



**WORK SESSION
VIRTUAL MEETING HELD VIA WEBEX
OCTOBER 27, 2020
5:45 PM**

Call to order

1. Review the results and highlights of a series of focus groups with members of the Richfield Latino community.
2. Update on the new website for the City of Richfield.

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 612-861-9738.



STAFF REPORT NO. 26

WORK SESSION

10/27/2020

REPORT PREPARED BY: Blanca Martinez Gavina

DEPARTMENT DIRECTOR REVIEW:

OTHER DEPARTMENT REVIEW:

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
10/21/2020

ITEM FOR WORK SESSION:

Review the results and highlights of a series of focus groups with members of the Richfield Latino community.

EXECUTIVE SUMMARY:

MIRA received a \$3,207.50 grant from the City of Richfield to conduct specific outreach services to engage Richfield's Latino community. Part of that grant proposal included a series of focus groups with 6-8 Latino residents to participate in online discussions focused on the needs of Latino residents during the COVID-19 pandemic, the aftermath or civil unrest and general access to city services. The participants represented diverse situations, e.g. homeowners, renters, families with children, and adults without children.

DIRECTION NEEDED:

Mayor and councilmembers are encouraged to ask questions, provide feedback and direction on future engagement opportunities with MIRA.

BACKGROUND INFORMATION:

A. HISTORICAL CONTEXT

Please see executive summary.

B. POLICIES (resolutions, ordinances, regulations, statutes, etc):

None.

C. CRITICAL TIMING ISSUES:

None.

D. FINANCIAL IMPACT:

None.

E. LEGAL CONSIDERATION:

None.

ALTERNATIVE(S):

PRINCIPAL PARTIES EXPECTED AT MEETING:



STAFF REPORT NO. 27

WORK SESSION

10/27/2020

REPORT PREPARED BY: Neil Ruhland, Communications and Engagement Manager

DEPARTMENT DIRECTOR REVIEW:

OTHER DEPARTMENT REVIEW:

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
10/20/2020

ITEM FOR WORK SESSION:

Update on the new website for the City of Richfield.

EXECUTIVE SUMMARY:

The City of Richfield's website is its primary tool for communicating and offering digital services with residents, businesses and other individuals. For more than a year, the city has researched how users interact with the site and how to improve it. Part of this process involved exploring if another content management company would offer a better digital experience for users. At the end of the exploratory process, in consultation with the site's primary content creators, the city made the decision to partner with a new company, Revize, to redesign its website. The process is almost complete and before the site launch in November, staff from the Communication and Engagement Division wanted to present the final product to the council.

DIRECTION NEEDED:

Any feedback from Council would be greatly appreciated.

BACKGROUND INFORMATION:

A. **HISTORICAL CONTEXT**

See Executive Summary.

B. **POLICIES (resolutions, ordinances, regulations, statutes, etc):**

None

C. **CRITICAL TIMING ISSUES:**

The new website will be launched in November.

D. **FINANCIAL IMPACT:**

No additional funding will be required for this project.

E. **LEGAL CONSIDERATION:**

None.

ALTERNATIVE(S):

PRINCIPAL PARTIES EXPECTED AT MEETING: