



## **Equity and Inclusion Commission Agenda**

**Wednesday, October 15, 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. Approve Agenda**
- 3. Receive Public Comment**
- 4. Approval of Meeting Minutes**
  - a. Review September 2025 meeting minutes
- 5. Business Items**
  - a. Roseville Community Survey Discussion
  - b. Strategic Plan update: Commissions
- 6. Commission Direction on Member Initiated Agenda Items**
- 7. Other Business**
- 8. Adjourn**

1 **Equity and Inclusion Commission**  
2 **Meeting Minutes**  
3 **DRAFT – September 17, 2025 - DRAFT**  
4

5  
6 **Commissioners Present:** Alfred Chan, Gabrielle Filip-Crawford, Sofia Silinas-Ruiz, Nicole  
7 Singaram, Chris Taylor, and Prajwal Vemireddy  
8

9 **Youth Commissioners:** Gwen Goedken

10  
11 **Commissioners Absent:** Amanda LaGrange, Paul Stanley, and Anica Barze (excused)  
12

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

15 **Call to Order/Roll Call**

16  
17 The Equity and Inclusion Commission (EIC) meeting was called to order at 6:40 p.m.  
18

19 **Agenda Approval**

20  
21 Commissioner Taylor moved, and Commissioner Filip-Crawford seconded a motion to approve  
22 the June 18, 2025, Equity and Inclusion Commission meeting minutes as presented. Motion  
23 passed unanimously.  
24

25 **Receive Public Comment**

26  
27 None.  
28

29 **Approval of Meeting Minutes**

30  
31 Commissioner Filip-Crawford moved, and Commissioner Taylor seconded a motion to approve  
32 the June 18, 2025, Equity and Inclusion Commission meeting minutes as presented. Motion  
33 passed unanimously.  
34

35 The commission went through an icebreaker activity.  
36

37 **Business Items**

38  
39 **a. Commissioner Oath of Office**  
40

41 Equity and Inclusion Manager Montez administered the Oath of Office to new Commissioner  
42 Salinas-Ruis.  
43

44 **b. Strategic Priority Objective Workshop Session**  
45

46 Equity and Inclusion Manager Montez reviewed the Strategic Priority Objective plan with the  
47 Commissioners.

48

49 Chair Vemireddy mentions the workshop session and updates from the core team.

50

51 Mr. Montez provided updates on the core team’s internal meetings to set objectives. The team  
52 identified three key themes: effective community engagement practices, enhanced internal  
53 collaboration, and improved community information. He presented the goals and strategies for  
54 each theme, requesting feedback from the commissioners.

55

56 Commissioners gave feedback on the objectives and strategies, highlighting the importance of  
57 community engagement and collaboration.

58

59 Commissioner Filip-Crawford proposed incorporating community feedback into the  
60 development of core community engagement practices.

61

62 Mr. Montez agreed and talked about the possibility of creating an internal and external  
63 community engagement guide.

64

65 Commissioners discussed the importance of measuring success and the need for a representative  
66 sample of both engaged and non-engaged community members. They suggested various  
67 engagement methods, including QR codes, as well as utilizing Instagram and TikTok.

68

69 An AMI University student shared ideas on leveraging QR codes and yard signs to engage the  
70 community.

71

72 Commissioners reviewed the effectiveness of the annual survey and emphasized the need for  
73 improved data collection methods.

74

75 Mr. Montez acknowledged the feedback and intended to explore opportunities to improve the  
76 survey process. He outlined the following steps, including finalizing the work plan and action  
77 items.

78

79 The commissioners discussed the importance of transparency and community participation in the  
80 process.

81

82 Mr. Montez highlighted the importance of a collaborative approach to ensure the success of the  
83 community engagement initiatives.

84

85 Commissioner Taylor stressed the importance of radical transparency, indicating that community  
86 involvement should be open to maintain trust and accountability.

87

88 Mr. Montez acknowledged the uniqueness of their mission, emphasizing that they are partnering  
89 on the journey and being transparent through recorded conversations. He used the metaphor of

90 building a plane while flying it to describe the dynamic and sometimes scary nature of their  
91 transparency efforts.

92

93 Commissioner Taylor clarified that transparency does not mean sharing all information but rather  
94 ensuring the community understands the process and reasons behind certain decisions.

95

96 Commissioner Filip-Crawford recommended establishing clear expectations to enhance the  
97 community's and the commission's understanding of the transparency and information-sharing  
98 process.

99

100 Commissioner Taylor agreed, emphasizing the importance of keeping the community informed  
101 about ongoing discussions and decisions.

102

103 The discussion concluded with a commitment to refine the work plan through ongoing feedback  
104 and review.

105

106 **Commission Direction on Member-Initiated Agenda Items**

107

108 **Other Business**

109

110 **Adjournment**

111

112 Chair Vemireddy adjourned the meeting at 8:00 p.m.

113

114 Respectfully submitted,

115

116 Sue Osbeck

117 *TimeSaver Off-Site Secretarial, Inc.*

# Roseville Equity and Inclusion Commission Agenda Item

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**DATE:** October 15, 2025

**ITEM:** 5.a.

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**ITEM DESCRIPTION:** Roseville Community Survey Discussion

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## **Background**

Roseville's community development manager will give a presentation about the bi-annual Roseville community survey conducted by the city. This survey has been identified in many areas of the strategic planning process as a way to gain insight and measure the effectiveness of strategic planning initiatives. As a part of the commission's task to partner on the strategic plan, the city will provide this update, then the commission will discuss the survey. Additional background information can be found at <https://www.cityofroseville.com/2999/Community-Survey>

## **Recommendation**

Receive update and discuss.

## **Attachments**

1. Survey Presentation PPT 2025
2. 2024 Summary Report of Survey Findings
3. 2024 City of Roseville Survey (1) Questions and Data

# Surveys & Engagement

Community Relations Manager – Corey Yunke



# Surveys & Engagement

## Introduction



### **COREY YUNKE – COMMUNITY RELATIONS MANAGER**

Crime Analyst / Community Relations Coordinator – Roseville Police  
Executive Director – Eastown Community Association  
Data Specialist – Community Research Institute Dorothy Johnson Center for Philanthropy  
Masters of Public Administration – Hamline University  
B.S. Geography and Urban Planning – Grand Valley State University (Michigan)

### **SHANNON PRATHER – COMMUNITY RELATIONS COORDINATOR**

Reporter (St. Paul and Ramsey County) – Star Tribune  
Reporter (Legal Affairs) – St. Paul Pioneer Press  
Reporter (Legal Affairs) – The Recorder (San Francisco Bay Area, CA)  
B.A. Journalism – University of Missouri-Columbia

### **IAN WALESCH – COMMUNITY RELATIONS SPECIALIST**

Marketing Director – Crooners Supper Club  
Freelance Videographer and Photographer  
B.F.A. Graphic Design – University of Minnesota Duluth

# Surveys & Engagement

Community Relations (and Communications)

## Messaging

- Digital (Website, Social Media, Cable TV, and Digital Newsletters)
- Print (City Newsletter, Mailers, Flyers, Signage, and Promotional Items)

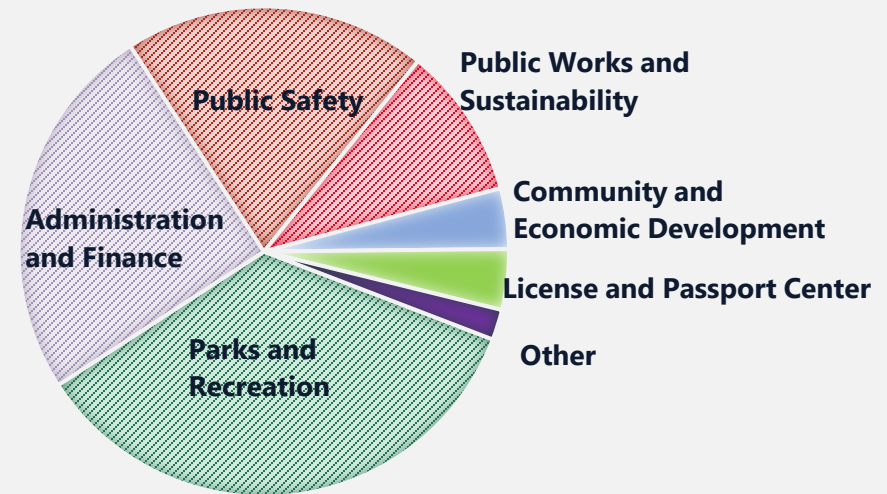
## Consultation

- Engagement and Promotion Strategy
- Translation Services / Inclusive Design
- Grant Writing

## Engagement

- Relational, not transactional
- Making Deposits
- Creating / Maximizing Events / Tabling

## COMMUNITY RELATIONS TEAM INBOX BY DEPARTMENT



# Surveys & Engagement

Methodology – Community Survey

## Methodology

2024 City of Roseville

- ) 400 random sample of City of Roseville households
- ) Telephone interviews conducted between April 18th and May 7th, 2024
- ) Average interview time of 17 minutes
- ) Non-response level of 5.5%
- ) City household sample projectable within +/- 5.0% in 95 out of 100 cases

The Morris Leatherman Company

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

City of Roseville  
Residential Survey  
FINAL APRIL 2024

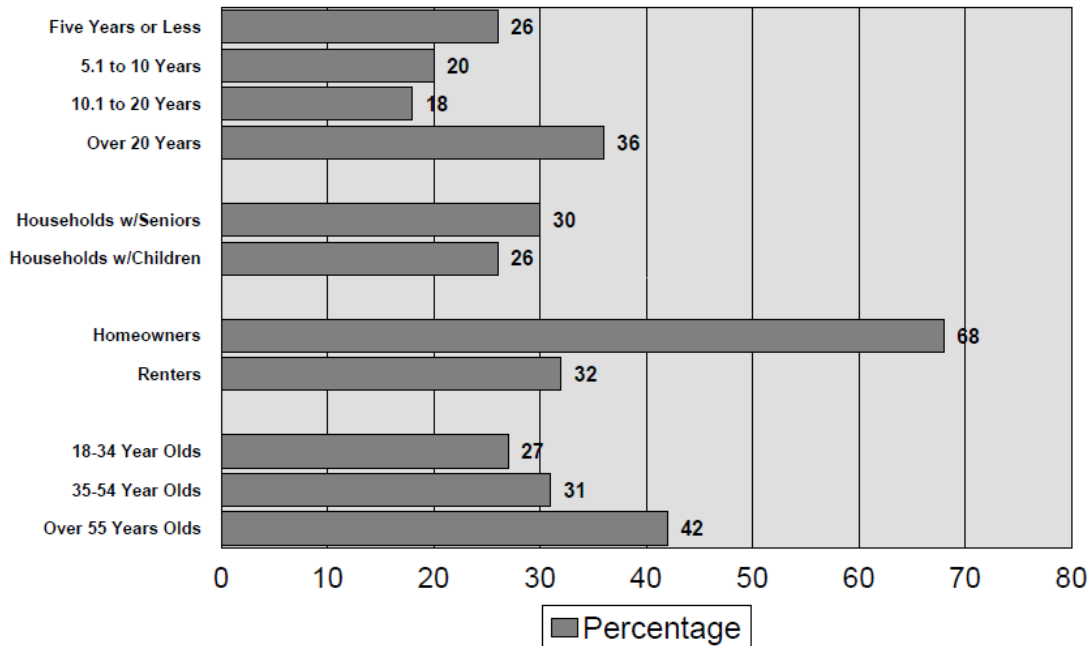
Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately, how many years have you lived in Roseville?
- |                         |     |
|-------------------------|-----|
| TWO YEARS OR LESS.....  | 9%  |
| THREE TO FIVE YEARS.... | 17% |
| SIX TO TEN YEARS.....   | 20% |
| 11 TO TWENTY YEARS..... | 18% |
| 21 TO 30 YEARS.....     | 17% |
| OVER THIRTY YEARS.....  | 19% |

<https://www.cityofroseville.com/2999/Community-Survey>

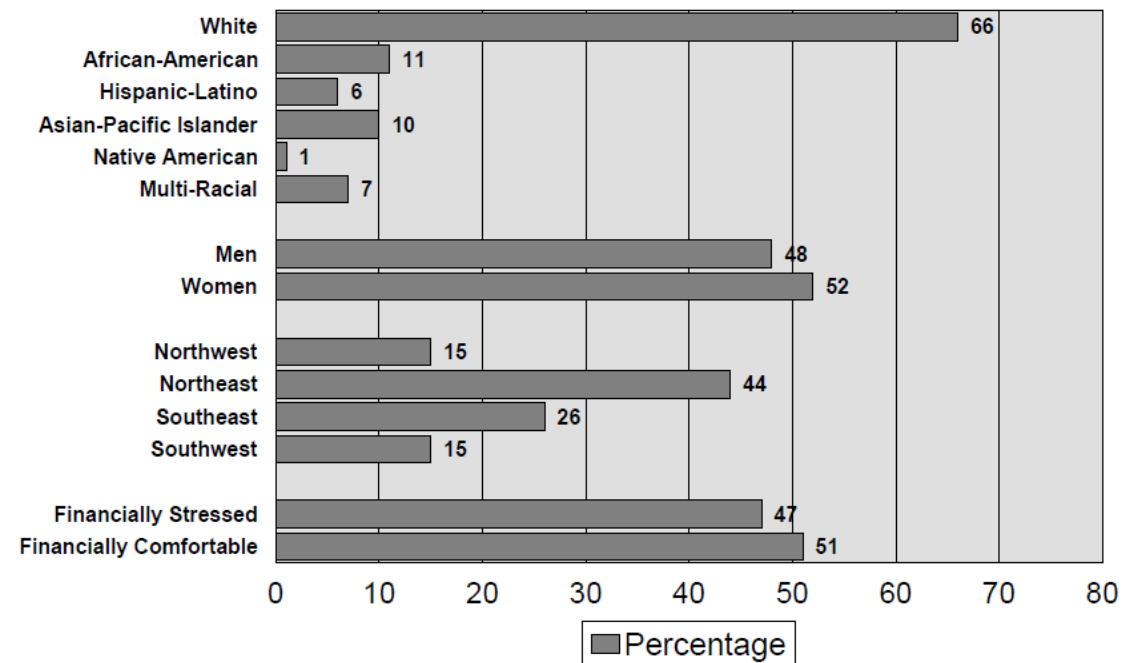
### Demographics I

2024 City of Roseville



### Demographics II

2024 City of Roseville



# Surveys & Engagement

Open Discussion

## Potential Topics:

- Community Survey and Strategic Plan Metrics
- Engagement Efforts / Challenges
- Surveys
- City Newsletter Articles
- Website
- Social Media
- Community Events
- Other

**THANK YOU**

# *The Morris Leatherman Company*

## **2024 Findings and Implications**

### **City of Roseville**

#### ***City Demographics:***

Roseville remains a balanced first-ring suburban community, with longer residential longevity, growing population diversity, slowing generational replacement, and decreasing numbers of renters than in the 2020 study. The median longevity of adult residents is 13.0 years. Twenty-six percent of the sample report moving to the city during the past five years, while 36% are there for more than two decades. Sixteen percent report they will move in the next five years, in contrast, 67% have no plans to leave during the next ten years.

Thirty-one percent of city households classify themselves as “single, no other family at home.” Five percent are “single parents with children at home.” Twenty-one percent are “married or partnered, with children at home.” Forty-three percent are “married or partnered with no children or no children at home.” Sixty-six percent classify themselves as “White.” Eleven percent are “African-American,” and ten percent are “Asian-Pacific Islanders.” Six percent are “Hispanic-Latino.” One percent classify themselves as “Native American,” while seven percent are “mixed/bi-racial.” Women outnumber men by four percent in the sample.

Thirty percent of Roseville households contain residents over 65 years old. Twenty-eight percent report the presence of adults between the ages of 50 and 64; fifty-four percent contain adults between the ages of 18 and 49. Twenty-six percent of the households contain school-aged children or pre-schoolers. Sixty-eight percent own their current homes, while 32% rent.

The average age of respondents is 49.8 years old. Forty-two percent of the sample fall into the over 55 years age range, while 27% are less than 35 years old. Fifteen percent live north of Highway 36 and west of Snelling Avenue. Forty-four percent reside north of Highway 36 and east of Snelling Avenue. Twenty-six percent are south of Highway 36 and east of Snelling Avenue, while 15% live south of Highway 36 and west of Snelling Avenue.

Forty-seven percent report they are fiscally stressed – either their monthly expenses exceed current income, or their monthly expenses meet their income, but little or no savings result. Fifty-one percent report no fiscal stress – either managing comfortably and putting money aside or managing very well.

#### ***Quality of Life Issues:***

Eighty-seven percent, a drop of seven percent in four years, rate their quality of life as either “excellent” or “good.” In fact, a solid 33% deem it “excellent.” Thirteen percent, up eight percent since the 2020 study rate the quality of life lower. The overall positive rating is in the top

quartile of suburban communities, while the “excellent” rating is 13% higher than the Metropolitan Area average of 20%.

At 17%, “closeness to family and friends” leads the list of attributes people like most about living in the community. At 13%, three responses tie: “closeness to job,” “friendly people,” and “neighborhood/housing.” “Convenient location” places third, at 11%, followed by “parks and trails,” at nine percent, and “quiet and peaceful,” at seven percent. “Safe,” at six percent, and “schools,” at five percent, round out the list of statistically significant responses. The most serious issues facing the city remain “rising crime” at 25%, up eight percent in four years. “High taxes” and “aging population” rank at 16% and nine percent, respectively. Seven percent each post “street repair” and “lack of jobs and businesses.” Six percent point to “aging infrastructure.” A “booster” group of 22%, virtually unchanged from the 2020 result, says there are “no” serious issues facing the community – over twice as high as the Metropolitan Area suburban norm.

Eighty-five percent think things in Roseville are generally headed in the “right direction.” Thirteen percent regard things are “off on the wrong track.” This is primarily due to perceptions of “rising crime” in the community. A secondary factor contributing to the increase is “high taxes.”

A very high rating of 86% of the sample reports the general sense of community identity in the City of Roseville is “very strong” or “somewhat strong”; thirteen percent rate it lower. Eighteen percent report a closer connection to the City of Roseville “as a whole,” an almost four-fold increase since the last study, while 43% have a closer connection to their “neighborhood.” Seven percent report a closer connection to the “School District.” Twenty-three percent volunteer “family and friends.” And, five percent feel a closer connection to their “workplace.” As in the 2020 study, intermediary institutions and social precincts are prominent in the community as cohesive forces. Eighty-eight percent, a ten percent decrease in four years, feel “welcomed” in the City of Roseville, only eight percent disagree. The major reason for feeling welcomed is “friendly people,” while the only statistically significant reason for not feeling welcomed is “not knowing their neighbors.”

In thinking about a city’s quality of life, 24%, down eight percent in four years, feel the most important aspect is “safety.” Seventeen percent point to “sense of community,” 16% cite “good schools,” and twelve percent point to “quiet and peacefulness.” Nine percent each post “upkeep of the city” and “open spaces and natural areas.” Eight percent state “parks and recreational facilities.” Twenty-one percent believe “reducing crime” is the aspect of the city which needs to be fixed or improved in the future. Sixteen percent believe “lower taxes” and 11% feel the same about “better roads” as aspects of the city which need to be fixed or improved in the future. “More jobs” and “sidewalks” follow at eight percent each. Seven percent cite “more senior

housing,” and six percent point to “more public transit.” Seventeen percent, a decrease of 16% in four years, think there is “nothing” or are unsure about anything needing fixing or improving. Thirty-seven percent, a decrease of 16% since the 2020 study, believe there is “nothing” or are unsure about anything currently missing from the community which, if present, could greatly improve the quality of life for residents. Seventeen percent would like to see “more jobs”; 14% would like to see “more sidewalks”; 11% would like to see “more affordable housing”; and 10% each would like to see “more entertainment opportunities” or “more public transit.”

### ***Community Characteristics:***

In assessing the one or two most important characteristics of a high quality of life community, 48% point to “low crime rate” and 33%, down 10% in four years, choose “good school system.” This continues the order of the top two choices four years ago. Twenty-four percent pick “sense of community.” Nineteen percent select “well-maintained properties.” Sixteen percent each pick “low property taxes” or “job opportunities.” There are five characteristics residents consider to be of least importance: “variety of shopping opportunities” or “community events and festivals,” each at 11%, and “high property values,” “well-maintained properties,” or “sense of community,” all at 10%.

When examining the number or quantity of various community characteristics, majorities of residents think Roseville has “about the right amount” of 11 of 12 discussed. In the one case where opinions split almost evenly between “too many” and “too few,” residents are divided on affordable rental units. The 11 attributes posting higher levels of agreement about sufficient current numbers are: market rate rental units, condominiums, townhomes, affordable owner-occupied housing, “move up” housing, higher cost housing, assisted living for seniors, parks and open spaces, trails and bikeways, service and retail establishments, and entertainment and dining opportunities.

Eighty-nine percent, virtually unchanged from the 2020 study, are either “very committed” or “somewhat committed” to stay in Roseville if they were going to move from their current home to upgrade. Just as impressive, 88% are “committed” to staying in the city if they were going to move from their current home for downsizing. While most of the small number of residents who are not “committed” to stay in the city report there is nothing missing or could be improved to make them more committed to stay, 15% would like to see “lower property taxes” and eight percent wish for “expanded choices of affordable housing.”

### ***City Services:***

In evaluating specific city services, the mean approval rating is 87.0%, a significant 2.7% increase over the 2020 level. If we consider only residents holding opinions, the mean score is a

higher 89.3%, well within the top 10% of summary ratings in the Metropolitan Area. Over 90% rate fire protection, emergency medical services, sewer and water, building inspections, animal control and code enforcement as either “excellent” or “good.” Eighty-nine percent favorably rate police protection and drainage and flood control. Key reasons for giving services an unfavorable rating include “poor patrolling,” at 31%, “flooding,” at 18%, “loose animals,” at 16%, and “poor taste of water,” at 11%. Between 79% and 89% similarly rate street repair and maintenance, snow plowing, trail and pathway plowing in parks, trail and pathway plowing in neighborhoods, pathway repair and maintenance in the parks and pathway repair and maintenance in neighborhoods. The lowest rated service remains street repair and maintenance at 79%, which is a seven percent increase from the 2020 study. This service rating is now well above the Metropolitan Area norm of 60%.

***Property Taxes:***

Roseville residents remain tax sensitive during the past four years. Forty-six percent think their property taxes are “high” in comparison with neighboring suburban communities, while 45%, a 10% increase in four years, see them as “about average.” Eighty-five percent, an eight percent increase, view city services as either an “excellent” or a “good” value for the property taxes paid; this endorsement level now places Roseville within the top decile of Metropolitan Area suburbs. While 57% of the sample, a seven percent increase from the 2020 level, would support an increase in their city property taxes to maintain city services at their current level, thirty-seven percent, also a seven percent increase, would oppose an increase under these circumstances.

Solid majorities endorse the City continuing to invest in long-term infrastructure projects. By a 94%-5% margin, residents support investing in city roads. An 86%-13% majority favors investments in water and sewer pipes, and a 77%-21% majority feels the same about city buildings. An 80%-19% majority is in favor of continued investment in pedestrian pathways, and a 75%-24% majority endorses continued investments in bikeways. Overall, the average change in support in comparison with the 2020 study is an insignificant -2.7%, reflecting the stable consensus in favor of long-term investments during the past four years.

***Sales Tax Referendum:***

Respondents were reminded that Minnesota cities and counties are permitted to ask for legislation to permit a public vote on an increase in the local sales tax to pay for improvements that are regionally significant. The sales tax is assessed in the same way as the state sales tax, exempting items such as clothes and groceries. During the 2023 legislative session, the City of Roseville was given permission to hold a sales tax referendum this November for the construction of a Public Works and Parks and Recreation Maintenance Facility and a new license and passport center. Fifty-six percent report awareness of the November sales tax referendum.

They were told the City will ask voters to approve two questions for a new local half-cent sales tax increase for up to 20 years. The sales tax would expire once the approved projects are fully funded.

By a 69%-24% majority, residents support the referendum for the construction of a Public Works and Parks and Recreation Maintenance Facility. Strong support outnumbered strong opposition by a 13%-5% margin. Supporters base their decision on “reasonable cost,” “like instead of property tax increase,” and “needed.” Opponents base their verdict on “current inflation and economy,” “no more tax increases of any kind,” and “not needed.”

They were informed a second referendum question would be required to allow the funds from the same half-cent sales tax increase to be used to build a new license and passport center. There would not be a second half-cent sales tax increase if this referendum question passes.

By a 66%-29% majority, residents support the referendum for the construction of a new license and passport center. Strong support outnumbered strong opposition by a 14%-7% margin. Supporters again base their decision on “reasonable cost,” “like instead of property tax increase,” and “needed.” Opponents base their verdict on “current inflation and economy” and “not needed.”

Next, respondents were read three statements and asked if each one would affect their decisions. The table below shows the statement, followed by the percentage of respondents who are “more likely” to support the referenda, “less likely” to support the referenda,” and “makes no difference” to them.

<i>Statement</i>	<i>More Likely</i>	<i>Less Likely</i>	<i>No Difference</i>
A sales tax increase would not only capture sales tax from city residents, but also from people outside the city who make purchases in Roseville. A University of Minnesota study projected almost 64% of the new sales tax revenue would come from people who live outside of Roseville and use city services.	62%	3%	35%
It is projected with a half-cent sales tax increase that the typical Roseville resident would pay an additional \$55.48 per years in sales tax.	56%	10%	33%
The current city budget does not include funding to make these improvements. If the sales tax is not approved, the City could consider a property tax increase which only Roseville residents and businesses would pay. These projects could cost the owner of a \$350,000 home in Roseville about \$430.00 per year for the improvements only.	60%	6%	33%

All of the statements result in at least 56% of the respondents saying they are “more likely” to support the referenda. The negative impact never exceeds 10%. A consistent 33%-35%, though, were unmoved by each statement.

***City Government and Staff:***

Respondents give the Mayor and Council a job approval rating of 92%, an eight percent increase in four years, and a disapproval rating of six percent. The current fifteen-to-one approval-to-disapproval rating of the Mayor and City Council is now within the top five communities in the Metropolitan Area suburbs. The small disapproval rating stems from perceptions of “poor spending,” “high taxes,” and “overall poor job.”

Citizen empowerment remains high and shows a significant increase in the four-year interim between studies. The number of residents -- 22% -- who feel they could not have a say about the way the City of Roseville runs things is well below the suburban norm. This level of alienation is 11% lower than the 2020 level.

Residents award the City Staff a job approval rating of 92%, a nine percent increase from the 2020 level, and a disapproval rating of only five percent. Both the absolute level of approval and the 18-to-1 ratio of approval-to-disapproval are also among the top in the Metropolitan Area suburbs. The miniscule disapproval rating stems from “not listening to residents” and “poor spending.”

***Neighborhoods and Businesses:***

Ninety-three percent rate the general appearance of the community as either “excellent” or “good”; six percent are more critical in their evaluations. “Messy yards” is the chief complaint of the small number posting a negative judgment. Over the past four years, 49% think the appearance of Roseville “remained about the same,” while 44%, a 12% increase from the 2020 level, see an “improvement,” and only six percent, a “decline,” a ten percent decrease from the 2020 study. Code enforcement is also highly rated. Ninety-one percent award this service either an “excellent” or “good” rating, while eight percent are more critical, focusing on “messy yards” and “loose animals.” Fifty-eight percent are aware Roseville works with organizations to offer a variety of different housing programs for residential homeowners, including foreclosure protection, home improvement loans for interior and exterior remodeling, and a land trust program.

***Garbage Collection:***

By a 48%-37% plurality, residents support the City of Roseville changing from the current system, in which residents may choose from several different haulers to a system where the City manages trash collection; eleven percent strongly favor this change, while six percent strongly oppose it. Sixteen percent are unsure.

Supporters of the change base their decision primarily on “less truck traffic,” “lower cost with one hauler,” “less pollution,” and “better service.” Opponents cite “prefer to choose my own hauler,” “like current hauler,” and “competition creates lower cost.”

***Curbside Recycling:***

Eighty-one percent participate in the curbside recycling program by separating recyclable items from the rest of their garbage. The 19% who do not participate indicate they “rent or their association does it,” “do not have enough waste,” and “they think it is too much hassle.” Most program participants, 74%, down eight percent in four years, put their recyclables out for collection every two weeks; nineteen percent do so monthly. By a virtual tie of 50%-49%, participants narrowly favor a change to a weekly collection schedule for recyclables.

Sixty-seven percent of residents are aware of the drop-off site to recycle food scraps and other organic waste, an increase of 18% in four years. Among aware residents, 14% use the site at least once a week, 50% use the site at least once a month, and 18% are more sporadic users. Among

non-users, two statistically significant reasons are given: “no interest or too much hassle” and “not enough waste.” Among residents not aware of the organics drop-off site, a projected 14% would use the site. Among all residents, a projected 16% of households would use a curbside collection program for compostable waste if it were available.

### ***Public Safety:***

In rating the seriousness of public safety concerns in the City of Roseville, 15% think “drugs” and “traffic speeding,” at 14% are the greatest concerns. Thirteen percent each feel similarly about “youth crimes and vandalism” and “break-ins and theft from automobiles.” Eight percent consider none of these as serious concerns.

Seventy-one percent, down 12% in four years, rate the amount of police patrolling in their neighborhood as “about the right amount,” while 25%, up ten percent since the last study, think it is “not enough,” and three percent see “too much.”

### ***Parks and Recreation:***

Ninety-four percent rate the park and recreation facilities in Roseville as either “excellent” or “good.” Only six percent are more critical. Among the City’s recreational facilities, 38% most frequently use “trails,” 34% most often use “neighborhood parks,” and 10% most frequently use “athletic facilities.” Eighteen percent of the City’s households do not use any of these facilities. Ninety-three percent highly rate the upkeep and maintenance of Roseville City Parks; eight percent are more critical in their judgments.

Thirty-four percent report household participation in a city-sponsored park and recreation program. Ninety-six percent are satisfied with their experience. No statistically significant suggestion was made for offering new or expanding current park and recreation programs.

Thirty-seven, down eight percent since the 2020 study, report household members use the trail system at least once per week; thirty-five percent, up eight percent, do so several times a month or just monthly; fourteen percent are less frequent trail users. Fourteen percent report no one in their household uses the trails at all. In prioritizing expansions or improvements of the City’s trail system, 38% pick “construction of trails connecting neighborhoods and parks,” while 33% choose the “construction of additional trails for exercise within parks.” Twenty-one percent, down eight percent from the 2020 level, choose “construction of trails connecting neighborhoods and shopping and business areas.”

*The Morris Leatherman Company*  
*May 2024*

Sixty-five percent, a decrease of 16% since the 2020 study, are aware of the City's park buildings and the newer Cedarholm Community building. Thirty-six percent of the sample have visited or used one of the new park buildings. One hundred percent of park building visitors rate their experience as either "excellent" or "good," and an emphatic 95% would consider using one of the new park buildings or the Cedarholm Community building again in the future. A nearly-unanimous 95% feel the current mix of recreational or sports facilities meets the needs of members of their household.

***Communications Issues:***

The City newsletter and the City website are the most often indicated primary sources of information about the community, at 42% and 20%, respectively. The "grapevine" ranks third, at 13%. Email/e-newsletter is relied upon by eleven percent of the sample. "Social media" completes the list at 10%. Preferred sources of information about City Government and its activities are slightly different from the existing communications pattern. This time, the City publications and newsletters are at the top of the list at 43%, followed by the City website, at 21%. Ten percent choose the City's Facebook page, while nine percent indicate email, and eight percent opt for direct mail.

Seventy-six percent receive the "Roseville City News," and 92% of this group regularly read it. The reach of the publication is 70% of the community's households, lower by five percent from the 2020 level. The newsletter's effectiveness as an information channel is highly rated. Ninety-three percent, an increase of nine percent since the 2020 study, see it as "effective" in keeping them informed about activities in the city.

Social media usage among Roseville residents has changed since the 2020 study. Seventy-seven percent use the City website, sixty-two percent use "email," and 61% use Facebook. Forty-eight percent use "YouTube," 40% tweet, and 37% use "Nextdoor." Thirty-five percent, over three times the 2020 level, report using other social media sites. Over 70% of the users of five social media sources would be likely to use each to obtain City information: the "City website," "email," "other social media sites," "Facebook," and "Nextdoor."

Eighty-seven percent rate the City's overall performance in communicating key local issues to residents as either "excellent" or "good." Thirteen percent are more critical in their evaluations. This rating remains among the top five in the Metropolitan Area.

**Conclusions:**

As in the 2020 study, the key issues in 2024 facing decision-makers is addressing perceptions about “rising crime,” particularly “drugs,” “youth crimes and vandalism,” and “automobile break-ins and theft.” Unlike other suburbs, concerns about crime in Roseville have not seriously eroded the high levels of approval and support for the quality of life, fiscal management of the community, direction of the city, tax tolerance, government job ratings, and sense of community. So far, the City has done a comparatively good job tempering the concern about crime. Since 48% rate “safety” as the most important aspect of city’s future quality of life, “crime”—together with its prevention and reduction – should continue to be given a high place in the discussion of issues, policies, and resource allocation. Additionally, worries about “speeding traffic” and “more police patrolling” will need to be discussed and a framework for policy goals considered.

While perceptions of city property taxes have worsened across the Greater Metropolitan Area suburbs, the general hostility is far more moderate in Roseville than the regional trend would suggest. Even so, it should be considered a more limiting factor in using additional funds to maintain and augment services. While 46% still see their property taxes as “high,” this is nine percent lower than the current suburban average. A corresponding seven percent increase in the number of residents willing to increase their property taxes to maintain city services, indicates residents are more tolerant to a discussion of additional funding to continue to provide city services at their current level. It is also a testament to the high ratings city services are granted.

The proposed sales tax referenda are in the most curious position MLC has encountered this year. The 69% and 66% support levels do not deviate significantly among all demographic groups. Since 2024 is a presidential year, turnout will be at its usual maximum level. Only two demographic groups register even high levels of support: households containing 18-24 year olds, and residents in the Southeast or Southwest quadrant of the community. The major communications challenge facing supporters is to aggressively inform voters that the second question does not request approval of another half-cent sales tax increase. In addition, as always, another challenge will be to make sure voters know the referenda are on the ballot – a surprised voter usually votes against a referendum.

Community development efforts should continue to focus on helping seniors stay in the community and provide younger adults options to move into the city. Moderate concerns continue about assisted living opportunities for seniors. This perception is in line with the very high levels of commitment to staying in the city if residents moved from their current homes.

The parks and recreation system remains the “crown jewel” in the City’s quality of life. Usage is still higher than expected viewed against the demography of the community. Park buildings and the newer Cedarholm Community Building are very well-received by the public. Trails and

*The Morris Leatherman Company*  
*May 2024*

neighborhood parks play an unusually large and growing role in city life, acting as key ingredients in the strong sense of community. No strong consensus is present on future city trails and sidewalk expansions: thirty-eight percent support the construction of trails connecting neighborhoods and parks, 33% favor the construction of additional trails for exercise within parks, and 21% prioritize the construction of trails connecting neighborhoods and shopping and business areas.

Information levels about City Government activities remain extremely high in comparison with neighboring communities. Positive ratings of the Mayor, City Council and City Staff are among the top of the Metropolitan Area. “Roseville City News,” the City newsletter, and the City website are very well used and exceptionally well regarded. In fact, the City newsletter continues to possess higher readership and effectiveness ratings than most peer communities.

Citizens remain enthusiastic about their City. At a time when government at different levels polarizes people, Roseville residents are overall extremely satisfied with their local government and its services. With a 22% “city booster” core, the City still possesses a large reservoir of goodwill which has served it well.

***Methodology:***

This study contains the results of a sample of 400 randomly selected adult residents residing in the City of Roseville. Professional interviewers conducted the survey by telephone between April 18<sup>th</sup> and May 7<sup>th</sup>, 2024. The typical respondent took seventeen minutes to complete the questionnaire. The non-response rate was 5.5%. The results of the study are projectable to all adult City of Roseville residents within  $\pm 5.0\%$  in 95 out of 100 cases.

THE MORRIS LEATHERMAN COMPANY  
 3128 Dean Court  
 Minneapolis, Minnesota 55416

City of Roseville  
 Residential Survey  
 FINAL APRIL 2024

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- |   |   |
|---|---|
| 1. Approximately, how many years have you lived in Roseville?                                 | TWO YEARS OR LESS.....9%<br>THREE TO FIVE YEARS....17%<br>SIX TO TEN YEARS.....20%<br>11 TO TWENTY YEARS.....18%<br>21 TO 30 YEARS.....17%<br>OVER THIRTY YEARS.....19%   |
| 2. As things stand now, how long in the future do you expect to live in Roseville?            | TWO YEARS OR LESS.....5%<br>THREE TO FIVE YEARS....11%<br>SIX TO TEN YEARS.....17%<br>OVER TEN YEARS.....55%<br>DON'T KNOW/REFUSED.....12%  |
| 3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor? | EXCELLENT.....33%<br>GOOD.....54%<br>ONLY FAIR.....10%<br>POOR.....3%<br>DON'T KNOW/REFUSED.....0%  |
| 4. What do you like most, if anything, about living in Roseville?                             | DON'T KNOW/REFUSED.....0%<br>NOTHING.....3%<br>CONVENIENT LOCATION....11%<br>NEIGHBORHOOD/HOUSING...13%<br>SAFE.....6%<br>FRIENDLY PEOPLE.....13%<br>CLOSE TO FAMILY/<br>FRIENDS.....17%<br>CLOSE TO JOB.....13%<br>SCHOOLS.....5%<br>PARKS/TRAILS.....9%<br>SHOPPING.....3%<br>QUIET AND PEACEFUL.....7%<br>SCATTERED.....1% |

- |                               |  |  |
|-------------------------------|--|--|
| 5.                            | What do you think is the most serious issue facing Roseville today?  | DON'T KNOW/REFUSED.....0%<br>NOTHING.....22%<br>HIGH TAXES.....16%<br>RISING CRIME.....25%<br>POOR CITY SPENDING.....2%<br>LACK OF JOBS/BUSINESS...7%<br>AGING POPULATION.....9%<br>AGING INFRASTRUCTURE....6%<br>STREET REPAIR.....7%<br>SCATTERED.....6% |
| 6.                            | All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?  | RIGHT DIRECTION.....85%<br>WRONG TRACK.....13%<br>DON'T KNOW/REFUSED.....3%  |
| IF "WRONG TRACK," ASK: (n=50) |  |  |
| 7.                            | Please tell me why you feel things have gotten off on the wrong track?   | DON'T KNOW/REFUSED.....0%<br>HIGH TAXES.....14%<br>POOR CITY SPENDING.....6%<br>RISING CRIME.....60%<br>GROWING DIVERSITY.....6%<br>TOO MUCH RETAIL.....4%<br>TOO MANY RENTALS.....2%<br>SCATTERED.....8%  |
| 8.                            | How would you rate the sense of community identity among residents in Roseville - would you say it is very strong, somewhat strong, not too strong, or not at all strong?  | VERY STRONG.....28%<br>SOMEWHAT STRONG.....58%<br>NOT TOO STRONG.....10%<br>NOT AT ALL STRONG.....3%<br>DON'T KNOW/REFUSED.....2%  |
| 9.                            | Please tell me which of the following do you feel the closest connection to - the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be? | CITY OF ROSEVILLE.....18%<br>NEIGHBORHOOD.....43%<br>SCHOOL DISTRICT.....7%<br>CHURCH.....3%<br>WORKPLACE.....6%<br>FAMILY/FRIENDS.....23%<br>DON'T KNOW/REFUSED.....1%  |

10. How welcome do you feel in the City of Roseville - very welcome, somewhat welcome, not too welcome, or not at all welcome?

VERY WELCOME.....	59%
SOMEWHAT WELCOME.....	29%
NOT TOO WELCOME.....	6%
NOT AT ALL WELCOME.....	2%
DON'T KNOW/REFUSED.....	5%

IF A RESPONSE IS GIVEN, ASK: (n=382)

11. Why do you feel that way?

UNSURE.....	2%
FRIENDLY PEOPLE.....	49%
UNFRIENDLY PEOPLE.....	3%
WATCH OUT FOR EACH OTHER.....	3%
DON'T KNOW NEIGHBORS....	5%
LOTS OF COMMUNITY EVENTS.....	7%
WELCOME DIVERSITY.....	3%
FRIENDLY SCHOOLS.....	2%
FEELS LIKE HOME.....	6%
RACISM.....	4%
WELCOMING.....	2%
FAMILY & FRIENDS HERE..	2%
LOT OF LONG TERM RESIDENTS.....	2%
GREAT SERVICES.....	2%
SCATTERED.....	8%

Let's spend a few minutes discussing the future of the City of Roseville.

12. When thinking about a city's quality of life, what do you think is the most important aspect of that quality?

DON'T KNOW/REFUSED.....	1%
SAFETY.....	24%
SENSE OF COMMUNITY.....	17%
GOOD SCHOOLS.....	16%
UPKEEP OF CITY.....	9%
OPEN SPACE/NATURE.....	9%
PARKS/RECREATION.....	8%
UPKEEP OF HOUSING.....	4%
QUIET AND PEACEFUL.....	12%
SCATTERED.....	1%

13. What aspects, if any, of the community should be fixed or improved in the future?
- |                          |     |
|--------------------------|-----|
| DON'T KNOW/REFUSED.....  | 1%  |
| NOTHING.....             | 16% |
| LOWER TAXES.....         | 16% |
| BETTER ROADS.....        | 11% |
| MORE JOBS.....           | 8%  |
| MORE PUBLIC TRANSIT..... | 6%  |
| MORE SENIOR HOUSING..... | 7%  |
| LESS AFFORDABLE          |     |
| LOW INCOME HOUSING..     | 3%  |
| SIDEWALKS.....           | 8%  |
| REDUCE CRIME.....        | 21% |
| SCATTERED.....           | 3%  |
14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents?
- |                         |     |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 1%  |
| NOTHING.....            | 36% |
| MORE PUBLIC TRANSIT.... | 10% |
| MORE JOBS.....          | 17% |
| MORE ENTERTAINMENT..... | 10% |
| MORE AFFORDABLE         |     |
| HOUSING.....            | 11% |
| SIDEWALKS.....          | 14% |
| SCATTERED.....          | 1%  |

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)
16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES.....	6%	4%	10%
WELL MAINTAINED PROPERTIES.....	10%	9%	10%
LOW PROPERTY TAXES.....	8%	8%	9%
LOW CRIME RATE.....	26%	22%	7%
GOOD SCHOOL SYSTEM.....	18%	15%	7%
VARIETY OF SHOPPING OPPORTUNITIES.....	4%	5%	11%
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	5%	8%	8%
JOB OPPORTUNITIES.....	6%	10%	7%
COMMUNITY EVENTS AND FESTIVALS.....	4%	7%	11%
SENSE OF COMMUNITY.....	13%	11%	10%
ELSE.....	1%	1%	0%
DON'T KNOW/REFUSED.....	0%	0%	10%

Let's discuss recreational opportunities in the community....

18. How would you rate park and recreational facilities in Roseville - excellent, good, only fair, or poor?
- |                         |     |
|-------------------------|-----|
| EXCELLENT.....          | 28% |
| GOOD.....               | 66% |
| ONLY FAIR.....          | 6%  |
| POOR.....               | 0%  |
| DON'T KNOW/REFUSED..... | 0%  |
19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently?
- |                          |     |
|--------------------------|-----|
| DON'T KNOW/REFUSED.....  | 0%  |
| NONE.....                | 18% |
| TRAILS.....              | 38% |
| NEIGHBORHOOD PARKS.....  | 34% |
| ATHLETIC FACILITIES..... | 10% |
20. How would you rate the upkeep and maintenance of Roseville City Parks - excellent, good, only fair, or poor?
- |                         |     |
|-------------------------|-----|
| EXCELLENT.....          | 31% |
| GOOD.....               | 62% |
| ONLY FAIR.....          | 7%  |
| POOR.....               | 1%  |
| DON'T KNOW/REFUSED..... | 0%  |
21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?
- |                         |     |
|-------------------------|-----|
| YES.....                | 34% |
| NO.....                 | 66% |
| DON'T KNOW/REFUSED..... | 0%  |
- IF "YES," ASK: (n=137)
22. Were you satisfied or dissatisfied with your experience?
- |                         |     |
|-------------------------|-----|
| SATISFIED.....          | 96% |
| DISSATISFIED.....       | 2%  |
| NEUTRAL (VOL.).....     | 2%  |
| DON'T KNOW/REFUSED..... | 0%  |

23. Are there any park and recreation programs you would like to see offered or expanded?

UNSURE, 10%, NO, 84%; PICKLEBALL, 2%; SCATTERED, 4%.

24. How often do you or members of your household use the trail system, weather permitting - twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently, or not at all?	TWICE OR MORE A WEEK...15%
	WEEKLY.....22%
	TWO/THREE PER MONTH...22%
	MONTHLY.....13%
	QUARTERLY.....3%
	LESS FREQUENTLY.....11%
	NOT AT ALL.....14%
	DON'T KNOW/REFUSED.....0%

25. Which of the following would be your top priority for the city's trails and sidewalk system? (ROTATE)

CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....	33%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....	38%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND SHOPPING AND BUSINESS AREAS.....	21%
ELSE.....	1%
DON'T KNOW/REFUSED.....	8%

The City has park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa Parks, as well as a newer community building at Cedarholm Golf Course, the Cedarholm Community Building.

26. Are you aware of Roseville's park buildings and the newer Cedarholm Community Building?	YES.....65%
	NO.....35%
	DON'T KNOW/REFUSED.....0%

27. Have you or members of your household visited or used one of the park buildings or the new Cedarholm Community Building?	YES.....36%
	NO.....64%
	DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=143)

28. How would you rate your experience - excellent, good, only fair or poor?	EXCELLENT.....32%
	GOOD.....68%
	ONLY FAIR.....1%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

29. Would you consider using one of the park buildings or the new Cedarholm Community Building again? YES.....95% NO.....2% DON'T KNOW/REFUSED.....3%

IF "NO,"ASK: (n=3)

30. Why won't you use one of the park buildings or the new Cedarholm Community Building again?

NO NEED, 100%.

31. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household? YES.....95% NO.....1% DON'T KNOW/REFUSED.....4%

IF "NO," ASK: (n=4)

32. What recreational or sports facilities do you feel are missing?

PICKLEBALL COURTS, 100%.

Moving on....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
33. Police protection?	46%	43%	11%	0%	0%
34. Fire protection?	43%	51%	4%	0%	2%
35. Emergency medical services?	47%	41%	5%	1%	6%
36. Sewer and water?	24%	67%	7%	1%	2%
37. Drainage and flood control?	25%	62%	10%	1%	2%
38. Building inspections?	26%	56%	6%	0%	12%
39. Animal control?	34%	57%	7%	1%	2%
40. Code enforcement?	27%	64%	5%	0%	5%

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR" IN QUESTIONS #33-40, ASK: (n=109)

41. Why did you rate _____ as (only fair/poor)?	DON'T KNOW/REFUSED.....0%
	COULD IMPROVE.....8%
	FLOODING.....18%
	MORE PATROLLING.....31%
	POOR INSPECTIONS.....3%
	LOOSE ANIMALS.....16%
	RUNDOWN HOMES.....6%
	RUDE/UNFRIENDLY.....1%
	POOR TASTE OF WATER....11%
	SLOW SERVICE.....6%

Now, for the next six city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Therefore, Interstate 35W, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate .... (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
42. Street repair and maintenance?	22%	57%	21%	0%	0%
43. Snow plowing?	32%	57%	11%	1%	0%
44. Trail and pathway plowing in parks?	32%	50%	16%	1%	2%
45. Trail and pathway plowing in neighborhoods?	30%	57%	13%	1%	0%
46. Pathway repair and maintenance in the parks?	30%	55%	14%	1%	1%
47. Pathway repair and maintenance in neighborhoods?	21%	62%	11%	1%	6%
48. Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?					
				VERY HIGH.....16%	
				SOMEWHAT HIGH.....30%	
				ABOUT AVERAGE.....45%	
				SOMEWHAT LOW.....2%	
				VERY LOW.....0%	
				DON'T KNOW/REFUSED.....7%	
49. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?					
				FAVOR.....57%	
				OPPOSE.....37%	
				DON'T KNOW/REFUSED.....7%	

50.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....	14%
		GOOD.....	71%
		ONLY FAIR.....	13%
		POOR.....	1%
		DON'T KNOW/REFUSED.....	2%

For each of the following long-term infrastructure projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose, or strongly oppose. (ROTATE)

	STS	SMS	SMO	STO	DKR
51. Water and sewer pipes?	42%	44%	11%	2%	1%
52. City buildings?	29%	48%	16%	5%	3%
53. Pedestrian pathways?	33%	47%	16%	3%	1%
54. Bikeways?	31%	44%	21%	3%	1%
55. City roads?	45%	49%	4%	1%	2%

In Minnesota, cities and counties are permitted to ask the Legislature for permission to hold a public vote on an increase to the local sales tax to pay for improvements that are regionally significant. The sales tax is assessed in the same way as the state sales tax, meaning that items such as clothes and groceries are exempt from the tax. During the 2023 Legislative session, the City of Roseville was given permission to hold a sales tax referendum this November for the construction of a Public Works and Parks and Recreation maintenance facility and a new license and passport center.

56.	Prior to this survey, were you aware of the sales tax referendum this November?	YES.....	56%
		NO.....	43%
		DON'T KNOW/REFUSED.....	1%

The City will ask voters to approve two questions for a new local HALF cent sales tax increase for up to twenty years. For your information, a HALF cent sales tax increase would be 5 cents on every \$10 of taxable purchases in the City of Roseville. The local sales tax would expire once the approved projects are fully funded.

57. First, if the election were today, would you support or oppose a referendum for a HALF cent sales tax increase for the construction of a Public Works and Parks and Recreation maintenance facility? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	13%
SUPPORT.....	56%
OPPOSE.....	19%
STRONGLY OPPOSE.....	5%
DON'T KNOW/REFUSED.....	7%

IF A POSITION IS TAKEN, ASK: (n=371)

58. Could you tell me one or two reasons why you feel that way?

DON'T KNOW/REFUSED.....	0%
NEEDED.....	5%
REASONABLE COST.....	42%
LIKE INSTEAD OF A PROPERTY TAX.....	27%
PREFER PROPERTY TAX.....	3%
NOT NEEDED.....	4%
POOR SPENDING.....	1%
TOO HIGH INCREASE.....	1%
INFLATION/ECONOMY.....	9%
NO MORE TAX INCREASE....	6%
SCATTERED.....	2%

A second referendum question is required to allow the funds from the same HALF cent sales tax increase to be used to build a new license and passport center. There would **NOT** be a second HALF cent sales tax increase if this referendum also passes.

59. Next, if the election were today, would you support or oppose a referendum to use the HALF cent sales tax increase to build new license and passport center? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY SUPPORT.....	14%
SUPPORT.....	52%
OPPOSE.....	22%
STRONGLY OPPOSE.....	7%
DON'T KNOW/REFUSED.....	6%

IF A POSITION IS TAKEN, ASK: (n=377)

60. Could you tell me one or two reasons why you feel that way?	DON'T KNOW/REFUSED.....0%
	NEEDED.....8%
	REASONABLE COST.....39%
	LIKE INSTEAD OF A
	PROPERTY TAX.....23%
	PREFER PROPERTY TAX.....3%
	NOT NEEDED.....8%
	POOR SPENDING.....2%
	TOO HIGH INCREASE.....3%
	INFLATION/ECONOMY.....14%
	SCATTERED.....1%

A sales tax increase would not only capture sales tax from city residents, but also from people outside the city who make purchases in Roseville. A University of Minnesota study projected almost 64% of the new sales tax revenue would come from people who live outside of Roseville and use city services.

61. Does that make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?	MUCH MORE LIKELY.....21%
	SOMEWHAT MORE LIKELY...41%
	SOMEWHAT LESS LIKELY....1%
	MUCH LESS LIKELY.....2%
	NO DIFFERENCE.....35%
	DON'T KNOW/REFUSED.....1%

It is projected with a HALF cent sales tax increase that the typical Roseville resident would pay an additional \$55.48 per year in sales tax.

62. Does this make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?	MUCH MORE LIKELY.....19%
	SOMEWHAT MORE LIKELY...37%
	SOMEWHAT LESS LIKELY....7%
	MUCH LESS LIKELY.....3%
	NO DIFFERENCE.....33%
	DON'T KNOW/REFUSED.....1%

The current city budget does not include funding to make these improvements. If the sales tax increase is not approved, the City could consider a property tax increase which only Roseville residents and businesses would pay. These projects could cost the owner of a \$350,000 home in Roseville about \$430 per year for the improvements only.

63. Does this make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?

MUCH MORE LIKELY.....	32%
SOMEWHAT MORE LIKELY...	28%
SOMEWHAT LESS LIKELY....	3%
MUCH LESS LIKELY.....	3%
NO DIFFERENCE.....	33%
DON'T KNOW/REFUSED.....	1%

Changing topics....

64. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?

YES.....	72%
NO .....	22%
DON'T KNOW/REFUSED.....	7%

65. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?

STRONGLY APPROVE.....	14%
APPROVE.....	78%
DISAPPROVE.....	6%
STRONGLY DISAPPROVE....	0%
DON'T KNOW/REFUSED.....	2%

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=25)

66. Why do you feel that way?

DON'T KNOW/REFUSED.....	0%
POOR JOB.....	20%
POOR SPENDING.....	28%
COULD IMPROVE.....	4%
HIGH TAXES.....	24%
DON'T LISTEN.....	16%
RISING CRIME.....	8%

67. From what you have heard or seen, how would you rate the job performance of the Roseville City staff - excellent, good, only fair, or poor?

EXCELLENT.....	16%
GOOD.....	76%
ONLY FAIR.....	5%
POOR.....	0%
DON'T KNOW/REFUSED.....	3%

IF "ONLY FAIR" OR "POOR," ASK: (n=21)

68. Why do you feel that way?

DON'T KNOW/REFUSED.....	0%
POOR SPENDING.....	29%
DON'T LISTEN.....	57%
RUDE/UNPROFESSIONAL....	14%

Thinking about another topic....

69.	How would you rate the general condition and appearance of Roseville - excellent, good, only fair, or poor?	EXCELLENT.....21% GOOD.....72% ONLY FAIR.....6% POOR.....0% DON'T KNOW/REFUSED.....0%
-----	---	---

IF "ONLY FAIR" OR "POOR," ASK: (n=26)

70.	Why do you feel that way?	DON'T KNOW/REFUSED.....0% MESSY YARDS.....50% JUNK CARS.....8% VACANT BUSINESSES.....23% RUNDOWN HOMES.....19%
-----	---------------------------	--

71.	Over the past two years, has the appearance of Roseville improved, declined, or remained the same?	IMPROVED.....44% DECLINED.....6% REMAINED THE SAME.....49% DON'T KNOW/REFUSED.....1%
-----	--	---

72.	How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair, or poor?	EXCELLENT.....13% GOOD.....78% ONLY FAIR.....8% POOR.....0% DON'T KNOW/REFUSED.....1%
-----	---	---

IF "ONLY FAIR" OR "POOR," ASK: (n=31)

73.	What nuisances does the City need to do a better job of enforcing?	DON'T KNOW/REFUSED.....0% MESSY YARDS.....45% RUNDOWN HOMES.....10% JUNK CARS.....3% LOOSE ANIMALS.....19% VACANT BUSINESSES.....13% NOISE.....10%
-----	--	--

Turning to the issue of public safety in the community....

I would like to read you a short list of public safety concerns.

74. Please tell me which one you consider to be the greatest public safety concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

Violent crime.....2%  
 Drugs.....15%  
 Youth crimes and vandalism.....13%  
 Break-ins and theft from automobiles.....13%  
 Business crimes, such as shop-  
 lifting and check fraud.....4%  
 Residential crimes, such as  
 burglary, and theft.....10%  
 Traffic speeding.....14%  
 Reckless driving.....5%  
 Identity theft.....2%  
 Car Jacking/Auto Theft.....7%  
 ALL EQUALLY.....7%  
 NONE OF THE ABOVE.....8%  
 DON'T KNOW/REFUSED.....1%

IF "NONE OF THE ABOVE," ASK: (n=31)

75. Is there something not mentioned you consider to be the greatest public safety concern in Roseville?

NO, 90%; ASSAULTS/MUGGINGS, 10%.

76. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough?

TOO MUCH.....	3%
ABOUT RIGHT AMOUNT.....	71%
NOT ENOUGH.....	25%
DON'T KNOW/REFUSED.....	1%

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville currently has too many or too much, too few or too little, or about the right amount. (ROTATE)

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REF
77. Affordable rental units?	21%	27%	49%	3%
78. Market rate rental units?	11%	25%	52%	13%
79. Condominiums?	14%	18%	66%	3%
80. Townhomes?	18%	16%	63%	3%
81. Affordable owner-occupied housing?	11%	25%	58%	6%
82. "Move up" housing?	17%	24%	56%	3%
83. Higher cost housing?	28%	18%	52%	2%

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REF
84. Assisted living for seniors?	8%	33%	52%	8%
85. Parks and open spaces?	14%	17%	70%	0%
86. Trails and bikeways?	13%	19%	67%	2%
87. Service and retail establishments?	15%	19%	66%	1%
88. Entertainment and dining opportunities?	15%	23%	61%	1%
89. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville - very committed, somewhat committed, not too committed, or not at all committed?				VERY COMMITTED.....35% SOMEWHAT COMMITTED.....54% NOT TOO COMMITTED.....7% NOT AT ALL COMMITTED....3% DON'T KNOW/REFUSED.....2%
90. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville - very committed, somewhat committed, not too committed, or not at all committed?				VERY COMMITTED.....36% SOMEWHAT COMMITTED.....52% NOT TOO COMMITTED.....7% NOT AT ALL COMMITTED....3% DON'T KNOW/REFUSED.....3%

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED IN QUESTIONS #89 OR #90, ASK: (n=40)

91. Is there anything missing or that could be improved in Roseville that would make you committed to staying?

NO, 73%; MORE AFFORDABLE HOUSING, 8%; REDUCE CRIME, 5%; LOWER PROPERTY TAXES, 15%.

The City of Roseville works with organizations to offer a variety of different housing programs for residential homeowners. This includes foreclosure protection, home improvement loans for interior and exterior remodeling and a land trust program.

92. Prior to this survey, were you aware of this housing programs?	YES.....58%
	NO.....42%
	DON'T KNOW/REFUSED.....0%

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided a single-sort recycling cart, and recyclables are picked up every two weeks.

93. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage?
- |                         |     |
|-------------------------|-----|
| YES.....                | 81% |
| NO.....                 | 19% |
| DON'T KNOW/REFUSED..... | 0%  |

IF "NO," ASK: (n=74)

94. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

TOO BUSY/HASSLE, 15%; NOT ENOUGH WASTE, 22%; TAKE ELSEWHERE, 9%; RENTER/ASSOCIATION, 46%; COST TOO MUCH, 3%; AGE/HEALTH, 2%; LACK OF INFORMATION, 4%.

95. Are there any changes or improvements in the service which could be made to induce you to participate in it?

UNSURE, 8%; NO, 89%; LARGER CARTS, 2%; MORE INFORMATION, 2%.

IF "YES" IN QUESTION #93, ASK: (n=325)

96. How often do you put recyclables out for collection - every two weeks, monthly, or less often?
- |                         |     |
|-------------------------|-----|
| EVERY TWO WEEKS.....    | 74% |
| MONTHLY.....            | 19% |
| LESS OFTEN.....         | 7%  |
| DON'T KNOW/REFUSED..... | 0%  |

When you think of the recyclables your household generates...

97. Would you favor or oppose a change to an every week collection schedule for recyclables for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?
- |                         |     |
|-------------------------|-----|
| STRONGLY FAVOR.....     | 11% |
| FAVOR.....              | 39% |
| OPPOSE.....             | 47% |
| STRONGLY OPPOSE.....    | 2%  |
| DON'T KNOW/REFUSED..... | 2%  |

98. Are there any changes or improvements in the curbside recycling program you would like to see?

UNSURE, 6%; NO, 90%; SCATTERED, 4%.

Most communities have one of two systems for trash collection.

Roseville operates under an open collection system, in which residents choose from a list of haulers licensed by the City to provide residential trash collection. Some cities use an arrangement in which the City manages a collection system, negotiates prices and standardizes services for residential trash collection.

99. Would you favor or oppose the City of Roseville changing from the current system, in which residents choose their trash hauler to a system where the City manages trash collection? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	11%
FAVOR.....	37%
OPPOSE.....	31%
STRONGLY OPPOSE.....	6%
DON'T KNOW/REFUSED.....	16%

IF A RESPONSE IS GIVEN, ASK: (n=338)

100. Could you tell me one or two reasons for your decision?

UNSURE, 2%; LIKE CURRENT HAULER, 13%; PREFER TO CHOOSE, 25%; CITY/LESS TRUCKS, 18%; CHOICE/CHEAPER, 5%; CITY/CHEAPER, 13%; CITY/LESS POLLUTION, 9%; CITY/LESS STREET REPAIR, 4%; CITY/BETTER SERVICE, 8%; SCATTERED, 3%.

In 2019, the City of Roseville, in partnership with Ramsey County, opened an organics recycling drop-off site at the Leaf Recycling Center on Dale Street just south of County Road C. Roseville residents can now collect food scraps and other organic waste in their home and take it to a drop-off site.

101. Prior to this survey, were you aware Roseville has a drop-off site for residents to recycle food scraps and other organic waste?

YES.....	67%
NO.....	32%
DON'T KNOW/REFUSED.....	1%

IF "YES," ASK: (n=268)

102. Have you used this drop-off site? (IF "YES," ASK:) Do you use this site - more than once a week, once a week, every other week, once a month, or less often?

NO.....	32%
MORE THAN ONCE A WEEK...	4%
ONCE A WEEK.....	10%
EVERY OTHER WEEK.....	16%
ONCE A MONTH.....	20%
LESS OFTEN.....	18%
DON'T KNOW/REFUSED.....	0%

IF "NO" IN QUESTION #102, ASK: (n=86)

103. Why don't you use the food scraps and organics recycling drop-off site?

UNSURE, 2%; NO INTEREST/HASSLE, 40%; NOT ENOUGH WASTE, 28%; COMPOST AT HOME, 11%; BAD ODOR, 13%; ATTRACTS ANIMALS, 2%; MESSY, 5%.

IF "NO" IN QUESTION #101, ASK: (n=126)

104. Now that you are aware of the organics drop-off site, how likely would your household be to use the site for recycling compostable waste - very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY.....7%
	SOMEWHAT LIKELY.....41%
	NOT TOO LIKELY.....28%
	NOT AT ALL LIKELY.....18%
	DON'T KNOW/REFUSED.....6%

IF "NOT TOO LIKELY" OR "NOT AT ALL LIKELY," ASK: (n=58)

105. Why would you not use the food scraps and organics recycling drop-off site?

NO INTEREST/HASSLE, 36%; NOT ENOUGH WASTE, 24%; COMPOST AT HOME, 7%; BAD ODOR, 7%; ATTRACTS ANIMALS, 10%; MESSY, 5%; RENTER/NO WHERE TO STORE, 10%.

106. When a curbside collection program for compostable waste is available, how likely would your household be to participate in it - very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY.....11%
	SOMEWHAT LIKELY.....42%
	NOT TOO LIKELY.....24%
	NOT AT ALL LIKELY.....16%
	DON'T KNOW/REFUSED.....8%

On another topic....

107. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television - excellent, good, only fair, or poor?	EXCELLENT.....11%
	GOOD.....76%
	ONLY FAIR.....13%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

108. What is your primary source of information about the City of Roseville?
- |                         |     |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0%  |
| NONE.....               | 1%  |
| CITY NEWSLETTER.....    | 42% |
| EMAIL/E-NEWSLETTER..... | 11% |
| CITY WEBSITE.....       | 20% |
| CABLE TV.....           | 2%  |
| WORD OF MOUTH.....      | 13% |
| SOCIAL MEDIA.....       | 10% |
| SCATTERED.....          | 2%  |
109. How would you most prefer to receive information about Roseville City Government and its activities - (ROTATE) email, information on the city website, city publications and newsletters, mailings to your home, local weekly newspaper, cable tv programming, the City's Facebook, the City's Twitter feed or Nextdoor?
- |                          |     |
|--------------------------|-----|
| EMAIL.....               | 9%  |
| CITY WEBSITE.....        | 21% |
| PUBLICATIONS/NEWSLTRS..  | 43% |
| MAILINGS TO HOME.....    | 8%  |
| LOCAL WEEKLY PAPERS..... | 1%  |
| CABLE TV.....            | 5%  |
| CITY FACEBOOK.....       | 10% |
| CITY TWITTER.....        | 2%  |
| NEXTDOOR.....            | 1%  |
110. Do you recall receiving the City's printed publication -- "Roseville City News" - in the mail during the past year?
- |                         |     |
|-------------------------|-----|
| YES.....                | 76% |
| NO.....                 | 24% |
| DON'T KNOW/REFUSED..... | 1%  |
- IF "YES," ASK: (n=302)
111. Do you or any members of your household regularly read it?
- |                         |     |
|-------------------------|-----|
| YES.....                | 92% |
| NO.....                 | 8%  |
| DON'T KNOW/REFUSED..... | 0%  |
112. How effective is this City publication in keeping you informed about activities in the city - very effective, somewhat effective, not too effective, or not at all effective?
- |                          |     |
|--------------------------|-----|
| VERY EFFECTIVE.....      | 50% |
| SOMEWHAT EFFECTIVE.....  | 43% |
| NOT TOO EFFECTIVE.....   | 6%  |
| NOT AT ALL EFFECTIVE.... | 0%  |
| DON'T KNOW/REFUSED.....  | 1%  |

I would like to ask you about information sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.  
(ROTATE)

	NOT USE	USE LIK	USE NLK	DK/ REF
113. Facebook?	39%	46%	15%	0%
114. Twitter?	60%	26%	14%	0%
115. YouTube?	52%	28%	20%	0%
116. Nextdoor?	63%	27%	10%	0%
117. Email?	38%	48%	14%	0%
118. City website?	23%	73%	4%	0%
119. Other social media sites?	65%	27%	8%	0%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

120. Persons 65 or over?	NONE.....	70%
	ONE.....	16%
	TWO OR MORE.....	14%
	REFUSED.....	0%
121. Adults between the ages of 50 and 64 years of age?	NONE.....	72%
	ONE.....	13%
	TWO MORE.....	15%
	REFUSED.....	0%
122. Adults between the ages of 18 and 49 years of age?	NONE.....	46%
	ONE.....	19%
	TWO.....	33%
	THREE OR MORE.....	2%
	REFUSED.....	0%
123. School-aged children and pre- schoolers?	NONE.....	74%
	ONE.....	10%
	TWO.....	13%
	THREE OR MORE.....	3%
	REFUSED.....	0%
124. Do you own or rent your present residence?	OWN.....	68%
	RENT.....	32%
	REFUSED.....	0%

125. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....11%
	25-34.....16%
	35-44.....15%
	45-54.....16%
	55-64.....15%
	65 AND OVER.....27%
	REFUSED.....0%
126. Which of the following best describes your household: (READ)	SINGLE/NO OTHER.....31%
A. Single, no other family at home.	SINGLE PARENT.....5%
B. Single parent with children at home.	MAR/PARTN/CHILDREN.....21%
C. Married or partnered, with children at home.	MAR/PARTN/NO CHILD.....43%
D. Married or partnered with no children or no children at home.	SOMETHING ELSE.....1%
E. Something else.	DON'T KNOW/REFUSED.....0%
127. Which of the following categories represents your ethnicity - White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....66%
	AFRICAN-AMERICAN.....11%
	HISPANIC-LATINO.....6%
	ASIAN-PACIFIC ISLAND.....10%
	NATIVE AMERICAN.....1%
	SOMETHING ELSE.....0%
	MULTI/BI-RACIAL.....7%
	DON'T KNOW.....0%
	REFUSED.....0%
128. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you live east or west of Snelling Avenue?	NORTHWEST.....15%
	NORTHEAST.....44%
	SOUTHEAST.....26%
	SOUTHWEST.....15%
	DON'T KNOW/REFUSED.....0%

129. Finally, thinking about your household finances, how would you describe your financial situation, would you say that -	STATEMENT A.....6%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....41%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....47%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....4%
D) Managing very well?	DON'T KNOW/REFUSED.....2%
130. Gender (DO NOT ASK)	MALE.....48%
	FEMALE.....52%

# Roseville Equity and Inclusion Commission Agenda Item

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**DATE:** October 15, 2025

**ITEM:** 5.b.

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**ITEM DESCRIPTION:** Strategic Plan update: Commissions

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## **Background**

The equity and inclusion commission has been tasked by council to partner with their staff liaison to complete the strategic priority of community and civic engagement. In the September meeting, the commission reviewed the first goal of community engagement. This discussion is about the second goal related to commissions. Staff will share the proposed objective language and example strategies/workplan items the city will implement to advance the second goal of commissions in the community and civic engagement priority.

## **Recommendation**

Receive update, provide feedback and recommendations for city consideration.

## **Attachments**

1. Community.Civic Engagement.Commissions. Objective 10.10.2025

Community and Civic Engagement (Desired Impact): Roseville's public, across all demographics, feels informed and valued for its feedback and input.

**We will do this by (Goal):**

Utilizing Roseville's commissions to provide accessible pathways for residents of all backgrounds representing the voice of the community to shape city decisions and become better informed residents.

**To get there we will (Objective):**

Create processes that demonstrate the city values commissioners, improve transparency of commissioner appointment process, strengthen the onboarding of new commissioners, better align council expectations with commissions scope of work.

**Strategies:**

- Create a standard department specific onboarding process for all new commissioners once they connect with their staff liaison.
- Finalize the commissioner handbook update.
- Create videos that summarize commissioner handbook.
- Create videos of what the commissions do to be shared with community.
- Recommend compensation/reimbursement and enhance recognition program for commissioners.
- Incorporate virtual meeting participation for commissioners.
- Create application scoring matrix for council to use when appointing commissioners.
- Standardize commission workplan (Create greater structure to the conversation with council related to the workplan, and how the council will provide guidance.) (e.g. parks primer created in 2017 and 2018) (Rachel and Carrie)
- Recommend council designate liaisons for each city commission.
- Commissioners are encouraged to engage in local community events.
- Planning commission has a role in statute to hold public hearing, which is a bit duplicative because council does the same thing. It may show more support and value to the planning commission for the council to not also accept public comment in a council meeting. Shows valued to the commissioners time and role.

- Annual commissioner survey.

**Measuring success (how do we know we're making progress):**

- There is growth in commission appointments from underrepresented groups.
- Commissions understand their role and feel that they have an impact in city decision making processes.
- Residents are aware of and understand the opportunity for participation on city commissions.
- Commissioners are well-informed on issues related to their commission scope.

**Workplan/Action Plan**

	Year 1	Year 2	Year 3
Create processes that demonstrate the city values commissioners	<ul style="list-style-type: none"> <li>• Create reimbursement program (stipends, reimburse for rideshare cost, food/snacks etc.)</li> <li>• Create recognition program for commissioners.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
Improve transparency of commissioner appointment process	<ul style="list-style-type: none"> <li>• Create application scoring matrix.</li> <li>• Create commissioner descriptions.</li> </ul>	<ul style="list-style-type: none"> <li>• City council onboarding for commissions.</li> <li>• Create commissioner descriptions.</li> </ul>	
Strengthen the onboarding of new commissioners	<ul style="list-style-type: none"> <li>• Create the commissioner mentorship program (Buddy system)</li> <li>• Update commissioner handbook.</li> <li>• Learn about how government works.</li> </ul>	<ul style="list-style-type: none"> <li>• Create standard onboarding process for commissioners.</li> <li>•</li> </ul>	

Better align council expectations with commissions scope of work	<ul style="list-style-type: none"><li>• Assign council liaisons to commissions.</li><li>• Create standard workplan and feedback loop.</li></ul>	<ul style="list-style-type: none"><li>• Review commissions purpose bi-annually.</li></ul>	
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