

CITY OF RICHFIELD PUBLIC WORKS “RICHFIELD DRIVES 25” CAMPAIGN

Vision

The “Richfield Drives 25” Campaign will build awareness of and enthusiasm for a community positive campaign to drive slower, an initiative that will improve the quality of life, increase safety, and save lives in Richfield.

- **Nudge civic pride: “We’re Richfield and we’re proud to slow down to create safer roads.”**
- **Inspire residents and visitors to change their behavior for the safety of others and themselves.**
 - **Engage viewers with retail brightness and fun.**
 - **Appeal visually, intellectually, and emotionally**
- **Include appropriate statistics and data to build a strong case for the 25 mile-per-hour initiative.**



Rather than stressing a negative message (“slow down!”), the city of Richfield can communicate a positive one that encourage residents to practice healthy actions. Driving 25 will benefit themselves and others in unexpected ways. This more upbeat angle invites viewers to be active participants in their own community.

The campaign centers on the graphic treatment of the Richfield Drives 25 theme. The logo square will appear as the colorful hinge for all messaging and become a signature mark on every element of the initiative.



see your neighbors

Higher vehicle speeds result in more fatalities and injuries.



A “soft” campaign will focus on making positive appeals to Richfield residents and visitors, keeping the message light and uplifting.

Spanish language translation will increase inclusion and involvement.

Proxima Nova is a Richfield brand typography—readable at a distance, bold, and retail-oriented.

Headline font: Proxima Nova Extra Condensed Extrabold (new)

Aa BbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

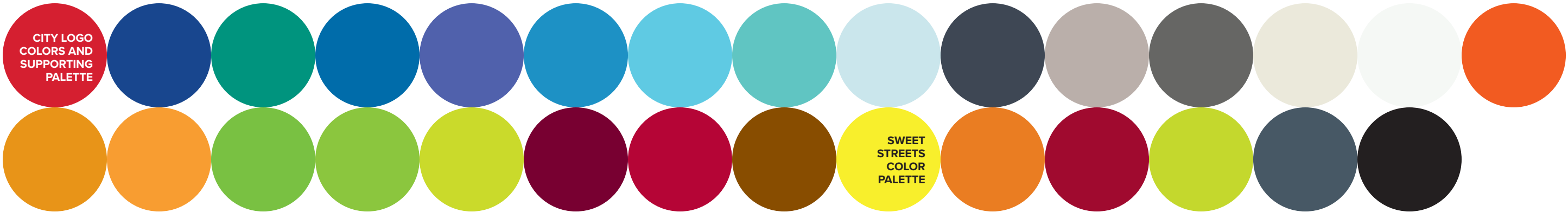
Secondary font: Proxima Nova Bold (current)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Proxima Nova Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

- **Background imagery is reminiscent of city blocks, traffic signs, aerial view of the city, or slowed down movement**
- **Visuals are striking, with broad appeal and youthful energy**
- **Color is unexpectedly vibrant with stand-out messaging**
- **Hues are connected with other Richfield campaigns (Sweet Streets, etc.) so there is consistency**



Heighten the sense of inclusion and neighborliness by incorporating original photography of local elements.

Neighbors

Landmarks

Events



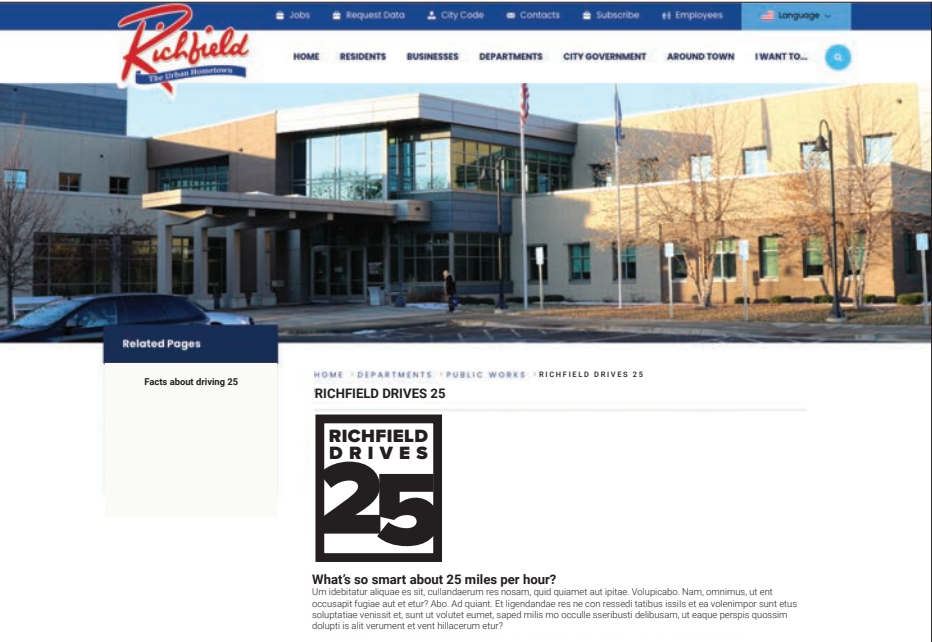
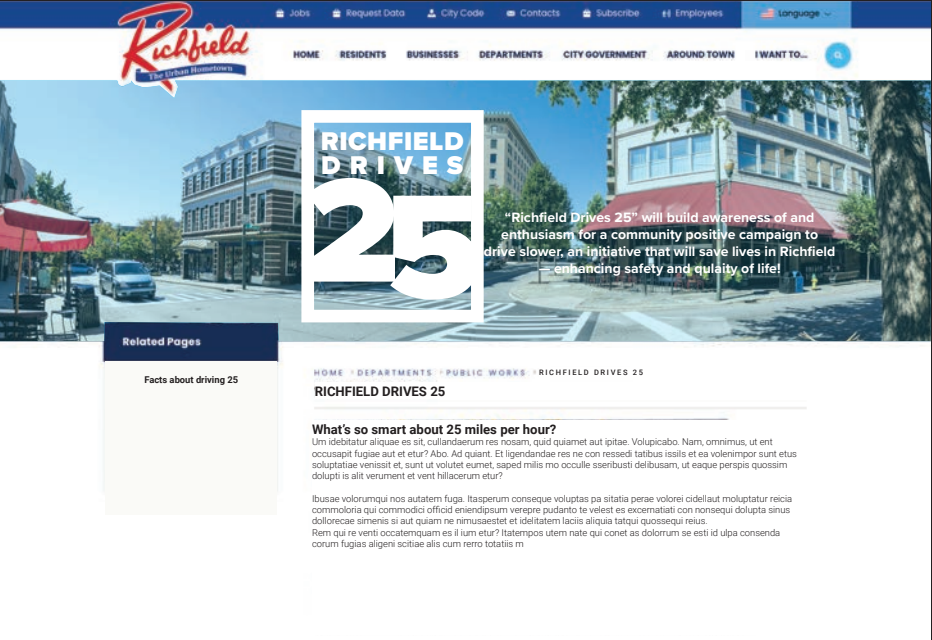
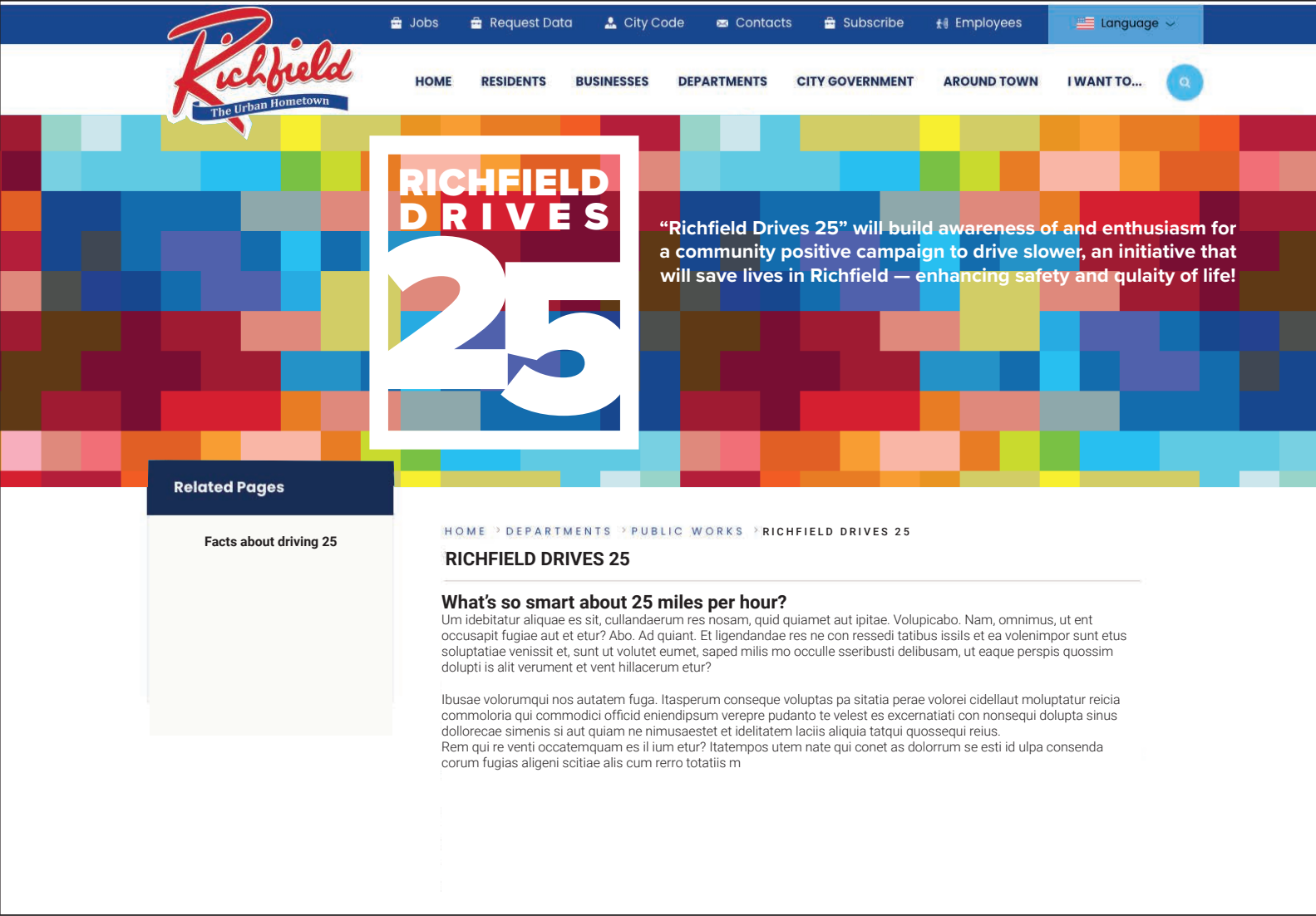


Introduce residents to a positive Richfield initiative

- Ad templates (local newspapers)
- Website page treatment for the City of Richfield's website
 - Social media
 - Newspaper articles (local)
 - Street banners

Step one details:
*newspaper
and online ads*










Build involvement through persuasive information

- Flyers and postcards
- Event materials and community event display
 - School driver's training
 - Festival booths
- Newspaper articles
 - Postcards

Step two details:
direct mail
(check out the facts) postcards

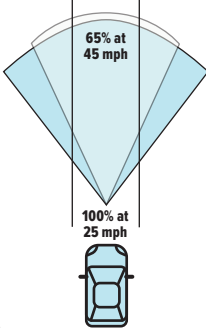




6700 Portland Ave.
Richfield, MN 55423

Traveling at lower speeds expands your field of vision.


Perferes et re sam hillab ius
ipsant et volorer sperepudis
atur as alique plabo.



65% at 45 mph

100% at 25 mph

Find out more:

 www.richfieldmn.gov/25

Step two details:
*banner stands and
community events*

Wave to neighbors

RICHFIELD DRIVES 25

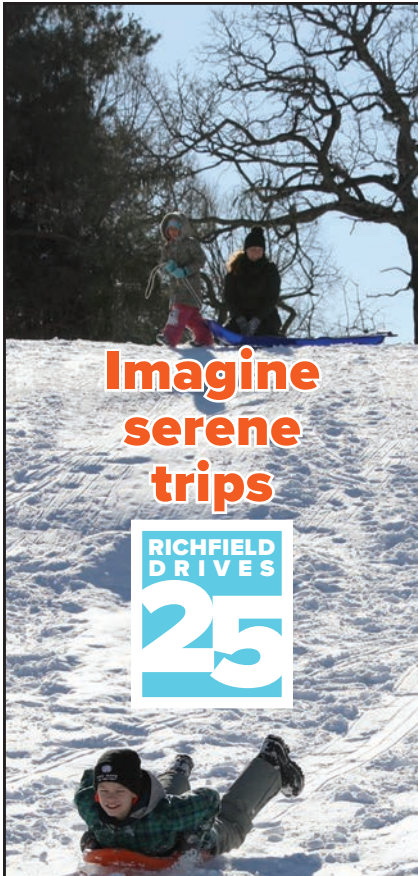


www.richfieldmn.gov/25

Richfield
The Urban Hometown

Imagine serene trips

RICHFIELD DRIVES 25




Sledding at Augsburg Park

www.richfieldmn.gov/25

Richfield
The Urban Hometown

RICHFIELD DRIVES 25



Take a scenic jaunt

Woodlake Nature Center

www.richfieldmn.gov/25

Richfield
The Urban Hometown

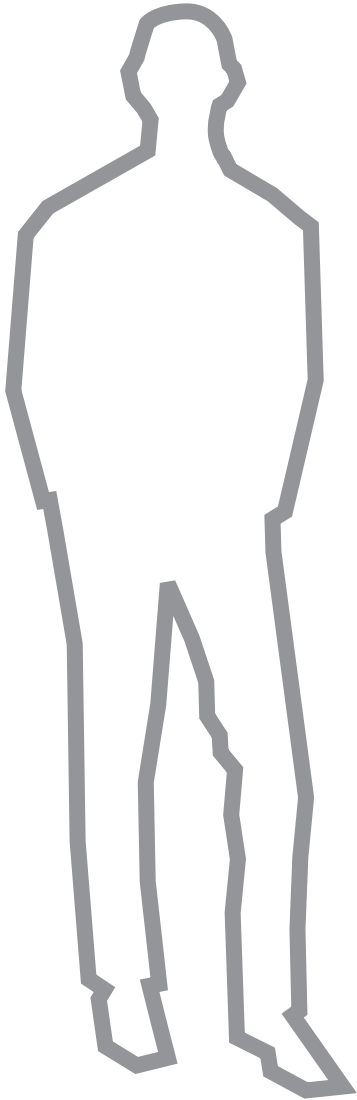
RICHFIELD DRIVES 25

At lower speeds, you can react more quickly

MPH	THINKING	BRAKING	TOTAL
20	20	20	40
30	30	30	60
40	40	40	80

www.richfieldmn.gov/25

Richfield
The Urban Hometown

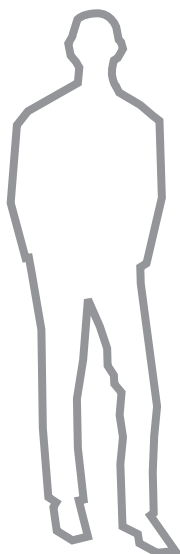


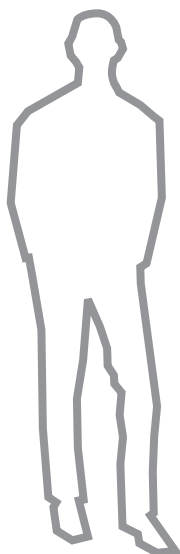
Saturate

Strengthen commitment through frequency

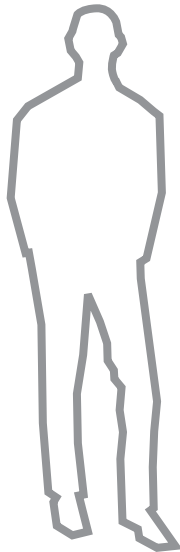
- Murals or large banners and large window clings to be placed at schools, city hall, in parks, in city liquor stores, on school buses
 - T-shirts worn by the public-facing city employees
 - Street / roadside information signs
 - Social media
 - Billboards
- Swag (lanyards, bumper stickers, pens, keychains, etc.)

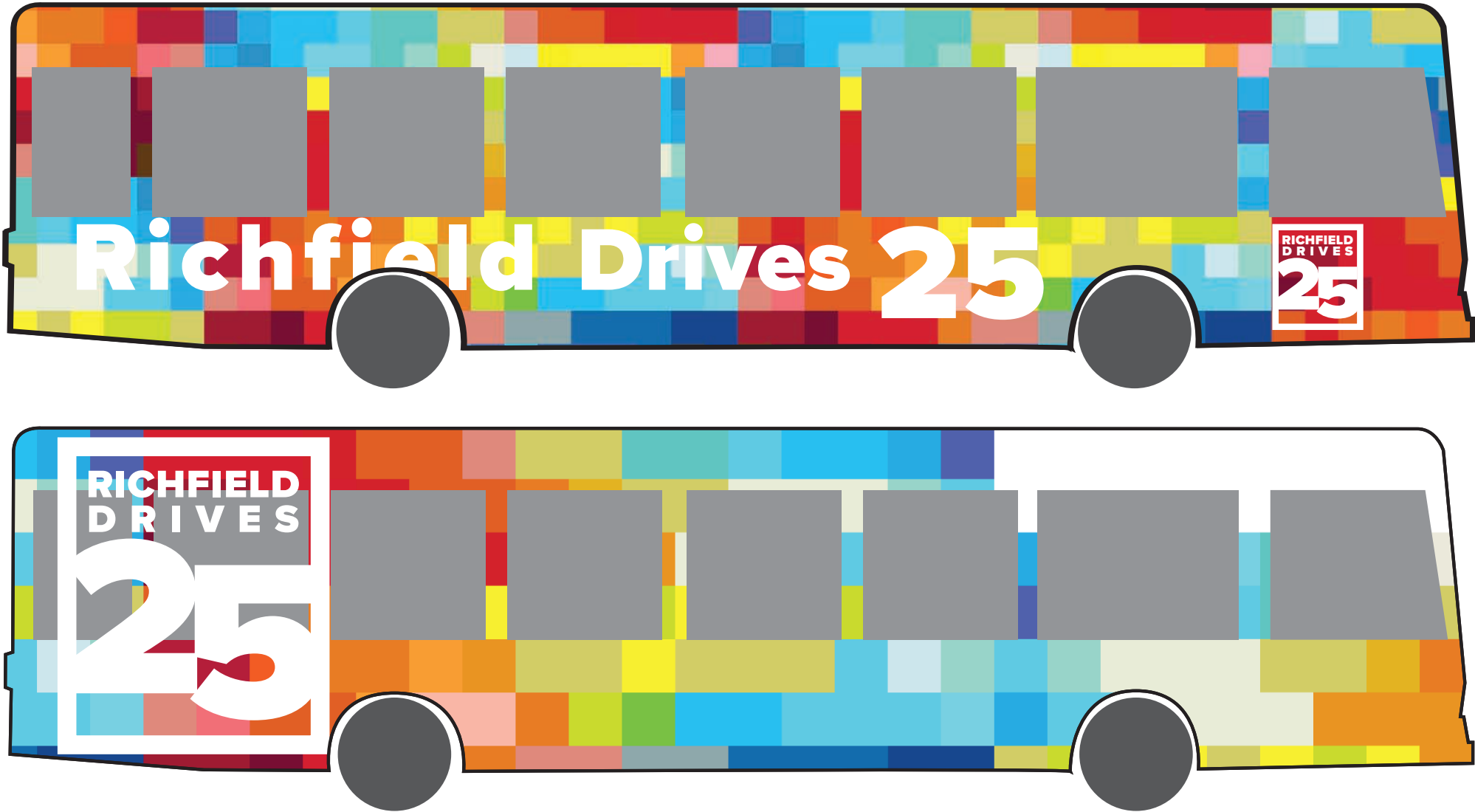
Step three details:
*banner mural:
ice arena, water park*





Step three details:
banner mural:
liquor store, school tennis courts





Step three details:
glass door clings: schools, city hall, liquor stores, buses, vehicles

RICHFIELD
DRIVES

25

Higher vehicle speeds result in more fatalities and injuries.

See the facts



RICHFIELD
DRIVES

25

Risks of pedestrian deaths and severe injuries increase with your vehicle speed.

See the facts



RICHFIELD
DRIVES

25

Higher vehicle speeds mean higher fatalities in a crash.

See the facts




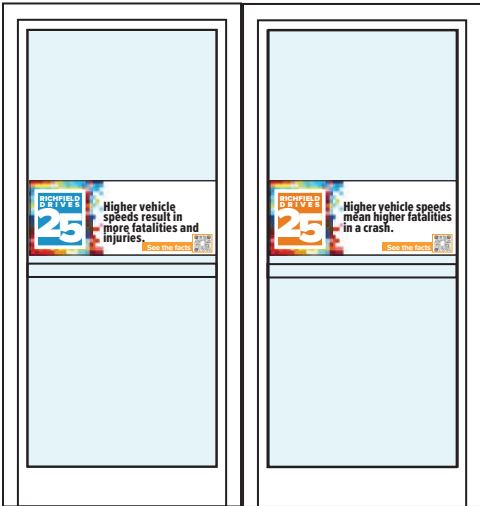
RICHFIELD
DRIVES

25

The faster you drive, the more likely you are to cause pedestrian deaths in a crash.

See the facts





Step three details:
*t-shirts worn by
public facing city employees*



Step three details:
*street / roadside
information signs*



Part 2 roll-out timeline to be determined
INITIATE phase: (date ranges)
EDUCATE phase: (date ranges)
SATURATE phase: (date ranges)

Budgeting
INITIATE phase:
EDUCATE phase:
SATURATE phase:

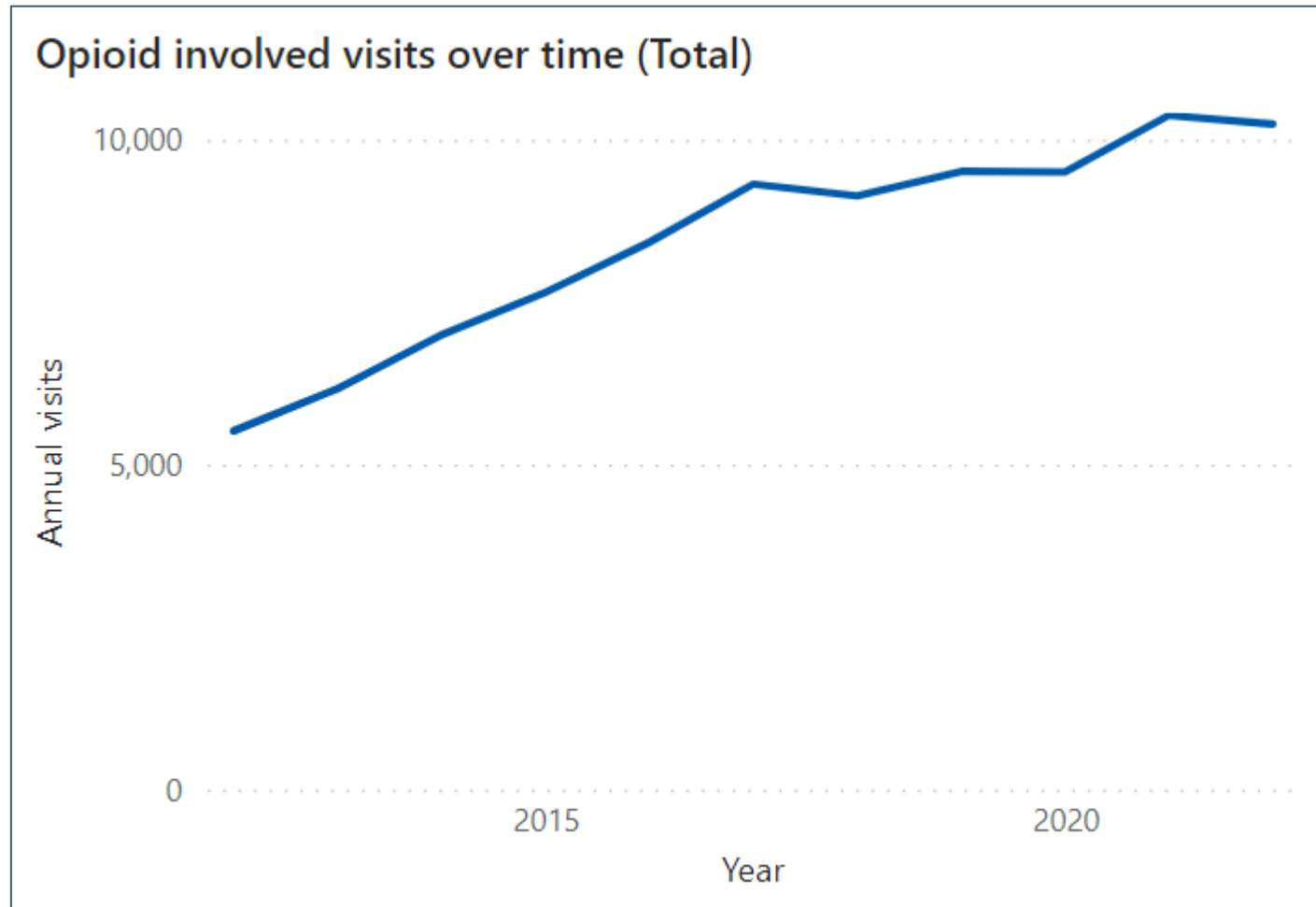
City Council Meeting
November 14th, 2023



PREVENTION • TREATMENT • RECOVERY

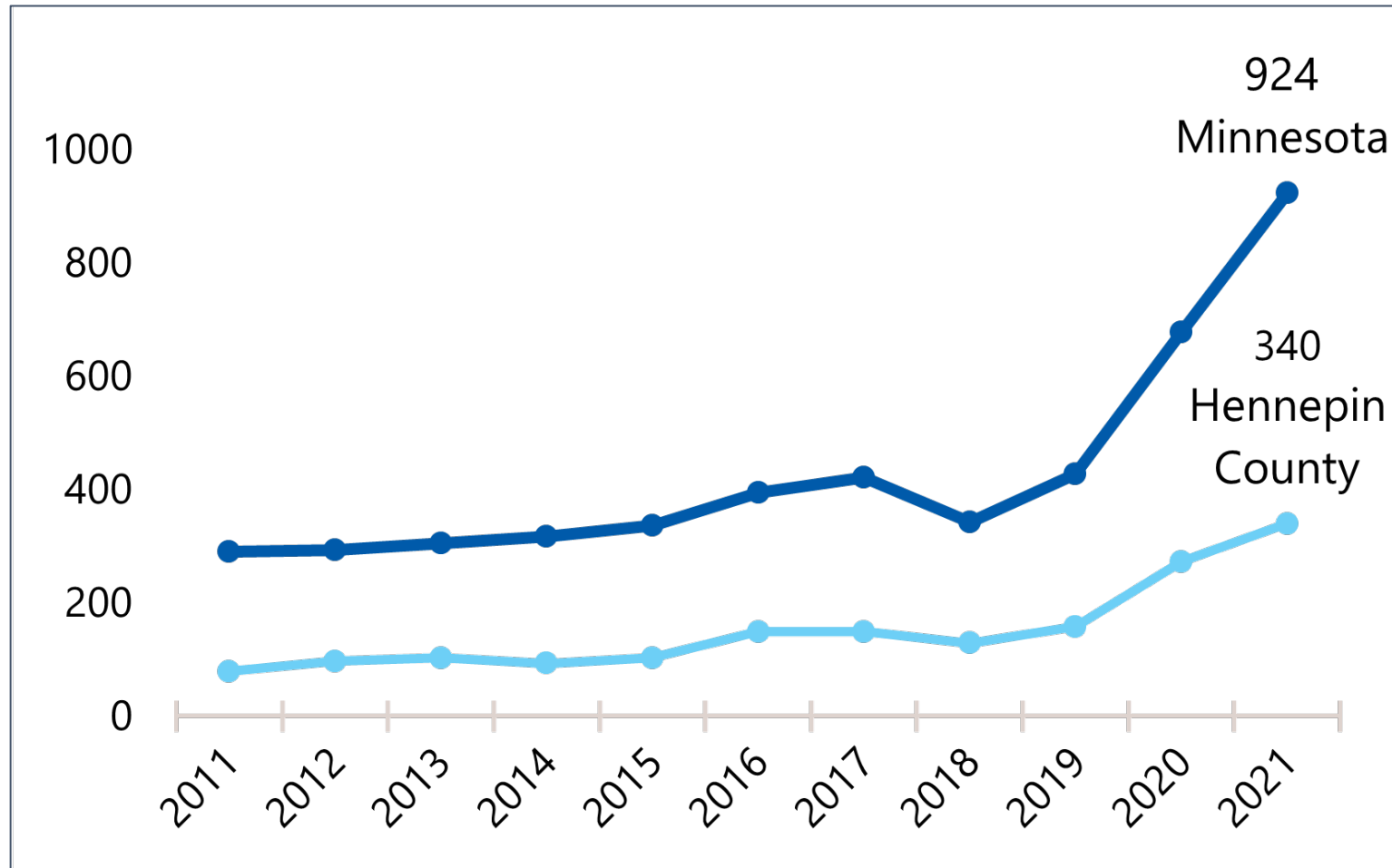
Bloomington Public Health's Opioid Response

Opioid-involved emergency and hospital visits in Hennepin County



Source: Hennepin County Opioid Dashboard

Opioid-related deaths in MN, Hennepin County



Source: Hennepin County Opioid Dashboard
Minnesota Department of Health

Opioid Settlement Funds

- 18-year funding payout
- Counties and cities receive 75%, 25% goes to State
- 1st wave – until 2031 (Johnson & Johnson)
- 2nd wave – until 2038

Settlement Funding to BER

Subdivision	Distributors and Johnson & Johnson	Second Wave Settlements
AITKIN COUNTY	\$1,189,396.92	\$968,112.72
Andover city	\$281,817.35	\$229,385.97
ANOKA COUNTY	\$10,403,391.53	\$8,467,867.58
Apple Valley city	\$617,519.39	\$502,631.52
BECKER COUNTY	\$1,366,705.02	\$1,112,433.10
BELTRAMI COUNTY	\$1,577,606.95	\$1,284,097.27
BENTON COUNTY	\$1,329,874.05	\$1,082,454.44
BIG STONE COUNTY	\$246,706.69	\$200,807.55
Blaine city	\$877,405.34	\$714,166.36
Bloomington city	\$1,011,752.12	\$823,518.27
BLUE EARTH COUNTY	\$1,370,027.15	\$1,115,137.16

Eagan city	\$755,263.79	\$614,748.92
Eden Prairie city	\$526,951.42	\$428,913.48
Edina city	\$407,380.15	\$331,588.13
FARIBAULT COUNTY	\$447,921.82	\$364,587.13

Richfield city	\$523,203.31	\$425,862.69
Rochester city	\$1,520,268.85	\$1,237,426.79
ROCK COUNTY	\$421,912.15	\$343,416.49

Guidance for Use of Settlement Funds

Spend	Spend money to save lives
Use	Use evidence to guide spending
Invest	Invest in youth prevention
Focus	Focus on racial equity
Develop	Develop a fair and transparent process for deciding where to spend the funding

Opioid Work Update

Opioid Epidemic Webpage

Contact Information

Kate Ebert

Public Health Specialist

[952-563-8911](tel:952-563-8911)

[Email staff](#)

Opioid Overdose Prevention



PREVENTION · TREATMENT · RECOVERY

Bloomington Public Health's Opioid Response

In 2022, the Bloomington Police Department responded to 63 overdoses; during the first five months of 2023 alone, 34 overdose incidents have been reported. Opioid-related deaths have risen steadily across the country, and in Minnesota, the number of deaths from opioid overdoses doubled between 2019 and 2021. This is also a health inequity, as these rates disproportionately affect non-white residents.

The misuse of and addiction to prescription pain relievers, heroin, and synthetic opioids such as fentanyl is an increasing crisis that affects families and communities throughout the U.S. While this crisis is a national concern, local resources are needed to meet the needs of individuals impacted by the crisis in our own communities.

[Blm.mn/opioids](https://blm.mn/opioids)

Opioid Workgroup



Press Conference, 10/26/23



Opioid Stakeholder Action Planning, January 2023

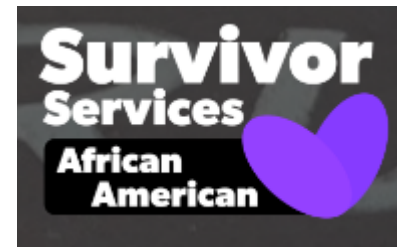


Opioid Work Group

Action Planning + Engagement



EDINA
MINNESOTA



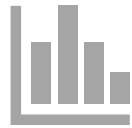


The Opioid Work Plan

Program Areas



Administration



Data and
Evaluation



Marketing and
Education



Partnerships



Rapid
Response

OPIOID OVERDOSE PREVENTION & RESPONSE ACTION PLAN

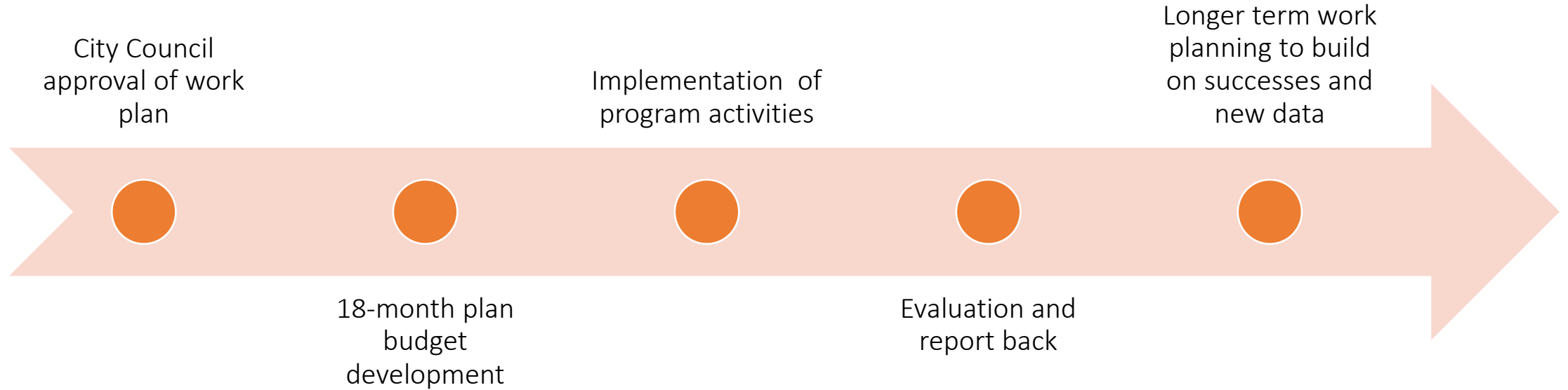
PURPOSE	#	Program Areas
Remediate opioid crisis through accessible and community-based prevention strategies and equitable access to systems.	1	Administration
	2	Data and Evaluation
	3	Marketing & Education
STRATEGIES Sustain this work through responsible collaboration, data-driven efforts, and optimal use of sustainable funding. Build, implement, and evaluate sustainable infrastructure, data collection methods, partnerships, prevention outreach and education, and rapid response strategies.	4	Partnerships
	5	Rapid Response
18-Month Priority Focus Areas 1. Build sustainable infrastructure 2. Accessible and community-based prevention 3. Access to systems	Project Period June 2023 - December 2024	

1. OBJECTIVES		
Program Area	Objective	Completion Date
1	1.1 Develop defined infrastructure and plan for program implementation	08/23
1	1.2 Create and publish a centralized public data book with access to program teams	10/23
1	1.3 Action Plan is approved by Committee and appropriate City leadership	08/23
2	2.1 Develop project Communication Plan	12/23
3	3.1 Increase capacity for rapid response and treatment options in schools	12/23
3	3.2 Launch embedded licensed therapists pilot project with Bloomington Police Department	12/23
4	4.1 Identify and increase community partnerships and referral resources	12/23
5	5.1 Launch 24/7 helpline for resource referrals and crisis response	

3. RESULTS

Program Area	Outputs
1	2023/4 Meeting Calendar Set Assigned membership roles and responsibilities Action plan finalized, approved by City Council and publicly available Hired Opioid Project Coordinator
2	Finalized communication plan developed with specific budget
3	School training and staffing needs evaluated and reported to School Partners Site supervisor hired and housed at BPD Clinical practice students identified for work at BPD Completed evaluation plan for school and BPD projects
4	Complete partnership and resources map with new potential partners Established partner engagement/commitment agreements
5	Launch of operational, fully staffed 24/7 helpline

Action Steps



Upcoming

- A department-wide mental health work group is being convened to guide and sustain this work
 - Purpose: place for collaboration, develop and inform action plans that support division and city strategic priorities
- Review of workforce consultant recommendations related to staff capacity, hiring, and funding
 - Linking opioid, cannabis, Bloomington Tomorrow Together, MDH infrastructure funds
- Strategic plan development with MDH
- Upcoming Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP)
- Continue programmatic efforts, in a more collaborative manner

Specials thanks to:

Community Partners
Cities of Bloomington, Edina and Richfield

