



## Equity and Inclusion Commission Agenda

Wednesday, April 16, 2025

6:30 PM

City Council Chambers

*(Any times listed are approximate – please note that items may be earlier or later than listed on the agenda)*

- 1. Roll Call**
- 2. Receive Public Comment**
- 3. Approval of Meeting Minutes**
  - a. Review and approve meeting minutes from the March 2025 meeting
- 4. Business Items**
  - a. Strategic Plan Discussion
  - b. Joint meeting with the City Council
  - c. Chair update
- 5. Other Business**
- 6. Adjourn**

1 **Equity and Inclusion Commission**  
2 **Meeting Minutes**  
3 **DRAFT – March 19, 2025 - DRAFT**  
4

5  
6 **Commissioners Present:** Amanda LaGrange, Alfred Chan, Gabrielle Filip-Crawford,  
7 Prajwal Vemireddy  
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9 **Youth Commissioners:** Anica Barze  
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11 **Commissioners Absent:** Gwen Goedken (excused)  
12

13 **Staff Present:** Equity and Inclusion Manager Antonio Montez  
14

15 **Call to Order/Roll Call**  
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17 The Equity and Inclusion Commission (EIC) meeting was called to order at 6:30 p.m.  
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19 **Receive Public Comment**  
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21 None.  
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23 **Business Items**  
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25 **a. Approve Minutes**  
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27 Commissioner LaGrange moved, and Commissioner Filip-Crawford seconded a motion to  
28 approve the February 12, 2025, Equity and Inclusion Commission meeting minutes as presented.  
29 The motion passed unanimously.  
30

31 The Commission completed an icebreaker activity before general business.  
32

33 **b. Juneteenth Presentation**  
34

35 Equity and Inclusion Manager Montez introduced Ms. Cathy Ramon from Do Good Roseville.  
36

37 Ms. Ramon introduced the Do Good Roseville, which included Ettiene Djevi, Gina Gurung  
38 Vomhof, and Keith Allen.  
39

40 Mr. Allen shared the history and growth of the Juneteenth event, emphasizing its importance in  
41 fostering community and cultural connection.  
42

43 Ms. Ramon highlighted the organization’s mission and the success of the Juneteenth event,  
44 which has grown from a small potluck to a significant community event.  
45

46 Mr. Allen discussed the involvement of black-owned businesses and the importance of  
47 highlighting black culture and community.

48

49 Mr. Djevi and Ms. Ramon encouraged the commission to get involved in planning and  
50 volunteering for the Juneteenth event.

51

52 Chair Barze shared the history and impact of Black Girls Magic Week, which celebrates the  
53 accomplishments of black women and girls in the Roseville School District. She outlined the  
54 themes and activities for Black Girls Magic Week, including a business leader fair and photo  
55 booth.

56

57 Commissioner LaGrange expressed support and admiration for the initiative.

58

59 Mr. Montez concurred.

60

61 Chair Barze mentioned the involvement of her family and friends in past events and the potential  
62 for future participation.

63

#### 64 **c. New Commission Appointments Announcement**

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66 Equity and Inclusion Manager Montez announced the appointment of three new commissioners:  
67 Chris Taylor, Paul Stanley, and Nicole Singer. He discussed the onboarding process and the  
68 potential for peer mentorship to help new commissioners integrate into the group.

69

70 Chair Barze inquired about the youth commissioner's terms.

71

72 Mr. Montez explained that the youth commissioner's terms are one-year appointments, but he  
73 could discuss the potential to renew their appointments with them.

74

75 The Commission discussed the importance of engaging and committed members to drive the  
76 commission's goals and initiatives.

77

#### 78 **d. City Council Meeting Recap**

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80 Equity and Inclusion Manager Montez recapped the recent City Council meeting, highlighting  
81 the commission's strategic plan and partnership with the administration team.

82

83 Commissioner Vemireddy shared his insights from the meeting and his perspective on the  
84 council's discussion about the commission's structure and the importance of demonstrating  
85 tangible results.

86

87 Mr. Montez emphasized the need for the commission to focus on strategic goals and objectives  
88 to drive meaningful change.

89

90 The Commission discussed the importance of aligning their work with the city’s strategic  
91 directions and goals, community engagement, and the potential for the commission to support  
92 events like Juneteenth.

93

94 **e. Chair and Vice-Chair Elections**

95

96 Chair Barze opened nominations for the chair and vice-chair positions for the following year.

97

98 Commissioner Chan nominated Commission Vemireddy for the chair position.

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100 Commissioner Chan moved, and Commissioner Barze seconded a motion to appoint  
101 Commissioner Vemireddy as Chair. The motion passed unanimously.

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103 Commissioner LaGrange nominated Commissioner Filip-Crawford for the vice chair position.

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105 Commissioner Chan moved, and Commission LaGrange seconded a motion to appoint  
106 Commissioner Filip-Crawford as Vice Chair. The motion passed unanimously.

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108 Mr. Montez congratulated Commissioners Vemireddy and Filip-Crawford on their new roles and  
109 outlined the timeline for their official start in April.

110

111 **Other Business**

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113 **• Discussion on Juneteenth and Community Engagement**

114 Commissioner Chan suggested the commission consider supporting or participating in  
115 events like Juneteenth to increase visibility and engagement.

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117 The commission discussed the logistics of having a table at the event and the potential  
118 benefits of volunteering.

119

120 Commissioner Filip-Crawford suggested coordinating with Metro Transit to offer free  
121 rides to the vent to improve accessibility.

122

123 The commission agreed to contact Ms. Ramon from Do Good Roseville to discuss  
124 potential involvement and support for the Juneteenth event.

125

126 **• Funding and Strategic Plan Discussion**

127 Commissioner Vemireddy inquired about the remaining funding for the year and the  
128 expected expenditure.

129

130 Mr. Montez explained that the strategic plan had taken more time and effort than initially  
131 anticipated, leading to an under-spend. He emphasized the importance of transforming  
132 how people think about their work rather than just delivering specific things.

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134 Commissioner Chan mentioned that other events were planned for the rest of the year.

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- **Community Survey and Data Availability**

Commissioner Filip-Crawford asked about the publicly available report on the Roseville survey data.

Mr. Montez explained that the survey was conducted every other year and provided a link to the executive summary.

Commissioners Filip-Crawford and LaGrange discussed the frequency and methodology of the survey, noting the gap during COVID-19.

Commissioner Filip-Crawford expressed concern about the survey’s demographic representation and impact on strategic planning.

Mr. Montez discussed the survey’s demographic differences and the need for broader participation.

Commissioner Filip-Crawford highlighted the importance of surveying younger populations, including those who use public transportation and park spaces.

Chair Barze mentioned that many high school students in Roseville did not live in the city, which might explain the low participation.

Commissioners Vemireddy and Filip-Crawford discussed the open enrollment policies in local schools and their impact on survey participation.

- **Next Steps and Action Items**

Mr. Montez summarized the key takeaways from the discussion, including the need to talk with Ms. Ramon about the EIC’s role in Juneteenth.

Commissioner Filip-Crawford suggested reviewing the survey data before the next meeting to provide recommendations.

Mr. Montez offered to connect Commissioner Filip-Crawford with Ms. Ramon at Do Good Roseville for further discussions.

**Adjournment**

Commissioner LaGrange moved, and Commissioner Filip-Crawford seconded a motion to adjourn. The motion passed unanimously.

Chair Barze adjourned the meeting at 7:57 p.m.

Respectfully submitted,

- 180 Sue Osbeck
- 181 *TimeSaver Off-Site Secretarial, Inc.*

# Roseville Equity and Inclusion Commission Agenda Item

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**DATE:** April 16, 2025

**ITEM:** 4.a.

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**ITEM DESCRIPTION:** Strategic Plan Discussion

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## **Background**

The commission will review and discuss the Community and Civic Engagement strategic direction of the strategic plan for the city. Discussion will include an update from staff, discussion about language of possible goal #2, and conversations about possible objectives.

## **Recommendation**

Staff recommends discussion and planning conversation about the strategic direction.

## **Attachments**

1. Strategic Plan Goals

# City of Roseville

Strategic Plan - Goals

April 2025



# Strategic Planning Terms

Community  
Visioning

Community  
Aspirations

Vision,  
Mission,  
Values

Desired  
Impact

Goals

Objectives

Workplans

# STRATEGIC GOALS

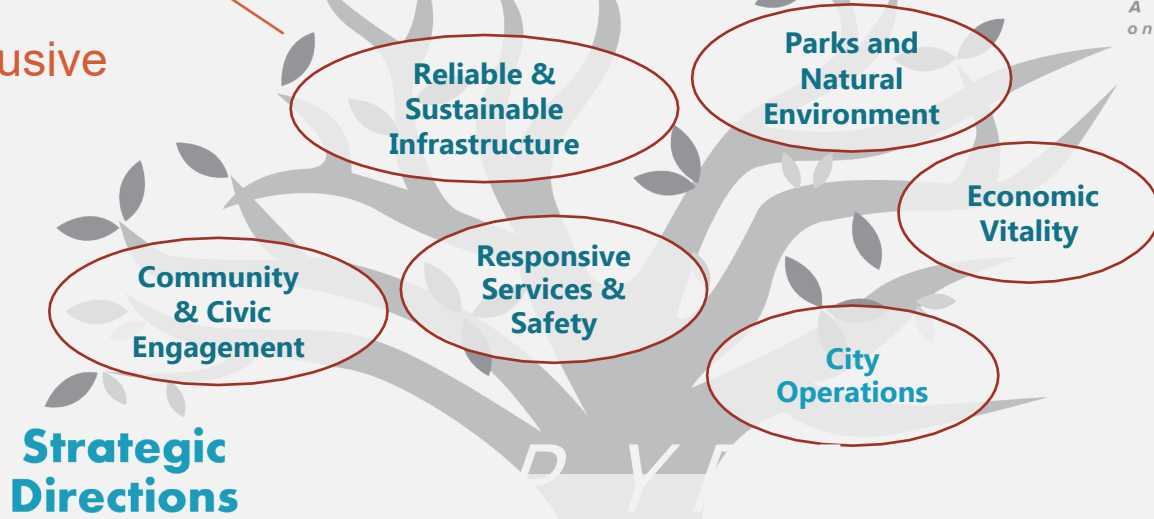




A vibrant, safe and inclusive community

# INSPIRING SIGHT

A new lens on decision-making



## Strategic Directions

## Mission

The City of Roseville creates a high quality of life for our community through reliable and sustainable infrastructure, responsive services and public safety, parks and natural environment, economic vitality, and community and civic engagement

## Values



## ©STRATEGY TREE

*Community Input is the soil that anchors and nourishes the City of Roseville in their purpose*

## Accountability

Be transparent, measure outcomes & take responsibility for decisions and actions.

## Community

Create welcoming environments that encourage interconnectedness between people in Roseville.

## Equity

We acknowledge systemic bias exists and we commit to removing barriers to ensure access, opportunities, and resources are distributed based on what individuals or groups need to reach equitable outcomes.

## Safety

We provide responsive & supportive services to protect property & individuals from physical, Emotional & mental harm

## Integrity

Take actions that reflect individual and organizational values even when it's not easy or no one is looking

# Goals

Department Heads will present the various goals for each direction

Provide context, how they align with community aspirations, and what success looks like

Example objective – to give you an idea of what comes next

Strategic Direction	Template
<b>Desired Impact</b>	The Desired Impact statement was approved by the city council.
<b>Goal #1</b>	Steps the city will take toward desired impact (How we get there)
<b>Community Aspiration</b>	Department heads have identified community aspirations that informed the proposed goal.
<b>Success Indicators</b>	<ul style="list-style-type: none"> <li>These items are "what success looks like" if we make progress towards the desired impact and goal.</li> </ul>
<b>Sample Objectives:</b>	These are examples of what an objective could be that will advance the success indicator and goal in support of the desired impact.

# Economic Vitality

## Goal #1

Create a climate that supports the retention and expansion of Roseville businesses.

## Goal #2

Housing types and programs are provided in a manner that contributes to the economic success for households at all income levels.

## Goal #3

Develop and advocate for safe, intentional, multi-modal (public transportation, bike, pedestrian) transportation systems throughout Roseville.



## Strategic Direction

# Economic Vitality

### Desired Impact

Roseville has a diverse & stable business community, offers a wide range of housing types for people at all income levels, & includes multi-modal transportation options.

### Goal #1

Create a climate that supports the retention and expansion of Roseville businesses.

### Community Aspiration

#### Business and Economy

- A healthy, vibrant mix of businesses, large and small, in all sectors is intentionally cultivated.
- 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.

### Success Indicators

- ✓ Roseville's overall commercial tax base experiences steady growth.
- ✓ Programs and regulations evolve/adapt to meet the needs of the business community.
- ✓ Small, Woman, Veteran and BIPOC-owned businesses have a recognizable presence.

### Sample Objective:

1. By the end of 2026, identify a list of stakeholders for no more than 10 key commercial areas and develop a plan to engage with those stakeholders on the challenges that impact continued investment in their businesses and/or property to learn what roles the City could take to support retention and/or expansion in Roseville.

## Strategic Direction

# Economic Vitality

### Desired Impact

Roseville has a diverse & stable business community, offers a wide range of housing types for people at all income levels, & includes multi-modal transportation options.

### Goal #2

Housing types and programs are provided in a manner that contributes to the economic success for households at all income levels.

### Community Aspiration

#### Housing and Development

- 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.

### Success Indicators

- ✓ Housing in Roseville is provided in a manner to meets the life-cycle continuum.
- ✓ Roseville residents feel safe, secure, and stable in their housing.
- ✓ Roseville residents are not cost-burdened by their housing.

### Sample Objective:

1. By the end of 2026, develop a policy that outlines the use of the City's Local Affordable Housing Aid (housing sales tax) based on forecasted needs of the 2025 Housing Needs Assessment and in accordance with state law.

## Strategic Direction

# Economic Vitality

### Desired Impact

Roseville has a diverse & stable business community, offers a wide range of housing types for people at all income levels, & includes multi-modal transportation options.

### Goal #3

Develop and advocate for safe, intentional, multi-modal (public transportation, bike, pedestrian) transportation systems throughout Roseville.

### Community Aspiration

#### Transportation and Infrastructure

- Transportation system is modern, safe and convenient for all people regardless of how they travel.
- 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 is to get where they need or want to go, for employment, shopping, recreation or exercise.

### Success Indicators

- ✓ Roseville residents, workers and visitors have multi modal options to connect to places they want and need (amenities and employment).
- ✓ Roseville advocates and partners with other public agencies towards advancement of multi modal options.

### Sample Objective:

1. By end of 2026, adopt Bicycle Plan and implementation strategy.

# Reliable and Sustainable Infrastructure

## Goal #1

Develop and implement a strategic funding strategy that prioritizes key capital improvements that are planned, regularly assessed and evolve based on city values and changing community needs.

## Goal #2

Implement the civic master plan on time, within budget, and with community input.

## Goal #3

City infrastructure supports the sustainability goals of the city.



## Strategic Direction

# Reliable and Sustainable Infrastructure

### Desired Impact

Roseville's assets and infrastructure are effectively, efficiently and sustainably planned, managed and funded.

### Goal #1

Develop and implement a strategic funding strategy that prioritizes key capital improvements that are planned, regularly assessed and evolve based on city values and changing community needs.

### Community Aspiration

#### Transportation and Infrastructure

- 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.

### Success Indicators

- ✓ All capital assets are catalogued and regularly assessed for condition and expected lifespan.
- ✓ Infrastructure updates and replacement is strategically planned and includes the Community's voice.
- ✓ Capital projects are evaluated and prioritized on values guiding the City of Roseville (Community, Accountability, Integrity, Equity, Safety)
- ✓ Funding strategies are developed and implemented to ensure that Roseville's infrastructure is maintained and updated to a level of service that meets or exceeds the expectations of the community.
- ✓ Residents are satisfied with the quality of the infrastructure.
- ✓ Service interruptions are minimized.

### Sample Objective:

1. For the 2027 budget process, develop and implement an evaluation tool that assures that capital projects are evaluated against the City's adopted values and aligned with the City's strategic plan.

## Strategic Direction

# Reliable and Sustainable Infrastructure

### Desired Impact

Roseville's assets and infrastructure are effectively, efficiently and sustainably planned, managed and funded.

### Goal #2

Implement the civic master plan on time, within budget, and with community input.

### Community Aspiration

#### Transportation and Infrastructure

- 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.

### Success Indicators

- ✓ City's Maintenance and Operations space needs are met within the approved budget
- ✓ City's license center/wellness and dance studio needs are met within the approved budget
- ✓ Final design was developed with community input.

### Sample Objective:

1. Provide a comprehensive project implementation budget and schedule by end of 2026 and provide regular updates on progress.

## Strategic Direction

# Reliable and Sustainable Infrastructure

### Desired Impact

Roseville's assets and infrastructure are effectively, efficiently and sustainably planned, managed and funded.

### Goal #3

City infrastructure supports the sustainability goals of the city.

### Community Aspiration

#### Transportation and Infrastructure

- 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 space.

### Success Indicators

- ✓ Climate Action Plan is created, completed and implemented.
- ✓ Green alternatives are actively considered in asset replacement.

### Sample Objective:

1. By 2027, assess and begin transitioning city vehicles and equipment to align with the city's sustainability goals.

# Parks and Natural Environment

## Goal #1

Roseville's Parks system, and recreation programs are thoughtfully planned, sustainably funded, and well-maintained.

## Goal #2

Roseville's natural environment is actively protected and restored.



## Strategic Direction

# Parks and Natural Environment

### Desired Impact

Parks and natural resources are preserved, maintained and enhanced to ensure a broad cross-section of community members actively use and participate in our parks, activities and facilities.

### Goal #1

Roseville's Parks system, and recreation programs are thoughtfully planned, sustainably funded, and well-maintained.

### Community Aspiration

#### City Parks, facilities, and recreational programming

- 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 communities to gather.
- Needs for new and expanded park facilities and programming are proactively anticipated and explored.

### Success Indicators

- ✓ Roseville's Parks and Recreation System Master Plan evolves to align with the needs of the community.
- ✓ The Parks and Recreation System Master Plan continues to be implemented.
- ✓ Residents and non-residents (worker and visitor) across all demographics utilize parks and participate in recreation opportunities.
- ✓ Roseville's parks and programs positively contribute to residents' quality of life.

### Sample Objective:

1. By the end of 2027, complete a comprehensive update to the Parks and Recreation System Master Plan.

## Strategic Direction

# Parks and Natural Environment

### Desired Impact

Parks and natural resources are preserved, maintained and enhanced to ensure a broad cross-section of community members actively use and participate in our parks, activities and facilities.

### Goal #2

Roseville's natural environment is actively protected and restored.

### Community Aspiration

#### Green space and environmental conservation

- All residents and businesses have access to high-quality park, 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 initiative such as green energy and green infrastructure and considers sustainability in all policies and actions such as incentives for creating and maintaining green spaces.

### Success Indicators

- ✓ Roseville's natural spaces positively contribute to residents' quality of life.
- ✓ City programs and regulations support community members in their efforts to maintain, protect and restore the environment.
- ✓ The Parks and Recreation Natural Resources Master Plan is implemented.
- ✓ Residents and stakeholders are empowered to preserve and restore Roseville's natural resources.

### Sample Objective:

1. By the end of 2026, 25% of the projects in the Parks and Recreation Natural Resources Master Plan are completed.

# Community and Civic Engagement

## Goal #1

Create an environment for diverse stakeholder participation at all levels of city decision-making.



## Strategic Direction

# Community and Civic Engagement

### Desired Impact

Roseville's public, across all demographics, feels informed and valued for its feedback and input.

### Goal #1

Create an environment for diverse stakeholder participation at all levels of city decision-making.

### Community Aspiration

#### City Services and Civic Engagement & Welcoming and Inclusive

- Information on community events, resources and engagement opportunities is shared widely and in multiple languages and is easy for all people to access.
- 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.
- People are treated equally when interacting with the city regardless of outward appearance, socioeconomic status or ability.

### Success Indicators

- ✓ Roseville stakeholders are informed about the city's, mission, vision, values, and strategic plan and how they drive/influence decisions.
- ✓ Residents understand how their input will be used and the level of impact it has on decision making in advance of participating.
- ✓ Engagements include an intentional plan for historically underrepresented populations to participate.
- ✓ Create an environment that fosters a sense of civility in public engagement.

### Sample Objective:

1. By December 2026, develop and implement a city-wide engagement framework that includes baseline measures of stakeholder participation, clear communication of how public input informs decisions, and intentional strategies to engage historically underrepresented populations.

# Responsive Services and Safety

## Goal #1

Take proactive steps to create a safer community through prevention, planning, and early intervention

## Goal #2

Develop and implement a prioritized multi-year resource allocation strategy and structure to ensure people, resources, and technology are in place to respond to the needs of the community

## Goal #3

Strengthen trust through transparency, accessibility, and engagement



## Strategic Direction

# Responsive Services and Safety

### Desired Impact

Community members with a variety of needs feel confident that city services are responsive to ongoing needs & keep everyone safe, secure & positively impact their quality of life.

### Goal #1

Take proactive steps to create a safer community through prevention, planning, and early intervention.

### Community Aspiration

#### Safety and Security

- 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, homelessness, panhandling and other issues.

### Success Indicators

- ✓ Real-time data and information are utilized to improve operations, response, and customer service.
- ✓ Increased public safety involvement in community activities and outreach efforts.
- ✓ Policies and procedures ensure the protection of the community.

### Sample Objective:

1. By December 2026 Public Safety will develop sustainable partnerships to increase safety, awareness, and resilience in the community through proactive outreach .

## Strategic Direction

# Responsive Services and Safety

### Desired Impact

Community members with a variety of needs feel confident that city services are responsive to ongoing needs & keep everyone safe, secure & positively impact their quality of life.

### Goal #2

Develop and implement a prioritized multi-year resource allocation strategy and structure to ensure people, resources, and technology are in place to respond to the needs of the community.

### Community Aspiration

#### Safety and Security

- 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, homelessness, panhandling and other issues.

### Success Indicators

- ✓ Grants, partnerships, and other funding sources contribute to improved resources and technology.
- ✓ Community members report feeling safe and secure.
- ✓ Improved public safety response times.

### Sample Objective:

1. By July 1, 2027, public safety will reduce instances of delayed and inappropriate unit response by more than 50% by increasing the number of on-duty personnel coupled with implementing a revised emergency response deployment model.

## Strategic Direction

# Responsive Services and Safety

### Desired Impact

Community members with a variety of needs feel confident that city services are responsive to ongoing needs & keep everyone safe, secure & positively impact their quality of life.

### Goal #3

Strengthen trust through transparency, accessibility, and engagement.

### Community Aspiration

#### Safety and Security

- 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, homelessness, 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.

### Success Indicators

- ✓ Increased involvement in city activities and outreach efforts.
- ✓ Trust is fostered through open discussions with city public safety officials and community.
- ✓ Policies and procedures maximize transparency, accessibility and engagement.
- ✓ Increased calls for service from historically underrepresented communities.

### Sample Objective:

1. By July 1, 2026, the fire department will perform an internal and external review and audit of all policies and procedures to assess effective operations, hiring and promotional practices, and to ensure alignment with best practices in emergency response.

# City Operations

## Goal #1

Technology, resources and processes are used to improve operations.

## Goal #2

The city attracts and retains employees who align with the mission, vision, and values of the strategic plan.

## Goal #3

Resource allocation meets operational needs while advancing strategic priorities.



## Strategic Direction

# City Operations

### Desired Impact

The City of Roseville's workforce & public officials are capable, nimble, & forward thinking in achieving its strategic priorities.

### Goal #1

Technology, resources and processes are used to improve operations.

### Community Aspiration

#### City Services and Civic Engagement

- The city is effective in delivering essential services- such as emergency response, public works and community programming.

### Success Indicators

- ✓ City services demonstrate alignment with strategic priorities and adapt as priorities evolve.
- ✓ Residents report satisfaction with the quality and responsiveness of City services.
- ✓ Workforce and public officials report increased efficiency and capacity to deliver high-quality services.

### Sample Objective:

1. By December 2026, complete a citywide assessment to identify opportunities for technology, resources, and process improvements across all departments, and integrate the highest-priority improvements into the annual budget planning process to enhance efficiency, service delivery, and alignment with strategic goals.

## Strategic Direction

# City Operations

### Desired Impact

The City of Roseville's workforce & public officials are capable, nimble, & forward thinking in achieving its strategic priorities.

### Goal #2

The city attracts and retains employees who align with the mission, vision, and values of the strategic plan.

### Community Aspiration

#### City Services and Civic Engagement

- The city is effective in delivering essential services- such as emergency response, public works and community programming.

### Success Indicators

- ✓ Progress is made toward goals outlined in the strategic plan; staff use the city's values to guide decisions.
- ✓ City leadership invests in proactive workforce development.
- ✓ Voluntary employee turnover is reduced.
- ✓ The city's work environment attracts and retains staff.

### Sample Objective:

1. By March 2026, update all city job postings to include language that reflects the city's mission, vision, and values, and pilot at least one new outreach method to attract a more diverse applicant pool.

## Strategic Direction

# City Operations

### Desired Impact

The City of Roseville's workforce & public officials are capable, nimble, & forward thinking in achieving its strategic priorities.

### Goal #3

Resource allocation meets operational needs while advancing strategic priorities.

### Community Aspiration

#### City Services and Civic Engagement

- The city is effective in delivering essential services- such as emergency response, public works and community programming.

### Success Indicators

- ✓ Decision-makers report having the right information to allocate resources effectively.
- ✓ Residents feel the value of services meets their needs.
- ✓ Budgeting includes prioritization of strategic goals while balancing operational needs.

### Sample Objective:

1. By March 2027, incorporate a strategic priorities section into all departmental budget requests, ensuring each proposal identifies alignment with at least one strategic goal and includes a summary of operational impacts.

## ***Economic Vitality***

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1. Create a climate that supports the retention and expansion of Roseville businesses
2. Housing types and programs are provided in a manner that contributes to the economic success for households at all income levels.
3. Develop and advocate for safe, intentional, multi-modal (public transportation, bike, pedestrian) transportation systems throughout Roseville.

## ***Community and Civic Engagement***

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1. Create an environment for diverse stakeholder participation at all levels of city decision-making.

## ***Reliable and Sustainable Infrastructure***

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1. Develop and implement a strategic funding strategy that prioritizes key capital improvements that are planned, regularly assessed and evolve based on city values and changing community needs.
2. Implement the civic master plan on time, within budget, and with community input
3. City infrastructure supports the sustainability goals of the city

## ***Responsive Services and Safety***

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1. Take proactive steps to create a safer community through prevention, planning, and early intervention
2. Develop and implement a prioritized multi-year resource allocation strategy and structure to ensure people, resources, and technology are in place to respond to the needs of the community
3. Strengthen trust through transparency, accessibility, and engagement

## ***Parks and Natural Environment***

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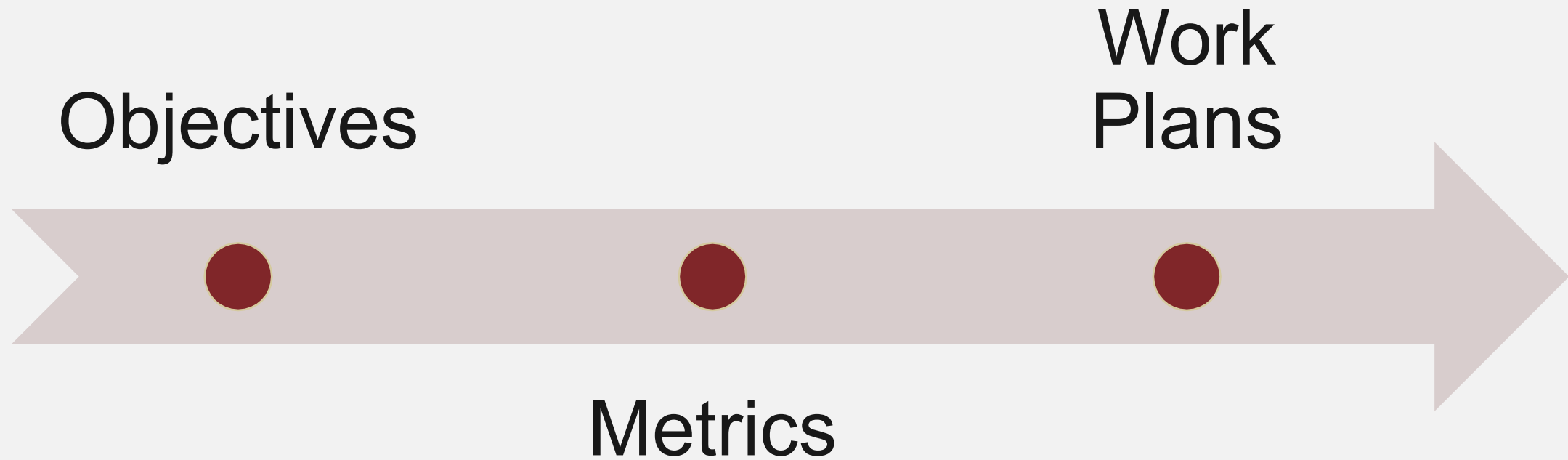
1. Roseville's Parks system, and recreation programs are thoughtfully planned, sustainably funded, and well-maintained.
2. Roseville's natural environment is actively protected and restored.

## ***City Operations***

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1. Technology, resources and processes are used to improve operations.
2. The city attracts and retains employees who align with the mission, vision, and values of the strategic plan.
3. Resource allocation meets operational needs while advancing strategic priorities.

# Next Steps



# Roseville Equity and Inclusion Commission Agenda Item

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**DATE:** April 16, 2025

**ITEM:** 4.b.

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**ITEM DESCRIPTION:** Joint meeting with the City Council

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## **Background**

Each year, each commission has a joint meeting with the City Council to discuss what they've completed and what they will focus on in the next year. This meeting is led by the commission. The commission will discuss what it would like to share and present to the council.

## **Recommendation**

Staff recommend discussion and planning for the joint council meeting.

## **Attachments**

None

**Roseville Equity and Inclusion Commission  
Agenda Item**

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**DATE:** April 16, 2025

**ITEM:** 4.c.

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**ITEM DESCRIPTION:** Chair update

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**Background**

Chair will provide an update to the commission that will include Etienne Djevi, former commissioner of the city of Roseville.

**Recommendation**

Receive update

**Attachments**

None