



2024 POLICY PROPOSALS DISCUSSION



Strategic Plan Outcomes:

- Focused City Leadership
- Healthy Council-Staff Relationships



WHY THE NEW
PROCESS?

WHY THE NEW PROCESS?

New Ideas

Current Workplans

External Changes

Resident Needs

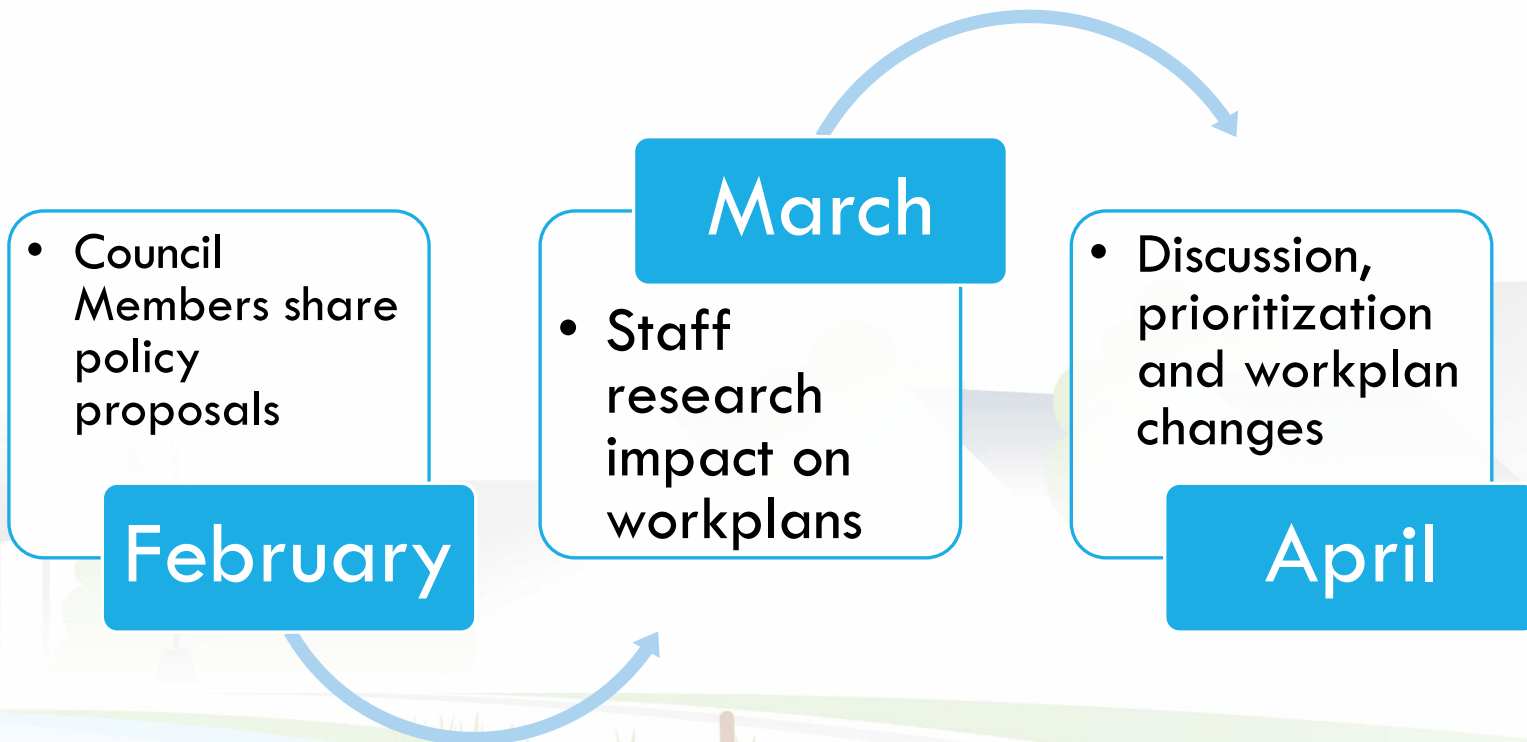
Limited Resources

Core Services

Strategic Plan



POLICY PROPOSAL PROCESS



PROPOSAL: BRANDING AND WEBSITE

Update branding including logo. Update website- pages load slowly, not mobile friendly, and content is not uniformly maintained.

Proposed for 2025

Staff Information:

- Full rebranding is estimated to be \$50-\$100k
- Propose tighter brand standards with existing logo, colors and font and better training for staff
- Propose RFP for new website in early 2025, launch in 2026, estimated cost \$50-\$100k
- Plan to work with consultant on RFP
- Will implement easier fixes this year based on website audit, provide training to website editors

PROPOSAL: DECARBONIZATION PROGRAMS FOR RESIDENTIAL BUILDINGS

Expansion of our local efforts to weatherize and electrify residential buildings in Richfield. Explore promoting existing HRA programs (like the transformation home loans) to finance heat pumps or weatherization projects or hiring/partnering with an advisor to educate residents on options to fund and start these projects.

Staff Information:

- Propose waiting to scale decarbonization efforts and education until more is known about regional efforts and state and federal funding
- Current coalitions include MPCA, Minneapolis and Metropolitan Council Climate Pollution Reduction Act and St Paul's Energy Futures applications
- Plan to evaluate housing programs in 2024-25 which includes incentivizing greener choices

PROPOSAL: DOWNTOWN NAME

Consistently use “Downtown Richfield” in official contexts, consider establishing boundaries.

Staff Information:

- Use “downtown” or “downtown Richfield” in new documents when appropriate
- Delay or install more generic wayfinding at 65th and Lyndale
- Apply for grant funding to assist in branding effort for downtown in 2025
- Develop small area plan for entire downtown in 2025-2026 including defining boundaries possibly in conjunction with comprehensive planning

PROPOSAL: LIQUOR STORE NAMES

Clarify and establish liquor store names.

Staff Information:

Propose the following names:

- Richfield Liquor Downtown-6444 Lyndale Ave South
- Richfield Liquor Cedar Point -6600 Cedar Ave South
- Penn Richfield Liquor Penn Central-6444 Penn Ave South
- Richfield Liquor Shops-7700 Lyndale Ave South
- Since no physical branding or signage is necessary, turnaround time and cost will be minimal

PROPOSAL: SHORT-TERM RENTAL REGULATION

Prohibition on short-term rentals that are less than thirty days.

Continue monitoring the number of institutional investors, their impact on the availability of affordable housing, and legislation on the matter at the state level.

Staff Information:

- Propose researching further regulations on short-term rentals in 2025
- There will be more information on current short-term rentals by 2025
- If prioritized for 2024 then current work plan projects would need to be delayed:
 - Proposal on parking requirement reductions
 - MR-2 and MR-3 zoning revisions
- Staff will continue to monitor institutional investor ownership



SUMMARY OF DISCUSSION NEXT STEPS

