

**CITY OF SHOREVIEW  
AGENDA  
CITY COUNCIL WORKSHOP MEETING  
APRIL 11, 2016  
7:00 P.M.**

1. DISCUSSION WITH REPRESENTATIVE FROM THE NORTH SUBURBAN TOBACCO COMPLIANCE PROJECT/RAMSEY TOBACCO COALITION
2. REVIEW AND DISCUSSION REGARDING WATER CONSERVATION GRANT PROGRAM
3. UPDATE ON STATUS OF COUNCIL GOALS
4. RAMSEY COUNTY “A START BY BELIEVING COMMUNITY” INITIATIVE
5. OTHER ISSUES
6. ADJOURNMENT

**TO: MAYOR AND COUNCILMEMBERS**

**FROM: TERRY SCHWERM  
CITY MANAGER**

**DATE: APRIL 8, 2016**

**SUBJECT: DISCUSSION WITH REPRESENTATIVE FROM THE NORTH SUBURBAN TOBACCO  
COMPLIANCE PROJECT/RAMSEY TOBACCO COALITION**

Katie Engman, Project Director for the North Suburban Tobacco Compliance Project, recently met with Mayor Sandy Martin to discuss various issues regarding tobacco regulations. Mayor Martin suggested that she attend a workshop meeting to update the City Council on the status of tobacco regulations in the metropolitan area.

Attached is a copy of the results of the City's 2015 compliance checks. In 2015, Shoreview had 10 of 11 tobacco license holders pass the first compliance check, but only 7 of 11 pass the second compliance check, which was done in the fall.

# North Suburban Tobacco Compliance Project

Serving the communities of Ramsey County

January 29, 2016

Dear Ms. Hoffard:

Enclosed are results and a brief update from 2015 tobacco compliance checks. **Thank you** for your dedication to preventing youth access to tobacco. We are making a difference!

## Results

- In 2015, our compliance rate was 88.5%, compared to 93.5% in 2014 and 95% in 2013.
- NSTCP would like to specially recognize Arden Hills, Falcon Heights, Gem Lake, and North Oaks for achieving 100% compliance in both checks. Thanks to all compliant vendors for helping to keep our young people safe and healthy.

## Trainings

- Two vendor trainings were held during 2015. I am always available to do vendor trainings onsite as requested.

## Student Volunteers

- Nine new students were recruited and trained to participate in the program. We currently have 23 students trained and ready to assist with tobacco compliance checks.
- Gift certificates and letters certifying hours are given to students who assist with the program.

## Hot Topic: Minimum Cigar Pricing and Restricting Flavored Tobacco

Saint Paul, Brooklyn Center, Maplewood, Minneapolis, Bloomington, and Richfield have all taken steps to increase the price of very cheap cigars that appeal to youth. In these communities, cigars must be sold at the following prices: single cigar = at least \$2.60 + sales tax, 2-pack of cigars=\$5.20 + sales tax, 3-pack of cigars =\$7.80 + sales tax, 4 or more cigars must be sold for at least \$10.40 + sales tax. A substantial body of scientific evidence tells us that youth are price sensitive and that increasing the price of tobacco reduces use among young people.

The Minneapolis and Saint Paul City Council both voted unanimously to restrict the sale of flavored tobacco products to adult-only tobacco product shops. This change will reduce the visibility and appeal of fruity and candy flavored tobacco products to young people.

## Other Information

- North Suburban Tobacco Compliance Project will receive a grant in 2016 from the Association for Nonsmokers-MN to offset each city's cost to participate in the program.
- Participation in the project requires a minimum of two rounds of unannounced tobacco compliance checks per year in each city. I strongly encourage additional compliance checks when an establishment fails a check.
- Certificates are sent to vendors in participating cities who pass each tobacco compliance check.

Thanks again for your city's commitment to youth tobacco prevention.

Sincerely,



Katie H. Engman, MCHES  
Project Director

Enclosure  
CC: Schwerm; Sgt. Otto

# North Suburban Tobacco Compliance Project

Dedicated to Preventing Youth Access to Tobacco in Ramsey County

## First Check 2015

City	# of vendors	# of vendors checked	# of vendors passed
Arden Hills	6	6	6
Falcon Heights	3	3	3
Gem Lake	1	1	1
Little Canada	8	6	3
Maplewood	35	35	31
Mounds View	11	11	11
New Brighton	14	14	11
North Oaks	3	3	3
N. St. Paul	6	6	5
Shoreview	11	11	10
Vadnais Heights	10	10	10
White Bear Township	5	5	5
<b>TOTALS</b>	<b>113</b>	<b>111</b>	<b>99</b>

Percent of vendors who passed each check 89%

Roseville	28	28	26
White Bear Lake	---	---	---
Saint Paul	261	261	237

## Second Check 2015

# of vendors	# of vendors checked	# of vendors passed
6	6	6
3	3	3
1	1	1
8	7	6
35	4	4
11	9	8
14	14	14
3	3	3
6	6	6
11	11	7
10	10	8
5	5	4
<b>113</b>	<b>79</b>	<b>70</b>

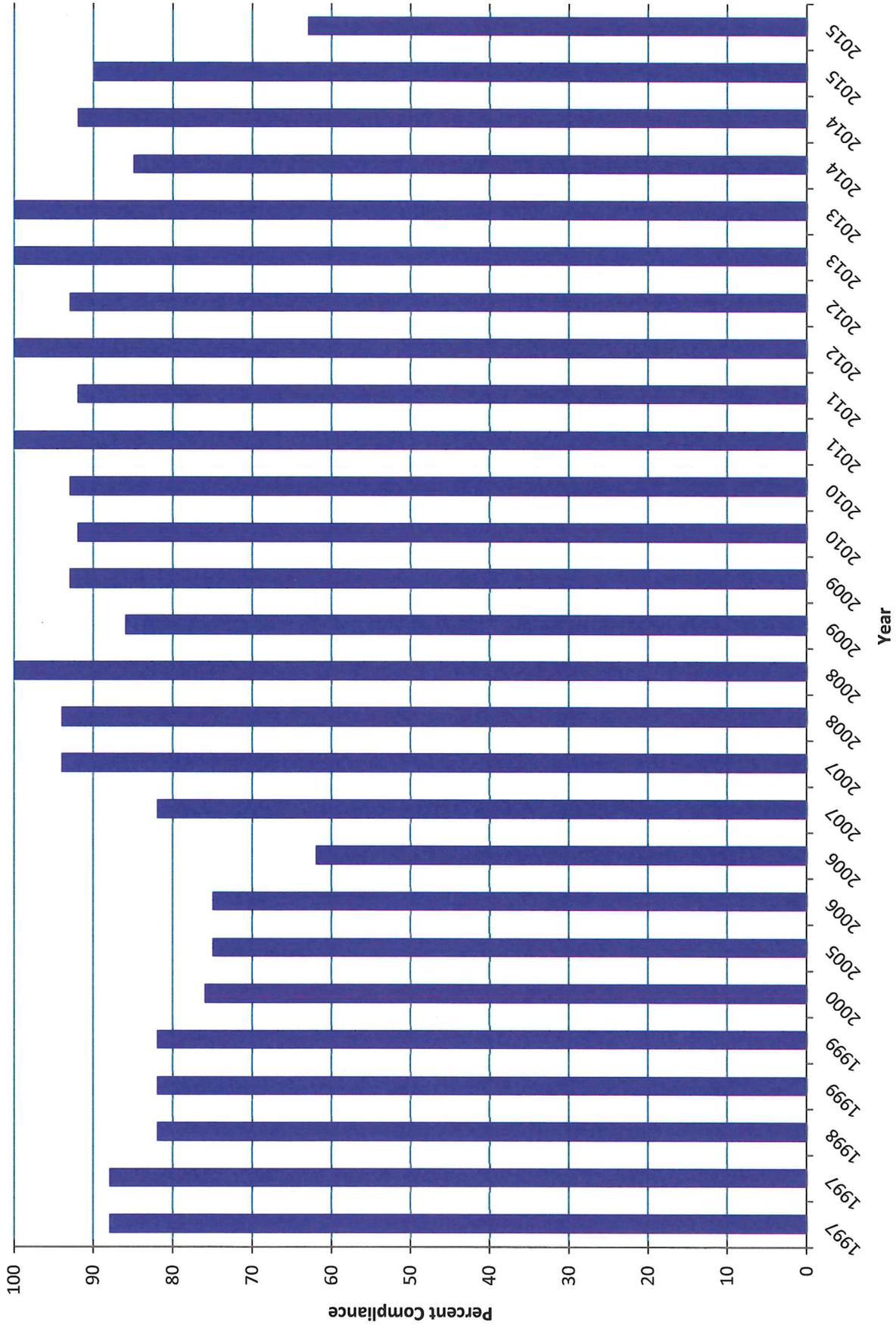
88%

28	28	26
26	26	26
0	0	0

\*Saint Paul & Roseville are not included in the total because they do not participate in the programming offered by NSTCP

2015	88.5%
2014	93.5%
2013	95%
2012	91.5%
2011	97%
2010	90%

# Shoreview

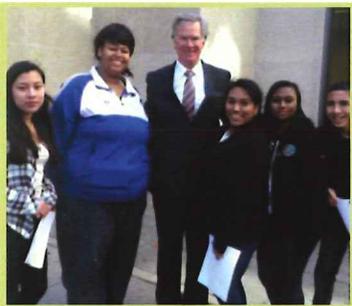


# Saint Paul Adopts Ordinance to Restrict Flavored Tobacco

The Saint Paul City Council and Mayor Coleman showed strong leadership in protecting the health and well-being of its youth on January 6, 2016.

The City Council voted unanimously to restrict the sale of flavored tobacco products to adult-only tobacco stores and increase the minimum price for cigars to \$2.60 each. Cigars sold in packages of four or more must be sold for at least \$10.40. Saint Paul joins Minneapolis in restricting the sale of flavored tobacco products in Minnesota.

This collaborative effort was led by young activists who recognize the devastating impact of the tobacco industry in their communities.



"I think this is a good ordinance that sends a strong message to the tobacco industry that their intent to appeal to kids is not going to be tolerated."  
- Councilmember Thao

"It's a big deal that we're going to make it harder for youth to access these products."  
- Council President Stark

"To the people in support of this ordinance, you have worked hard. We thank you, and your work has been extraordinary."  
- Councilmember Brendmoen



Saint Paul's ordinance is a cause for celebration, as price increases and restriction of flavored tobacco products to adult-only tobacco shops are proven steps that limit youth exposure and prevent youth tobacco use. Thank you to the numerous partners who supported these efforts.



TO: MAYOR, CITY COUNCIL AND CITY MANAGER  
FROM: MARK J. MALONEY, PUBLIC WORKS DIRECTOR  
DATE: APRIL 7, 2016  
SUBJ: WATER CONSERVATION PROGRAM

Like many metropolitan municipalities, Shoreview supplies drinking water to residents and businesses via groundwater wells. Recent attention concerning the sustainability of groundwater resources in Minnesota is well documented and it's long been in the City's best interest to encourage responsible use of the public water supply. Historically Shoreview has been a strong and effective advocate for creating a community conservation ethic, and was one of the first cities in this market to fully implement tiered water rates. The City has also adopted conservation measures like odd-even watering restrictions and has regularly ramped up education and outreach efforts to reduce water demand. We have dramatically reduced "unaccounted-for water" through improved leak detection and system maintenance, and completed a city-wide water meter calibration and replacement program in 2009. The City of Shoreview has encouraged and incentivized water conservation for decades, and recent downward trends in water consumption reflect those efforts. Still, it is believed that there is potential for more water conservation, and that topic appears to grow in importance with growing concern for water supply sustainability in the Twin Cities.

Accordingly, Shoreview developed a concept to take this education and outreach effort to a higher level. Last year the City was awarded a \$54,000 grant from Minnesota's Environment and Natural Resource Trust Fund (ENRTF) for Shoreview's "Know Your Flow" Program. Materials relating to that grant are attached for reference. In short, the City's proposal was to provide more timely and focused water consumption data to a group of customers, and determine if water conservation could be improved by making a clearer connection between behavior and water use. The City's original work plan included the provision of remote devices to track water use as well as activities related to more frequent customer contact.

Since the time of the grant application, City staff has become aware of very sophisticated and data intense, yet cost-effective, out-sourced solution for portions of our work plan, specifically the part of the project that relates to customer interaction and focused outreach. For example, the original work plan contemplated giving program participants access to additional water data features on the Shoreview's website or utility billing system. It was recognized that City staff, or possibly outside consultants, would need to design and implement these features. In the early stages of this process, we became aware of a software firm, WaterSmart, that not only provides access to detailed water consumption data, but provides water customers with very specific conservation insight and using technology that they're already familiar with. Staff has recently received approval from ENRTF grant administrators to use State grant funding to hire WaterSmart for delivery of those portions of the work program as it pertains to the 400 customers in the Know Your Flow Program.

After extensive discussion with their firm's representatives, and analysis of the outcomes that City desires from the Know Your Flow Program, it appears that there could be great benefit to engaging

WaterSmart on a larger scale in Shoreview. The firm has demonstrated innovative approaches to working with water customers in a number of high profile (and drinking water sensitive) markets; they appear to be well positioned to help the City get to that next level with regard to water conservation.

At this time, staff would like to discuss the potential of expanding the services of WaterSmart beyond the Know Your Flow program with the City Council. City staff and a WaterSmart representative are scheduled to provide a brief presentation and be available for questions at the work session on Monday, April 11, 2016.

City Council:  
Sandy Martin, Mayor  
Emy Johnson  
Terry Quigley  
Ady Wickstrom  
Ben Withhart



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Shoreview, MN 55126  
651-490-4600 phone  
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March 26, 2014

SUBJECT: Letter of Support: City of Shoreview 2015 LCCMR Grant Proposal

Dear LCCMR Members:

On behalf of the Shoreview City Council, I am submitting this letter in support of a grant submission under the Environment and Natural Resources Trust Fund program. Attached is our grant submission of the 2015 LCCMR Proposal titled "Shoreview Water Consumption and Groundwater Awareness Project."

The City of Shoreview has been a leader in implementing tiered water rates and taken other internal control measures to encourage water conservation. The grant request would assist Shoreview in continuing these efforts by funding an innovative project that will measure whether more frequent access to water consumption data will improve homeowner conservation efforts.

If you have any questions or would like additional information about this project, please contact our Public Works Director Mark Maloney at 651-490-4651 or Environmental Officer Jessica Schaum at 651-490-4665.

Thank you for your consideration.

Best regards,

A handwritten signature in black ink, appearing to read "Sandra C. Martin". The signature is fluid and cursive, with a large initial "S" and a long, sweeping tail.

Sandra C. Martin  
Mayor

**Environment and Natural Resources Trust Fund  
2015 Request for Proposals (RFP)**

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**Project Title:**

**ENRTF ID: 060-B**

Shoreview Water Consumption and Groundwater Awareness Project

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**Category:** B. Water Resources

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**Total Project Budget:** \$ 54,470

**Proposed Project Time Period for the Funding Requested:** 3 years, July 2015 - June 2018

**Summary:**

Provide biweekly water consumption data to 400 residential households for a two year period to determine if additional groundwater can be conserved due to a greater awareness of consumption data.

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**Name:** Jessica Schaum

**Sponsoring Organization:** City of Shoreview

**Address:** 4600 Victoria St N  
Shoreview Minn 55449

**Telephone Number:** (651) 490-4665

**Email** jschaum@shoreviewmn.gov

**Web Address** shoreviewmn.gov

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**Location**

**Region:** Metro

**County Name:** Ramsey

**City / Township:** Shoreview

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**Alternate Text for Visual:**

Source of municipal water use in seven-County Twin Cities Area 1940-2010 (groundwater vs surface water)

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	



**Environment and Natural Resources Trust Fund (ENRTF)**

**2015 Main Proposal**

**Project Title: Shoreview Water Consumption and Groundwater Awareness Project**

**PROJECT TITLE:** *Shoreview Water Consumption and Groundwater Awareness Project*

**I. PROJECT STATEMENT:** Provide bi-weekly water consumption data to 400 residential households for a two year period to determine if additional groundwater can be conserved due to a greater awareness of consumption data.

Like many metropolitan municipalities, Shoreview supplies drinking water to residents and businesses via groundwater wells instead of surface water resources. Recent attention concerning the sustainability of our groundwater resources in Minnesota is well documented and could pose a serious threat to future availability. Creating a community conservation ethic should lead to reduced groundwater use. This is needed for long-term aquifer sustainability, especially during the growing season. The City of Shoreview has encouraged and incentivized water conservation for decades, and this proposal will take our efforts one step further. We will determine if access to information and comparisons to neighbors and citywide averages (similar to energy bill comparisons) results in groundwater conservation. We will also determine if there are differences in conservation outcomes between lot sizes and soil types given that irrigation habits vary.

Currently in Shoreview, water users are billed for their consumption quarterly. The project will provide 26 times **more meter readings** to 400 households by making them **available on a bi-weekly basis through the existing utility billing website, a separate mailing, or email**. Participating homes will also receive a wireless Badger meter reader which displays water use in a digital format inside their home (wirelessly synced with their water meter, each cost \$125). With quarterly billing, by the time users receive their bill, residents likely are unaware of where their water was being used collectively in the previous three months.

Past water use and participant surveys will be analyzed to measure the effects of the project after year one. The program will then be adjusted based on findings prior to year two. If successful, we may consider scaling the project to make the same data available to all households (~10,000) to both increase conscious water use and to further conserve our groundwater resources.

**II. PROJECT ACTIVITIES AND OUTCOMES**

**Activity 1:** *Identify and locate pilot study areas and approach neighborhood leaders about promoting participation in the project* **Budget: \$300**

*Determine suitable neighborhoods to include in study area based on different lot sizes and soil types. For instance, we want to compare the household water use in large lots in clay soils to smaller lots in clay soils, against the citywide average or control neighborhoods, and the same for sandy soils. (Shoreview has both sand and clay areas.) Fliers and press releases will be created to inform residents of the project scope and intentions.*

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Select study areas and review past water use</i>	<i>August 1, 2015</i>
<i>2. Mail flier to ~400 households in study area introducing project, invite to public meeting, share past data and conservation tips</i>	<i>Sept 1, 2015</i>
<i>3. Host open house style public meeting to kick off project</i>	<i>Nov 15<sup>th</sup>, 2015</i>

**Activity 2:** *Create methods to conduct additional readings and make data available Purchase and offer programming of the Badger water meters, seek outside assistance to website programming and the online component of the program.* **Budget: \$ 53,000**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Create method to host additional information (standard template to compare household use to past data and other households) on City utility billing website</i>	<i>Sept 1, 2015</i>
<i>2. Purchase 400 Badger Orion CE In Home Display meter readers (\$125 each)</i>	<i>Sept 1, 2015</i>



**Environment and Natural Resources Trust Fund (ENRTF)**

**2015 Main Proposal**

**Project Title: Shoreview Water Consumption and Groundwater Awareness Project**

**Activity 3:** Conduct bi-weekly water use readings and set up Badger readers in 400 households. After two years of data collection we will evaluate participation, estimate groundwater resources conserved, and publish findings.

**Budget:** In kind staff hours

400 participants will receive a Badger water meter with programming to be completed by utility crew members. The same staff will conduct bi-weekly meter readings for the entire study area which participants will receive via email, mail, or text. Staff will tabulate results and compare overall water use to past data and see if there are differences in lot sizes or soil types. Staff will develop a survey for participants to self-report on impacts of the additional information on their household water habits. A final report of all data, survey responses, and conservation outcomes will be distributed to the City Council, published in a City newsletter, and be shared with local newspapers.

Outcome	Completion Date
1. Utility crew member program Badger reader with resident and obtain water use bi-weekly by driving by to collect wireless water meter readings	Bi-weekly 2016-2017
2. Utility Accountant to publish readings using template	Bi-weekly 2016-2017
4. Conduct survey of participants and tabulate perceived impacts of project. Return meters to City for future participants. Compare overall use, and gallons conserved, normalize for weather.	Jan-March 2018
5. Report findings in City newsletter, press release, online	Summer 2018

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

All project team members are current full time City staff receiving salary and benefits, which is considered in kind funding to this project, other than the website programmer detailed below. Jessica Schaum, Project Manager will coordinate all activities relating to managing the project and resident outreach. Terese Roesler, Utility Accounting will tabulate past data and household comparisons for the study area. Our Utility crew will be responsible for the additional meter reads as well as programming the Badger water readers for residents with an appointment. A consultant or website programmer will create additional features within our existing utility billing website for residents to logon and see water use that is user-friendly. This new programming will have the ability to send out automated bi-weekly updates with minimal staff time. \*This consultant is not yet contracted, but would be selected through City's RFP process.

**B. Project Impact and Long-Term Strategy**

The City of Shoreview has encouraged and incentivized water conservation for decades. The City implemented a tiered water conservation rate structure before the MN DNR required them, has an odd/even sprinkling ban, and promotes additional conservation measures in multiple ways to both residents and businesses. Although overall water use has been decreasing, we believe the time gap from our current quarterly water billing schedule doesn't provide an adequate picture of gallons of water consumed to the average resident. The proposal allows for a bi-weekly update and in home access to household water consumption for one year, which may alter behaviors and show support for conservation. If water use is decreased due to a greater awareness, the City may make the data available in real time to others in the future. There is also a possibility that other entities using groundwater may offer similar data to their users to further encourage awareness and conservation.

**C. Timeline Requirements**

The website enhancements and data template creation will begin as funding is available in summer and fall 2015. Study areas of different housing and soil types will be selected. Past data for these areas will also be evaluated to give a baseline to participants during late 2015. The project will run on a calendar year basis from January 2016 to December 2017, with bi-weekly readings and updates to participants. Evaluation of the project's impacts and participant feedback surveys will take place in early 2018 and all results be reported in June 2018.

## 2015 Detailed Project Budget

**Project Title: Shoreview Water Consumption and Groundwater Awareness Project**

### IV. TOTAL ENRTF REQUEST BUDGET 3 years

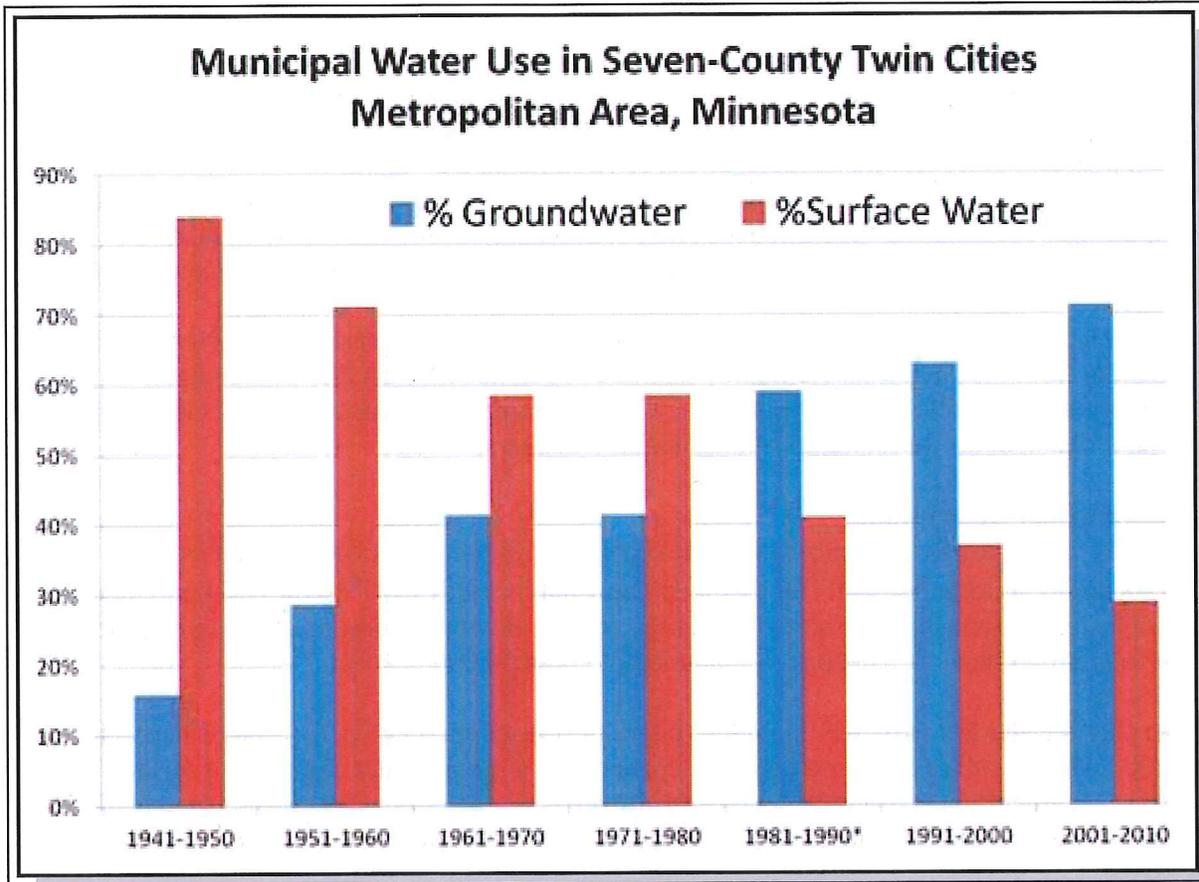
<u>BUDGET ITEM</u>	<u>AMOUNT</u>
<b>Personnel:</b> Jessica Schaum, Project Manager (75% salary, 25% benefits); 10% FTE for 3 years, Terese Roesler, Utility Accounting (75% salary, 25% benefits); 5% FTE for 3 years, Utility Crew member (75% salary, 25% benefits); 15% FTE for 2 years	in kind
<b>Contracts:</b> Website programming and coding for residents to access easily or receive information online and via e-mail (contractor not yet determined, would be selected through City's RFP process)	\$ 3,000
<b>Equipment/Tools/Supplies:</b> Mailing and postage for introduction to project (400 homes) Bi-weekly mailings (if residents opt to have mailed results) Mailed survey at end of project ~400 homes 400 Badger Water Meter Readers (\$125 each)	\$ 50,300
<b>Travel:</b> Weekly trips to study areas by Utility Crew member to drive by and wirelessly read water meters, average 40 miles bi-weekly x 2 years	\$ 1,170
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	<b>\$ 54,470</b>

### V. OTHER FUNDS

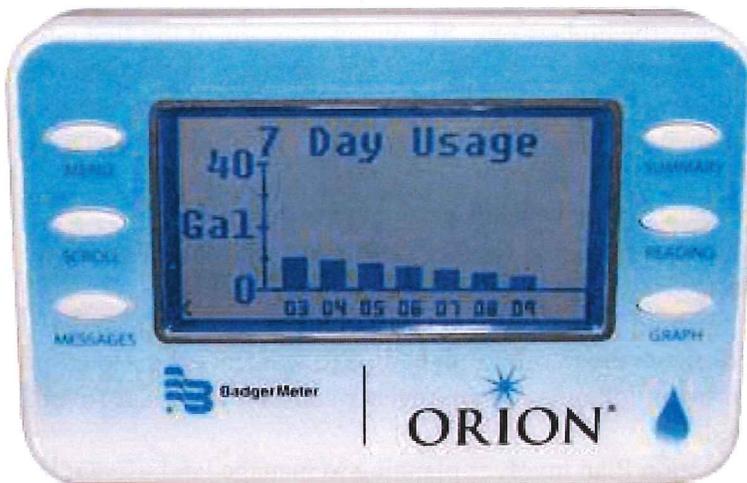
<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b>	NA	
<b>Other State \$ To Be Applied To Project During Project Period:</b>	NA	
<b>In-kind Services To Be Applied To Project During Project Period:</b> <i>All Personnel listed above to coordinate activities and resident outreach. Additionally in-kind staff time to be applied include administratively setting appointments and a utility crew member to deliver Badger meters and meet with residents for programming and questions (400 households x approximately 1 hour each + mileage). Answering questions relating to project and technical guidance for readers if necessary.</i>	\$74,000	<i>Secured</i>
<b>Funding History:</b>	NA	
<b>Remaining \$ From Current ENRTF Appropriation:</b>	NA	

# City of Shoreview 2015 LCCMR Proposal

## Shoreview Water Consumption and Groundwater Awareness Project



Since 1940, the balance of the region's use of surface water to groundwater has shifted dramatically. Chart courtesy of the Metropolitan Council 8/14/2013.



The Badger Meter Reader is one tool to show real time water consumption to households.



## City of Shoreview 2015 LCCMR Proposal

### *Shoreview Water Consumption and Groundwater Awareness Project*

#### **Project Manager Qualifications**

The City employs a full time Environmental Officer (Jessica Schaum) to direct all environmental programs and green initiatives within the Public Works Department. Managing this project's work plan and outcomes fits squarely in her environmental education, outreach, and compliance role within the City. Other major responsibilities include forestry, recycling, erosion control inspections, coordinating the National Pollutant Discharge Elimination System (NPDES) permit and related surface water issues, and staffing the City's Environmental Quality Committee.

Jessica has a Masters in Urban and Regional Planning with an emphasis in Environmental Planning from the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, Twin Cities. Before joining the City of Shoreview, Jessica served as Government Affairs Manager at Conservation Minnesota for two years.

#### **Organization Description**

The City of Shoreview, Minnesota is located just ten miles north of both St. Paul and Minneapolis amidst a beautiful natural landscape that includes 11 lakes, 14 parks and more than 1,100 acres of open spaces. Shoreview is regarded as one of the finest places to live in the Twin Cities metropolitan area, and has a population of about 26,000 residents.

The City's water infrastructure includes 100 miles of water main pipe, 6 groundwater wells, and 1,200 hydrants. All of Shoreview's water comes from a groundwater aquifer, not surface water. Due to the importance of protecting this significant resource, Shoreview has led many efforts to increase conservation measures both internally and for our water customers by:

- Implemented an aggressive leak detection and replacement meter program in 2003 to account for all water use within the City. In 2013 the amount of unaccounted for water was 2.2%, which marked our twelve year historic low. This reflects our commitment to accuracy and calibration of the entire system.
- Transitioning from a 3 tier to a 4 tier conservation rate structure for water billing in 2013. Users using the most water pay the highest rate. Shoreview was one of the first cities to create a conservation rate structure, before the State of Minnesota even required them.
- Watering restrictions – In addition to conserving water, the City's odd/even watering ban helps to level out high demand days, which reduces the need for additional wells and water storage infrastructure.
- Installation of variable frequency drive wells on pumping equipment.
- Robust education efforts by Environmental Quality Committee, Slice of Shoreview, newsletters, and experts at the Environmental Speaker Series
- Rain water re-use – truck washing (in our LEED Gold Maintenance Center) and a partnership with the City of Roseville to offer rain barrels to residents at discount prices.
- Leak detection postcards are sent to homes which register constant water use (over 24 hours) so it can be remedied.
- Our adopted Wellhead Protection Plan involves planning to manage land use within our aquifer's drainage area, as well as our Water Emergency Conservation Plan which guides water use during an emergency.

We anticipate our proposal will take us one step further in conserving groundwater resources.

**TO: MAYOR AND COUNCILMEMBERS**  
**FROM: TERRY SCHWERM**  
**CITY MANAGER**  
**DATE: APRIL 7, 2016**  
**SUBJECT: REVIEW OF 2015 CITY COUNCIL GOALS**

## **INTRODUCTION**

In April 2015, the City Council held a goal setting session that identified four overarching City goals. The four goals include the following:

1. **Financial Stability** – continue to maintain the long term financial stability of the City.
2. **Community Facilities** – continue to update and expand public facilities such as the parks, trails, and Community Center to further enhance the quality of life in the community.
3. **Economic Development** – continue to focus on business retention and expansion, housing opportunities and programs, and redevelopment through outreach efforts, sound planning, and selected financial participation.
4. **Community Vitality** – continue to maintain Shoreview as one of the premier communities in the metropolitan area through the provision of quality services and programs, state of the art facilities and public amenities, and a variety of housing choices

Attached is a memo from the May, 2015 City Council Workshop meeting that also included key priorities under each of the broader goal statements.

## **ACCOMPLISHMENTS**

Listed below are some of the City's accomplishments under each of these goals.

1. Financial Stability
  - Completed 2016-2017 biennial budget, 2016-2021 Capital Improvement Program, Five-year Operating Plan, and an update of the Comprehensive Infrastructure Replacement Plan during 2015.
  - Issued two improvement bonds to finance the construction of the water treatment plant and other City projects and maintained the City's AAA bond rating from Standard & Poor's on both bond issues.

## 2. Community Facilities

- The City Council, Parks and Recreation Commission, and staff are working with StanTec on an update of the Shoreview Commons Master Plan.
- Wilson Park playground replacement and the addition of a new picnic shelter are currently planned in 2016.
- The Water Treatment Plant is under construction and is scheduled to be operational in 2016.
- Worked collaboratively with Ramsey County on the Regional Library plans for the Shoreview Commons campus.

## 3. Economic Development

- Approved a Kowalski's Market for the former Rainbow Foods property.
- Approved second phase of the Shoreview Senior Living apartment project along Hodgson Road.
- Worked closely with the Minnesota Department of Employment and Economic Development and GreaterMSP in securing the relocation of Ally Financial Services to the Shoreview Corporate Center campus along Lexington Avenue.
- Provided preliminary approvals for a mixed use redevelopment at the Rice Street/County Road E intersection. The Economic Development Authority has made reviewed and recommended a tax increment financing plan for the property that will provide a \$2,950,000 pay-as-you-go revenue note to the developer on a nearly \$30 million project.
- The City is continuing to work with Eagle Ridge Partners on potential upgrades to the Shoreview Corporate Center campus and reuse of the building at 1005 Gramsie Road.
- The City is continuing to work with Ryan Companies on potential development of the property owned by Children's Hospital within the Rice Creek Corporate Park.
- The 77 unit Applewood Pointe Senior Cooperative was completed and opened in 2015.

- The City is working with Ramsey County and the Cities of Vadnais Heights and Little Canada to do predesign work for the Rice Street Bridge replacement and is also seeking legislative funding for the project.
- The City will begin work on the update of the Comprehensive Plan during 2016.

#### 4. Community Vitality

- Completed community survey during 2015 and incorporated the results as performance measure in 2016-2017 biennial budget.
- Began Citizen Leadership Academy with 19 interested and engaged Shoreview residents.
- Adopted an Advance Resignation Policy that has allowed for improved employee transition planning. This has already paid dividends since it has allowed the City to advertise and fill a number of key positions in a timely manner.

### **COMMUNITY CENTER EXPANSION**

One of the key priorities identified by the City Council is the expansion of the Shoreview Community Center. In 2014, the City worked with BWBR Architects to complete a Community Center Expansion and Remodeling report that identified several options to expand the Center. The City Council and Park and Recreation Commission determined that the preferred expansion option included a two level expansion off of the gymnasium that would provide for an expanded indoor playground area and additional multi-purpose space for fitness and other recreation programming. The preferred expansion also included the development of additional family changing areas to serve the Tropics water park.

The City Council last discussed the planned expansion of the Community Center at the August, 2015 Workshop meeting (report attached). The proposed expansion is shown as a project in 2017 in the adopted Capital Improvement Program. If the City is going to proceed with an expansion of the Community Center in 2017, it is important to hire an architect now to develop more detailed design and construction plans. Based on their past experience with the Community Center, staff would recommend that we obtain an architectural proposal from BWBR Architects to perform this work. BWBR completed the expansion study in 2014, and was also the architect for the original building design and the expansion in the early 2000's.

**TO: MAYOR AND COUNCILMEMBERS**

**FROM: TERRY SCHWERM  
CITY MANAGER**

**DATE: MAY 8, 2015**

**SUBJECT: REVIEW OF 2015 CITY COUNCIL GOALS**

### **INTRODUCTION**

At its April 13 workshop meeting, the City Council conducted a strategic planning and goal setting session. During the discussion, the Council first reviewed their 2013 Goals and Priorities. Using the 2013 goals as a base, the Council then identified the 2015 Goals and Priorities. The session was facilitated by Dave Unmacht, from Springsted, Inc., and a copy of his report summarizing the session is attached.

### **GOALS AND PRIORITIES**

During its discussion, the City Council identified four overriding goals and then identified a number of specific priorities within each goal category. Listed below are the goals that were identified, along with more information on each priority.

- I. **Financial Stability** – continue to maintain the long-term financial stability of the City.
  - Continue the City's commitment to long range financial planning through the Five-Year Operating Plan, Two-Year Operating Budget, Six-Year Capital Improvement Plan and the Comprehensive Infrastructure Replacement Plan.
  - Maintain the City's AAA bond rating through sound long-range financial planning practices and maintenance of fund balance levels to insure financial flexibility. Closely review rating agency comments and recommendations.
  - Explore revenue enhancement opportunities that may be available through grants and legislative initiatives.
  
- II. **Community Facilities** – continue to update and expand public facilities such as the Community Center, parks and trails to enhance the quality of life in the City.
  - Develop an updated Master Plan for the Shoreview Commons area to reflect planned changes such as the library expansion and continue to plan and program improvements that promote the Commons as the central gathering place in the City.

- Move forward with an expansion of the Community Center by determining the scope of the project and financing options for the project.
- Monitor any potential changes/improvements for the Ramsey County Ice Arena located within the Shoreview Commons area.
- Continue to schedule park upgrades/improvements in the Capital Improvement Program; and insure that planned improvements are consistent with changing uses/demand for athletic and park facilities.
- Construct a water treatment plant to improve the consistency and quality of the City's drinking water.

**III. Economic Development** – continue to focus on business retention and expansion, housing opportunities and programs, and redevelopment through outreach efforts, planning, and selected financial participation

- Stay actively involved in the redevelopment/reuse of the Rainbow Foods site.
- Continue to develop and implement goals of the Economic Development Authority work plan.
- Continue to monitor and explore potential redevelopment opportunities at the Shoreview Mall, Shoreview Corporate Center, I-694/Rice Street area, and selected housing areas.
- Develop a process and begin an update of the City's Comprehensive Plan incorporating recommendations from the Highway Corridor Transition study where appropriate.
- Monitor Rice Creek Commons development in Arden Hills for potential impacts in Shoreview.

**VI. Community Vitality** – continue to maintain Shoreview as one of the premier communities in the metropolitan area through the provision of quality services, state of the art facilities and public amenities, and a variety of housing choices.

- Review and update current mission statement and core values for the City.
- Implement a Citizen's Academy for residents interested in learning more about how the city operates and as a leadership development program.

- Continue organization transition and succession planning efforts.
- Conduct biennial community surveys to monitor demographic changes and to receive citizen input on key performance indicators.
- Continue to explore innovative programs and recreation facilities that support health and wellness and serve all ages.
- Support public transit improvements to the area that would better serve Shoreview residents.

### **SUMMARY**

This memo attempts to provide greater definition to the goals and priorities that were identified by the Council at the April work session. Some of the priorities and projects that were identified by the Council were placed in different categories to more accurately reflect work responsibilities. Staff is seeking City Council feedback on the goals and priorities that have been identified.

**TO: MAYOR AND COUNCILMEMBERS**

**FROM: TERRY SCHWERM  
CITY MANAGER**

**DATE: AUGUST 6, 2015**

**SUBJECT: DISCUSSION REGARDING COMMUNITY CENTER EXPANSION PROJECT**

**BACKGROUND**

In 2014, the City received a report (attached) from BWBR Architects outlining potential Community Center expansion and remodeling options. At that time, the Parks and Recreation Commission and City Council had worked collaboratively with the architect to look at several expansion options. After some review, the City Council and Commission generally agreed that Alternate A-1 was the preferred expansion option.

Option A-1 involved the construction of a two-level Community Center addition off of the gymnasium and expansion of the indoor playground into the current gym activity room. In addition, there was also support for the addition of more family locker room space near the pool area. The expansion space would consist of a multi-purpose fitness/activity room on the lower level that could be used by various fitness classes, Summer Discovery and other recreation programs. The upper level expansion would also be multi-purpose space. The estimated total cost of this work was approximately \$4.5 million. This cost estimate does not include the addition of an outdoor water play structure which is estimated to cost about \$1.2 million.

More recently, the City Council has also discussed the importance of updating the Shoreview Commons Master Plan. The attached Master Plan was developed at least 10 years ago and currently needs updating. This is particularly true in light of the proposed library expansion that will create a regional library that will access off of the internal Community Center drive. City staff has sent a request for proposal to a few selected firms to prepare an update to the Commons Master Plan. Staff hopes this process can begin in September.

The current Capital Improvement Program includes a \$2.0 million addition to the Community Center in 2017. This estimate was done assuming a smaller addition to the Fitness Center only. In addition, the Capital Improvement Program includes a \$400,000 allowance for the addition of family locker rooms in 2015, and \$550,000 allowance for the replacement of the wading pool in 2015. In total, the three projects allocate nearly \$3.0 million towards Community Center improvements in the next three years. In addition, the Capital Improvement Program anticipates a major park renovations in 2017 and 2019 at an estimated cost of about \$700,000 each. The majority of the costs for these projects are funded through the recently established Community Investment Fund.

## **DISCUSSION**

The Shoreview Community Center is celebrating its 25<sup>th</sup> Anniversary in 2015. The Center opened in 1990 and, at that time, included the pool area, gymnasium and track, banquet and meeting room space and a small fitness center. The Community Center expansion in 2002-2003 was undertaken primarily to capitalize on the growing interest in fitness and focused primarily on the addition of a fitness center, locker rooms, and fitness studios. It also included a second larger banquet room (Shoreview Room) along with extensive remodeling of the lower level service desk and Wave Café area. This expansion resulted in a tremendous growth in our membership base as fitness memberships became the largest revenue source for Community Center operations. Prior to this expansion, daily admissions were the Community Center's largest revenue source.

Unlike the 2002-2003 expansion, the current preferred expansion alternative is not expected to dramatically increase revenue for the Community Center. From the staff's perspective, it is viewed as a means of enhancing our existing services and programs by providing updated and improved venues such as a larger indoor playground, expanded family locker rooms, an outdoor water play component, and additional space for a variety of recreation and fitness programming. In addition, the second floor expansion may have the potential to address some of the community group space needs that were recently brought to the City Council's attention.

Staff believes the potential revenue increases from the proposed expansion and renovation of the indoor playground area would likely be between \$40,000-\$50,000 per year in daily admission and membership revenue. An outdoor pool area would likely increase revenue by about \$20,000 per year. Additional recreation program revenue from an expansion is estimated to be between \$70,000-\$110,000 per year, however after expenses, the net revenue to the City would likely be between \$35,000-\$55,000. Some of this increased revenue will be needed to cover higher operating costs for utilities and cleaning.

## **COSTS AND FINANCING**

As noted earlier, the current Capital Improvement Program includes a project calling for a \$2.0 million expansion of the Community Center in 2017. Staff is currently in the process of preparing the proposed 2016-2021 Capital Improvement Program and is seeking input from the City Council on the proposed Community Center expansion. The expansion, along with the Shoreview Commons Master Plan, have been identified as high priorities by the City Council during the goal setting that was completed earlier this year. Listed below are the cost estimates for the Community Center expansion, along with estimates for projects that might be included in an update of the master plan:

### Community Center Expansion

Multi-purpose addition – 2 story with playground expansion	\$4,000,000 - \$5,000,000
Family Changing Area	\$ 400,000 - \$ 500,000
Cardio-Fitness Expansion	\$ 1,500,000 - \$2,000,000
Outdoor Wading Pool Replacement	<u>\$1,000,000 - \$1,500,000</u>
 TOTAL	 \$6,900,000 - \$8,000,000

### Commons Master Plan Projects

Outdoor refrigerated rink and landscaping	\$1,000,000 - \$2,000,000
Plaza Style Skate Park	\$ 300,000 - \$ 500,000
Accessible Playground	\$ 400,000 - \$ 600,000
Veterans' Memorial	\$ 300,000 - \$ 500,000
Trail Connections and Library Access Improvement	\$ 400,000 - \$ 600,000
Miscellaneous Costs	<u>\$ 300,000 - \$ 500,000</u>
 TOTAL	 \$2,700,000 - \$4,700,000

The total cost estimate for all of these projects for the Community Center and Commons area range from about \$10 million to nearly \$13 million. Staff is starting to explore various methods of financing these improvements. The most straight forward method is waiting until the money is available in the Community Investment Fund and doing the project at that time. If most of the money currently programmed for Community Center and park improvements is saved, it is anticipated that there will be around \$4.0 million available in 2017. This would provide enough capital to undertake the preferred expansion, but would not provide money to undertake any other improvements in the Commons area including the wading pool replacement project.

Other financing options could use the issuance of bonds to assist in financing the identified projects. The policy governing the use of the Community Investment Fund allows the use of up to 50% of the annual projected revenue stream of the fund for debt service. Currently, about \$175,000 per year is dedicated for debt service (for the previous Community Center expansion) which would leave about \$325,000 per year available for added debt service payments. A \$325,000 debt payment could support a bond issue of either \$3.6 million (15 years) or \$4.4 million (20 year). If these debt issue values are combined with the available cash from the Community Investment Fund, a project in the \$7-\$8 million range could be undertaken in 2017. A bond issue could also be larger if other funding sources were used to finance a portion of the debt. This could include a financial contribution from the Fixed Asset Revolving Fund and possibly a general debt levy.

## SUMMARY

City staff is in the process of putting together the proposed Capital Improvement Program for the next six years. Consistent with the City Council's goals that were identified, staff plans to include an expansion of the Community Center along with several possible elements of the Shoreview Commons Master Plan as part of the CIP. Prior to including this in the CIP, staff wanted to discuss it further with the Council and receive their input on these potential projects.

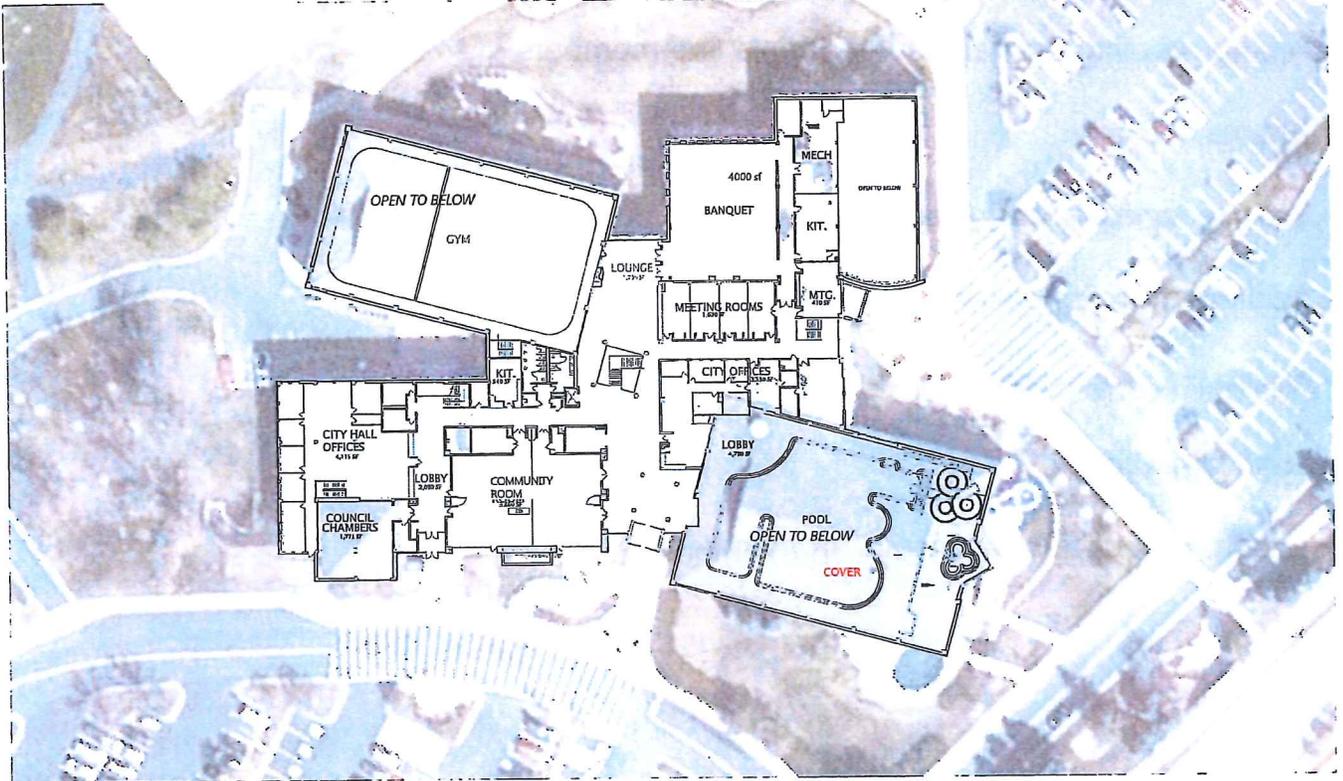
## STUDY GOALS AND METRICS

- Are we meeting the needs of residents and members
- Are we relevant
- Provide services with revenue potential
- Address changing demographics and trends
- Maintain current operations during any planned expansion
- Stay competitive
- Maintain a positive experience for members

## STATED PRIORITIES

- Increase fitness area to accommodate adequate equipment space as well as stretching areas
- Increase kids indoor play area with accommodations for toddlers and parent areas
- Additional multi-purpose rooms for fitness, summer discovery, and general purpose
- Additional banquet space for groups of 300 – 350
- Additional facilities to accommodate family changing for the pool

**ADDITION/RENOVATION OPTIONS**

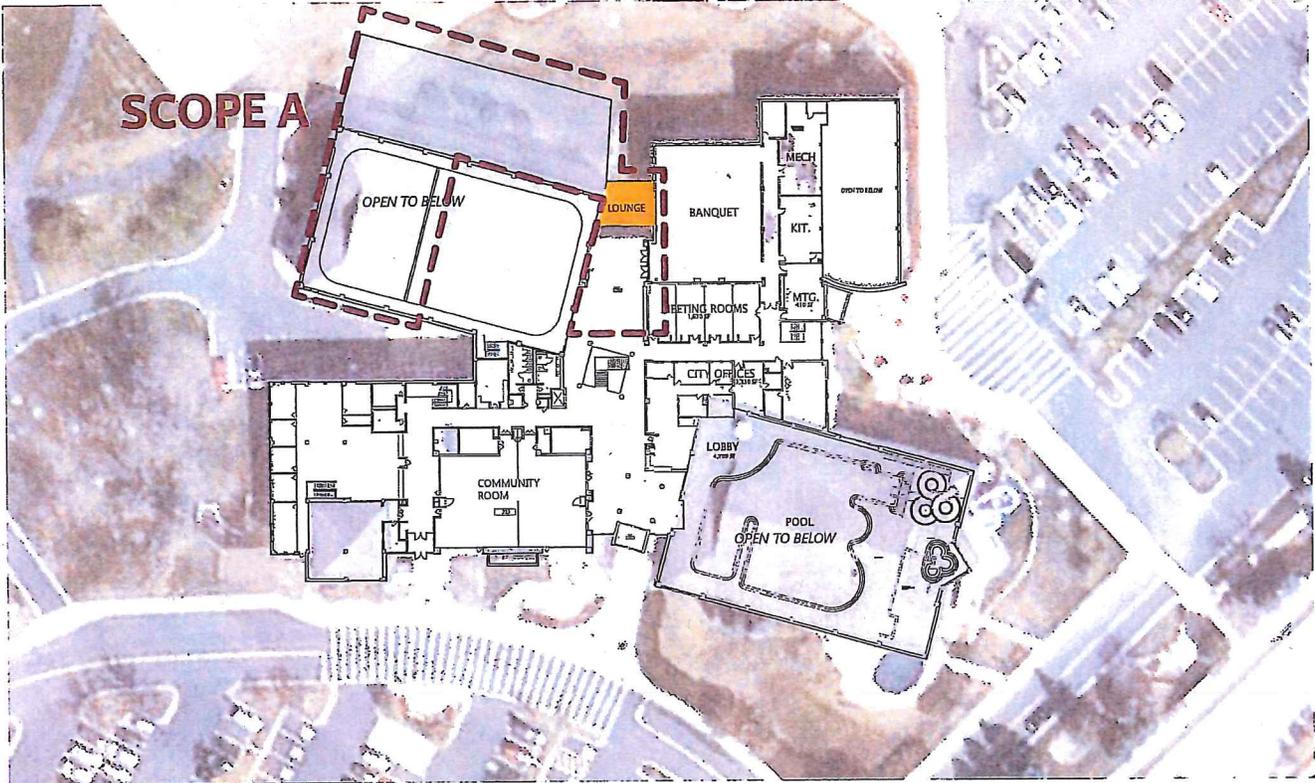


**UPPER LEVEL - EXISTING**

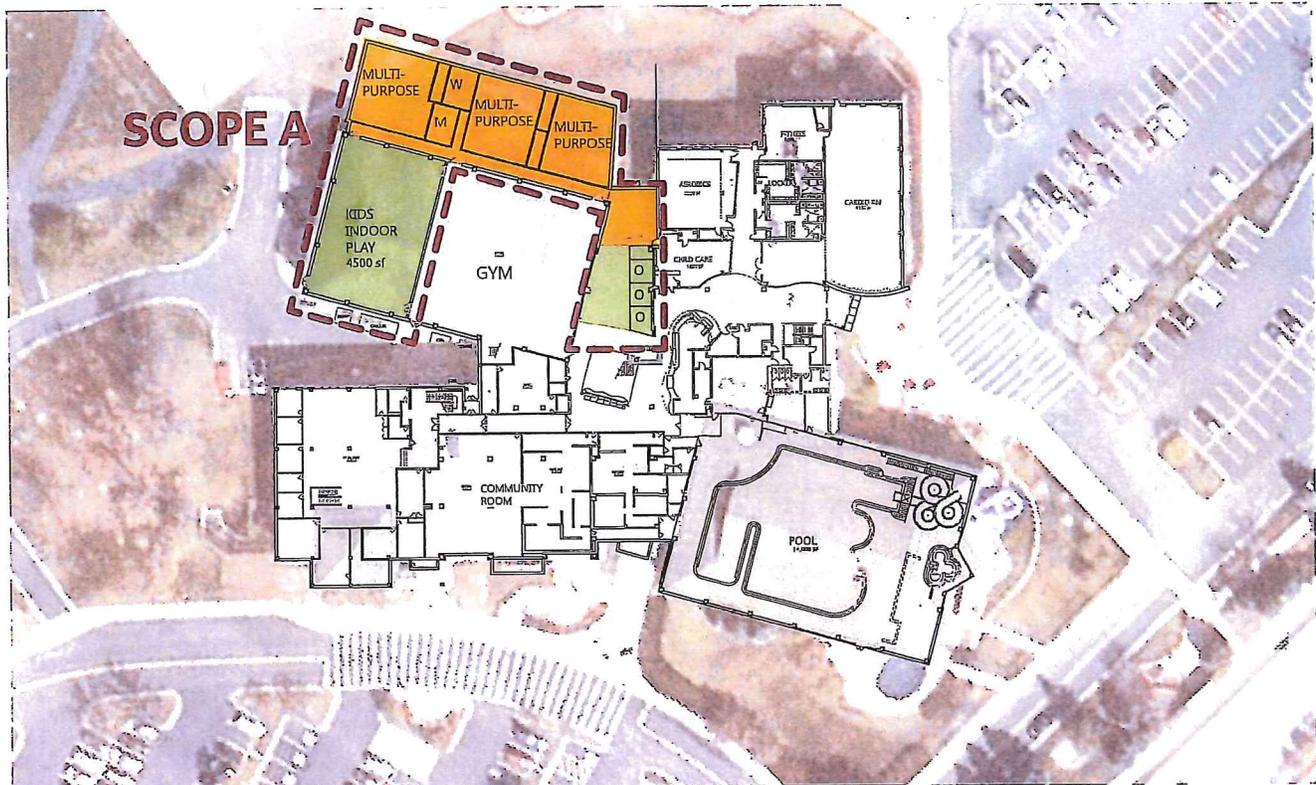


**LOWER LEVEL - EXISTING**

**ADDITION/RENOVATION OPTIONS**

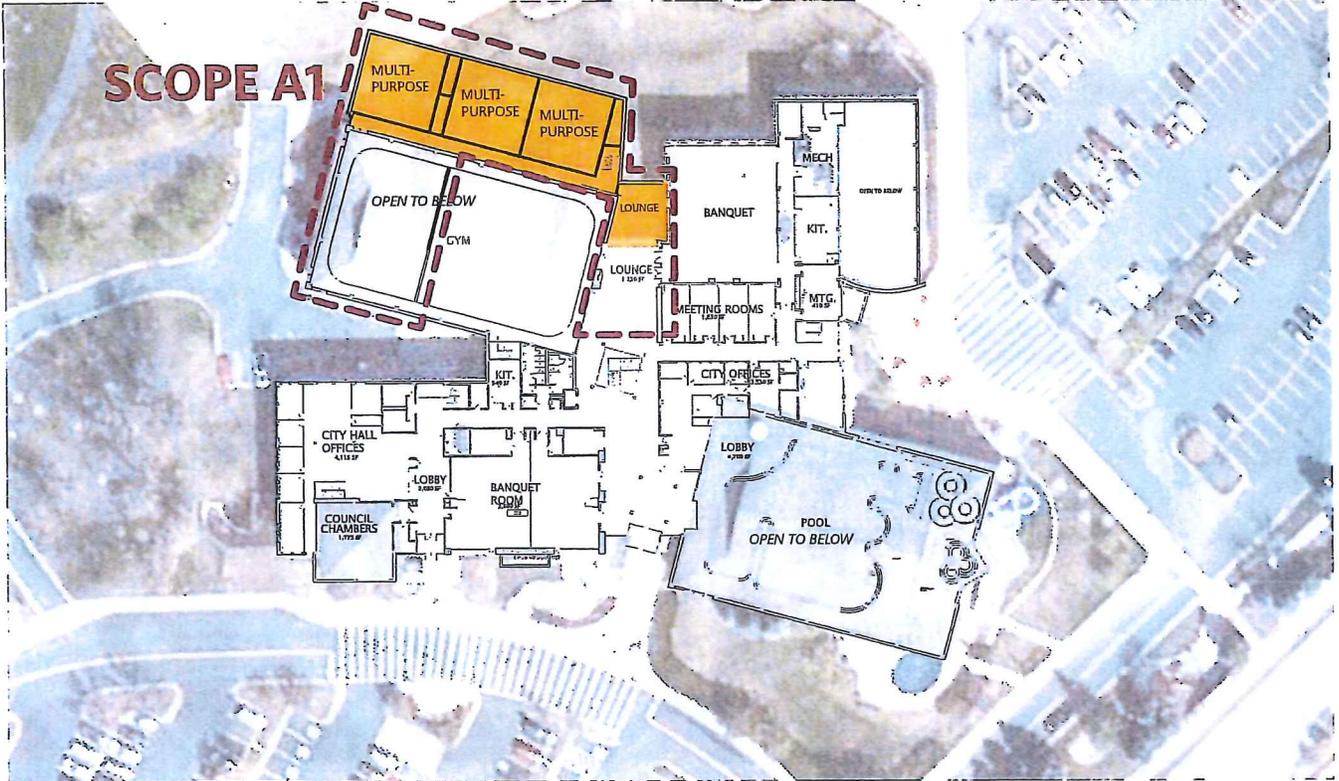


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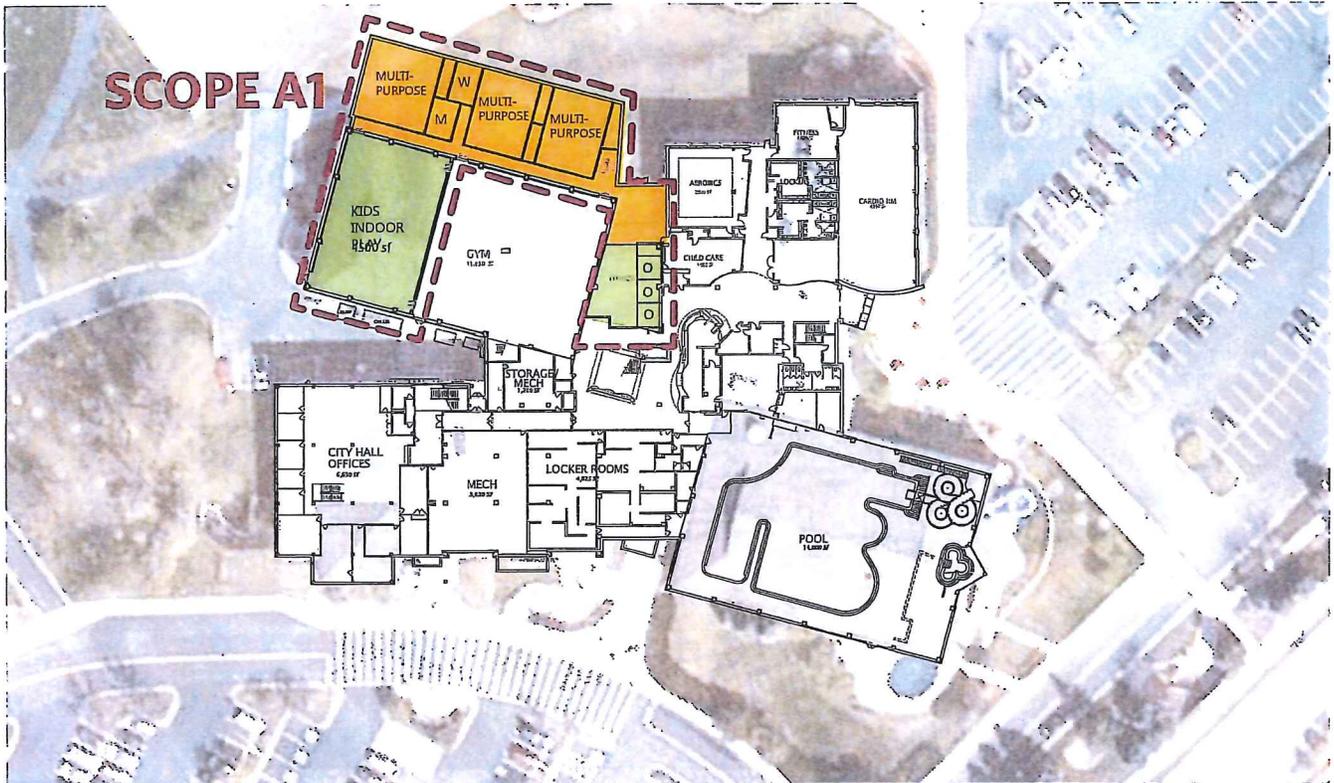


**LOWER LEVEL**

ADDITION/RENOVATION OPTIONS



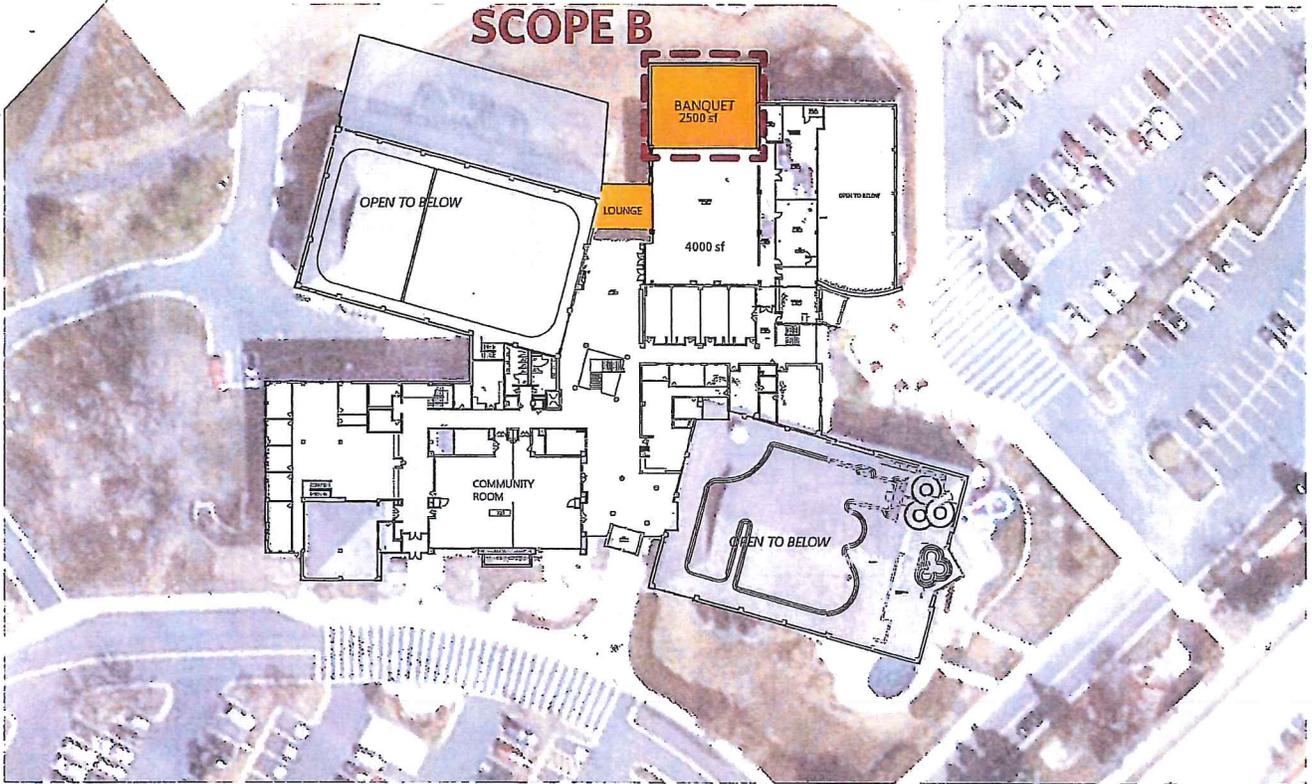
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LOWER LEVEL

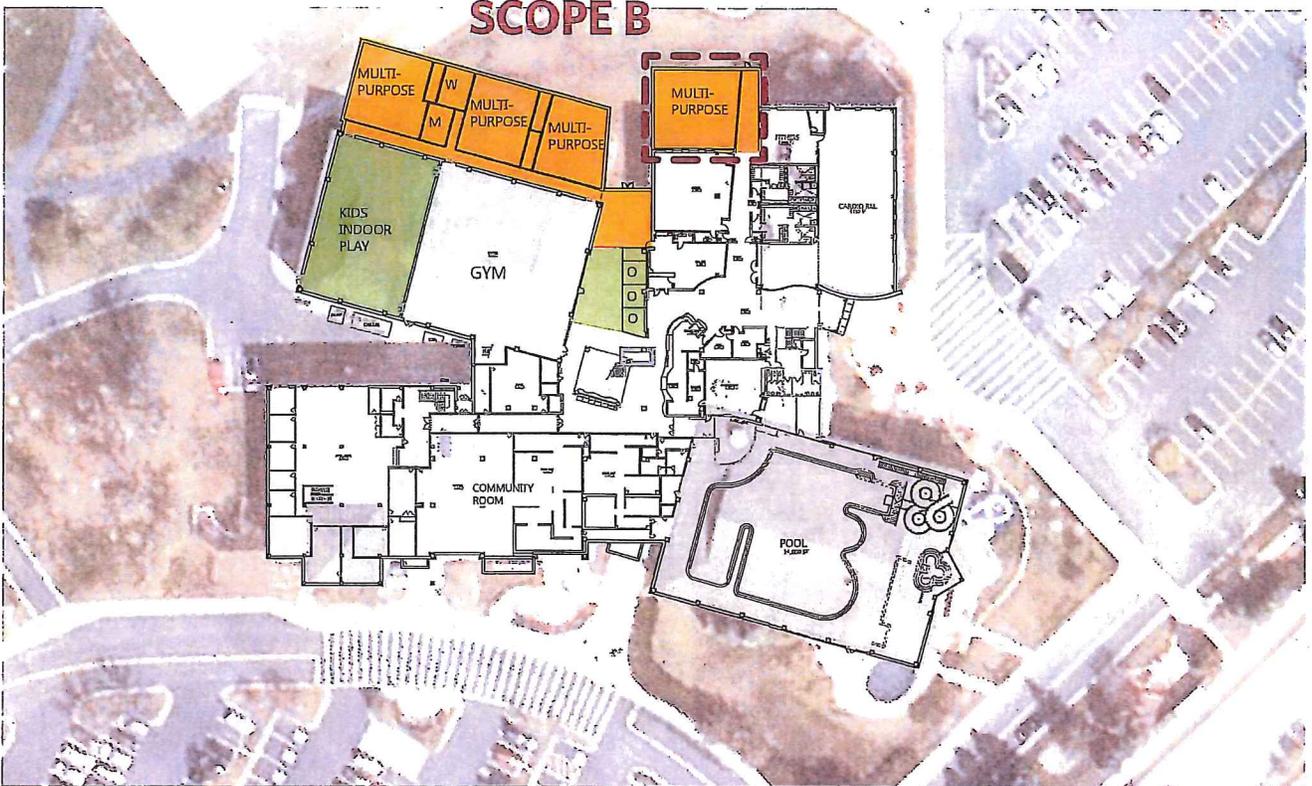
ADDITION/RENOVATION OPTIONS

SCOPE B



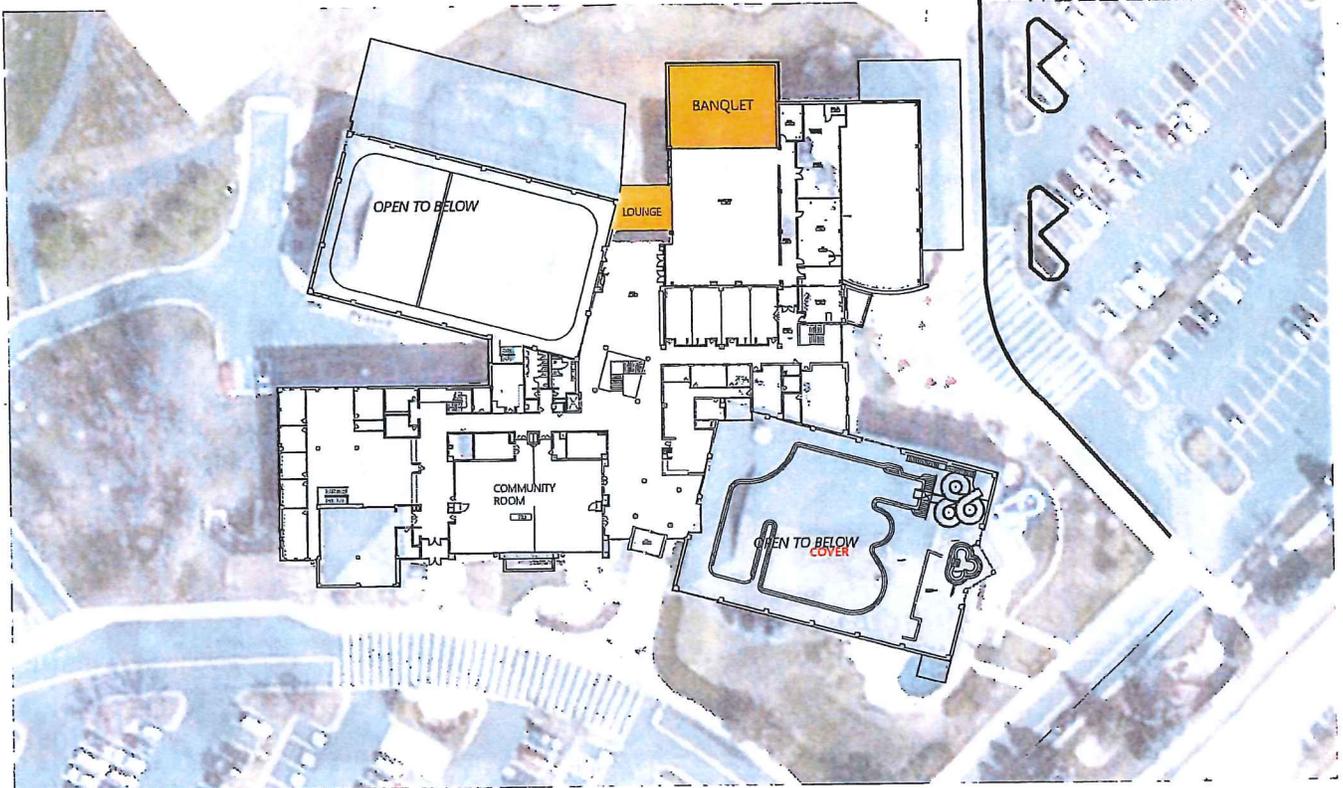
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SCOPE B

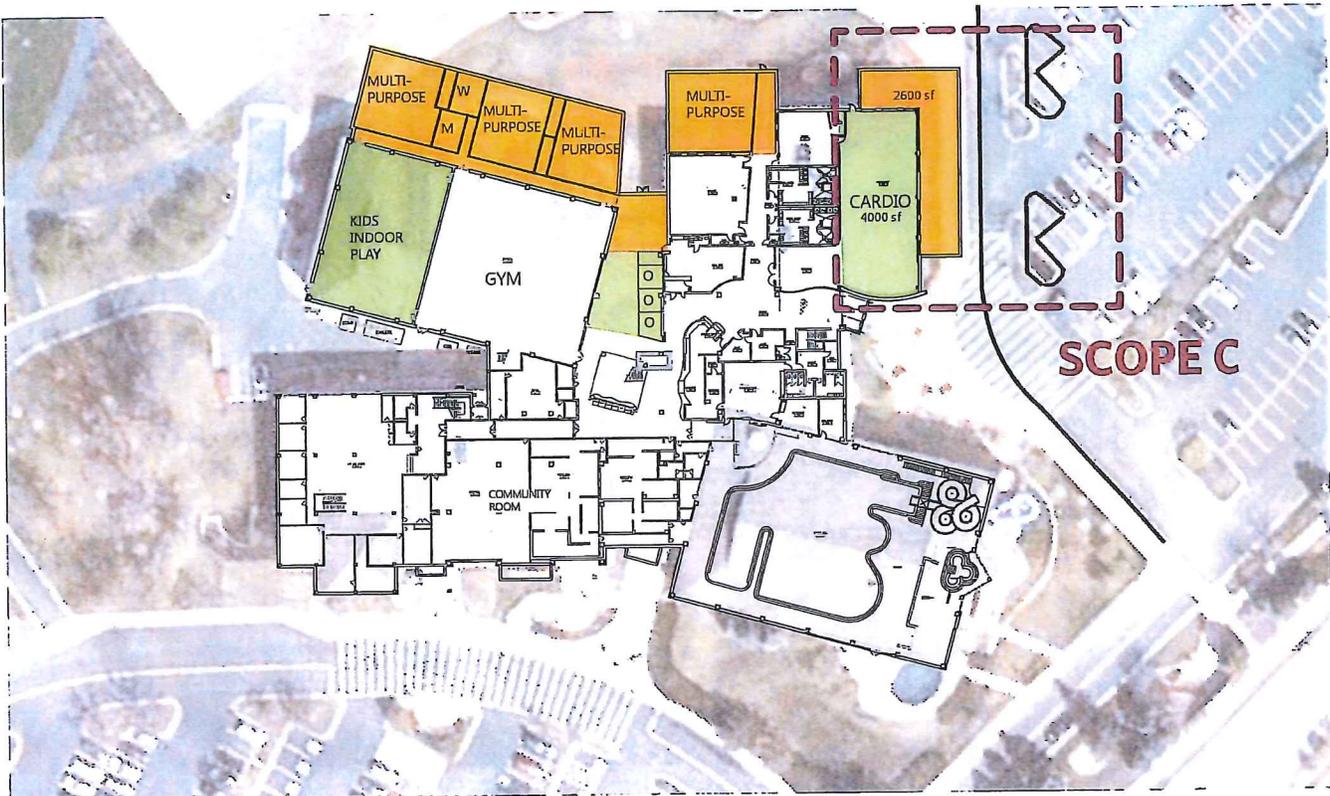


LOWER LEVEL

**ADDITION/RENOVATION OPTIONS**

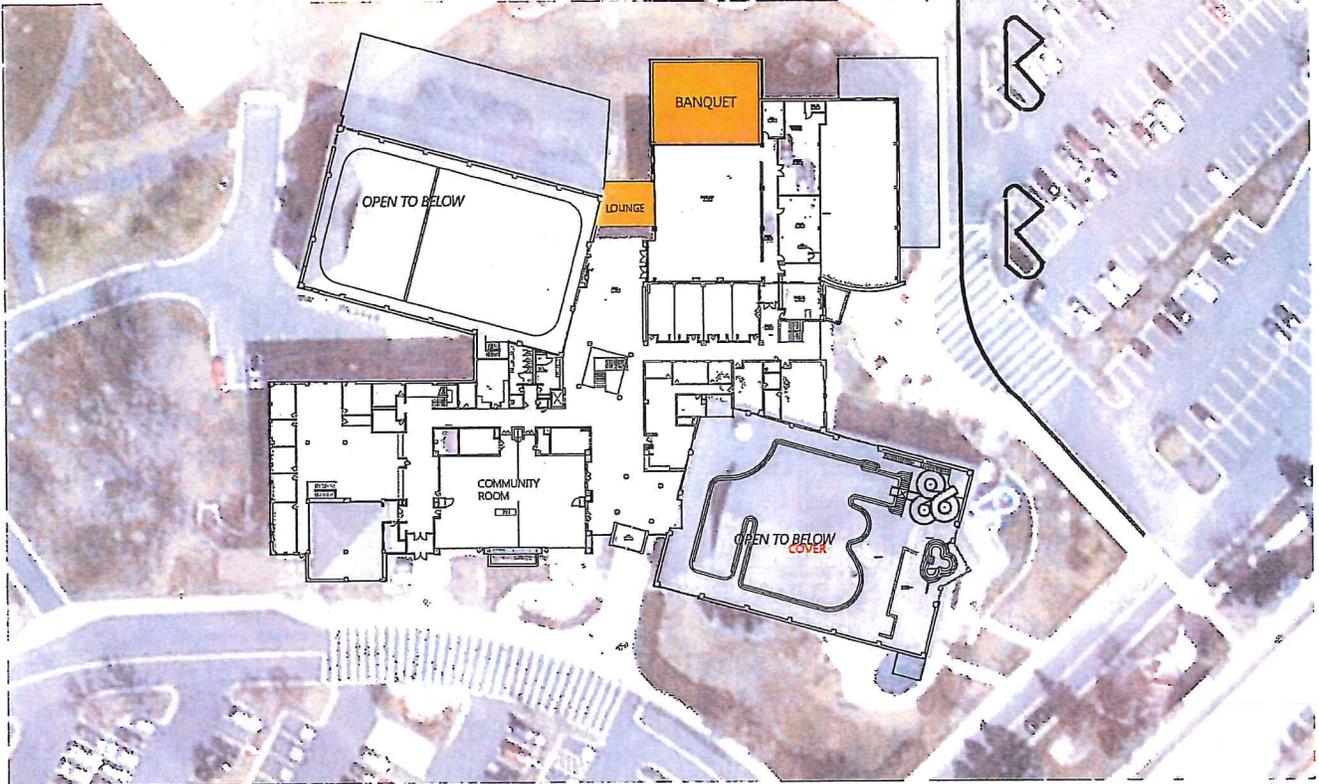


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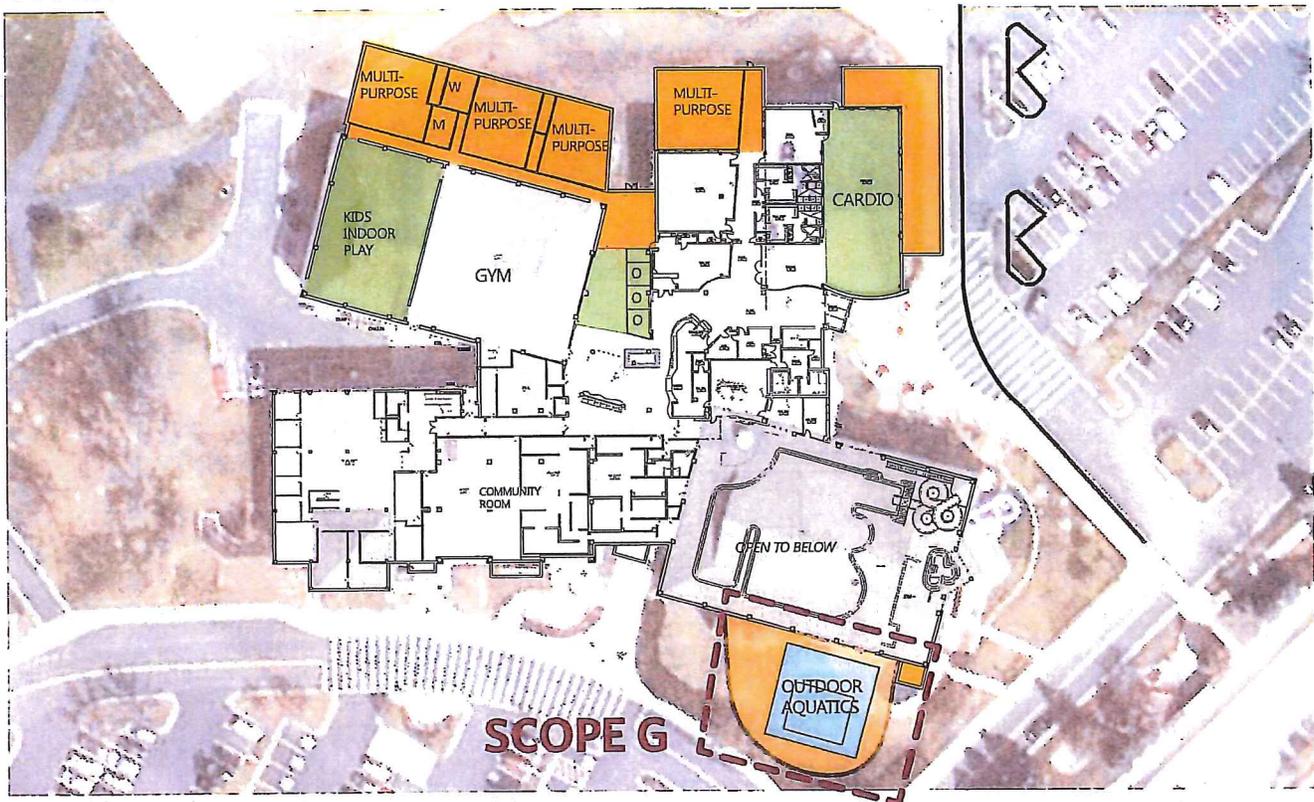


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**ADDITION/RENOVATION OPTIONS**

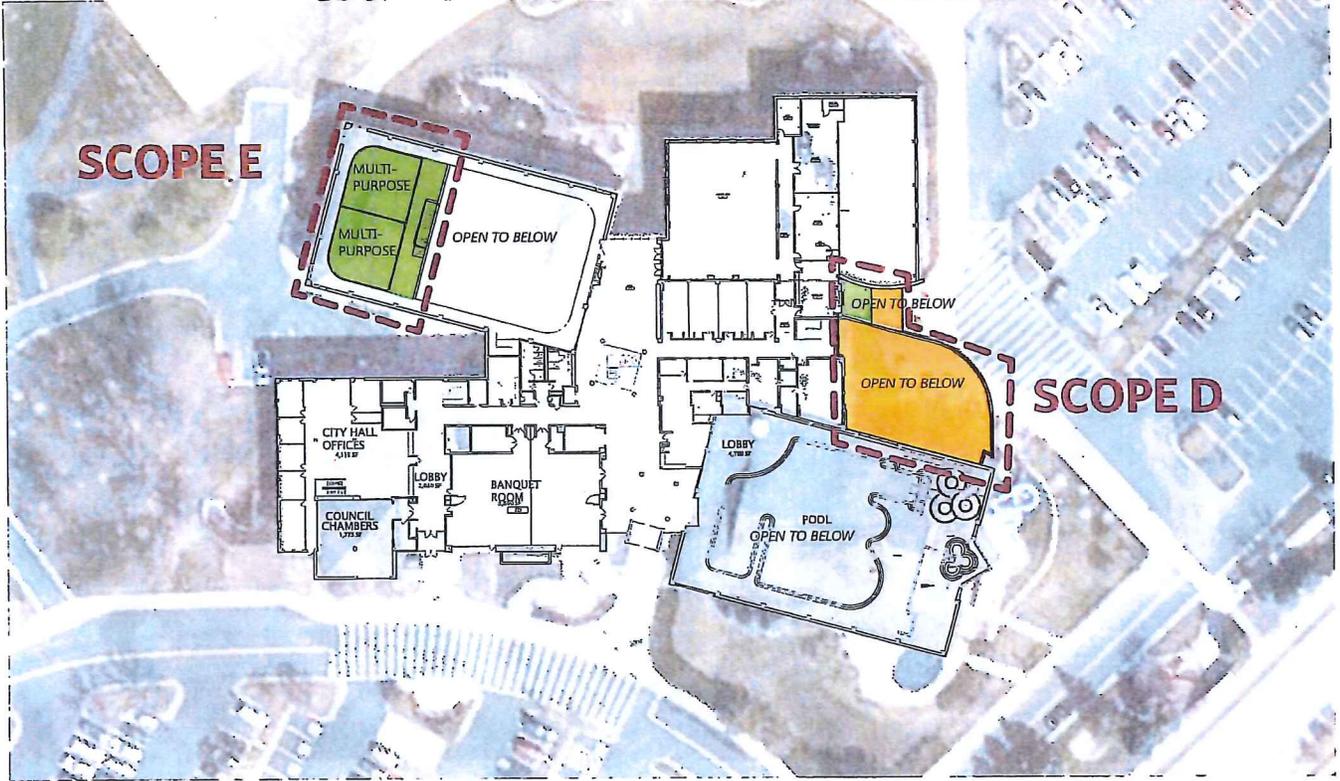


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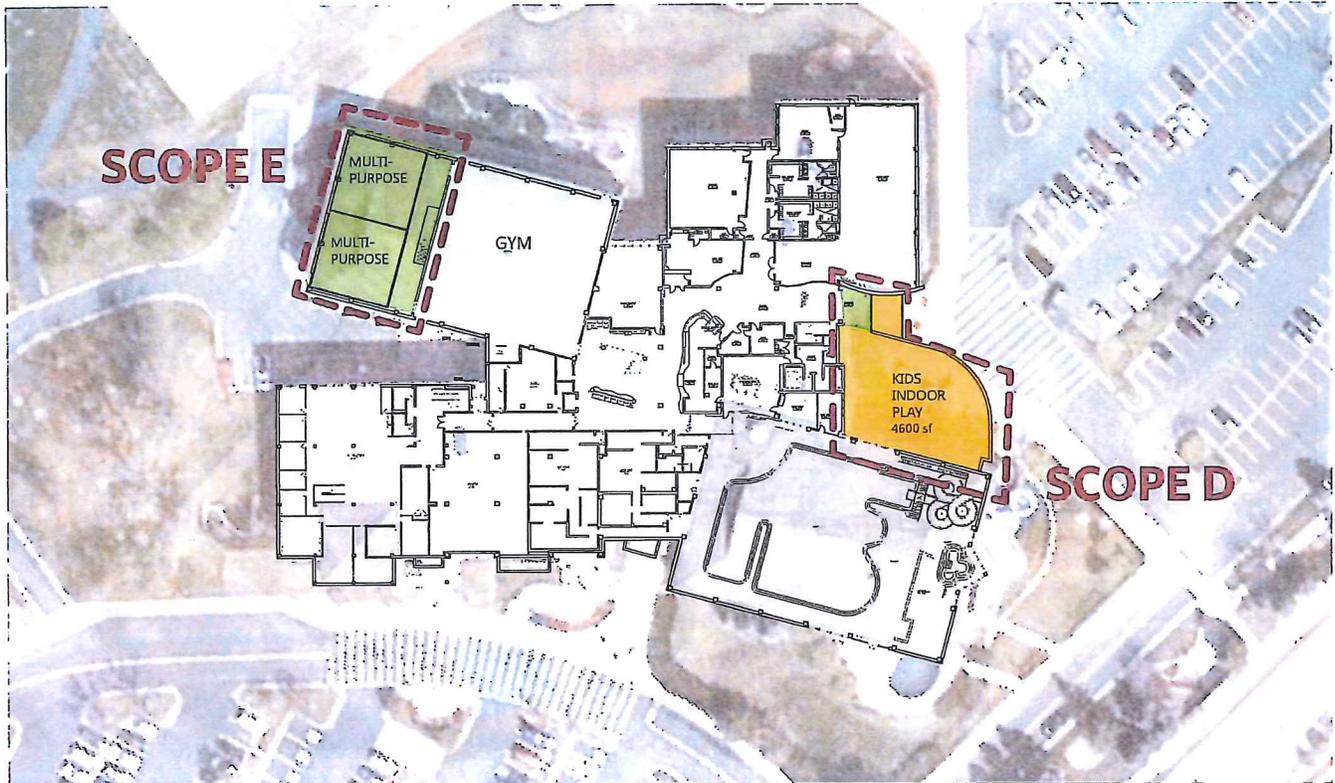


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ADDITION/RENOVATION OPTIONS

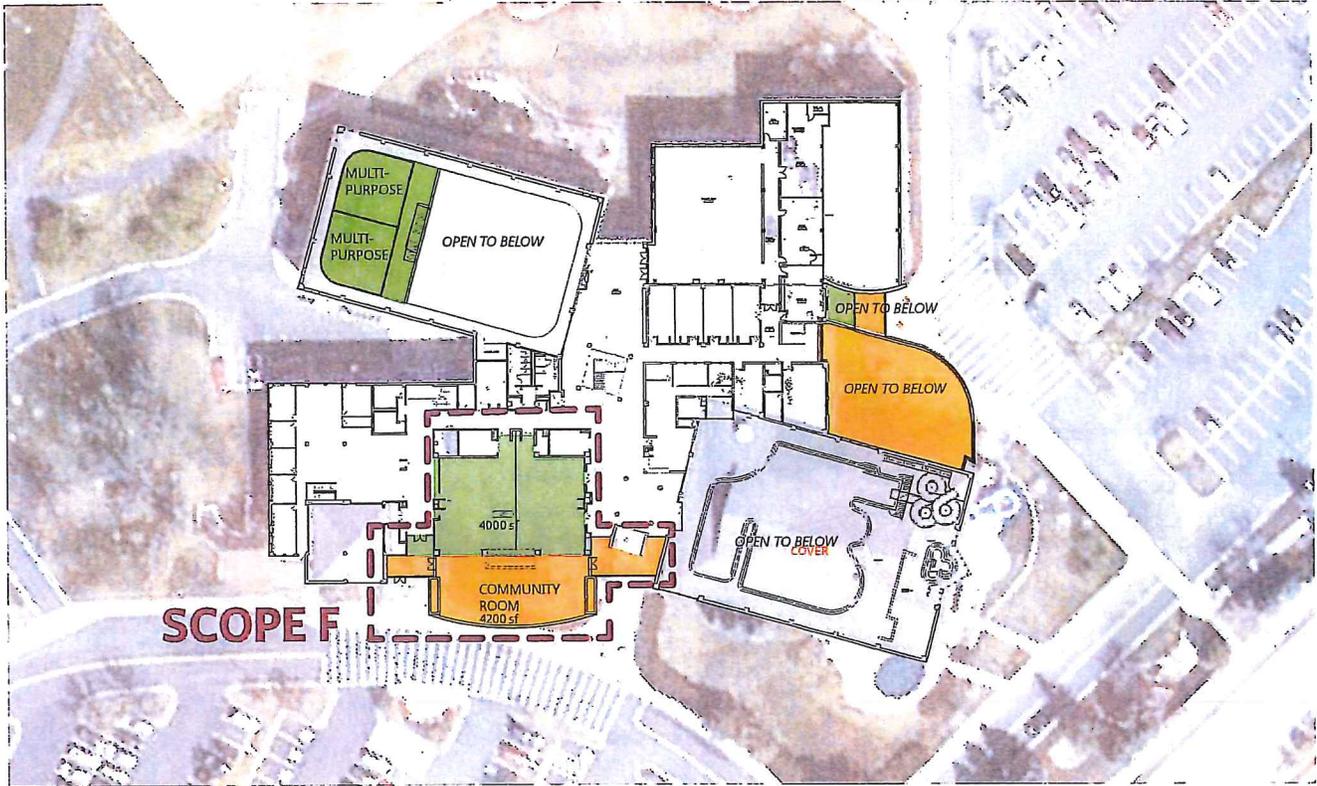


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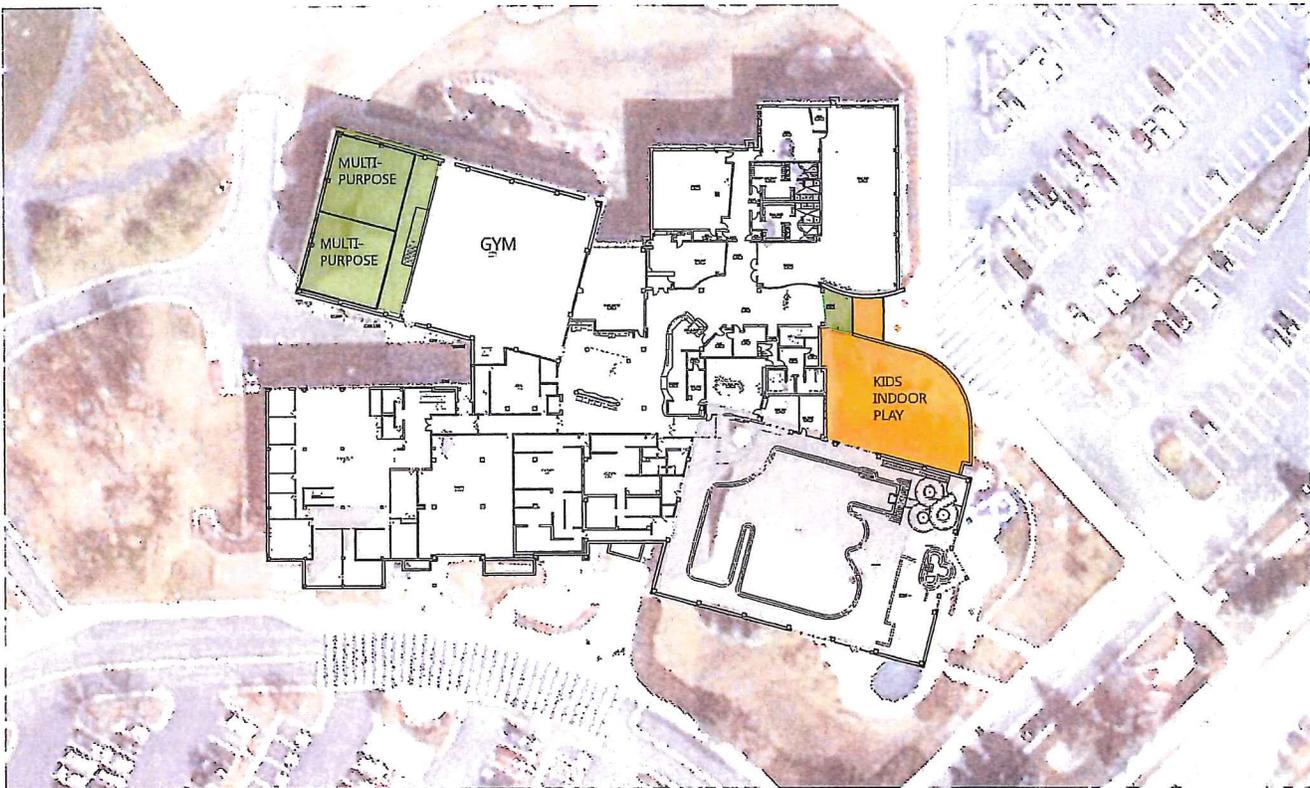


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**ADDITION/RENOVATION OPTIONS**

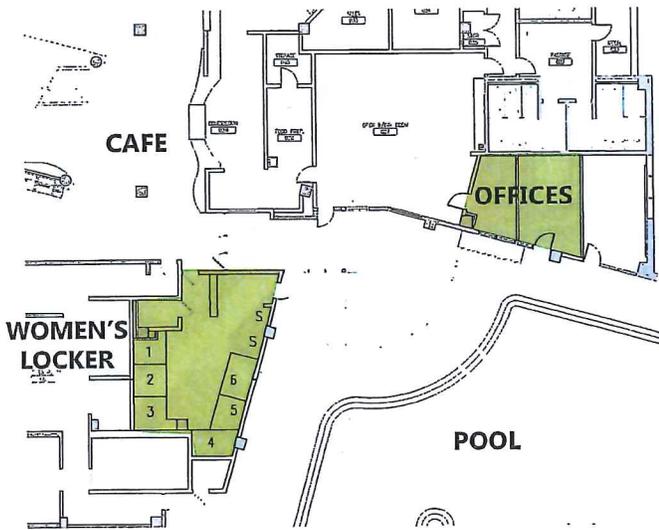


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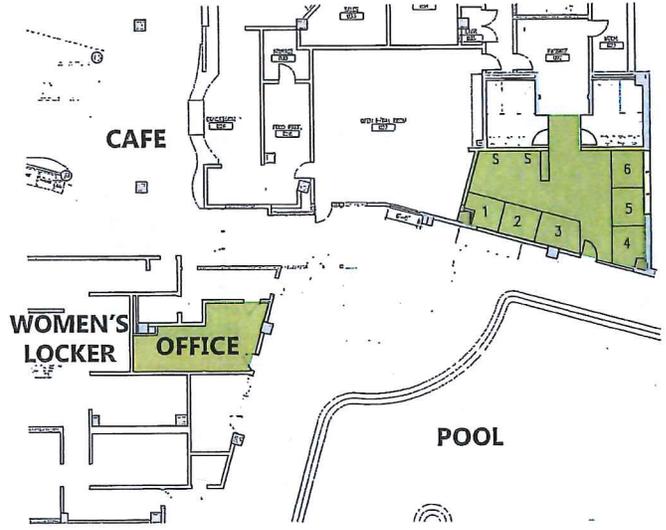


**LOWER LEVEL**

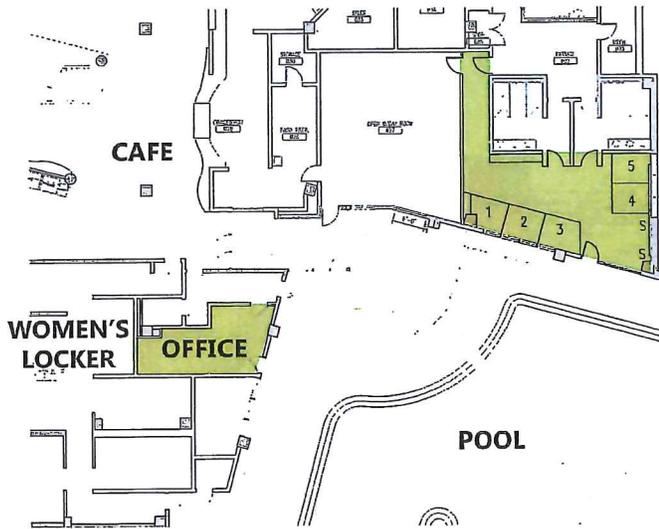
# FAMILY CHANGE ROOMS AND OFFICE OPTIONS



**A**



**B**

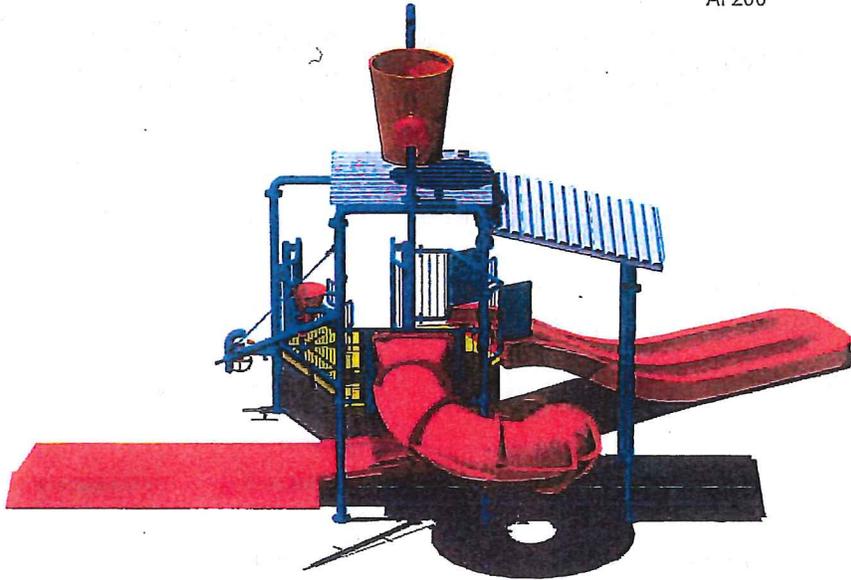


**C**

## PARTIAL LOWER LEVEL PLANS

# WATERPLAY OPTIONS

AP200



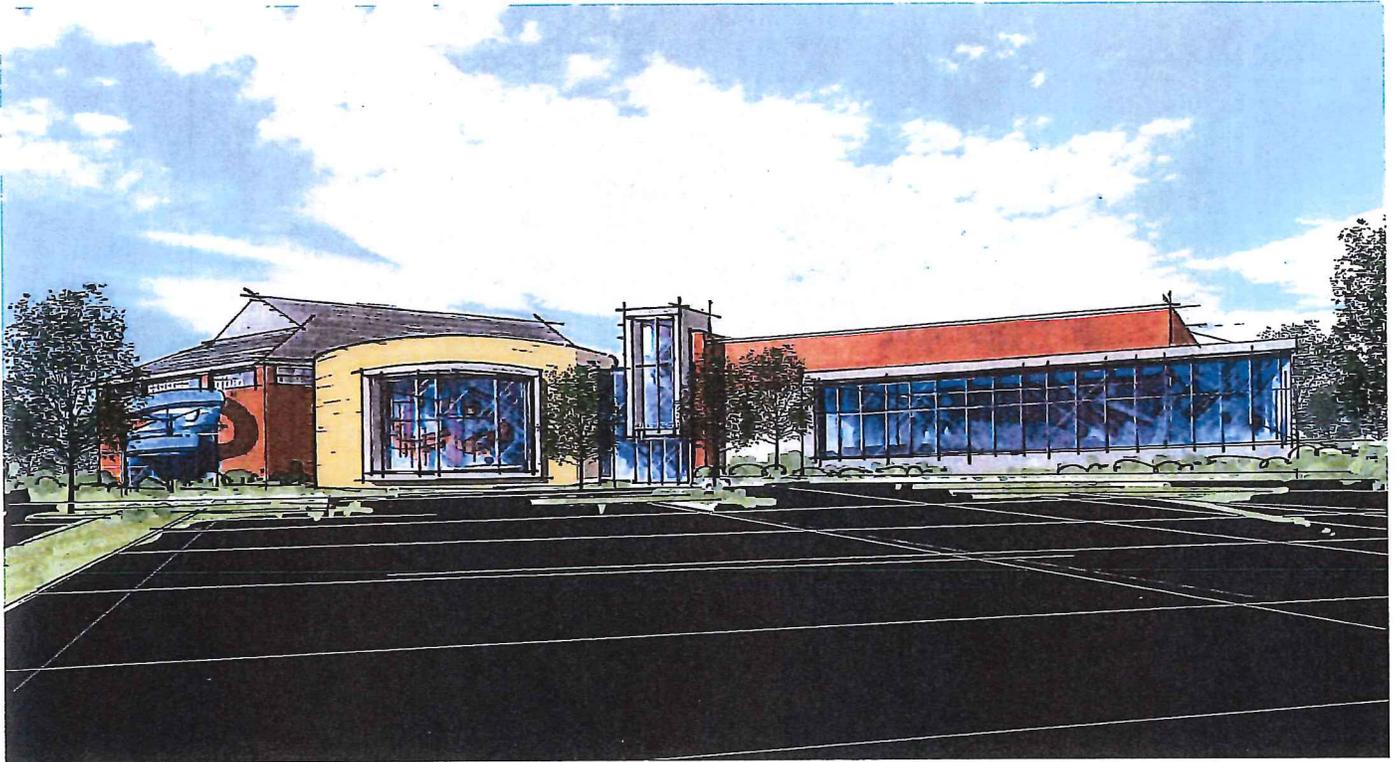
AP150



## CONCEPTUAL SCOPE BUDGET ESTIMATE

Conceptual Budget Estimate				Additional Project Costs	Total Project Budget Estimate	
		new construction	remodeling			
Scope A	Multipurpose Addition / Remodel	7600sf	6200sf	\$2,200,000	\$530,000	\$2,750,000
Scope A1	Multipurpose Addition / Remodel (2 story)	15200sf	6200sf	\$3,300,000	\$825,000	\$3,575,000
Scope B	Multipurpose/ Banquet Addition	5850sf		\$861,000	\$215,250	\$1,076,250
Scope C	Cardio/Fitness Addition	2600sf	4000sf	\$1,200,000	\$300,000	\$1,500,000
Scope D	Kids Indoor Play Addition	4600sf	315sf	\$1,640,000	\$410,000	\$2,050,000
Scope E	Multipurpose Remodel		7900sf	\$800,000	\$200,000	\$1,000,000
Scope F	Community Room Addition/Remodel	4200sf	4000sf	\$1,340,000	\$335,000	\$1,675,000
Scope G	Outdoor Aquatics	2400sf-pool, 3600sf-deck		\$1,025,000	\$256,250	\$1,281,250
	Family Change/Office Remodel		1050sf	\$290,000	\$72,500	\$362,500

EAST BUILDING ENTRY



WEST BUILDING ENTRY





**TO:** Mayor and City Council members

**FROM:** Rebecca Olson, Assistant to the City Manager

**DATE:** April 7, 2016

**SUBJECT:** Resolution in Support of the Ramsey County “A Start by Believing Community” Initiative

## **INTRODUCTION**

Mayor Sandy Martin was recently contacted by Ramsey County asking the City to consider passing a resolution in support of a new initiative titled “Ramsey County: A Start by Believing Community”. This is a joint initiative by Saint Paul – Ramsey County Public Health and the Ramsey County Attorney’s Office in support of the “Start by Believing” national public awareness campaign designed to improve the response to sexual violence survivors.

## **BACKGROUND**

The goal of the joint Ramsey County initiative is to partner with other county departments, local law enforcement, community groups and residents to provide education, training and outreach to reduce the disbelief, shame and blame sexual violence survivors encounter.

Attached is a sample resolution of support as well as background material provided by Ramsey County. Additionally, Ramsey County is planning on holding a community presentation and dialogue on April 13 to kick off this initiative and the flyer for that event is also included.

**RESOLUTION NO. 16-XX**

**RESOLUTION IN SUPPORT OF THE  
RAMSEY COUNTY: A START BY BELIEVING COMMUNITY INITIATIVE**

WHEREAS, The Centers for Disease Control and Prevention (CDC) reports 1 in 6 women and 1 in 33 men in the United States experience rape or attempted rape, at some point in their lives, and data from other sources report the rate for women is as high as 1 in 4; and

WHEREAS, according to a study by the University of Minnesota, the number of Minnesota women reporting a date-related sexual assault rises from 12 percent by the time they graduate from high school, 29 percent by age 23, to 33 percent by mid-life; and

WHEREAS, an analysis of the Minnesota Student Survey data by the University of Minnesota estimated 60 percent of teen first pregnancies in Minnesota are preceded by experiences of molestation, rape, or attempted rape; and

WHEREAS, 188 cases of child sexual abuse in Ramsey County were identified among reported cases of maltreatment in 2011; and

WHEREAS, current estimates suggest no more than 20 percent of sexual assaults will be reported to law enforcement and less than 3 percent will result in the conviction and incarceration of the perpetrator; and

WHEREAS, research documents that victims are far more likely to disclose their sexual assault to a friend or family member, and when these loved ones respond with disbelief, shame, or blame, victims suffer additional negative effects on their physical and psychological well-being and do not report their assault to law enforcement; and

WHEREAS, the national public awareness campaign "Start by Believing" is designed to improve the initial responses of friends, family members, and community professionals, including law enforcement and prosecutors, so they can help victims to access supportive resources and report their assaults; and

WHEREAS, Ramsey County has worked collaboratively across departments and with community partners for many years to prevent and respond to sexual violence in the community; and

WHEREAS, public health and the criminal justice system have different roles and responsibilities, but are united in the goals to prevent and reduce sexual violence in our community, from children to vulnerable adults;

NOW THEREFORE BE IT RESOLVED by the Shoreview City Council, that the City supports the efforts of the **Ramsey County: A Start by Believing Community** initiative and its goal for everyone to believe victims upon report, and will join in their efforts to expand support for sexual violence survivors through training, education and outreach.

The motion of the foregoing resolution was duly seconded by Member \_\_\_\_\_ and upon a vote being taken thereon, the following voted in favor thereof:

And the following voted against the same:

WHEREUPON, said resolution was declared duly passed and adopted the \_\_\_ day of \_\_\_\_, 2016.

STATE OF MINNESOTA)

COUNTY OF RAMSEY )

CITY OF SHOREVIEW )

I, the undersigned, being the duly qualified City Manager of the City of Shoreview of Ramsey County, Minnesota, do hereby certify that I have carefully compared the attached and foregoing extract of minutes of a meeting of said City Council on the \_\_\_ day of \_\_\_\_, 2016, with the original thereof on file in my office and the same is full, true and complete transcript therefrom insofar as the same relates to approving a Master Subscriber Agreement for Minnesota Court Data Services for Governmental Agencies.

WITNESS MY HAND officially as such City Manager and the corporate seal of the City of Shoreview, Minnesota this \_\_\_ day of \_\_\_\_, 2016.

\_\_\_\_\_  
Terry Schwerm, City Manager

**REQUEST FOR ACTION  
RAMSEY COUNTY BOARD OF COMMISSIONERS**

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Requesting Departments: Public Health and the Ramsey County Attorney's Office

Committee: Board of Commissioners

Meeting Date: 4/12/2016

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**SUBJECT: Resolution in support of the "Ramsey County: A Start by Believing Community" Initiative**

Presentation of a resolution about a new joint initiative by Saint Paul – Ramsey County Public Health and the Ramsey County Attorney's Office in support of the "Start by Believing" a national public awareness campaign designed to improve the response to sexual violence survivors.

Public Health Director Rina McManus and County Attorney John Choi will be present to discuss the local campaign, "Ramsey County: A Start by Believing Community" and plans for a community presentation and dialogue on April 13. The goal of the initiative is to partner with other county departments, local law enforcement, community groups and residents to provide education, training and outreach to reduce the disbelief, shame or blame sexual violence survivors encounter.

**Attachment:** Start by Believing Resolution

# **Ramsey County: A Start by Believing Community**

**Whereas,** *The Centers for Disease Control and Prevention (CDC) reports 1 in 6 women and 1 in 33 men in the United States experience rape or attempted rape, at some point in their lives, and data from other sources report the rate for women is as high as 1 in 4; and*

**Whereas,** *according to a study by the University of Minnesota, the number of Minnesota women reporting a date-related sexual assault rises from 12 percent by the time they graduate from high school, 29 percent by age 23, to 33 percent by mid-life; and*

**Whereas,** *an analysis of the Minnesota Student Survey data by the University of Minnesota estimated 60 percent of teen first pregnancies in Minnesota are preceded by experiences of molestation, rape, or attempted rape; and*

**Whereas,** *188 cases of child sexual abuse in Ramsey County were identified among reported cases of maltreatment in 2011; and*

**Whereas,** *current estimates suggest no more than 20 percent of sexual assaults will be reported to law enforcement and less than 3 percent will result in the conviction and incarceration of the perpetrator; and*

**Whereas,** *research documents that victims are far more likely to disclose their sexual assault to a friend or family member, and when these loved ones respond with disbelief, shame, or blame, victims suffer additional negative effects on their physical and psychological well-being and do not report their assault to law enforcement; and*

**Whereas,** *the national public awareness campaign "Start by Believing" is designed to improve the initial responses of friends, family members, and community professionals, including law enforcement and prosecutors, so they can help victims to access supportive resources and report their assaults; and*

**Whereas,** *Ramsey County has worked collaboratively across departments and with community partners for many years to prevent and respond to sexual violence in the community; and*

**Whereas,** *public health and the criminal justice system have different roles and responsibilities, but are united in the goals to prevent and reduce sexual violence in our community, from children to vulnerable adults;*

**Now Therefore, Be it Resolved** *by the Ramsey County Board of Commissioners, that the County re-dedicate itself to addressing the continuing problem of sexual violence through its support of the Ramsey County: A Start by Believing Community Initiative and its goal for everyone to believe victims upon report.*

**Now Therefore, Be it Resolved** *by the Ramsey County Board of Commissioners that Ramsey County and its community partners will expand support for sexual violence survivors through training, education and outreach*

**Now, Therefore, Be it Resolved** *by the Ramsey County Board of Commissioners, that all municipal jurisdictions in Ramsey County are requested to join in this effort.*



START BY



  
**RAMSEY  
COUNTY**  
Saint Paul –  
Ramsey County  
Public Health

# You're Invited

to a community dialogue on sexual  
violence in our community

## Wednesday, April 13

Hamline University Sundin Music Hall  
7:00-9:00 p.m.

- Hear voices of sexual violence survivors
- Help transform our community's response to sexual violence victims
- Pledge to build a community that starts by believing sexual violence survivors

**Hosted and Presented by:**



# Ramsey County: A Start by Believing Community Initiative Summary

**Name of Event:** *Ramsey County: A Start by Believing Community* initiative

**Event Purpose** Observe Sexual Awareness Month by introducing *Start by Believing Ramsey County* initiative

**Executive Summary:** By this initiative, Ramsey County is taking the lead in starting an important conversation in our community about sexual violence and why there is such a gap between National survey data on those who are victims of rape and those who are held accountable. It is estimated that 1 in 6 women and 1 and 33 men are the victims of sexual violence. Only a fraction of these cases are ever reported to law enforcement and subsequently prosecuted. *Ramsey County: A Start by Believing Community* is a community initiative to create a culture where victims feel more empowered to report their abuse and to develop an infrastructure of response that is properly informed and trained about trauma and eliminates unintentional human biases. *Ramsey County: A Start by Believing Community* is a combined initiative among the Ramsey County Attorney's Office, Ramsey County-St. Paul Public Health Department, local law enforcement agencies and community advocacy groups.

## Desired Outcome - Victims

- Report abuse
  - Upon reporting, victims are met with compassion and an "I believe" culture by law enforcement agents, prosecutors, community groups and the community as a whole
  - The "I believe" culture encourages more victims to report
  - Additional victim reporters equate to holding more abusers accountable by the criminal justice system which increases public safety in our community
- Eliminate victim recantation as the "I believe" culture increases the awareness of community advocacy groups and their work to support victims through the legal process and beyond to heal their lives
- Increase victim connection with community advocacy groups. Such groups support victims from reporting to healing. Advocacy groups offer free and confidential services for victims of sexual violence, their partners, families, friends and other concerns persons and as well as basic life needs, housing, food, etc.

## Desired Outcome – Law Enforcement Agencies – increase positive victim response

- officers assigned to sexual abuse cases, and new hires, to engage in training, provided by outside County source, as to how to respond and maintain desired interaction with victims
  - consider internal trainings (officers speaking to officers)
- practice the *Start by Believing Ramsey County* in all cases with sexual abuse victims
- write and adopt resolutions promising to continue believing victims, upon victim's report and throughout the process in which the Office is involved
  - Ramsey County Attorney's Office and Public Health will provide a template
  - display framed resolution in the Office
- communicate to the community the Office's dedication to increase officers' positive "I believe" response to sexual abuse victims, especially at the time of report.
  - Examples: discussing the *Start by Believing Ramsey County* initiative at community events such as speaking engagements national night out, etc.

# Start by Believing Ramsey County Initiative Event

## DATE

- April 13, 7:00-9:00p

## VENUE

- Hamline University, Sundin Music Hall (1531 Hewitt Ave, St. Paul, MN 55104)
- Parking: any surface lot, Visitor's Lot in the basement of the Anderson Center (enter on Englewood)
  - Is parking free?

## AGENDA

- 7:00-7:30 – Reception in Lobby (easels displaying art work, sponsors' logos and cookies)
- 7:30-7:35 – Rina McManus speaks
  - Topic: reminds everyone that sexual violence as a public health problem??
  - introduces County Attorney Choi
- 7:35-7:40 - John Choi
  - Introduces initiative (change the culture in the way we respond and help sexual violence victims)
  - Introduces Cordelia Anderson
- 7:40-7:50 – Cordelia Anderson speaks
  - educates about sexual abuse victims' experiences)
  - Introduces Panel
- 7:50-8:45 – Group Discussion
  - "Panel" features four sexual abuse victims
  - Take community with questions
- 8:45-8:46 – Cordelia introduces Chief Schnell
- 8:46-9:00 – Maplewood Police Chief Paul Schnell (next steps, from us and for community)
  - Our Next Steps:
    - Training, municipal and law enforcement resolutions, training, education outreach
  - Community's next step:
    - Communicate the message, Start by Believing to everyone!

## EVENT PIECES – For Discussion & Confirmation

- Coordinators:
  - Cordelia: obtain panel members, facilitate panel and speak for 20 minutes
  - RCAO
  - Public Health
- Partners: County law enforcement agencies, RCAO, County-City Public Health, Advocacy Groups
  - RCAO
  - Public Health
  - Law Enforcement Agencies

3/18/2016

- Explanation of why the artwork is present
  - Cookies and beverages
  - Thank you to sponsors – print
  - Standing Tables
  - Framed Resolution/Proclamation
  - Small tables for advocacy organizations to display information
    - Public Health be a features table
  - Pledge Poster
- Program
  - A/V Equipment
  - Ask Cordelia if she wants a podium
  - Stand or lav mics
  - Table & chairs (I would suggest a semi-circle of plush chairs for panel) (talk-show set up)
  - Community Pledge?
- Ushers
  - Emily’s volunteers to simply wander, ask questions, remind people to give information, welcome as they enter the auditorium
- Handlers
  - Emily’s volunteers can manage the panelists and speakers to make certain they are where they need to be on time
  - Suggest at least two
- Attendees contact information
  - Sign-up sheet (can clog up the area, unless we place one on each of the standing tables)
  - Container in which to drop business cards
  - Offer our email and ask that they email us
  - Offer phone number
  - Other