



**WORK SESSION
RICHFIELD MUNICIPAL CENTER, BARTHOLOMEW ROOM
NOVEMBER 14, 2023
5:30 PM**

Call to order

1. Presentation and discussion on Public Education and Outreach campaign materials for proposed changes to municipal speed limits.
2. Update on regional opioid response work from Bloomington Public Health.

Adjournment

Auxiliary aids for individuals with disabilities are available upon request. Requests must be made at least 96 hours in advance to the City Clerk at 612-861-9739.

**WORK SESSION STAFF REPORT NO. 38****WORK SESSION****11/14/2023**

REPORT PREPARED BY: Matt Hardegger, Transportation Engineer

DEPARTMENT DIRECTOR REVIEW: Kristin Asher, Public Works Director
11/6/2023

OTHER DEPARTMENT REVIEW:

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
11/7/2023**ITEM FOR WORK SESSION:****Presentation and discussion on Public Education and Outreach campaign materials for proposed changes to municipal speed limits.****EXECUTIVE SUMMARY:**

Staff and consultant staff will be presenting an update to the public education and outreach campaign for proposed changes to municipal speed limits.

DIRECTION NEEDED:**Discuss and provide feedback on public education and outreach campaign.****BACKGROUND INFORMATION:****A. HISTORICAL CONTEXT**

City Council and City Staff have been working on proposed changes to municipal speed limits. Part of the statutory requirement for municipalities to change speed limits is to clearly communicate changes to the general public. Staff have engaged Barsuhn, Inc. to develop a campaign to effectively communicate the speed limits changes to the public. This campaign was originally presented at the 10/26/23 work session and an updated campaign will be presented at this work session.

B. EQUITABLE OR STRATEGIC CONSIDERATIONS OR IMPACTS

Strategic considerations: None

Equity considerations: Providing a comprehensive education campaign in multiple languages will benefit the community by clearly defining the changes to driving laws, hopefully lessening the number of people who unknowingly exceed the speed limit and receive a ticket. Potential unintended consequences include a gap in effective reach of the campaign, either due to language barriers, missed messages, or other reasons, which could contribute to a speed differential in the city which creates occasional unsafe situations between drivers who are aware of the changes and drivers who are not.

C. POLICIES (resolutions, ordinances, regulations, statutes, exc):

None

D. CRITICAL TIMING ISSUES:

Feedback is required in order to begin procuring materials prior to the implementation of proposed changes in 2024.

E. FINANCIAL IMPACT:

The public education and outreach campaign is funded using Franchise Fees, as outlined in the 2023 CIP.

F. LEGAL CONSIDERATION:

None

ALTERNATIVE(S):

None

PRINCIPAL PARTIES EXPECTED AT MEETING:

Scott Barsuhn: Barsuhn, Inc.



WORK SESSION STAFF REPORT NO. 39

WORK SESSION

11/14/2023

REPORT PREPARED BY: Jennifer Anderson, Support Services Manager

DEPARTMENT DIRECTOR REVIEW: Jay Henthorne, Director of Public Safety/Chief of Police
11/8/2023

OTHER DEPARTMENT REVIEW:

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
11/8/2023

ITEM FOR WORK SESSION:

Update on regional opioid response work from Bloomington Public Health.

EXECUTIVE SUMMARY:

Opioid misuse has become one of the most pressing concerns in public health in the last few years. Opioid deaths have been steadily rising across the country, and in Minnesota the number of deaths from opioid overdoses doubled between 2019 and 2021, disproportionately affecting non-white residents. There has been progress: opioid prescription rates in Minnesota have been decreasing. With the Attorney General's office joining the multi-state settlement, we can begin to combat the opioid crisis at the state and local level.

DIRECTION NEEDED:

This presentation is being shared with city leadership in Bloomington, Edina, and Richfield. Continued updates will occur as work progresses in the coming months and years.

BACKGROUND INFORMATION:

A. HISTORICAL CONTEXT

In July 2021, the Attorney General's Office joined the historic \$26 billion multistate settlement agreements with several pharmaceutical distributors including McKesson, Cardinal Health, AmerisourceBergen, Teva Pharmaceuticals, Allergan, Walmart, CVS, and Walgreens. These settlements will bring more than \$300 million into Minnesota over the next 18 years to combat the opioid crisis.

In December 2021, agreements were reached with Minnesota cities and counties on how funds from these settlements will be allocated: 75% to counties and cities, and 25% to the State. The agreement also details how the funds can be used, including detailed programs and strategies focused on prevention, treatment, and harm reduction.

B. EQUITABLE OR STRATEGIC CONSIDERATIONS OR IMPACTS

The opioid epidemic affects many people across Minnesota, but it disproportionately impacts communities of color. According to the Minnesota Department of Health, in 2021, Native Americans in Minnesota were ten times as likely to die from a drug overdose than white Minnesotans. Black Minnesotans were more than three times as likely to die from drug overdose than white Minnesotans. These disparities are further impacted by other social determinants of health (housing, economic status, access to reliable healthcare, etc), which is important to keep in mind as we continue to devote resources to this specific

crisis.

C. **POLICIES (resolutions, ordinances, regulations, statutes, exc):**

Public Health policies and ordinances can be found in Chapter 6 of the Richfield City code. Currently there are not any local policies or ordinances in place relating to opioids.

D. **CRITICAL TIMING ISSUES:**

There are no critical timing issues.

E. **FINANCIAL IMPACT:**

The City of Richfield will be receiving annual payments over the next 18 years totaling more than \$575,000. The cities of Bloomington, Edina, and Richfield will be pooling funds to address the opioid response work in the three cities.

F. **LEGAL CONSIDERATION:**

The City Attorney is being consulted as necessary.

ALTERNATIVE(S):

This is only a presentation and discussion.

PRINCIPAL PARTIES EXPECTED AT MEETING:

Dr. Nicholas Kelley, Bloomington Public Health Administrator Arin Babakhani, Assistant Public Health Administrator