



**SPECIAL CITY COUNCIL WORK SESSION
RICHFIELD MUNICIPAL CENTER, BARTHOLOMEW ROOM
JUNE 11, 2019
6:00 PM**

Call to order

Open forum (15 minutes maximum)

Each speaker is to keep their comment period to three minutes to allow sufficient time for others. Comments are to be an opportunity to address the Council on items on the agenda. Individuals who wish to address the Council must have registered prior to the meeting.

1. *Richfield University*

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. 2
WORK SESSION
6/11/2019

REPORT PREPARED BY: Neil Ruhland, Communications and Engagement Manager

DEPARTMENT DIRECTOR REVIEW: Pam Dmytrenko, Administrative Services Director/Assistant City Manager
6/4/2019

OTHER DEPARTMENT REVIEW: N/A

CITY MANAGER REVIEW: Katie Rodriguez, City Manager
6/5/2019

ITEM FOR WORK SESSION:
Richfield University

EXECUTIVE SUMMARY:

In an effort to build a stronger relationship with the Richfield community and to provide them with a better understanding of city services, the Communication Division is proposing the creation of *Richfield University*, a six-week citizen's academy. *Richfield University* will provide residents a chance to interact, learn and build a stronger relationship with city staff. It is believed that graduates of the "university" will rely on their knowledge to better assist their families, friends and neighbors in accessing city services. Over time, graduates will also be leveraged to serve in volunteer and other capacities with the city.

DIRECTION NEEDED:

Staff is requesting feedback regarding the proposed *Richfield University* project and whether it lines up with the council's directive of providing residents with more engagement opportunities.

BACKGROUND INFORMATION:

A. HISTORICAL CONTEXT

- Since at least 2017, the city council and city administration has made it a priority to implement new and expanded engagement opportunities for residents, students and individuals who work in Richfield.
- All city departments have worked diligently to offer new and dynamic programming to meet this request. The newest engagement proposal is the creation of a citizen's academy, tentatively titled Richfield University.
- Cities, counties, police and sheriff's departments throughout the country have utilized citizen's academies to provide their residents with a deeper understanding of the services they offer.
- Over the course of several weeks, the Communication Division identified 53 citizen academy examples from around the country, including several in Minnesota, and performed a content analysis to determine best practices for the number of sessions offered and the duration of each session.
- Based on the content analysis and past experiences by members of the Communications Division, it is being proposed that the pilot version of Richfield University include six sessions that

each last 90 minutes.

- The pilot version of Richfield University will allow 20-25 residents to enroll.
- Feedback will be elicited throughout the program from participants in an effort to determine what changes need to be made to future iterations of the program.
- All city department directors have been presented the outline of what Richfield University will entail and are supportive of the proposal. They have also committed to investing time and resources into the project.
- Departments will create their own presentations based on the services they offer and the regular inquiries they receive from residents.
- Over time, it is hoped that “graduates” of Richfield University can be encouraged to participate and volunteer for other city events and initiatives, such as commissions, Red, White and Blue Days and Penn Fest.
- The presentations given during the session will also be utilized as the “standard” outreach presentation for department outreach efforts going forward.

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

- N/A

C. CRITICAL TIMING ISSUES:

- The Communication Division is hoping to launch Richfield University in the fall of 2019. Staff requests the council’s approval to move forward to make sure enough time is available for interested attendees to be recruited, city spaces can be reserved, the curriculum can be finalized and collateral materials can be purchased.

D. FINANCIAL IMPACT:

- Funds for Richfield University are included in the 2019 budget.
- All of the Richfield University sessions will be held at city-owned venues, such as the Municipal Center and the Wood Lake Nature Center. The majority of the presenters will be department directors or other salaried positions that will not incur any overtime. The only expected expenditures will come from the purchase of light refreshments, printed materials and attendee t-shirts.

E. LEGAL CONSIDERATION:

- N/A

ALTERNATIVE(S):

- N/A

PRINCIPAL PARTIES EXPECTED AT MEETING:

City Manager Katie Rodriquez; Administrative Services Director/Assistant City Manager Pam Dmytrenko; and Communications and Engagement Manager Neil Ruhland

ATTACHMENTS:

Description	Type
▣ Presentation	Backup Material



Richfield University



Goals

- Provide residents with a deeper understanding of city services
- Make resident ambassadors who can help disseminating messages
- Promote the city's unique programs and successes
- Allow staff and residents to build relationships
- Recruit residents for volunteer and other opportunities

Research

- Reviewed 53 city, county, police and sheriff's citizen academies from around the country
- Formats varied wildly
 - Number of sessions (4-15 weeks)
 - Session length (1.5-9 hours)
- Held at various times of the year
- Own experience
- Closest comparables
 - Hennepin County
 - City of Hopkins
 - Richfield Police Department

Format

- Can vary based on department's goals and needs
- First Part (45-60 minutes)
 - Presentation
 - Question and answer
- Break (10 minutes)
- Second Part (25-35 minutes)
 - Tour
 - Interactive component

Sessions

- Session #1: Welcome/Intro to Academy/Fire
- Session #2: Public Works
- Session #3: Community Development
- Session #4: Recreation Services/Liquor
- Session #5: Police
- Session #6: Administrative Services/Finance/Get Involved/City Government 101/Graduation

Session #1: Welcome/Intro to Academy/Fire

- Location: Richfield Fire Department
- Presentations
 - Welcome by city manager (5 minutes)
 - Citizens Academy overview (5 minutes)
 - Fire Department (30 minutes)
- Break (10 minutes)
- Interactive hands-only CPR experience (10 minutes)
- Tour (25 minutes)

Session #2: Public Works

- Location: Richfield Public Works
- Presentation (45 minutes)
- Break (10 minutes)
- Short tour (10-15 minutes)
- Interactive equipment experience (10-25 minutes)

Session #3: Community Development

- Location: Heredia Room
- Presentation (55 minutes)
- Break (10 minutes)
- Interactive project/program experience in Bartholomew Room (25 minutes)

Session #4: Recreation Services/Liquor

- Location: Wood Lake Nature Center
- Presentations
 - Recreation Services (20 minutes)
 - Wood Lake Nature Center (20 minutes)
 - Liquor Operations (15 minutes)
- Break (10 minutes)
- Moonlight nature hike (25 minutes)

Session #5: Police

- Location: Richfield Police Department
- Presentation (45 minutes)
- Break (10 minutes)
- Tour of the department (35 minutes)

Session #6: City 101/Graduation

- Location: City Hall Council Chambers
- Presentations
 - City Government 101 (15 minutes)
 - Administrative Services (15 minutes)
 - Budget (20 minutes)
 - Get Involved (15 minutes)
- Break (10 minutes)
- Graduation (15 minutes)

Graduation

- Ceremony hosted by mayor or councilmember
- Picture with mayor
- Certificates
- Full packet
- T-shirt
- Call to action

Dates

- Session #1: September 19
- Session #2: September 26
- Session #3: October 3
- Session #4: October 10
- Session #5: October 17
- Session #6: October 24