



# **9/14/21 Organized Collection Council Work Session**



# Presentation Outline

- Project recap
- What's happening right now in the overall process
- Communication with residents
- Next steps (now – October)



# Process Re-cap

- Alignment with Solid Waste Goals, Green Step Cities efforts, Climate Action Plan, Equity and Inclusion work, etc.
- Contract approved on June 8th
- Implementation planning with haulers, communication with residents
- Revised city code



# Engagement with Residents

- 2 citywide mailings (soon to be 3)
- Dedicated website, online articles/updates
- Social media posts and comments
- Sun Current articles and notes (4+)
- Events (Councilmember Whalen's, virtual)
- calls and emails
  - 900+ calls, 200+ emails

# Themes of Resident Calls and Emails

- Transition questions
  - Refunds, Yard waste, cart swaps, account set-up, billing
- Pricing
- Signing up for organics and switching cart sizes
- Questions about organics
- Questions about hauler zones

# Frequently Asked Questions

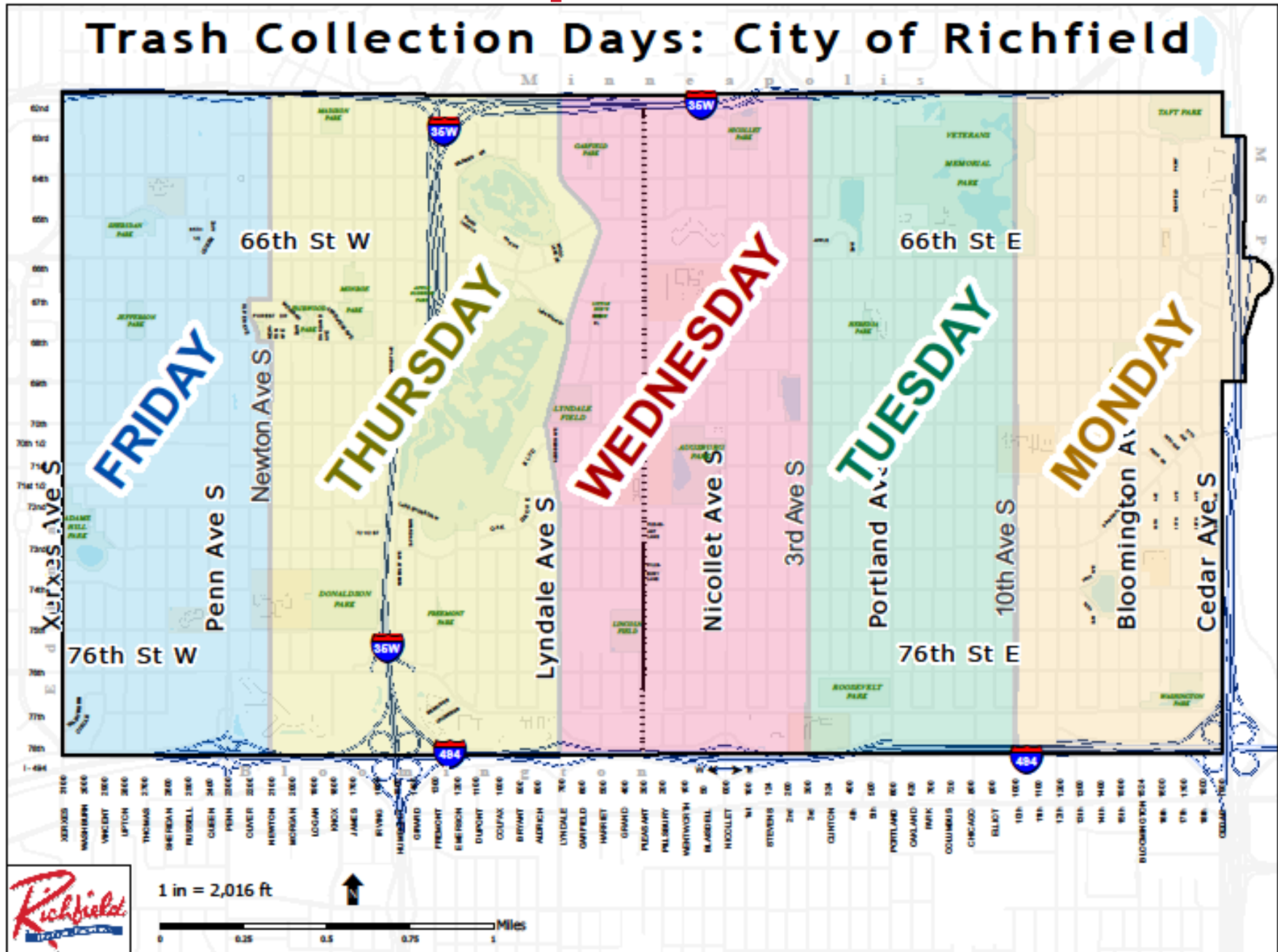
- What is organics?
- How will the transition go/when will carts be picked up?
- So I pay for organics even if I don't use/have/want it?
- I got your letter in the mail and I'm confused. What do I do?
- What are the rates?

# Process with Haulers

- Since contract approval, regular meetings (every other week)
- In constant contact by email and phone
- Met with all haulers and their subcontracted vendors to discuss transition logistics

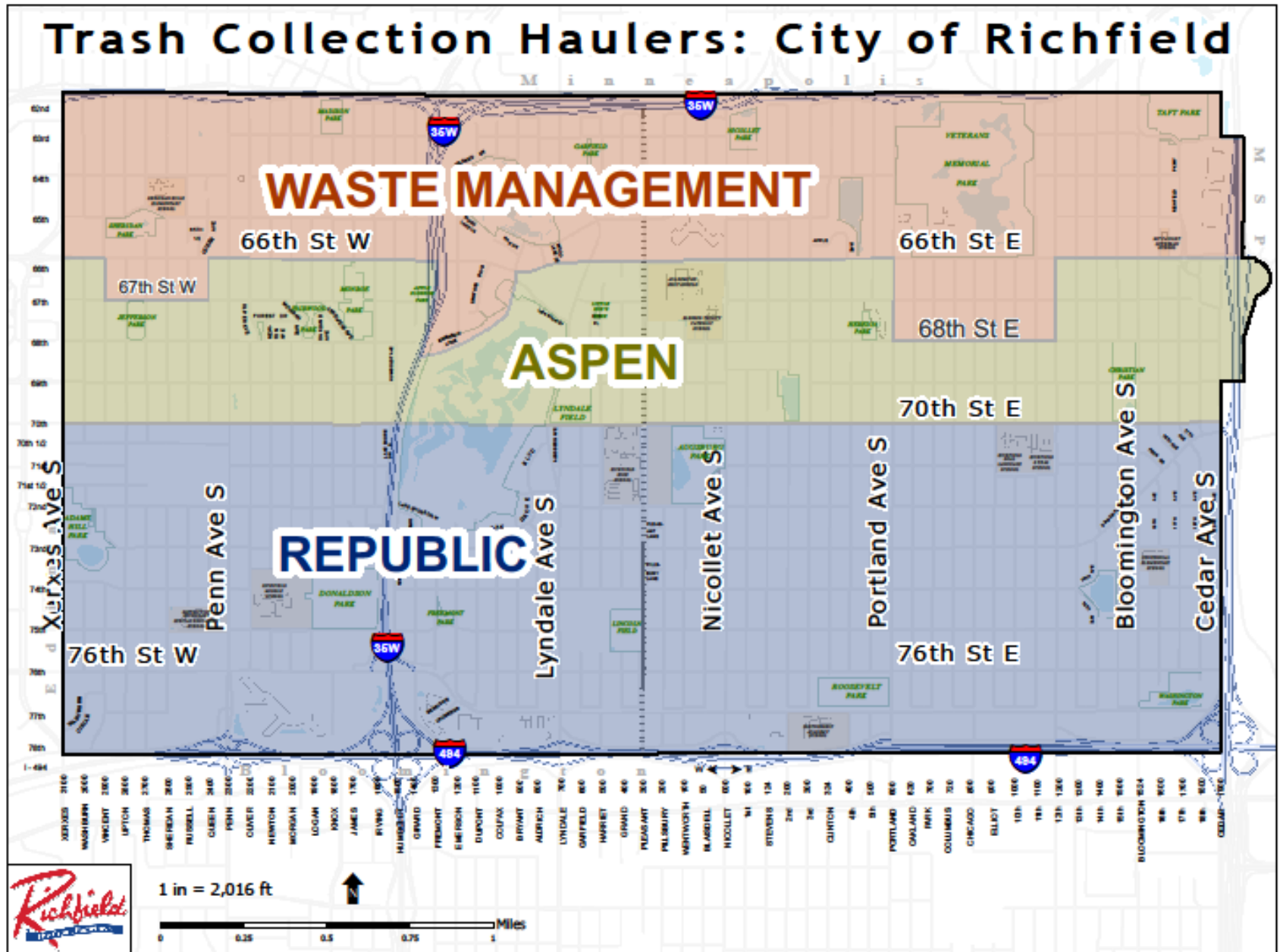


# Transition/Implementation Plan





# Transition Plan



# Engagement Plan for Implementation

- Next mailing details
- Staff support including Ellen, GreenCorps member, Amy, general email
- Regular social media updates and in the Sun Current too



# Recognition of Involved Process

- For it to go as smooth as possible, it is best to have one central communication channel
- Please share informational posts from the City page and steer specific questions from residents to staff
- We know that there will be some bumps but we will do everything we can to minimize them



**Questions?**





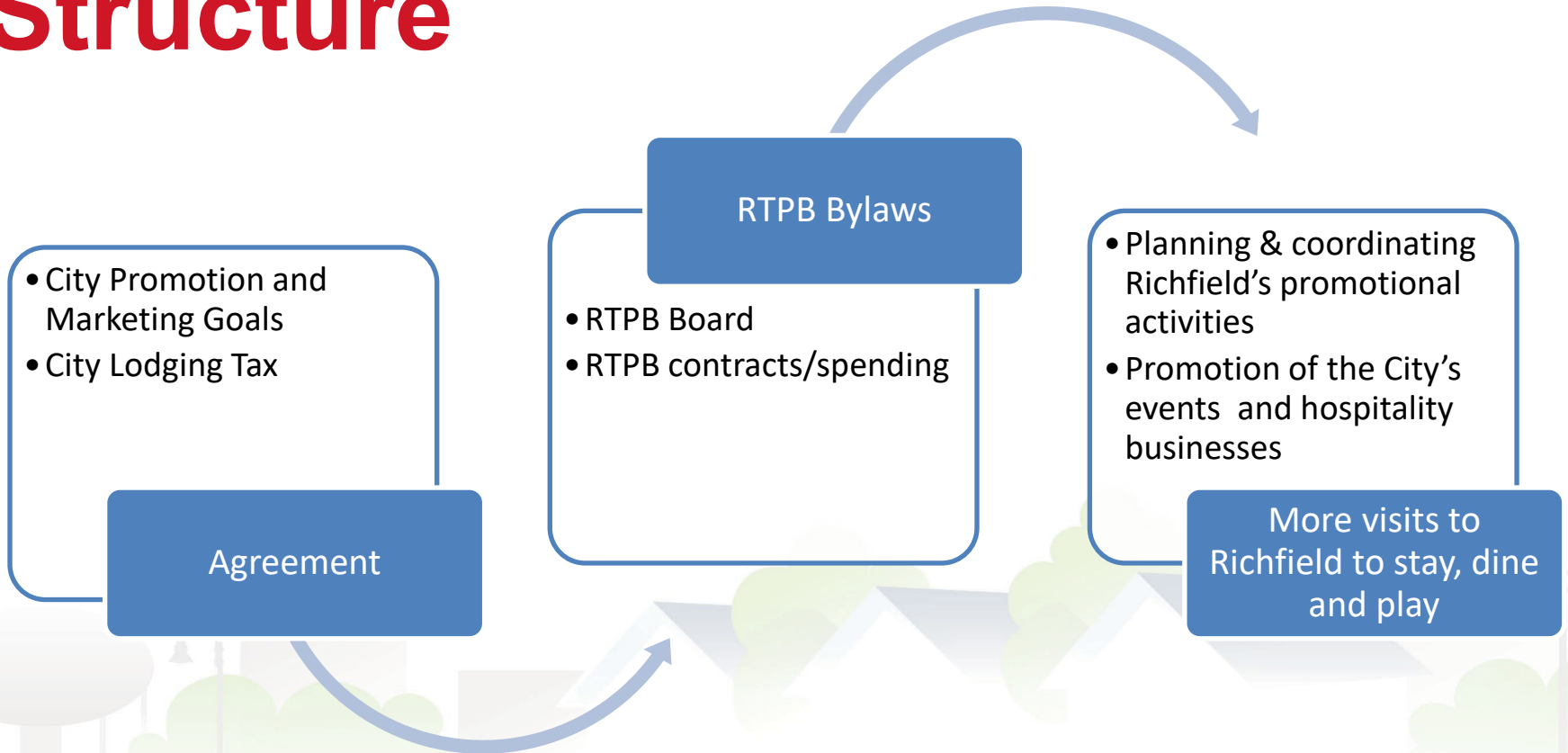
# **Richfield Tourism and Promotion Board Agreement**



# History and Structure

- City's agreement with RTPB dates from its creation in 1990
- Funded by a 3% lodging tax levied by the City
- Hospitality industry has been severely disrupted by the pandemic
  - 2019 lodging tax totals-\$211,000
  - 2020 lodging tax totals-\$75,000

# Structure





# New promotions → more interest

	Last BizzyWeb report Feb. 2019	Most Recent report Sep. 2021
# Subscribers	1,312	1,525
Open rate	9%	18%
Click rate	8%	21%

# **DESSERTOPIA! OPENS IN RICHFIELD**

**--OVER 3700 ENGAGEMENTS**

**--32 COMMENTS**

**--53 SHARES**





# **AUGSBURG ADVENTURE PARK OPENING**

- OPENING EVENT SPONSORED BY VISIT  
RICHFIELD**
- OVER 4600 ENGAGEMENTS**
- 24 COMMENTS**
- 109 SHARES**



# Best Practices Research

- Collected information from 8 other tourism bureaus and the Minnesota Association of Convention and Visitors Bureaus-MACVB
  - Diverse governing boards, including city & hospitality business representation
  - Regular review or expiration dates
  - Clear scope of services & reporting
  - No direct reimbursement for hotel expenses

# Strengthening our agreement

- Incorporate a review period or expiration date, possibly every four years
- Include a specific scope of services, including goals & progress indicators
- Require annual presentation to the City Council summarizing services, results and financial reporting.



# Strengthening our agreement

- Expand the RTPB board to include city manager and a restaurant representative
- City manager is ex-officio, citizen & restaurant members appointed by city, Richfield Chamber appoints 1 member, RTPB appoints 3 hotel reps
- Include the RTPB board structure, recruitment and appointment process in the agreement

# RTPB Governing Board

## Current

- 3 hotel reps
- 1 chamber rep
- 1 citizen rep

## Proposed

- 3 hotel reps
- 1 chamber rep
- 1 citizen rep
- 1 restaurant rep
- 1 city rep-city manager (ex-officio)



# Proposed spending plan

- Gradually phase out direct reimbursement for individual hotel marketing expenses
- RTPB to establish a competitive grant program for applicants to expand city tourism
- Grant program would be open to businesses, nonprofits and the city

# Next steps

- Work with City Attorney & RTPB to update the agreement
- Incorporate recommended suggestions to strengthen the agreement
- Goal to bring back to city council in the 1<sup>st</sup> quarter of 2022



**Comments and Questions?**

