural connection between the two special interest groups. Organizations need safe, accessible, attractive places to meet, play, create and thrive.

A recent Work Group meeting was dedicated to bringing the team up to speed on the recently completed Master Plan and the current Implementation Process. This meeting also involved an open discussion that resulted in three themes; "how will this personally effect me?"; what is the level of collaboration between parks and recreation and other partners (mainly ISD 623), and a community center.

Survey findings will provide direction for future discussions and activity.



### Implementation Partners Work Group

*Citizen Lead: Jason Etten*

The Implementation Partners Work Group continues to explore opportunities to join others in the community to maximize our resources and potential. Roseville Parks and Recreation has a long history of working with Ramsey County, local school districts, the watershed districts, neighboring communities and civic organizations. More detailed efforts will be developed following the release of survey findings and the sharing of ideas and strategies with other Master Plan Work Groups.



### Natural Resources & Trails Work Group

*Citizen Lead: Randall Doneen*

Natural Resources and Trails has explored a number of areas of interest benefitting the Parks and Recreation System.

#### Natural Resource Management

Ongoing natural resource management activities that are incorporated into annual maintenance or park improvement programs. This would be a new program within the Parks and Recreation Department. Program activities would be limited to annual maintenance or park improvement funding. Program development would identify specific tasks to be undertaken as funding allows. Citizen engagement would be incorporated into routine program implementation and evaluation. Programs could involve everything from invasive species to wildlife management to tree disease management to water quality and stormwater management, to name a few.

#### Community Outreach

Natural Resource Management outreach efforts might include; public engagement through the network of neighborhood and constellation parks, community hiking club, park clean up events, and natural resources education and enrichment programs.

#### Projects

Possible projects carried out similar to the current capital improvement program. The Master Plan identifies replacement of the nature center boardwalk, developing wild areas in sectors, constellations and neighborhood parks across the city, signage and interpretive infrastructure, restoration of reservoir and Reservoir Woods park and other recommendation from the 2002 Natural Resource Management plan as appropriate.

#### Trails and Pathways

Involves efforts to improve pedestrian connectivity between neighborhoods and parks including; trails/routes connecting parks and neighborhoods, trails in Southwest Roseville, coordinate efforts with the Pathway Master Plan and Ramsey County.

### Coming to a Roseville Park near you ... the 2011 Master Plan Constellation Tour ~ June 22 - August 17

*In the recently completed Parks and Recreation Survey, 90% responded to having used a Roseville park in the past 12 months - the national average is 72%. Roseville is a community that enjoys its Parks System and Recreation opportunities. This summer Parks and Recreation Commissioners, Constellation Work Group Representatives and Parks and Recreation Staff will visit 15 different parks (one in each "constellation") to bring the recreation experience to local neighborhoods and meet first-hand with residents to keep people informed on current Master Plan activities and gauge their interest and support of the Parks and Recreation Master Plan Implementation.*

Each stop on the Constellation Tour will feature Bounce Castle action, Puppet Wagon shows, Recreation fun, refreshements and other surprises. Activities scheduled from 6:30-8pm:

**Wed June 22 @ Valley Park**

**Wed June 29 @ Central Park, Lexington**

**Fri July 1 @ Lexington Park**

**Wed July 6 @ Villa Park**

**Tues July 12 @ Acorn Park**

**Wed July 13 @ Evergreen Park**

**Tues July 19 @ Owasso Hills Park**

**Wed July 20 @ Pocohontas Park**

**Tues July 26 @ Tamarack Park**

**Wed July 27 @ Rosebrook Park**

**Wed August 3 @ Sandcastle Park**

**Tues August 9 @ Pioneer Park**

**Wed August 10 @ St. Stephen Turnaround**

**Tues August 16 @ Oasis Park**

**Wed August 17 @ Autumn Grove Park**

*We encourage you to find an active way to "Discover Your Parks" ... walk, bike or skate to the park!*