

The background features a stylized, layered illustration of a community landscape. On the left, there is a grey water tower on stilts. Next to it is a street lamp and a grey building partially obscured by green bushes. To the right, another grey building is visible, followed by a white house with a blue roof. A large green tree stands to the right of the house. At the bottom, a blue body of water with green reeds is depicted. The entire scene is rendered in a clean, modern style with soft gradients.

THE RICHFIELD ROADMAP

Environmental Scan and Organizational Profile

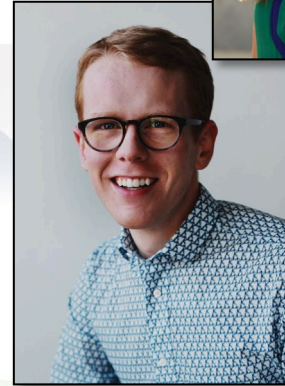
What is an Environmental Scan?

- Beginning stage of strategic planning
- Focuses on external factors affecting operating environment
 - Economic conditions
 - Demographics
 - Opportunities
 - Challenges
 - And more...



Who we are?

- A diverse growing community of 36,994
- 41% of residents identify as BIPOC
- English is not the primary language spoken at home for 24.4% of residents
- We are younger than our neighbors
 - The median age is 35.7 years
- Increasingly educated
 - 42.4% have a bachelor's degree or higher
- Median income is \$66,908.00

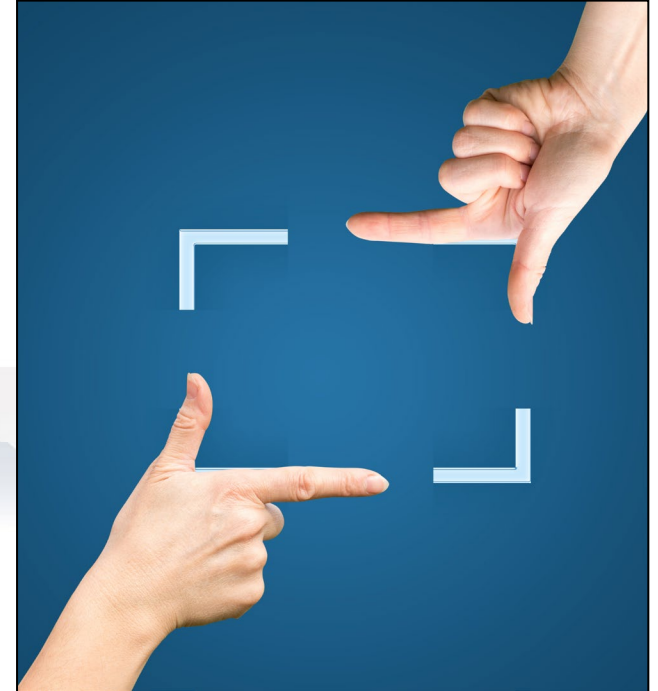


- 13.6% living with a disability
- Primarily made up of single-family homes and apartments
 - 9,700 single-family homes
 - 5,491 multi-units (5+ units in one building)
- The proportion of renter-occupied homes has increased
 - Owner-occupied = 9,183 (60%)
 - Renter-occupied = 5,997 (40%)
- The median sale price in 2021 was \$321,000 (5-year increase=45%).
- Median rent in 2019 was \$1,079 (5-year increase=28%)



What is an Organizational Profile?

- Snapshot of the organization
- Focuses on internal factors affecting operating environment
 - Financial pressures
 - Workforce capabilities
 - Opportunities
 - Challenges
 - And more...



Mission, Vision and Core Values

Vision: A resilient, purposeful, and forward-thinking community where all are connected and can thrive.

Mission: To create equitable systems, infrastructure and services that make our community better.



Lead the way

The City of Richfield seeks to continuously improve the services it provides to residents through innovative and creative solutions. The city cultivates an environment of growth for its staff and residents.



Responsive

The City of Richfield listens and responds to feedback from residents. New projects undertaken by the city will reflect the needs of residents. Both elected officials and city staff will provide friendly, timely, knowledgeable customer service to residents at all times.



Stewardship

The City of Richfield manages all of its resources, whether it be human, natural or financial, in a responsible manner. The city aims to provide services that promote a prosperous and healthy community in the most fiscally responsible and sustainable way.



Community centered

The City of Richfield celebrates and takes pride in its community. The city is resident-focused and makes tailored decisions based on what is best for current and future residents. Richfield is constantly seeking opportunities to collaborate with residents to set goals and accomplish objectives.



Equitable

The City of Richfield is dedicated to building a diverse, inclusive and thriving hometown. The city seeks to understand barriers and connects all residents with opportunities. Richfield will reduce inequity by focusing on the areas of greatest disparities.

City Operations by the Numbers

- \$95.7 M All Funds Budget
- \$26.5 M Capital Budget
- 251 Employees (FTE's)
- 31 public buildings (11 staffed)
- 5 labor contracts
- 40 miles of sidewalks
- 97% within a 10 minute walk of a park
- 11.1% of Richfield is parks
- 123 miles of streets
- 10.6 miles of park trails
- 120 miles of water lines
- 118 miles of sanitary sewer
- 59.9 miles storm sewer (4960 structures)
- 141 vehicles, 52 non-motorized

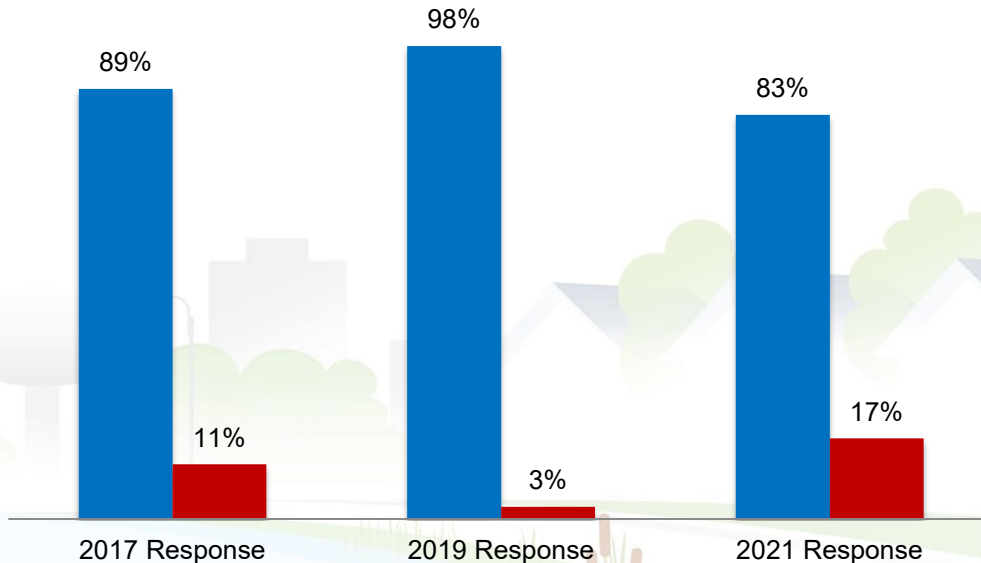
Leading the Way: Then and Now

- Bloomington Public Health
- Section 8, apartment remodeling, Kids@Home
- First time homebuyer
- Richfield Rediscovered
- New Home Program
- Transformation Home loan
- 11 commissions and boards
- Point-of-sale and rental inspections
- Full-time fire department
- JCCP
- Embedded social worker
- Social service contracts

City Employees at a Glance

Employee Work Satisfaction

■ Satisfied ■ Not Satisfied



Trends from 2021 Employee Survey

- Increased employee accountability
- Identify employees with potential and develop their skills
- Improve recognition for good job performance
- More staff training

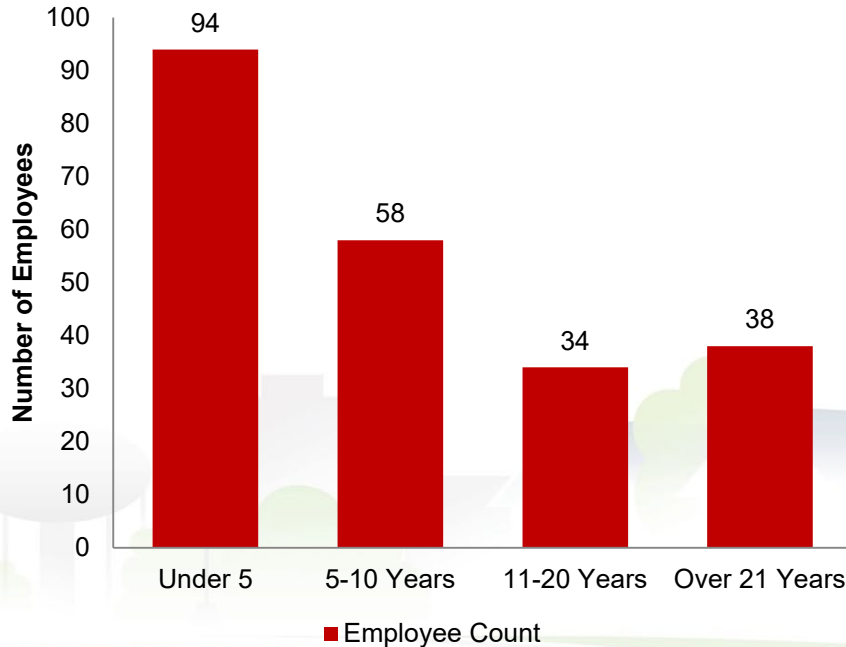
Full Time (FT) Budgeted Staff

■ FT Staff



Human Resources (HR) - Trends

Years Working for Richfield

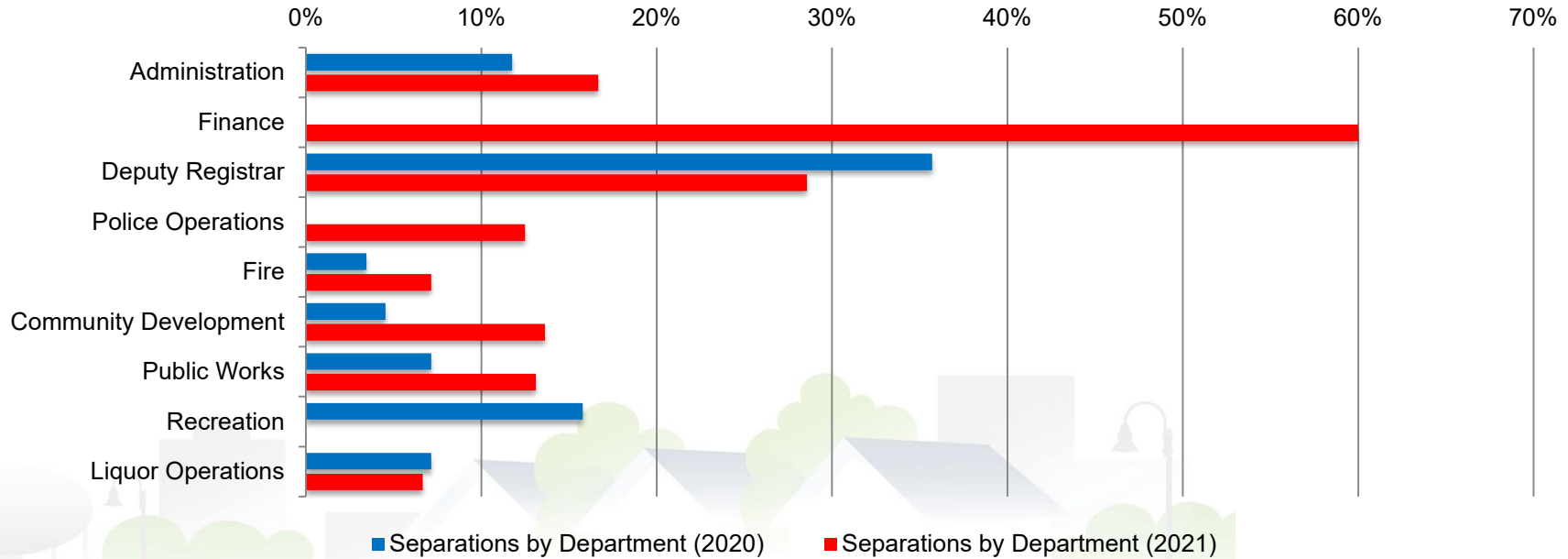


Source: City Employee Reports

- Change in labor forced because of “Great Resignation”
 - 14% separation rate in local government*
 - 36% in Midwest all services*
- Diversity, equity, and inclusion is a priority
- COVID-19 continues to challenge HR capacity across all sectors
- HR increasingly reliant on technology
- Changing workplace presents both opportunities and challenges

*Source: Bureau of Labor Statistics, annualized

Separations by Department*



Averages	2020	2021
Average For City	8%	15%
Local Government	11%	13%
All Midwest	30%	36%

*Full-time Employees

Source: City Employee Reports

HR - Opportunities and Challenges

Attracting and retaining top talent is one of the biggest challenges

- Movement across all levels of the workforce
- Employees seeking increased schedule flexibility, sick time, pay
- Applications are significantly down
- Hard to stay competitive with wages, particularly lower-level positions
- Workforce should reflect the diversity of the community
- Lack of diversity at the management level

Increased HR needs without adding additional staff

- Other cities invest a lot of time and financial resources into their HR departments
- COVID-19 continues to pull staff time
- Recruitment and retention require more research to stay competitive

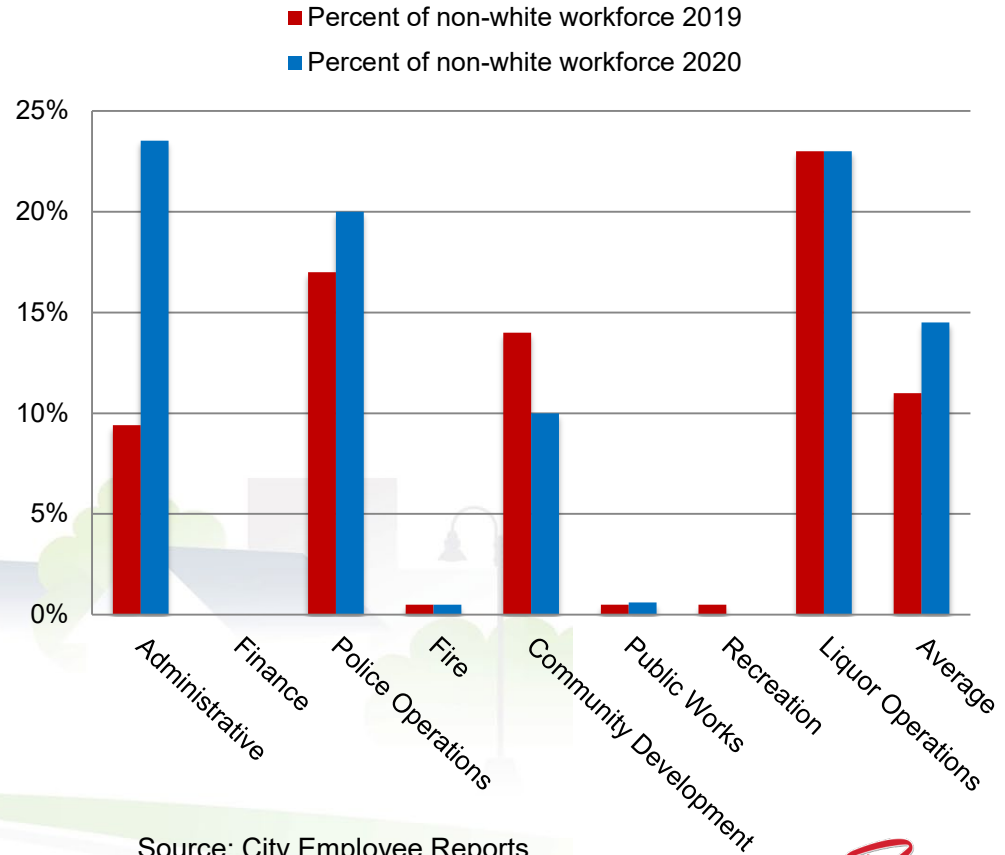
Work on building relationship with the community to develop staff

- Looking to create lasting partnerships in our community

HR - Needs

- HR staffing levels need to be evaluated
- Need to diversify our workforce by overcoming institutionalized barriers
- Need more flexibility in what we can offer existing and prospective staff
- Need to create partnerships within our community

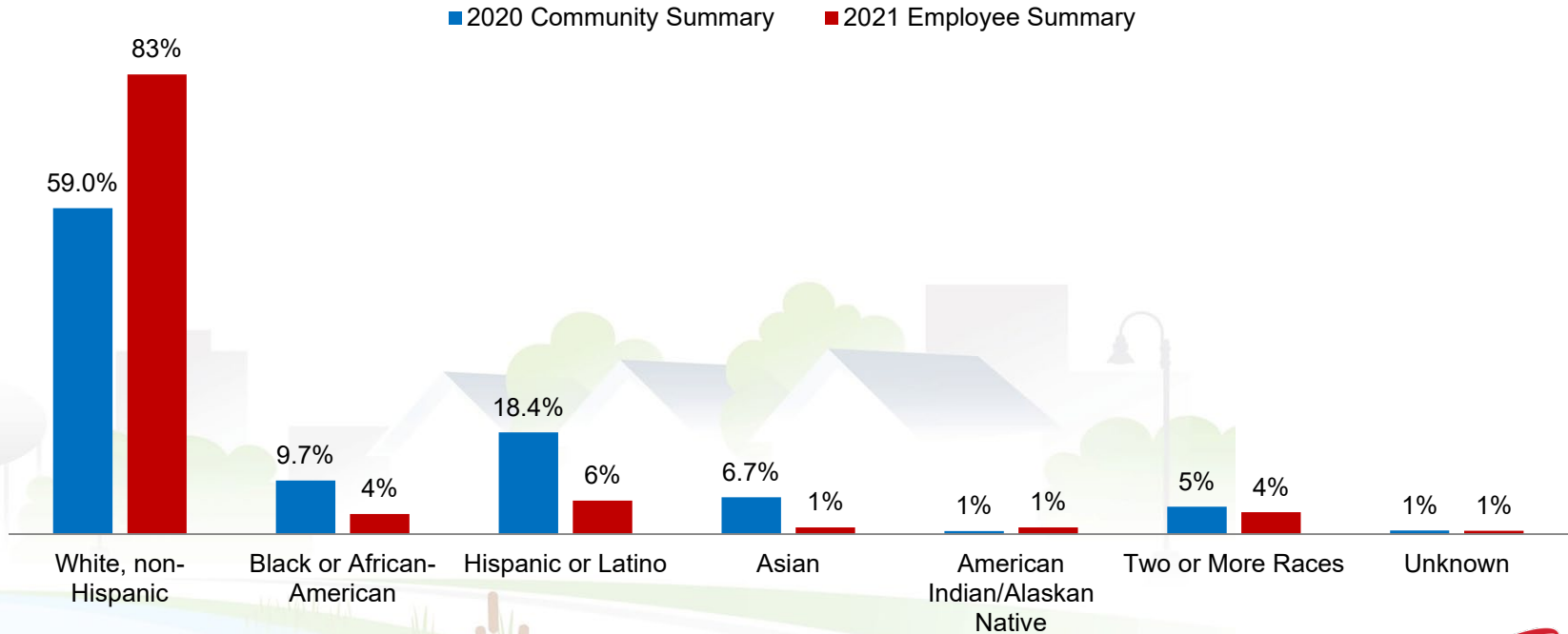
Staff Race and Ethnicity*



Source: City Employee Reports

*Full-time and part-time

All Staff Self-Reported Race and Ethnicity



Source: City Employee Reports, U.S Census 2020 Data

Information Technologies (IT) - Trends



- Heavy reliance on IT during the pandemic
- Growing demand for latest technology across all industries
- Costs for technology increasing
- Cyber security is a growing threat to all organizations
- Residents like to connect, access services, and pay online

IT- Opportunities and Challenges

- Continue to support workplace flexibility
- Keeping our IT/AV systems up to date is a growing financial need
- Increased access means increased security exposure



IT- Needs

- Immediate need for qualified staff
- Sustain funding to keep IT/AV systems up to date
- Increased funding for more systems maintenance and upgrades
- Funding for training both IT and general staff on new technology



City Financial Overview

S&P Global Ratings- assigned its 'AA+' long-term rating to Richfield and found:

Strong Outlooks

- Many financial aspects deemed “strong”
 - Local economy: great location and MSA thriving
 - Management: strong policies and procedures
 - Budget flexibility
 - Liquidity

Adequate Outlooks

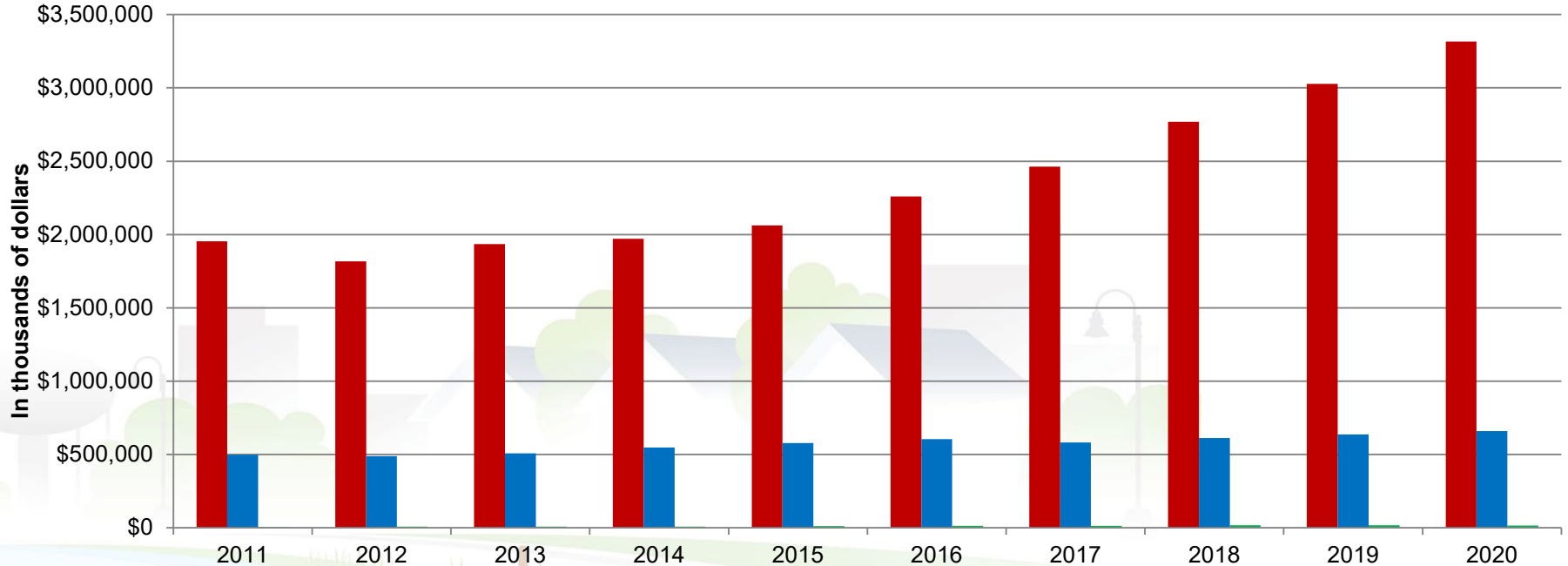
- Budget performance-ongoing surplus but slight deficit in 2019
- Debt and contingent liability position: Debt service at 11.4% of expenditures and 66% to be retired in 10 years



City Financial Overview

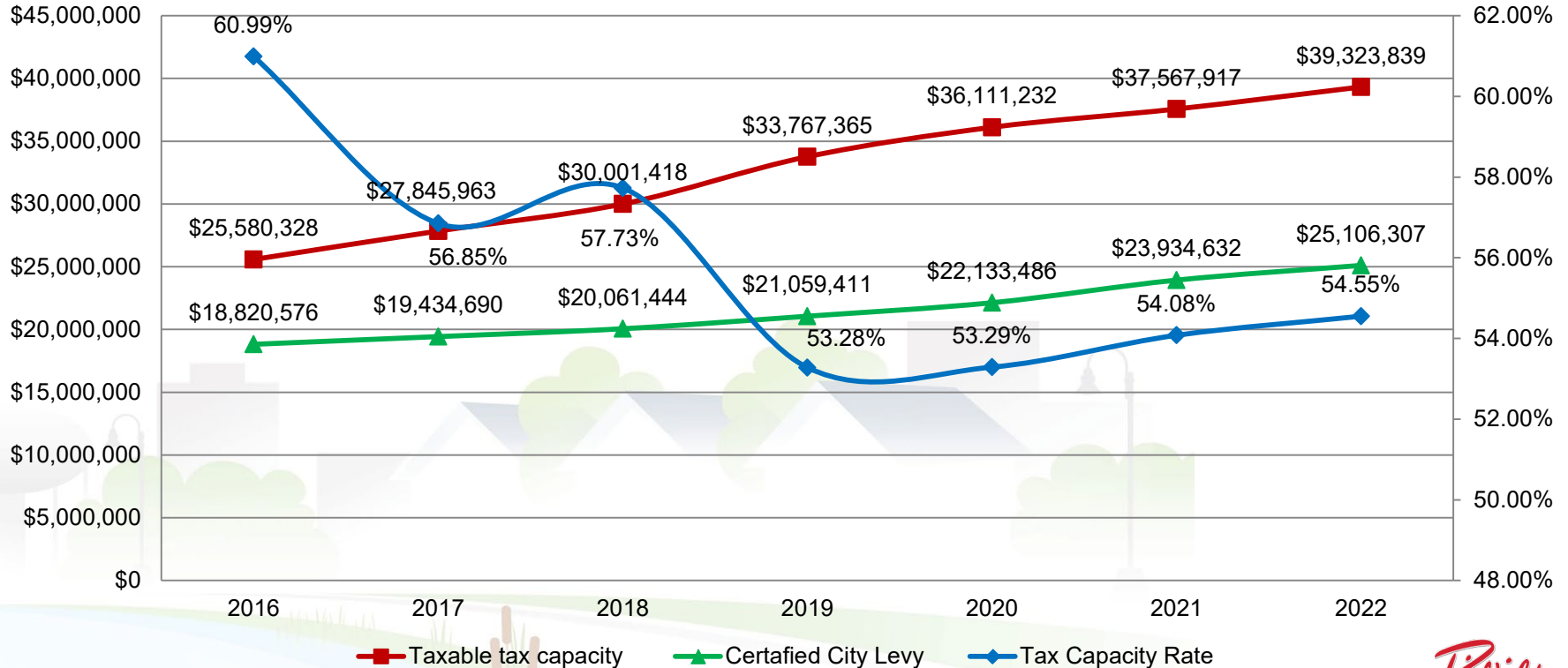
Market Value of Taxable Property

■ Residential ■ Commercial ■ Industrial



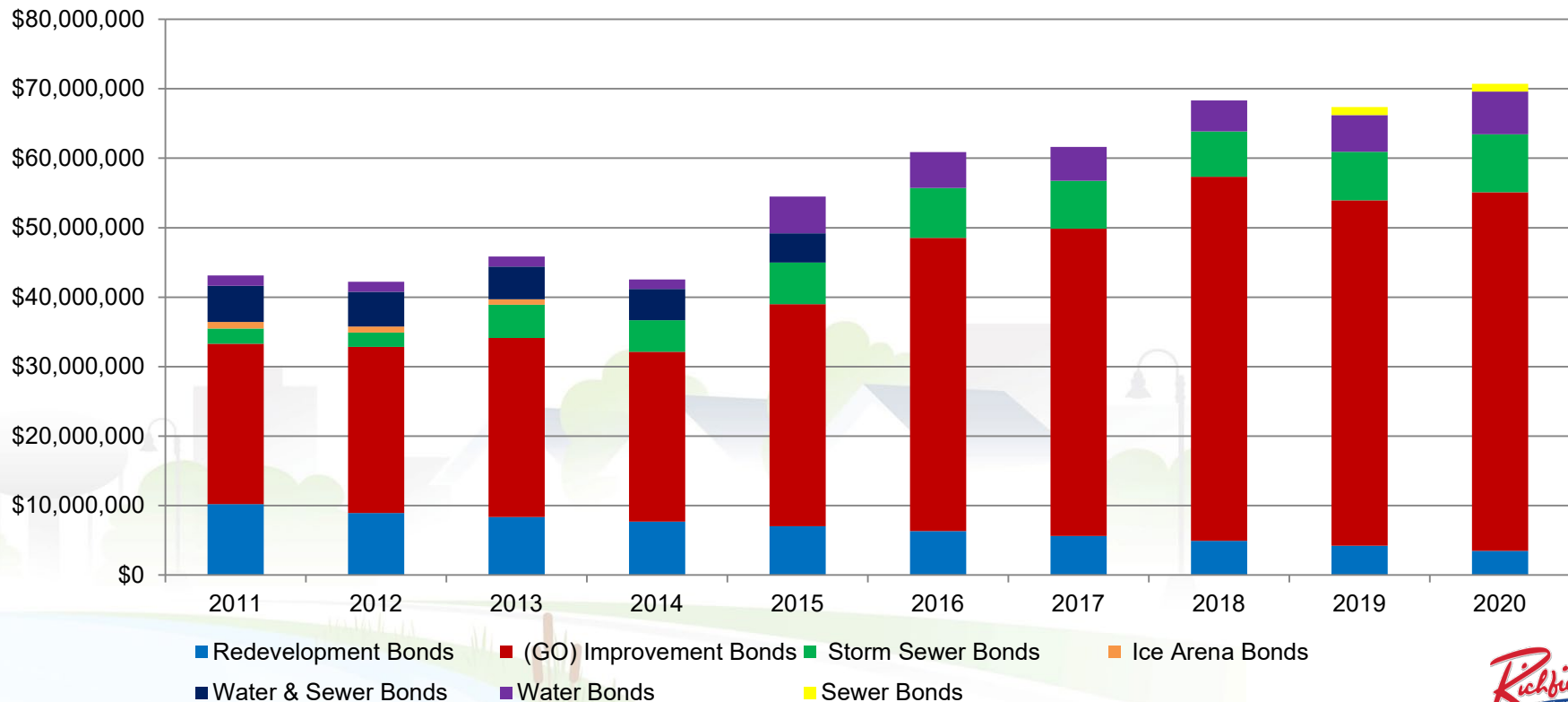
City Financial Overview

Tax Capacity, Levy and Rates



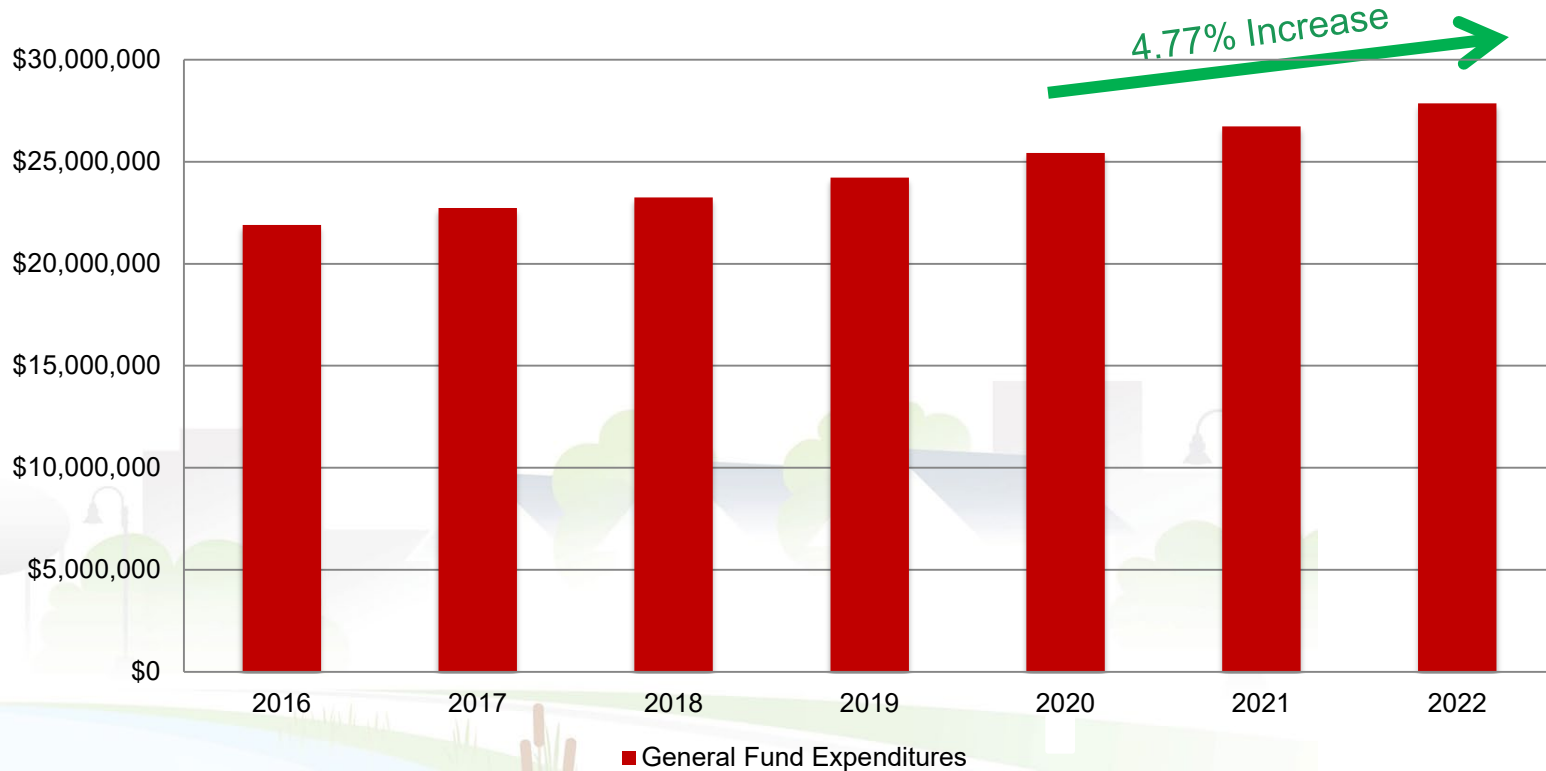
City Financial Overview

City of Richfield Levies for Tax Supported Debt

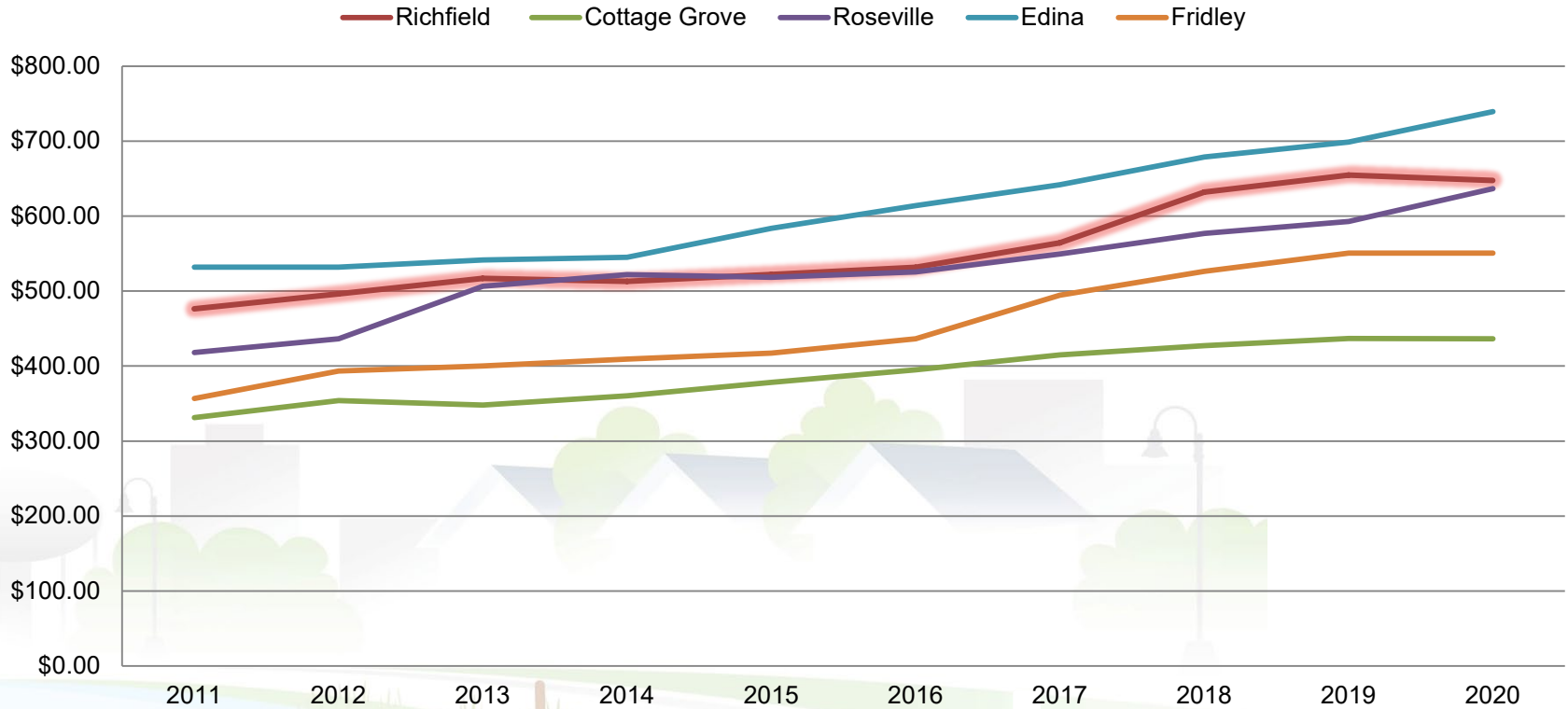


General Fund Expenditures

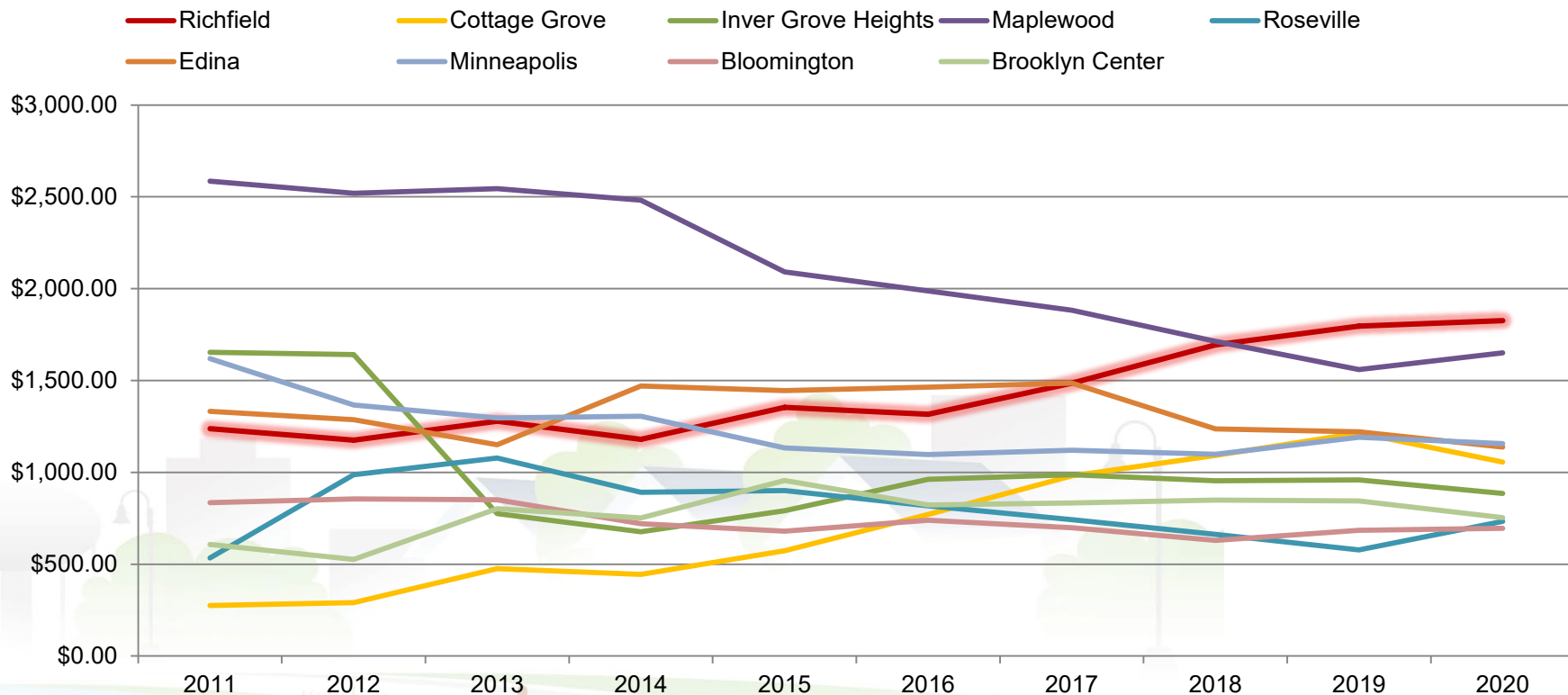
Average increase of 4.04%



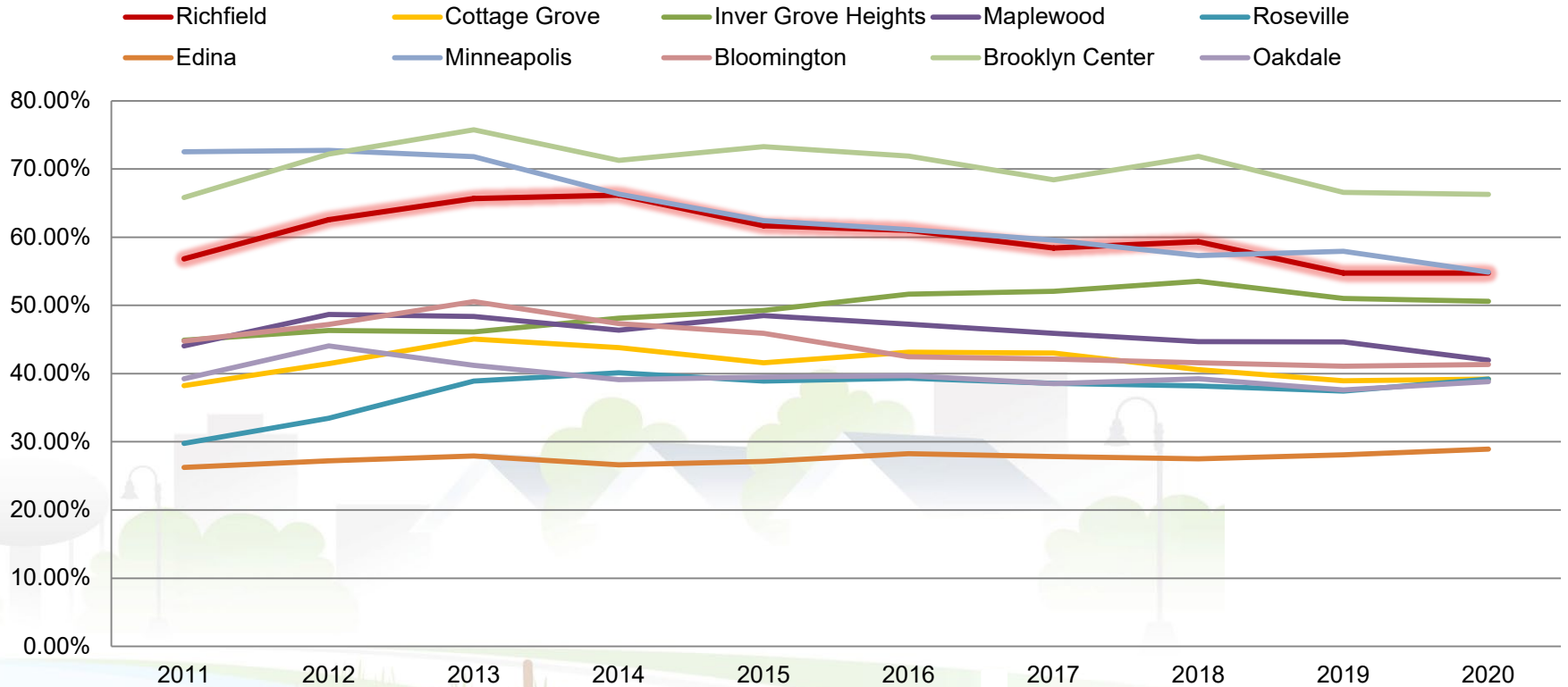
Levy Per Capita



Debt Per Capita

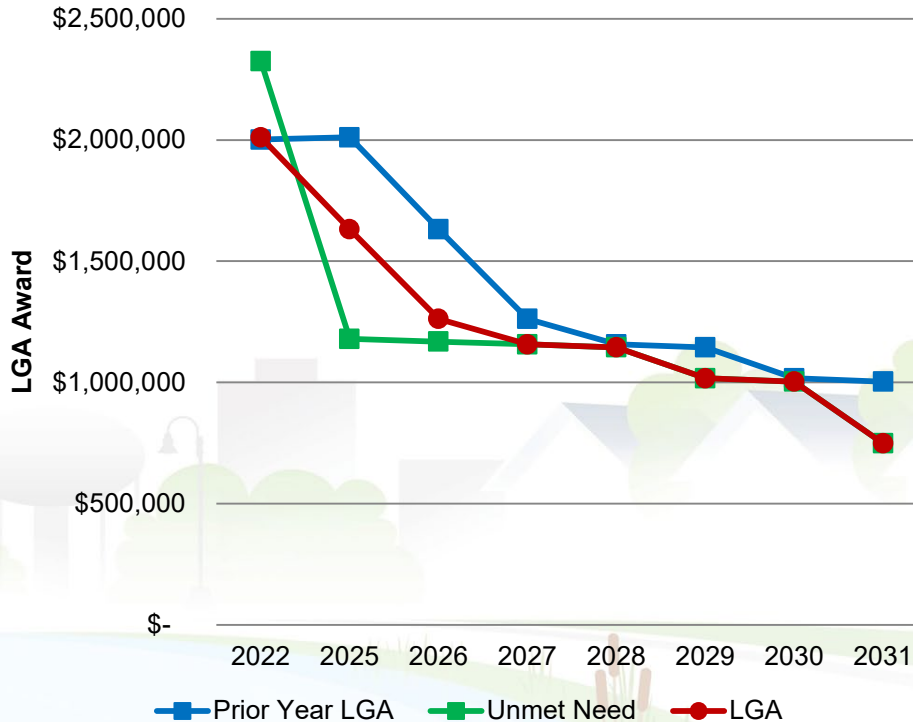


City Tax Rate



Financial Challenges

Local Government Aid (LGA) Projections



- Tight labor market increases salaries, increasing budget
- Revenues still recovering
- Added debt
 - 65th Street debt impact in 2023
 - WLNC in 2025?
- TIFs decertify in 2025- Reduced LGA
- Reserves and ARPA funds – no money to replenish

Five Year Fiscal Scenarios

Major Levers

- Levy-Over 70% of GF Revenues
- Personnel-Over 70% of GF Expenditures
- Debt-Debt per capita increased from \$1,219 in 2012 to \$1,912 in 2020
- Capital Needs-\$17,227,600 average annual capital investment planned for the next 5 years
- Reserves & ARPA -Healthy but limited

Five Year Fiscal Scenarios

Average GF Budget Increase	Defer Roadway Debt to 2029 or later	Add \$8M WLNC Debt	Average GF Deficit	Average Levy Increase
4.50%	No	No	None	6.20%
4.00%	No	No	\$550,000	5.10%
3.70%	Yes	Yes	\$400,000	4.85%
3.70%	Yes	Yes	\$ 53,000	5.25%

Preliminary projections will likely require using all levers to fund core services and continue with some capital projects in the next 5 years.

Challenges:

- How to slow budget increases given workload and a tight labor market?
- How to fund capital projects until 2029 when existing debt starts to mature?
- Capture growing tax base or reduce tax rates?
- How to strategically use reserves and ARPA funding?

Finance - Trends

- Tight labor market, unprecedented churn
- Economic uncertainty, inflation, supply disruptions
- Maintaining infrastructure and climate resiliency is expensive
- Internal and external customers want up-to-date tech options
- Business school graduates are not choosing public finance



Finance - Opportunities and Challenges

- Staff turnover-3 vacancies of 7 total positions
- Document, cross train and update processes
- LOGIS rolling out new financial software
- Significant fiscal challenges next 5 years



Finance - Needs

- Full staffing
- Staff plan and training to implement new processes and software
- 10 year fiscal plan



Community Development - Trends



Decade of Development

- Over 700,000 square feet of new commercial
- Nearly 1,500 new housing units

- Evolving and diverse community
- Strong housing market
- Metro housing shortage reduces affordability
- Retail and office market uncertainty
- Transportation
- Changing workforce

Community Development - Opportunities and Challenges

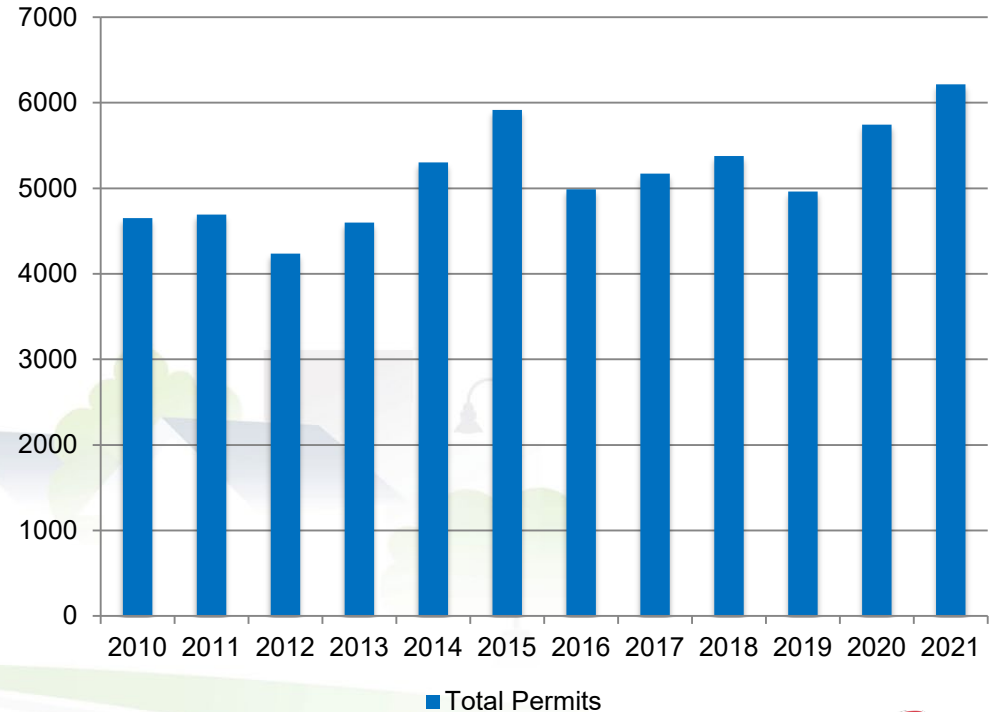
- Varying needs - aging population; more diverse, younger population; families with children
- Desirable community = increased development interest and prices
- Housing shortage and reduced affordability; age of existing housing stock
- Modern housing needs in a fully-developed community (e.g. missing middle)
- Small business assistance
- Urban vs. suburban; pace of change
- Climate change, sustainability, transportation changes
- Staff fatigue
- Current technology limitations



Community Development - Needs

- Fully staffed
- Technology infrastructure
- Significant funding for affordable housing
- Long-term HRA/CD funding stability

Community Development Permits



Fire - Trends



- Increasing number of calls
- Community's building stock is changing
- Fire prevention education and added fire protection have decreased number of structure fires
- Now, fires are in higher risk, higher value buildings
- Increase in mental health calls
- Increase in calls for those under insured/no health insurance

Fire – Opportunities and Challenges

Calls for service continue to increase

- 2021 = 4,693 (21% increase over 2011)
- Increased stress on staff

Staffing needs to be evaluated

- 2022 staffing pilot program

Training to be consistent with building changes

- Higher density, new/light-weight construction
- Fire inspections is a new program

Increased access to new technology

- Heavy dependence on technology-related systems
- Increased costs for hardware, software and contract maintenance

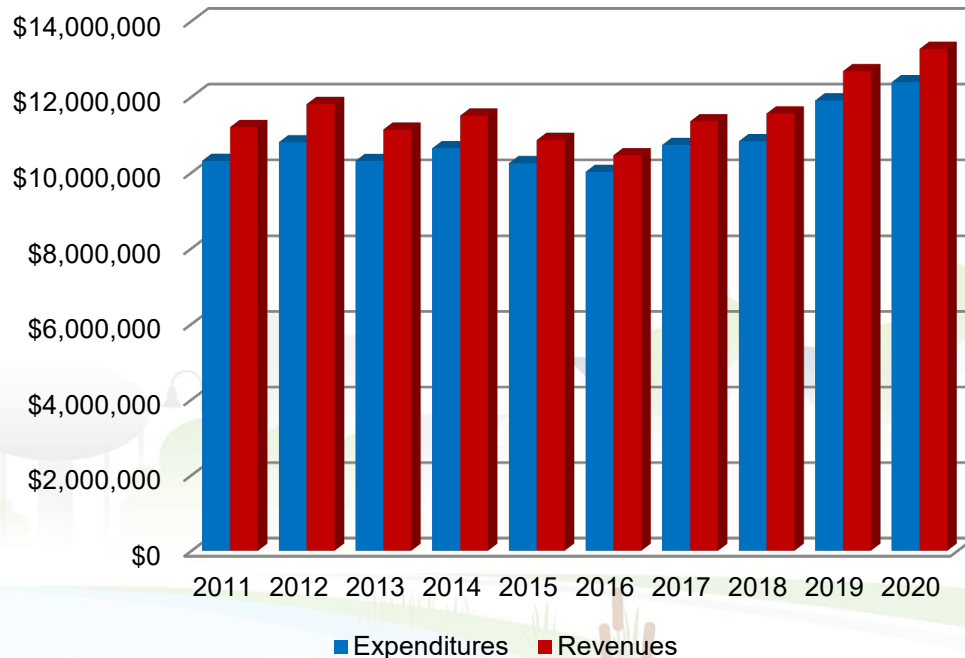
Fire - Needs

- Continue to provide exceptional service
- Staffing needs to be evaluated
- Increased support for employees mental and physical health
- Acquire and maintain superior technologies and training to more efficiently handle duties



Liquor - Trends

Liquor Operation Revenue and Expenditure



- Sales have been higher than ever during COVID-19
- Customer demographics, product market and sales are becoming more diverse
- Customer are more interested in shopping experiences and access
- Tight labor market for retail
- Supply and distribution issues during COVID-19, impacting costs
- Pressure at the state level to offer the sale of beer and wine in grocery stores/gas station

Liquor - Opportunities and Challenges

Changing customer base

- Good customer loyalty
- Customers are looking for the “new” thing and are not as brand loyal
- More diverse customer base, greater need for Spanish speaking employees
- Customers want easy access and an experience
 - More events (wine educations, tastings)
 - More staff education
 - More partnering opportunities (restaurants) to showcase products
 - Customers want delivery option



Liquor - Needs

Current and future staffing

- High levels of internal retention and recruitment
- COVID-19 has created a shortage of workers
- “Working” managers not able to focus time on staff development
- Succession planning to ensure the continuity of operations

Infrastructure and Tech.

- General building upkeep and maintenance
- Point-of-sale system is being upgraded

Increase customer engagement with a strong social media presence

Public Safety - Trends



- Need for ongoing, meaningful police reform
- Balance increasing trust in law enforcement vs need of effective policing
- Increasing crimes rates, especially violent, gun related, and vehicle crimes
- Focus on employee morale, health and wellness
- Increasing numbers of officers leaving the profession
- Rising needs for addressing mental health calls

Public Safety - Opportunities and Challenges

Increased staffing issues

- Officers leaving the profession
- Ongoing COVID-19 illness
- Officer injuries
- Reduced availability and quality of officer applicants
- Generally, understaffed number of sworn officers (plateaued staffing levels)
- Rigorous character-based hiring processes may reduce candidate pool

Increased focus on officer wellness

- Additional resources needed to support officer wellness initiatives

Continue to provide exceptional service

- Increased crime throughout metro area coupled with staffing issues could affect police services
- Officers need to spend additional time for de-escalation, mental health incidents, complex crimes, establishing rapport, etc.
- Increased health risks due to ongoing COVID-19 pandemic

Increased access to new technology

- Heavy dependence on technology-related systems
- Increased costs for hardware, software and contract maintenance

Public Safety - Needs

- Minimize crime and maintain exceptional police service while maintaining trust with the community
- Increase in sworn officer staffing levels
- Maximize officers' mental, physical, and spiritual health
- Acquire and maintain modern technologies to enable officers to more efficiently handle their duties



Public Works (PW)- Trends



- Community is changing and diversifying
- Continued redevelopment expected in the coming years
- Transportation models are changing
- Infrastructure resiliency and reinvesting in aging infrastructure
- Climate change is putting pressure on infrastructure

PW- Opportunities and Challenges

Infrastructure

- Funding for ongoing infrastructure reinvestment
- Extreme climate events will put pressure on facilities
- Right-of-way congestion issues
- Increased density impacts infrastructure and may intensify existing winter parking issues
- Increased need for IT capacity and services: data management, monitoring and technology



PW- Opportunities and Challenges

Community Resiliency

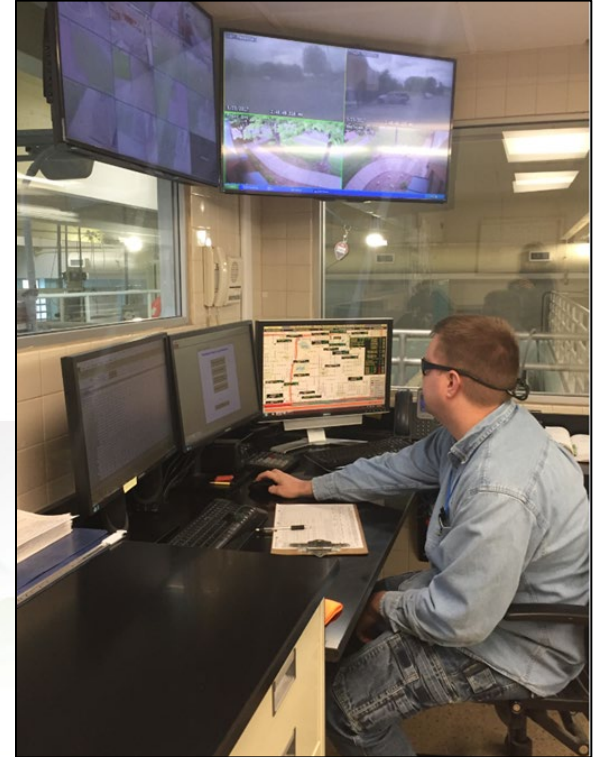
- Utility affordability
- Costs related to emerald ash borer
- Equity in transportation and public engagement
- Construction and redevelopment fatigue
 - Projects being initiated and led by external agencies (MnDOT, Hennepin County, developers)



PW- Opportunities and Challenges

Staffing

- Increases in core services with minimal increase in staff
 - Staffed for core services 7-10 years ago
- Seasonal positions are hard to fill
- Staff retention
- Retirements are coming
- New employees and applicants are less experienced
- 24/7 operations at the water plant is challenging



Public Works- Needs

- Funding for core services and ongoing infrastructure reinvestment
- Increased access and use of modern technology



RECREATION AND SUSTAINABILITY - Trends



- Increase use of recreation programs due to pandemic
- COVID-19 forced the recreation department to think creatively
- The community is diversifying, increasing the demand for new programming
- Infrastructure is aging
- Climate change is happening and society is slow to respond

RECREATION - Opportunities and Challenges

Aging infrastructure

- Facilities are maintained, but needs reinvestment
- Critical infrastructure is aging
- Increased density is putting strain on facilities
- Climate crisis will put more pressure on facilities

Recreational programming needs are changing

- Make programs attractive to everyone
- Expand self-guided activities, available in different languages
- Continue some virtual programming
- Different trends in athletics

SUSTAINABILITY- Opportunities and Challenges

Climate change, resiliency, and sustainability

- Varying views of climate change in the community
- Integrating sustainable practices with other department operations is challenging
- Harder to solve larger sustainability problems
- Existing frameworks for regional work (energy cooperatives, legislative items, general bigger policy efforts)
- Delayed response to climate change now will have an increased cost later



RECREATION AND SUSTAINABILITY- Needs

Recreation

- Explore adding Recreation Manager position
- More multicultural programming
- Increased access and use of technology
- Major reinvest plan covered by more than just liquor store revenues

Sustainability

- Consistent budget for sustainability



Trends Impacting the Community

- Personnel
- Finance
- Infrastructure
- Community



Personnel Trends Impacting the City

- Focus on retention/recruitment to stabilize organization
- Ensure employees feel valued and supported, more training
- Increasingly expensive to stay competitive in the job market

Finance Trends Impacting the City

- Increasingly competitive labor force is driving up staffing cost
- Limited tax base mean finite amount of money to cover staff, services, technology and infrastructure
- Richfield has community specific services which are expensive, valued, and allow our residents to thrive

Infrastructure Trends Impacting the City

- Significant investment in infrastructure over the last 20 years, but still have big needs
- Increasing demand and costs for the latest technology
- Need to maintain existing infrastructure, including technology
- Need to build community resilience to prepare for, and adapt to, climate change

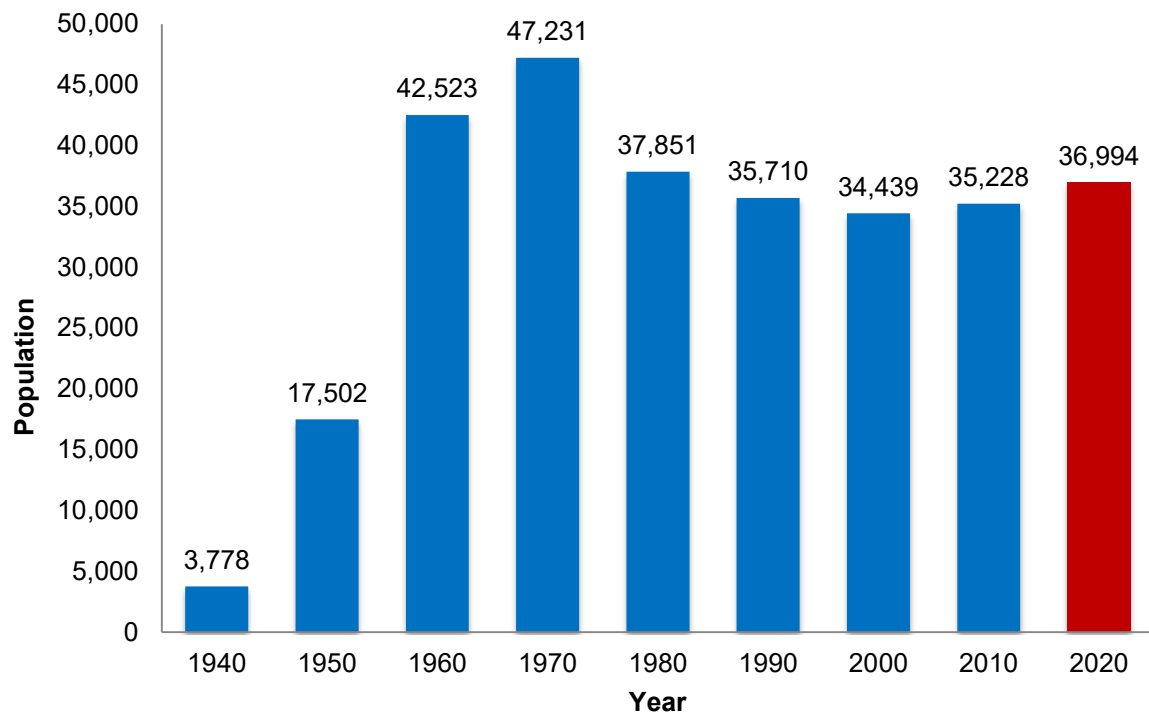
Community Trends Impacting the City

- Changing community- younger, more diverse
- Increased redevelopment in the coming years
- Housing stock will continue to need maintenance/improvements
- Additional community trends outlined in survey and focus group presentation



Questions?

Richfield Population Changes

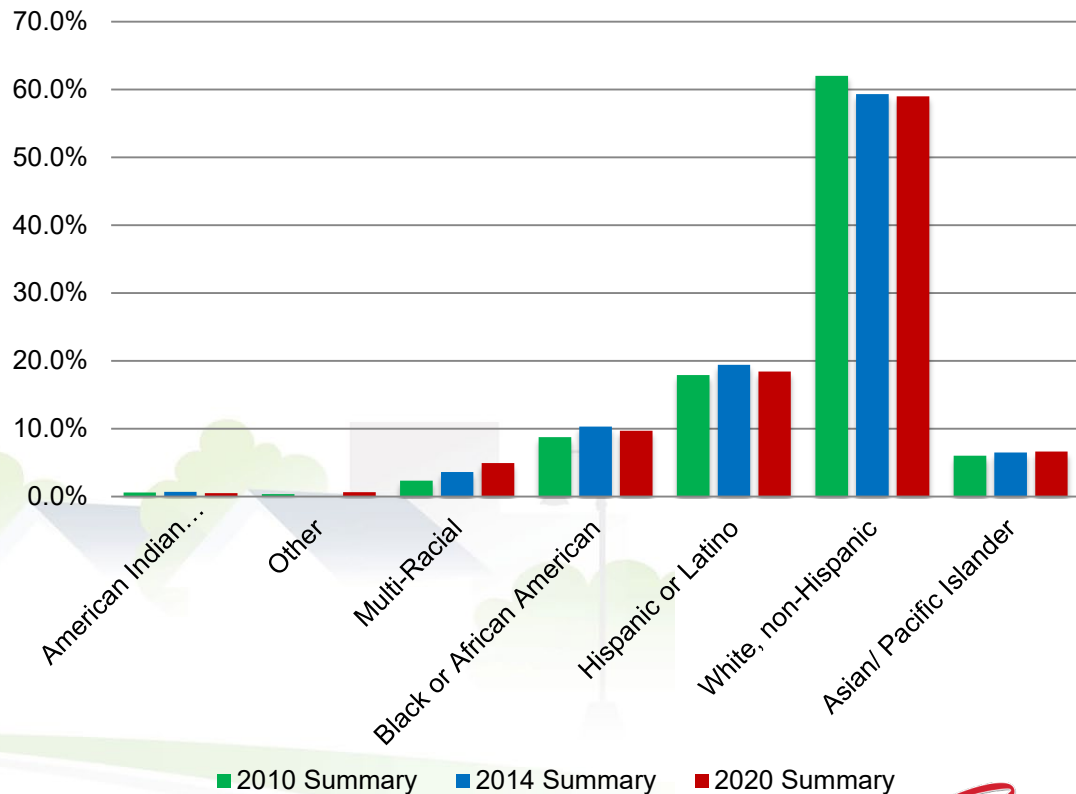


- 2010-2020: grew by 1,766 people, the largest gain since 1970
- 2020 population surpassed 1990 population
- BIPOC spurred increase

Source: State Demographers 10-2-21 PowerPoint

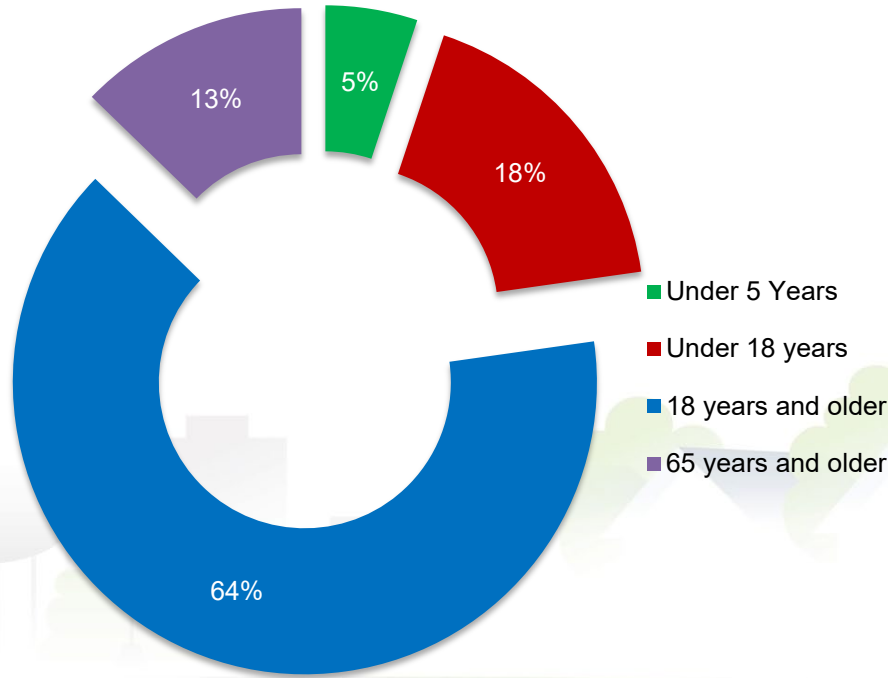
Race and Ethnicity of Richfield Residents

- 41% identify as BIPOC
- White, non-Hispanic population declined this decade
- More residents identify as multi-racial



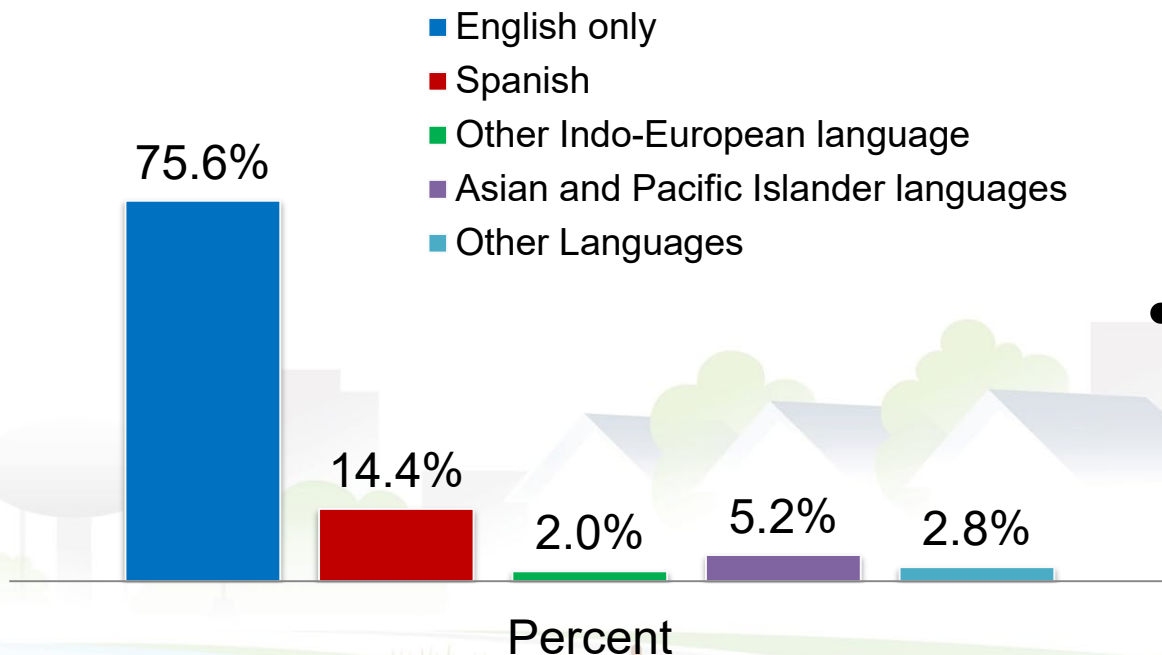
Source: U.S Census Data, 2010, 2014, 2020

Richfield Population by Age



- Median age is 35.7 years
- Median age in MN is 38.4 years
- Younger than surrounding communities (Bloomington is 39.6 years, Edina is 44.2 years)

Language Spoken at Home

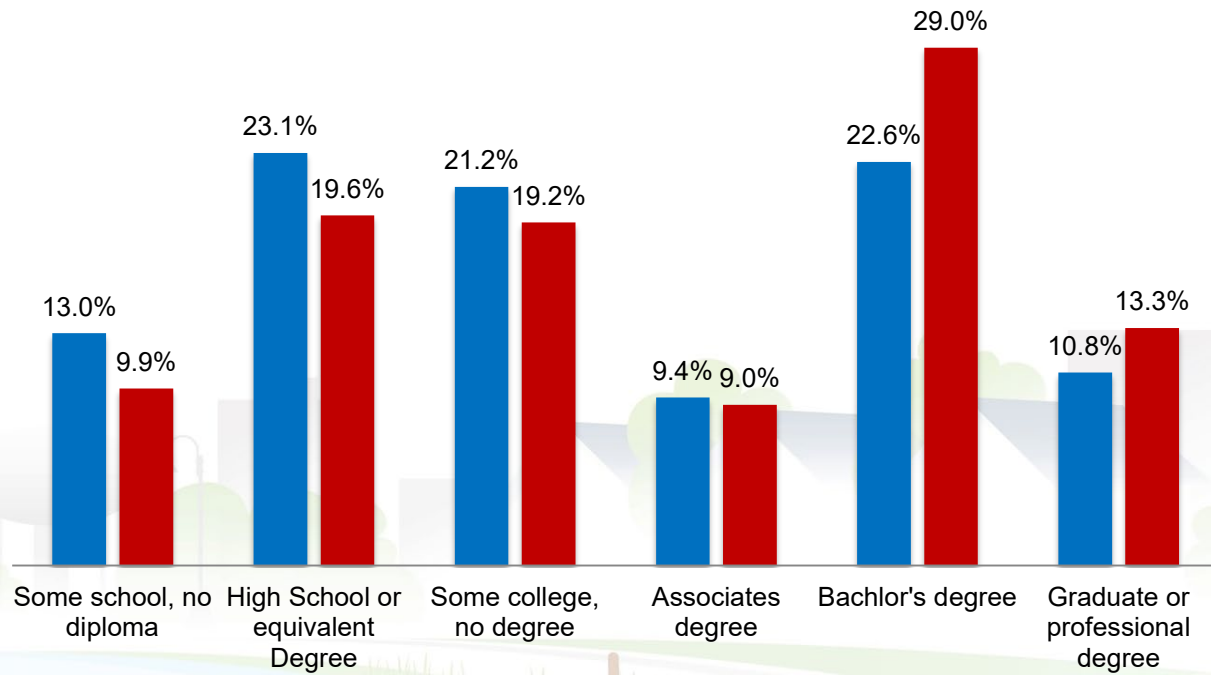


- English is not the primary language spoken at home for 24.4 percent of our residents
- More diverse than Minneapolis; only 20.4 percent speak English as a second language at home

Source: Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles

Educational Attainment (25 years and older)

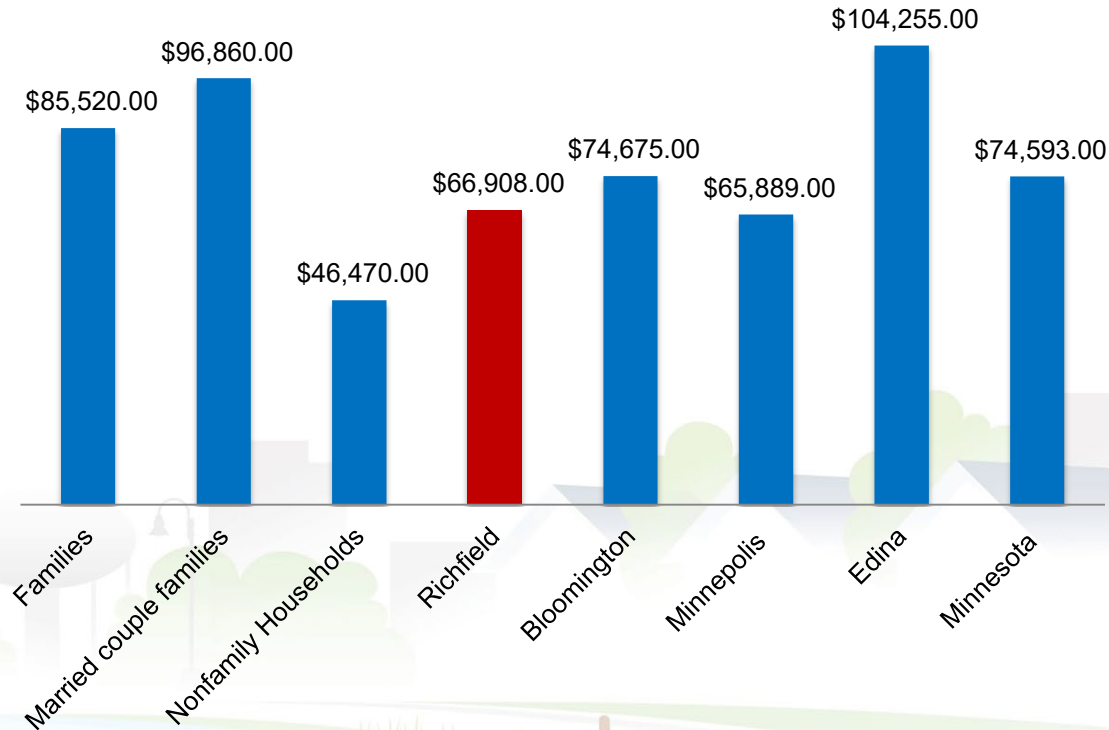
■ 2014 Education Level ■ 2019 Education Level



- 42.4% have a bachelor's degree or higher
- Hennepin County is 50.8%
- State average is 37.3%

Source: Chart Survey/Program: 2014 and 2019 ACS 5-Year Estimates Data Profiles

Median Income in Richfield



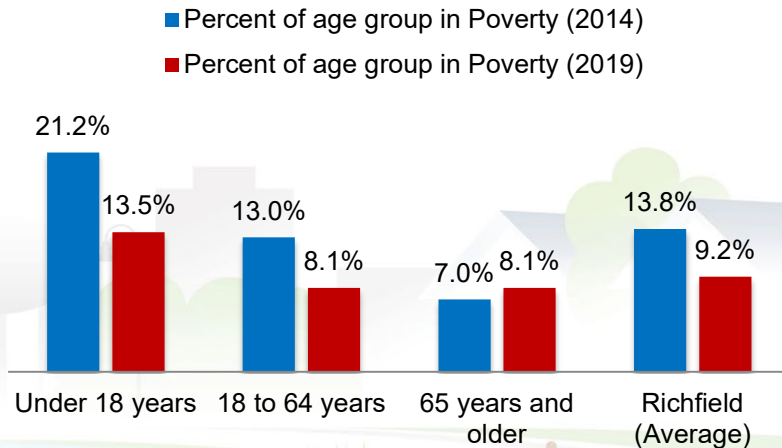
- Median income in 2014 was \$52,484
- A nonfamily household consists of a householder living alone or with unrelated roommates

Source: Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles

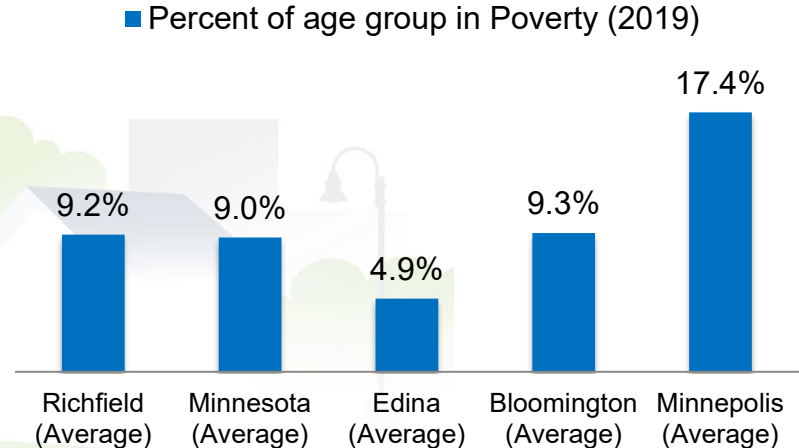
Individuals Living in Poverty

- Census income thresholds vary by family size and composition
- If income is less than threshold, the family is considered to be experiencing poverty

Poverty by Age in Richfield



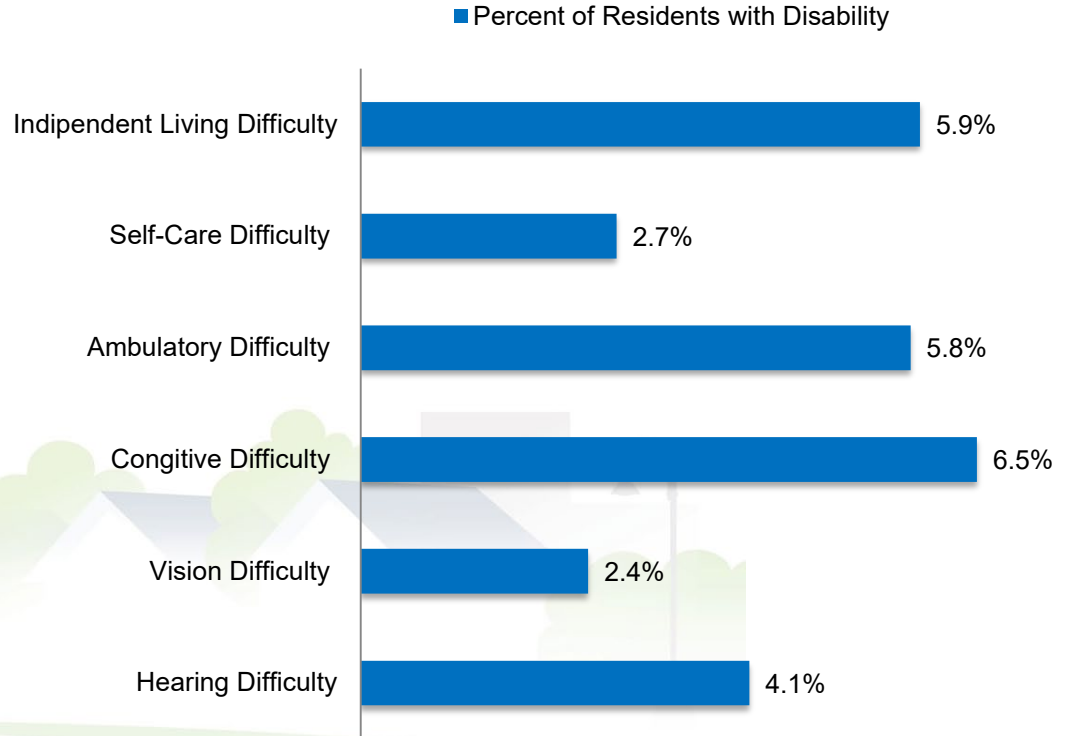
Poverty by Community



Source: Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles, U.S. Census 2014 Data

Individuals Living with a Disability

- 13.6% are living with a disability
- State average is 10.8%

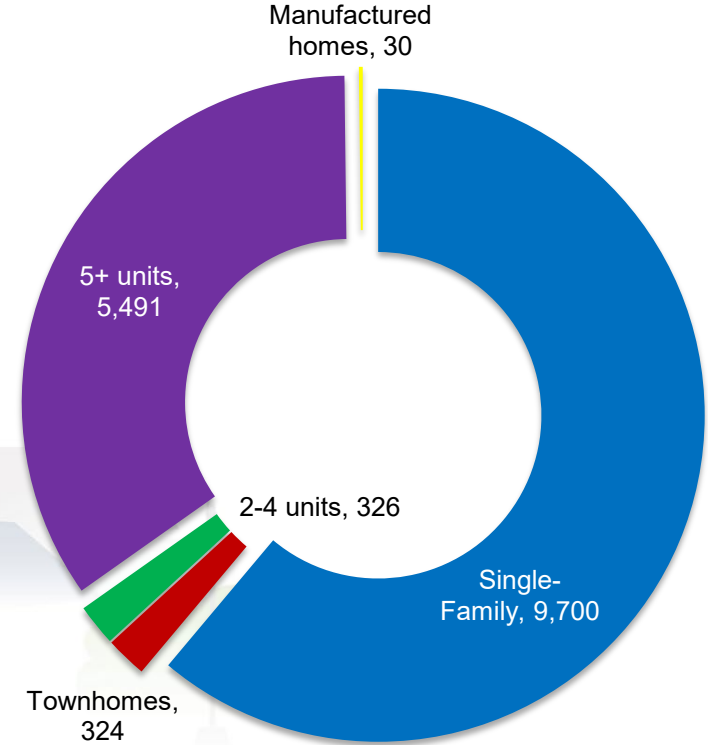


Source: Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles

Housing

- Primarily made up of single-family homes and apartments
- 579 new apartments constructed since 2019 and another 529 units currently under construction
- Owner-occupied = 9,183 (60%)
- Renter-occupied = 5,997 (40%)
- The proportion of renter-occupied homes has increased

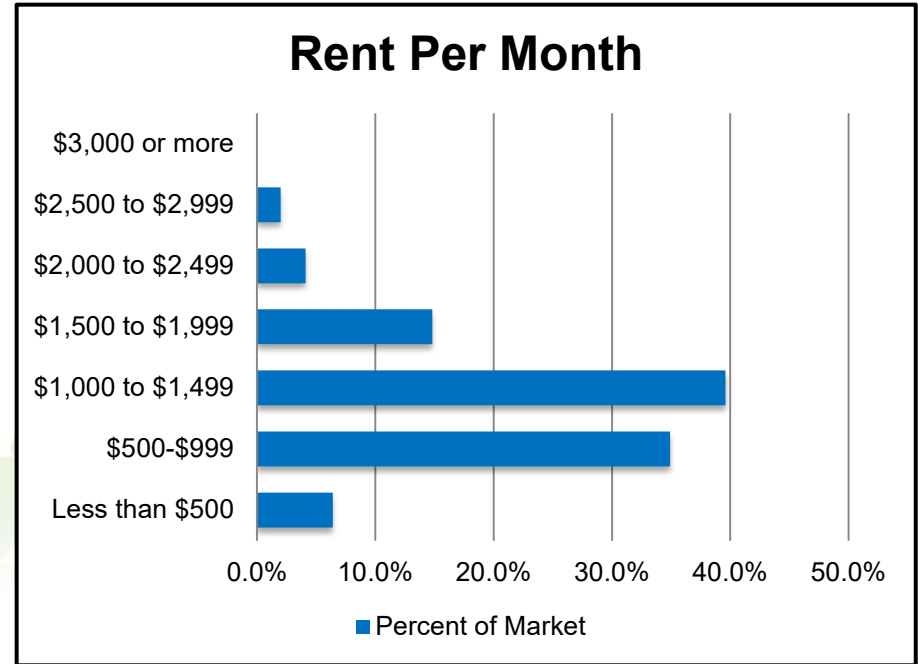
Housing Units by Type



Source: Richfield 2040 Comprehensive Plan

Housing Affordability

- The median sale price in 2021 was \$321,000 (5-year increase=45%)
- The median rent in 2019 was \$1,079 (5-year increase=28%)
- 42% of renters are cost-burdened (spend more than 30% of income on housing)
- 20% of homeowners are cost-burdened
- 67% of apartments qualify as Naturally Occurring Affordable Housing (affordable at 60% of the AMI)



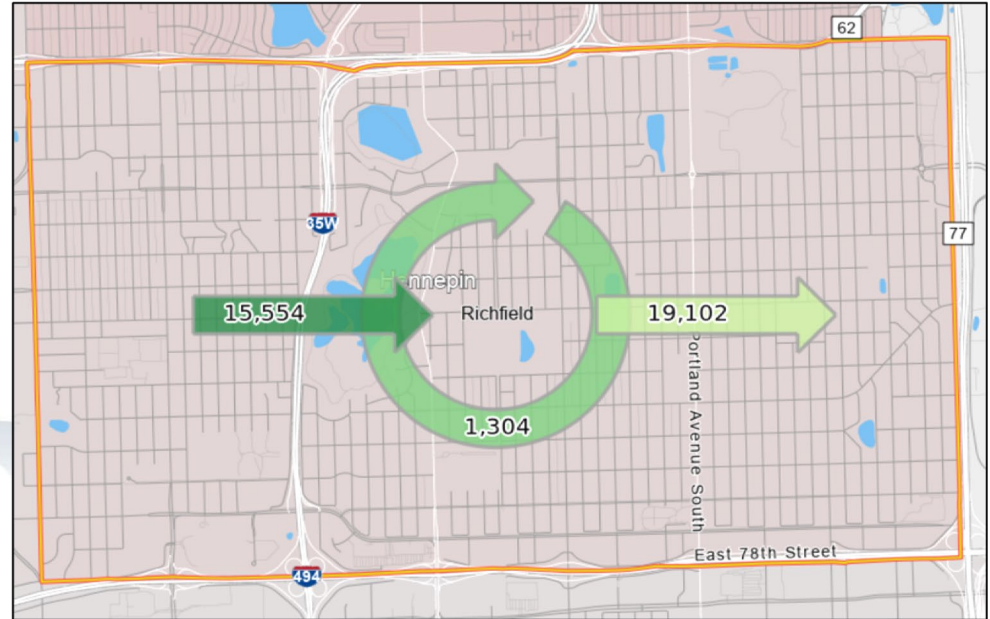
Source: Chart Survey/Program: 2019 ACS 5-Year Estimates Data Profiles

Source: Richfield 2040 Comprehensive Plan

Workforce/Commuting in Richfield

- Average commute: 22.1 minutes
- 70.4% employment rate
- 67.2% is state average

Richfield Worker in-flow and Out-flow



Source: Chart Survey/Program: 2019 ACS 5-Year Estimates
Data Profiles

Source: 2019 U.S. Census Bureau OnTheMap application,
Longitudinal-Employer Household Dynamics Program,
<http://onthemap.ces.census.gov/>



Occupation and Industry in Richfield

Occupation



Industry



https://datausa.io/profile/geo/richfield-mn/#poverty_ethnicity



Richfield Stakeholder Results

Cory Poris Plasch

Rapp Consulting Group

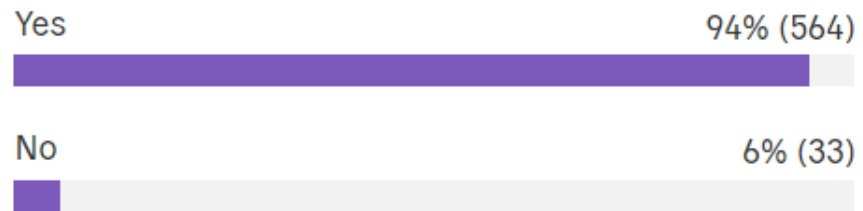
March 15, 2022

Community Survey Results

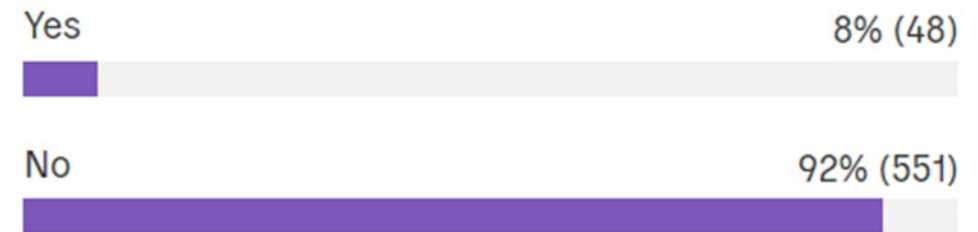


Survey Respondents:

1. Do you live in Richfield?



2. Do you own a business in Richfield?



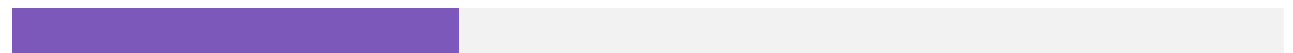
Survey Respondents:

15. What is your gender?

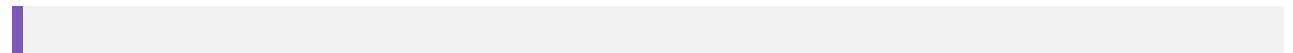
Female 61% (362)



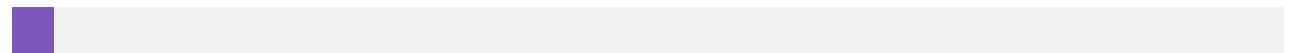
Male 35% (210)



I do not identify as male or female (non-binary) 1% (5)

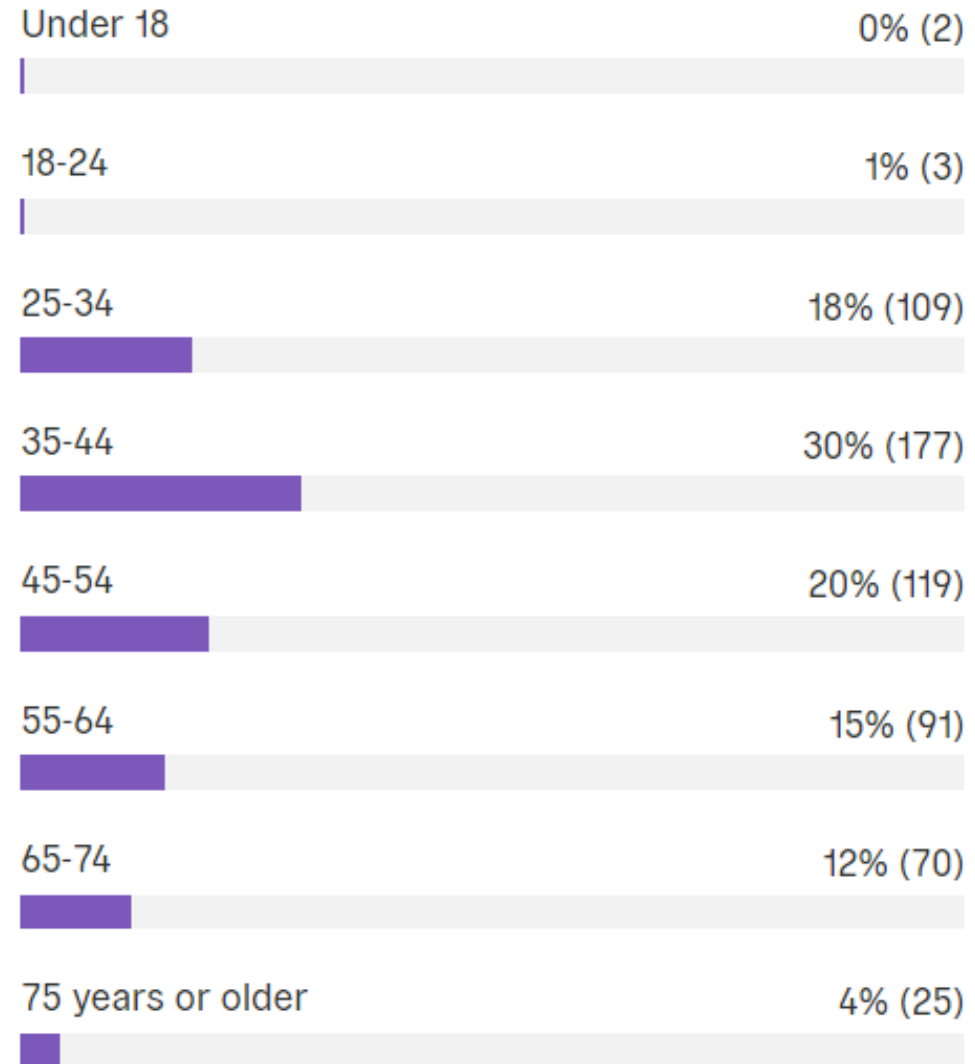


I prefer not to answer 3% (20)



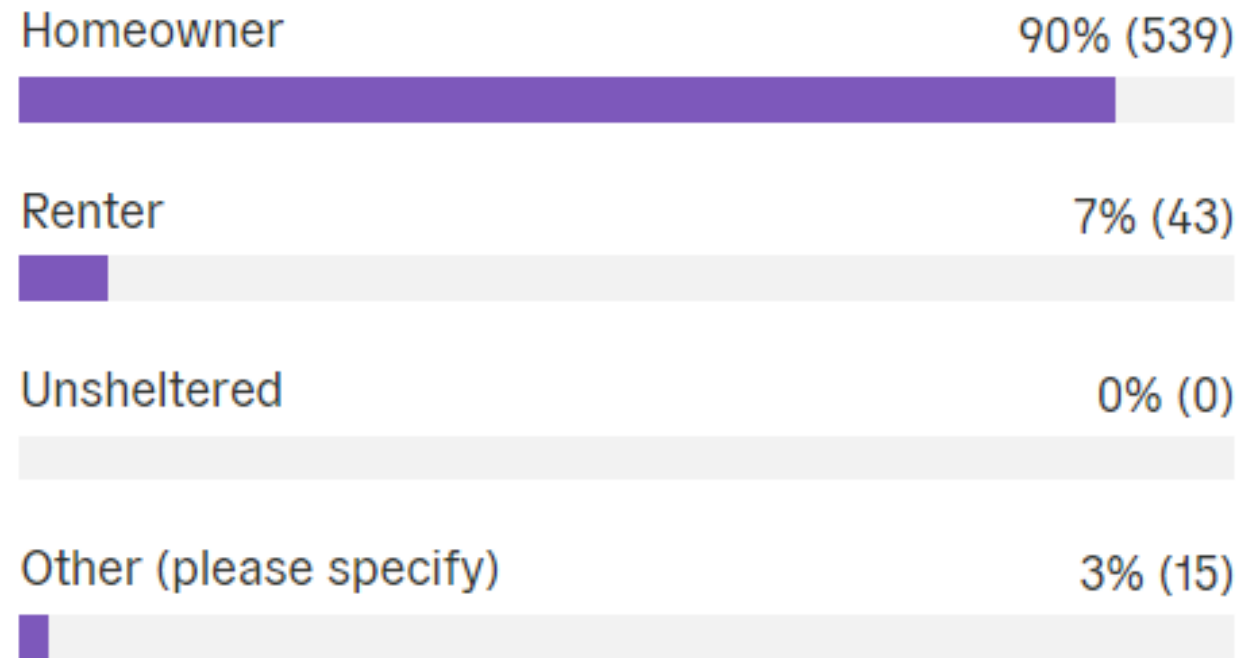
Survey Respondents:

16. What is your age?



Survey Respondents:

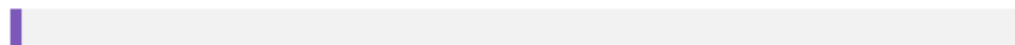
17. What is your living situation?



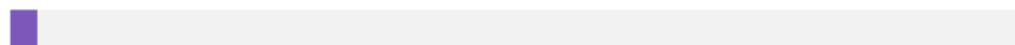
Survey Respondents:

19. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

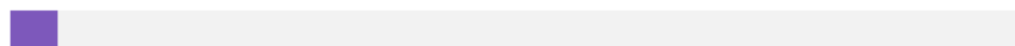
American Indian or Alaska Native 1% (6)



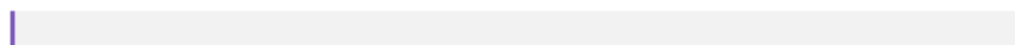
Asian 3% (16)



Black or African American 5% (27)



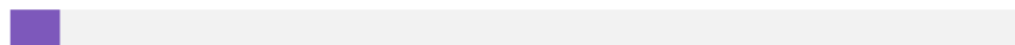
Native Hawaiian or Other Pacific
Islander 1% (3)



White 90% (527)



A race not listed 5% (29)



Survey Respondents:

20. Are you of Hispanic, Latino/a/x, or Spanish origin?

Yes 5% (26)



No 95% (549)



Survey Respondents:

21. Does a member of your household have a disability?

Yes 17% (100)



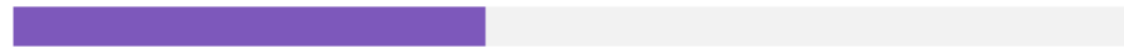
No 83% (494)



Survey Respondents:

22. Do you have children under the age of 18 in your household?

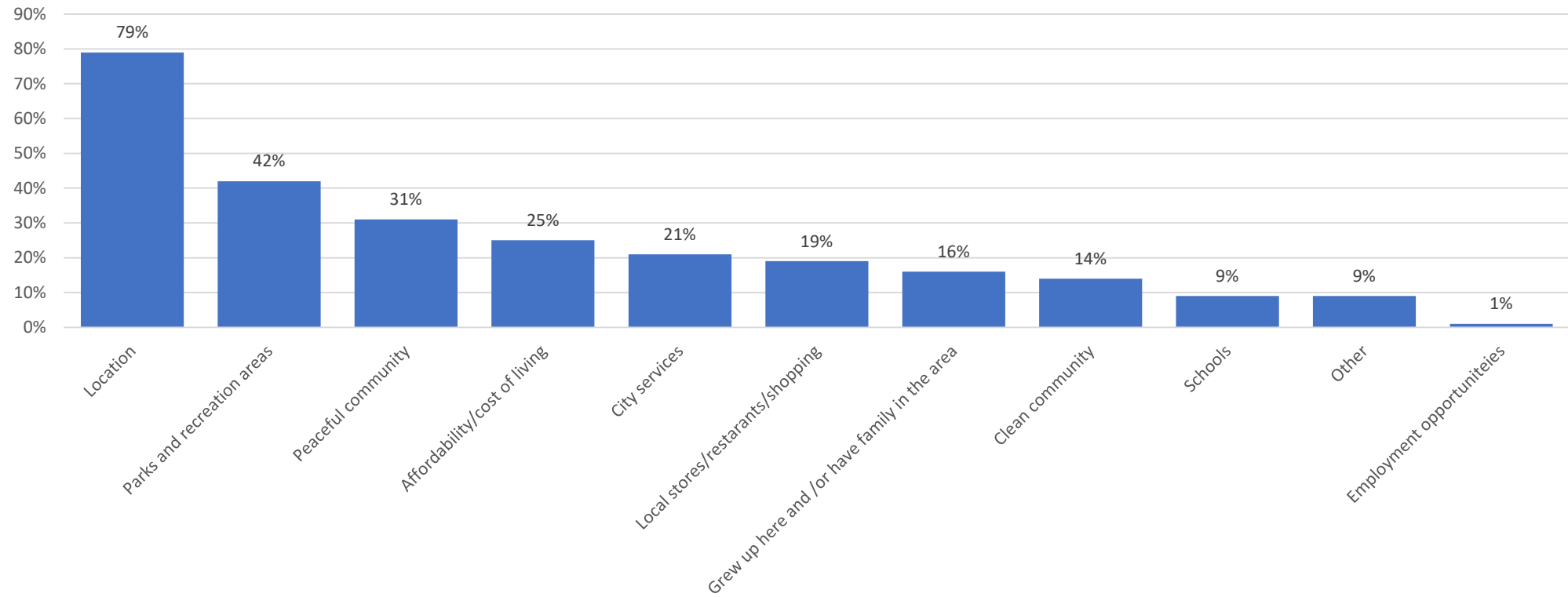
Yes 43% (253)



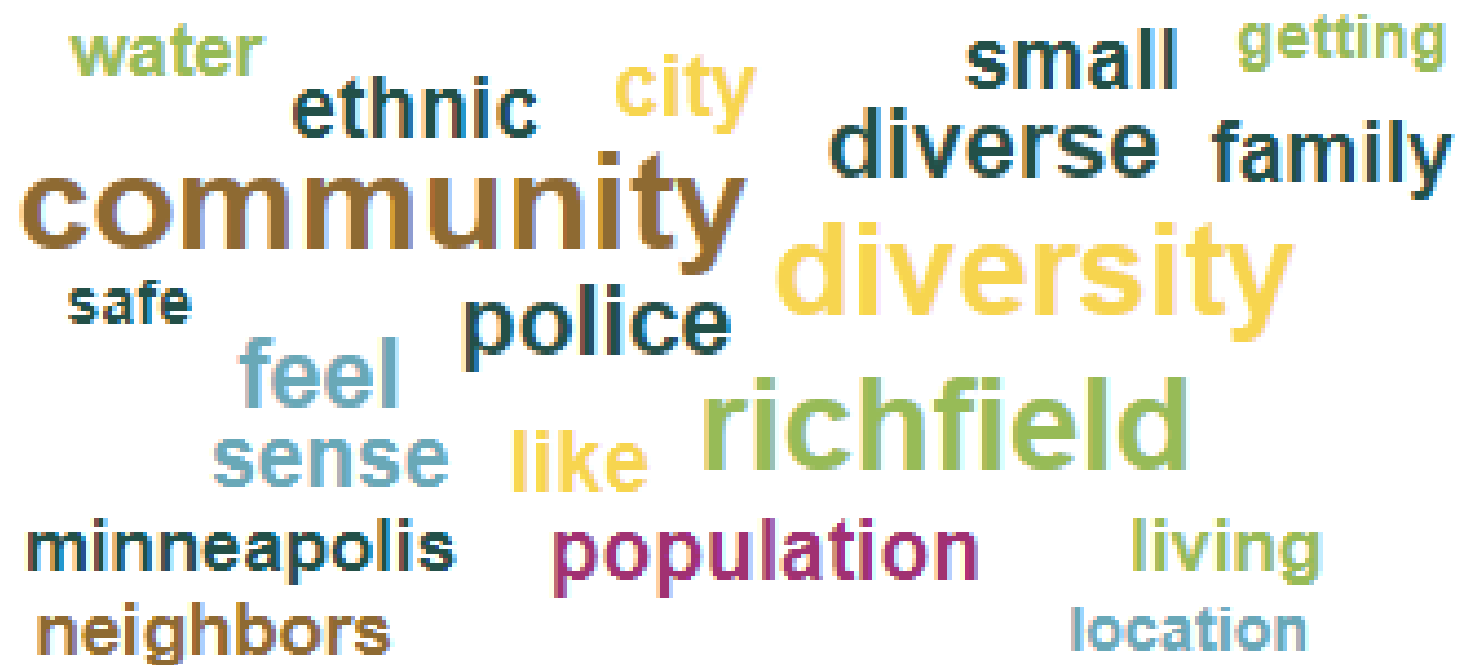
No 57% (342)



What do you like best about living in Richfield? (Please select up to 3)



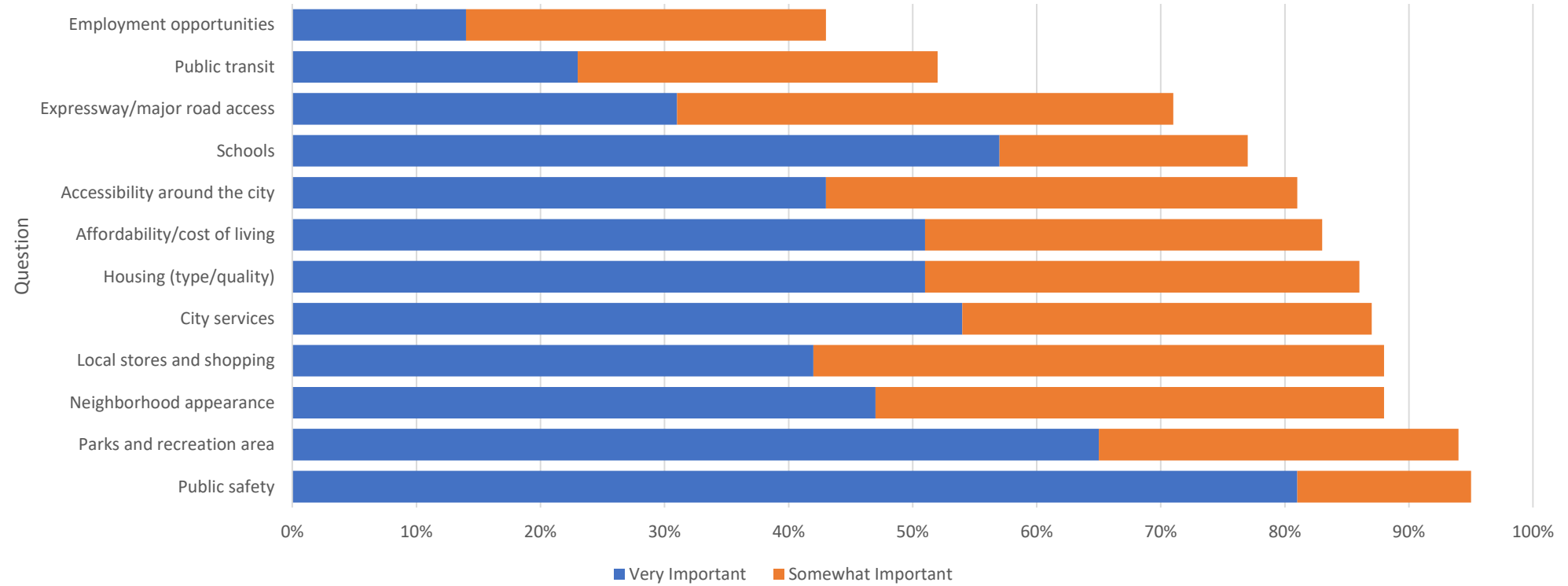
4. If you answered "other" above please specify here.



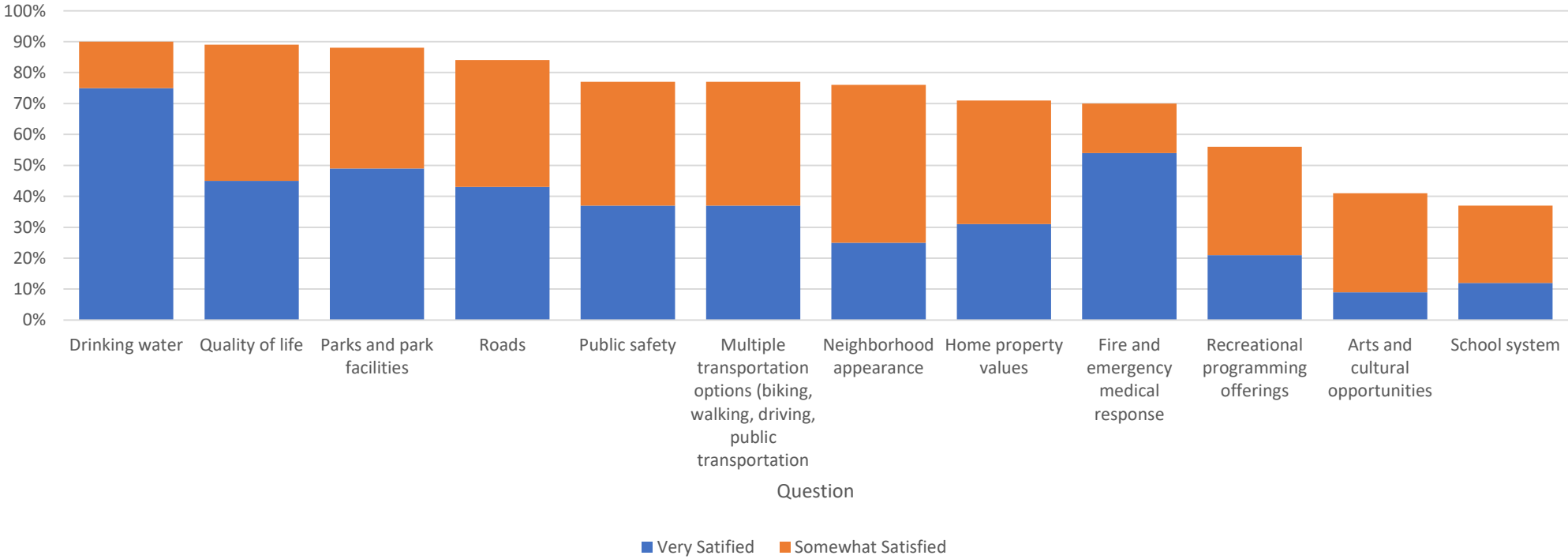
A word cloud of responses to the question "If you answered 'other' above please specify here." The words are arranged in a cluster, with varying sizes and colors. The most prominent words are "community", "diversity", and "richfield". Other visible words include "diverse", "family", "police", "population", "city", "ethnic", "small", "getting", "water", "safe", "feel", "sense", "like", "minneapolis", "neighbors", "living", and "location".

water ethnic city small getting
community diverse family
safe police diversity
feel sense like richfield
minneapolis population living
neighbors location

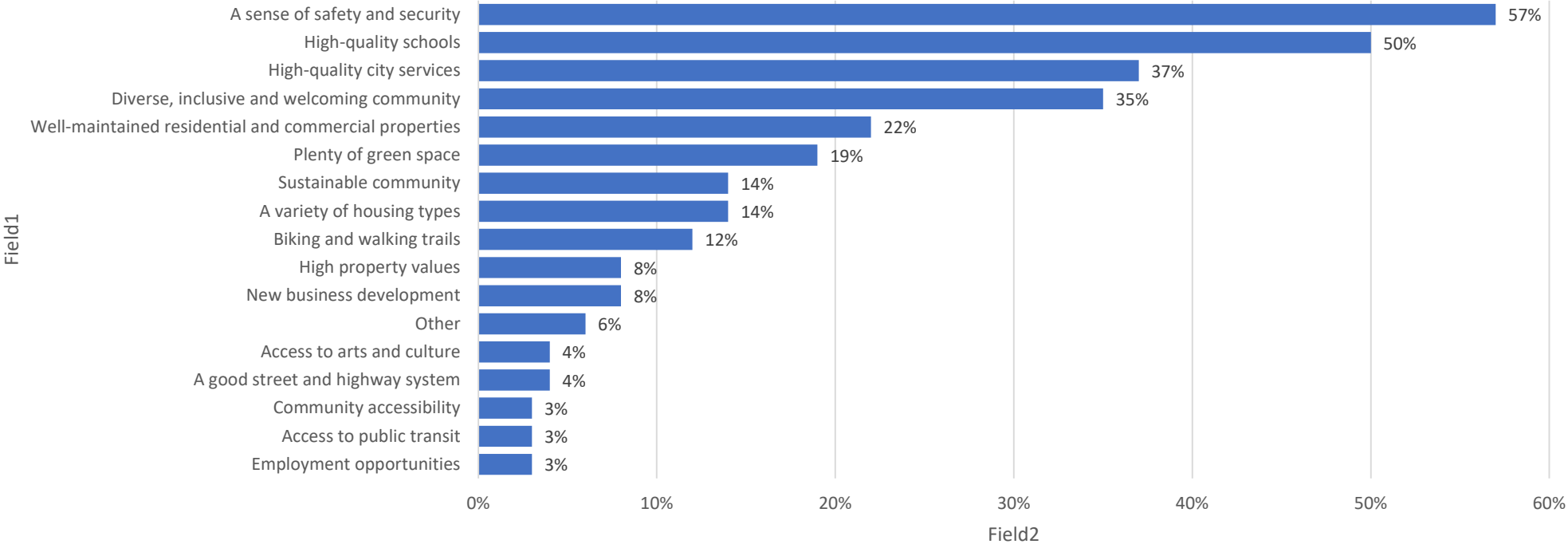
Please rate how important, if at all, the following are to your quality of life in Richfield?



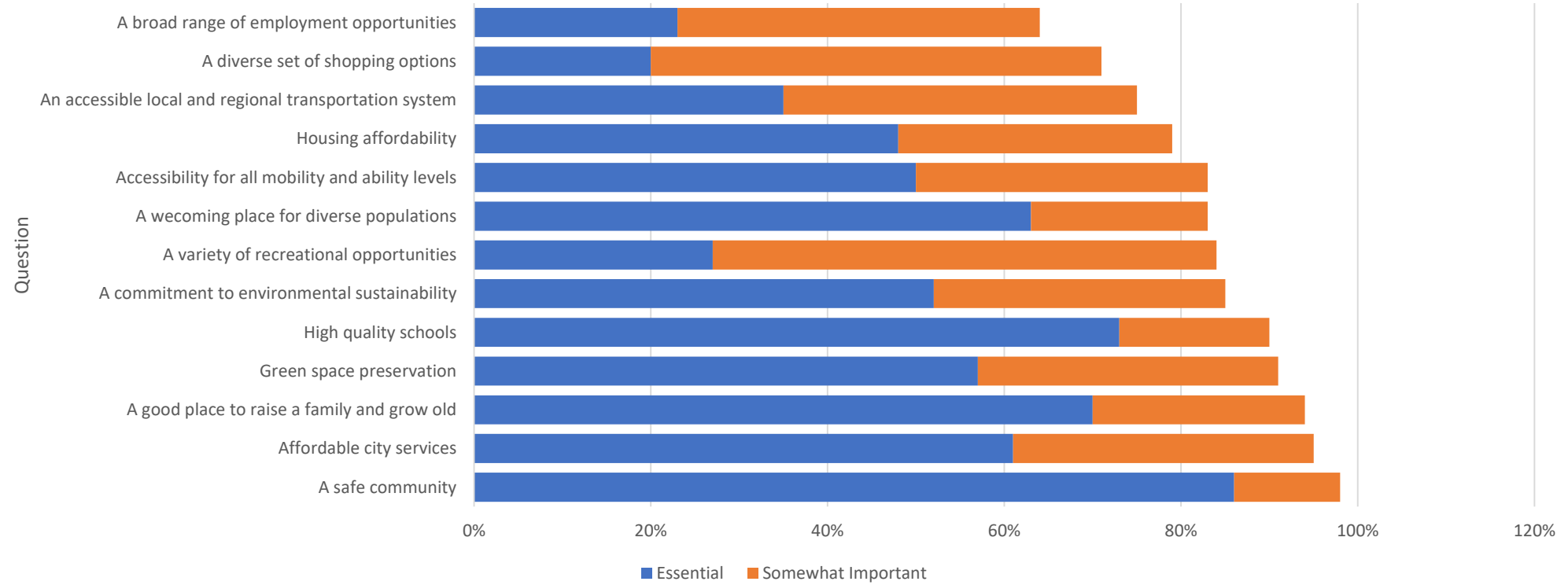
Please rate how satisfied, if at all, you are with the quality of the following services/features in Richfield?



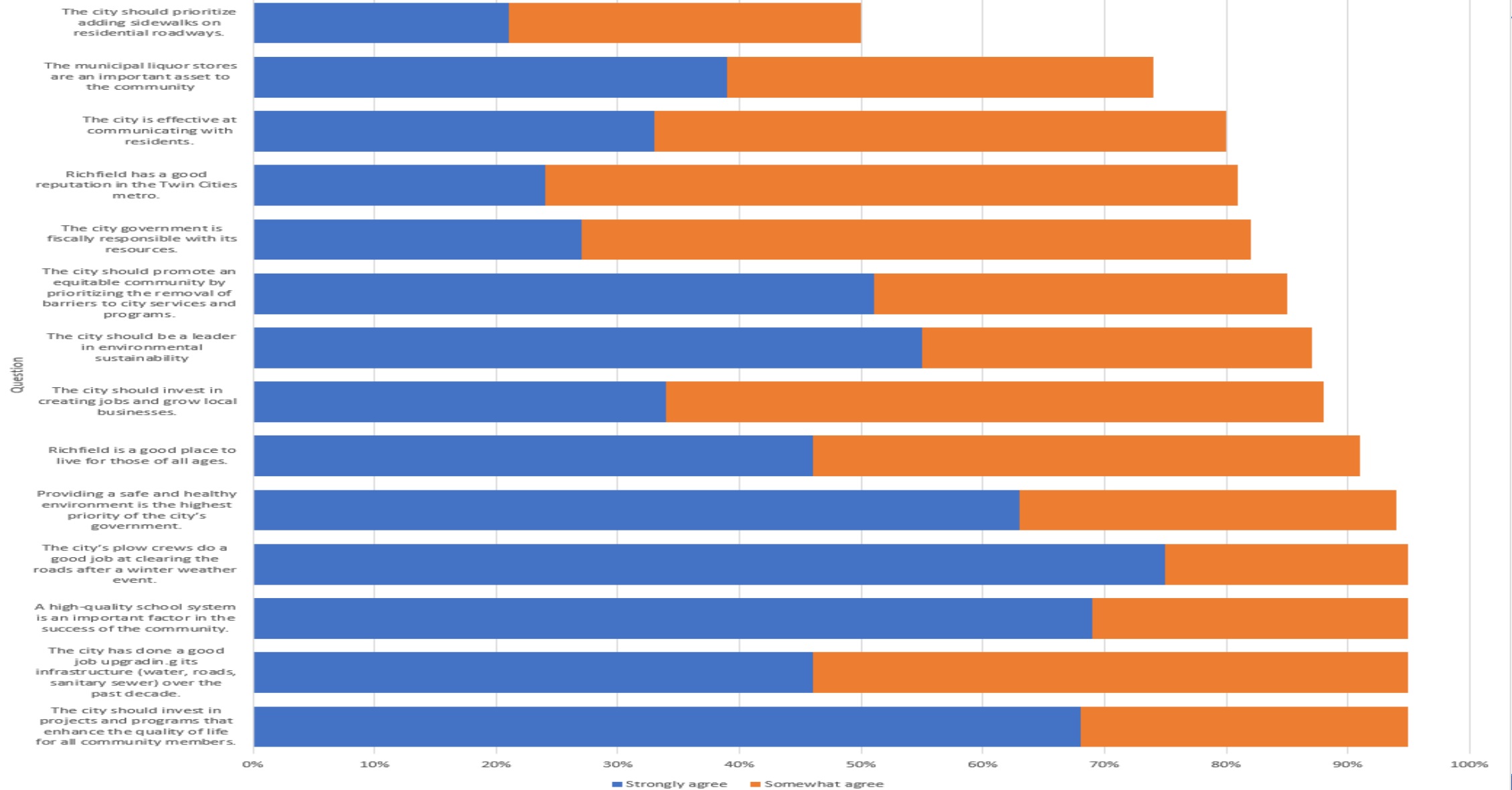
Thinking about the future of Richfield, what are the three most important things for a strong and healthy community?



Please rate how important, if at all, each of the following are to the future of Richfield



Please indicate the extent to which you agree or disagree with the following statements:





Questions?



Focus Group Results

Focus Group Overview

- As part of the City of Richfield's strategic planning process, eight focus groups were conducted on January 25th, 26th, and 27th, and March 9th.
- Participants included residents from several groups including:
 - community leadership,
 - the faith community,
 - the disability community,
 - the historically marginalized community
 - renters
- Other focus groups included the business community, staff, and elected and appointed officials.

Focus Group Process

- A focus group is a small-group discussion guided by a trained facilitator.
- It is used to gather in-depth information about a community's thoughts and opinions about a designated topic.
- In the case of the City of Richfield's focus groups, the subject was strengths and challenges for the city.
- The meetings ran for approximately 60-70 minutes and participants were recruited by city staff.
- The Richfield focus groups were diverse in a variety of ways

Focus Group Questions/Areas of Exploration

1. When you think of what you like best about the city, what comes to mind?
2. When you think about Richfield as compared to other suburban communities, what comes to mind about the challenges of this community?
3. What are the disadvantages of living in Richfield as compared to other places?
4. If you could change things about Richfield what would they be?
5. When you think about all of the things the City does, what are the most important to you?
6. Of the important roles that the City plays in helping to create a good quality of life, what are the most important to maintaining or creating a high-quality future?
7. If you could choose three things for the City to focus efforts and resources on over the next five years, what would they be?

Summary of Major Themes

- Location, Atmosphere and Amenities
- Transportation
- Zoning/Code Enforcement
- Parks, Trails and Green Space
- Public Safety
- Public Works
- General City Services
- Cost of Living/Housing
- Schools
- Development
- Diversity, Equity and Inclusion

Location, Atmosphere and Amenities

- “Small town” atmosphere overwhelmingly seen as an asset
- Diverse in a number of ways, including race, age (multi-generational) which is universally seen as positive
- Proximity to airport and Minneapolis seen as a big advantage
- Some differences noted in experiences for people of color, renters

Transportation

- Roundabouts
- Sidewalks
 - Stop for no reason
 - Too close to street
 - Not cleared after storms
 - Not consistently smooth
- Excessive speed in residential areas

Zoning/Code Enforcement

- Zoning changes are needed to support housing options for those with disabilities.
- There is a perception that things are just “pieced in” without an overall plan
- Buildings on Penn Avenue need better code enforcement

Parks, Trails, and Green Space

- Protection and investing in natural resources important role for city
- Parks are seen as one of the best things about Richfield
- Critical for quality of life
- Accessible/adaptive focus is important
- Fenced playgrounds are an important safety feature
- Sensory activities in parks are an important feature

Public Safety

- Overall seen as doing a good job by participants
- Increased diversity is seen as a need for both police and fire by numerous respondents
- Social worker is an important asset
- Additional training would be helpful for:
 - Mental health issues
 - Supporting caregivers
 - Response as city builds up instead of out
- More dialogue and transparency regarding race was mentioned numerous times

Public Works

- Water/sewer seen as core services
- Better water than other communities
- Snow removal better than other communities
- Changes in snow removal based on input from disability community appreciated

General City Services

- Updates to technology with enhanced community accessibility would help more people participate
- Better social media promotion and communication, especially about community resources available
- Permitting technology important for the future
- The ability to renew license plates in Richfield is an important benefit

Cost of Living/Housing

- Mixed feedback about affordability, with more expressing concern about climbing prices for both home ownership and rent
- Housing affordability gap is seen as having more of an impact on historically marginalized and disabled residents
- Housing acquisition is difficult for those with bad credit or disabled residents who have a guardian
- Housing for families is a concern, as larger (3+ bedroom) apartments are hard to find

Schools

- School rankings are a concern for some, but others cite schools as a reason to stay in the community
- Educational services for Latino families is a need with waiting list for preschool, Head Start, etc.
- Mental health services for students can be difficult to navigate
- Several commented that the relationship with the school district should be improved

Development

- Richfield is seen as more open to development conceptually, but navigating licenses and approval is difficult
- Grocery store is needed on the east side
- A community center was mentioned by participants in several focus groups as a need
- A need for more culturally specific businesses and leveraging cultural resources was seen as a need in several focus groups, including the historically marginalized group
- A venue for large events such as weddings is a need
- Better communication about delays would be appreciated
- Residential developments with a mix of housing . Affordable housing seems to becoming concentrated in just one area.

Diversity, Equity and Inclusion

- Diversity, equity and inclusion were woven into virtually every conversation
- The diversity of Richfield is overwhelmingly seen as an asset
- Diversity in many facets, including age, race, income, etc., is seen as higher in Richfield than surrounding communities
- In several focus groups, residents of color, Latino residents, and disabled residents reported sometimes not feeling included
- Diversity in city and school staff is important for the future
- Navigating resources is a problem, especially for immigrant communities and people of color. It's unclear where to start as the structure and system itself is hard to navigate
- Connections need to be built with immigrant communities and people of color to start building trust
- It would be a benefit if more city staff, particularly public safety, lived in Richfield

Business Focus Group

The business focus group was dissimilar to the other focus groups in their discussion and priorities. Topics/priorities discussed include

- More events like the 4th of July celebration
- They were very complimentary of police, fire, and public works and viewed those high quality services as crucial to the business community
- There were concerns that Richfield is not as business friendly as it could be, especially for new ideas
- Comp plan should be updated for today's market
- Penn Avenue is a big concern as it dissuades new businesses from coming to Richfield
- Housing needs to be planned so that it does not compete with business needs



Three Priorities for Richfield: Staff

- Policing in general and recruitment of more diverse law enforcement personnel
- Community safety
- Additional police training, particularly regarding mental health
- Additional social workers in the police department
- More diverse city staff
- Recruitment of city staff



Three Priorities for Richfield: Development

- Improving the Hub
- Increasing number of and variety of restaurants, including higher end ones
- Large Meeting venue
- Community center
- Update Penn Avenue



Three Priorities for Richfield: Housing

- Affordable housing for both rental and homeownership opportunities
- Accessible and affordable housing
- Programs to move renters to home ownership



Three Priorities for Richfield: Youth

- Education, including opportunities for affordable preschool
- Improving accessibility for sidewalks/pedestrian safety
- Mental health services (especially for young people)



Three Priorities for Richfield: Infrastructure/Parks

- Infrastructure stability
- Improving accessibility for sidewalks/pedestrian safety
- More trails for running and walking
- Parks



Three Priorities for Richfield: Other

- Sustainability
- Inclusivity
- Collaboration between the city, schools, businesses and the community



Questions?



Thank you!

Cory Poris Plasch
Rapp Consulting Group