

**CITY COUNCIL WORK SESSION
MARCH 20, 2023 – 5PM
SPECIAL GOAL SETTING SESSION
Robbinsdale City Hall
4100 Lakeview Avenue North**

A G E N D A

1. CITY COUNCIL SPECIAL WORK SESSION CALLED TO ORDER BY MAYOR PRO TEM
2. Discussion: Goal Setting Session – Mr. Phil Kern
3. ADJOURNMENT

City of Robbinsdale Goal Setting Session

March 20, 2023

Objectives

Environmental/Organizational Assessment

Sharing of individual perspectives and goals

Consensus building and developing 2023 Goals Program

The Process - Keys to Success

Everyone is involved

Quantity (and quality) of ideas is good

Disagreement is healthy - respectful dialogue

Focus on ideas, policies, projects, and practices

Have fun with the process

Good Governance

Different perspectives working together

Unification of purpose

Development of trust

Aligning resources with priorities

Clarity between fundamentally different roles

- Council = Governance, Policy, Direction
- Administration = Execution, Service Delivery

Long-term Direction

When you think of Robbinsdale in 2050, what are the top 3-5 characteristics and qualities you hope will define the community?

When you think of Robbinsdale in 2050, what are the top 3-5 characteristics or qualities that you hope will define the organization?

2023 Environmental Assessment

Q1: What's going well? In what areas does the City have positive momentum? What are the areas that you can build on?

- **Within the organization, the "City Team"** - the people, structure, resources, policy, and all things internal
- **Within the community and community culture** - all of the non-physical attributes, actions, and things happening with stakeholders, institutions, and community
- **Within the physical features of the community** - the infrastructure, physical attributes, development, and business
- **City services and activities** - the services the City provides, the City as a business, and economic climate

2023 Environmental Assessment

Q2: What are the challenges right now related to . . .

- **The organization, the “City Team”** - the people, structure, resources, policy, and all things internal
- **The community and community culture** - all of the non-physical attributes, actions, and things happening with stakeholders, institutions, and community
- **The physical features of the community** - the infrastructure, physical attributes, development, and business
- **City services and activities** - the services the City provides, the City as a business, and economic climate

2023 Environmental Assessment

Q3: What trends or potential influences could impact in the coming years?

- **STEP Analysis**
 - **Social/Socio-Cultural**
 - trends/changes in society, human conditions, influences, economic
 - **Technological**
 - how things work, non-human side of performance
 - **Environmental**
 - Physical features of the community, regulatory matters, impacts
 - **Political**
 - Changes in laws, policies, structures, relationships, resources. Impacts the way we work with others

Short-Term Goals

- SMART Goals
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Time-bound
- Brainstorm: Issues/projects that you'd like the City to address
- Quantity over Quality

Summary

- Consider feedback
- Council final review and approval
- Integrate into organization
- Tell the story
- Revisit, assess, and refine
- Commitment to the Team



City of Robbinsdale

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February 1, 2023

Letter to All Management Team

With the special election taking place on February 14, 2023, it is my intention to have a full on goal – setting session with Council in early March. With that, I would like to present to them initiatives from staff that provide some background – where we are – where we would like to go.

For me, its sometimes helpful to frame up the “why”, in different perspectives

Process	Structural Frame	HR Frame	Political Frame	Symbolic Frame
Strategic planning	Process to set objectives and coordinate resources	Activities to promote participation	Arenas to air conflicts and realign power	Ritual to signal responsibility, produce symbols
Goal setting	Keep organization headed in the right direction	Open communications and keep people committed to goals	Provide opportunity for individuals and groups to express interests	Develop symbols and shared values

What I am asking of the mgmt. team, is to consider what are some top priorities for your department AND the organization, to get in front of Council. Again, a couple ways to consider... examples:

- Project/specific content examples
 - Blue Line
 - Curfew Siren
 - Ordinance Updates (Franchise fees, liquor licenses, alarms...?)
- Big picture
 - DEI efforts
 - Sustainability efforts
 - Capturing the high-level priorities of Council
- Internal operations
 - Looking for feedback here... (360 reviews, budgeting process, etc...)

What I am asking you to consider:

- What are your urgent matters to get before Council? Reoccurring (schedule)/new...
- Think big – what’s a change you’d love to see in your department? A new position? New technology? Additional input from Council/other staff/community engagement?
- What needs improvement internally?

Ultimately, it’s my goal to have some of this feedback from you in the next month and look towards:

- Create a vision/mission with Council
- Identify objectives
- Craft tactics
- Implement/execute
- Measure success



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March 14, 2023

Follow up to All Management Team - After our discussion in February, I wanted to formally document some of the feedback staff provided for strategic thinking. While they are not rigid (in definition or category), they do frame up some tasks staff is looking to accomplish/address in the near future. They are Big Picture, Continued Projects, and Internal Operations.

Big Picture

- Diversity Equity and Inclusion Efforts (DEI)
- Sustainability Efforts
- Police Department Recruitment/Retention
- City Hiring Process
- City Facilities: New PW Garage, New Civic Campus
- Comprehensive Plan Updates
- Commission Make-up

Continued Projects

- Blue Line
- Ordinance Updates
- 25 MPH
- Tower 1 --- Tower 2
- Hauler Contract
- Overnight/Winter Parking
- Parks Master Plan (start with Sandborn?)
- Residential/Commercial Zoning
- Update City Website
- Curfew Siren
- Franchise Fees

Internal Operations

- Budget process
- 360 reviews
- Lunch and Learns
- Housing Inspection/Code Enforcement Resources
- Office 365
- Policy Manual/Employee Handbook/Safety Manual
- Trainings
- HR Intern
- DEI Staff
- Engineering/Community Development Staffing Needs
- Rec staffing needs
- Hybrid Working
- Compensation/Class/Benefits Study



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Diversity, Equity, and Inclusion (DEI)

City staff began an ad hoc cohort to discuss and consider the many considerations and perspectives through the DEI lens. These conversations gained momentum this past summer and fall, and after understanding Council support for these discussions, staff looked to address:

- As an organization ('the City') who do we serve?
- Why is DEI a priority?
- How do we promote DEI efforts?

Statement on Diversity, Equity, and Inclusion (DEI)

The City of Robbinsdale strives to be an accessible, welcoming and inclusive place for all. We are committed to promoting respectful conduct, equitable service, and diversity in our community and programs. We condemn discrimination by or against residents, visitors, workers, city employees or city businesses. In all that we do as a City government, we pledge to treat everyone with dignity, integrity, respect, and without bias, regardless of their race, creed, religion, national or geographical origin, educational background, gender, marital status, familial status, immigration status, gender identity, sexual orientation, age, income, ability/ disability or veteran status.

Diversity – Diversity may be considered the presence of variety in one place, often observed through demographics as measured by the U.S. Census Bureau.

Equity - The term "equity" refers to fairness and justice and is distinguished from equality: Whereas equality means providing the same to all, equity means recognizing that we do not all start from the same place and must acknowledge and make adjustments to imbalances.

- A working definition of equity, to be considered: *Equity is achieved when a person or groups demographic(s) no longer predict their potential for access, and success.*

Inclusion – when a group or experience is comprised of many different types of people (diversity) are being treated fairly and just.

This document has been created to serve as a framework for ongoing discussion(s) with staff, City Councilmembers, and the community as a whole. While it is intended to create and guide discussion, staff who completed this version recognize that everything from definitions, to how/why, to execution strategies, are to minimum consider alterations from time to time. Ultimately, as City Council considers and directs policy, the City Manager will execute their powers as described in the City Charter, while consider the DEI lens.

Who do we Serve?

When considering “the City”, it's important to consider who we serve. From the City Council to all City staff, we recognize we serve residents, business, and visitors to our community. Additionally, these efforts lend a lens to our internal operations, through recruitment and retention.

Why is DEI a priority?

Studies show that diverse teams and inclusive cultures lead to higher individual performance, with all employees being more engaged and motivated. It is also associated with higher group performance because diversity of thought and experience leads to better decision-making, particularly when compared to more homogenous groups. A diverse workplace is an important asset, since it acknowledges the individual strengths of each employee and the potential they bring to the organization.

Valuing the differences of others is what ultimately brings us all together and can be the secret to a successful, thriving workplace and a fair work culture. Diversity and inclusion (D&I) is more than policies, programs, or headcounts. By being Equitable, we would outpace our competitors by respecting the unique needs, perspectives and potential of all our team members. As a result, by creating a diverse and inclusive workplace, we as a city can earn deeper trust and more commitment from our employees.

Execution

To frame our efforts through the DEI lens, it may be helpful to consider three areas: Policy Making (Council), recruitment/retention (internal operations), and the programs and services we provide. Staff can provide additional information on each of the following examples:

Policy Making (City Council)	Recruitment/Retention (internal operations)	Programs and Services (Public facing)
1. Strategic planning (Comp Plan, CIP, etc...) 2. Policy Considerations 3. Individual Projects	1. Recruitment: Blindfold method, Diversify interview panels, implicit bias training, continued conversation about workplace culture 2. Retention: Trainings (DEI - Leadership Quotient, CIT/Implicit Bias Training (all sworn officers), DEI training w LMC, Implicit Bias (internal) 3. Culture through structure: Paid parental leave, VTO, Dress Code, attend career fairs, increase footprint, utilize exit interviews	1. Communications = Engagement (update strategy, start translating additional materials, etc) 2. Parks Programming and Events 3.



2022–2023

Communications Plan



City of Robbinsdale

Introduction

The City of Robbinsdale (“the City”) is a first ring suburb located to the northwest of Minneapolis with a population of almost 15,000. The City communicates a breadth of information to a group of ranging ages, races, ethnicities, and abilities. The City recognizes the immense value in connecting with, engaging with, and informing residents, services, businesses, and stakeholders via various modes of communication. The City’s communications play a large role in the overall function of the municipality. Therefore, the City is recognizing opportunities for improvement within current communication and engagement strategies, while investing necessary resources into communication by hiring dedicated staff and creating a resource to guide future City communication efforts.

Vision Statement

THE CITY OF ROBBINSDALE IS A DIVERSE, ENGAGED COMMUNITY AND ITS COMMUNICATIONS SHALL BE REFLECTED AS SUCH. THE CITY SHALL UTILIZE A VARIETY OF STRATEGIES TO ENSURE THAT INFORMATION SHARING IS PROACTIVE, INCLUSIVE, COHESIVE, AND COLLABORATIVE SO THAT ALL AUDIENCES CAN ACCESS INFORMATION THAT IS RELEVANT TO THEM IN AN EQUITABLE MANNER.

Current Communications

The City currently utilizes a variety of means and tools to communicate information to our audiences:

- City of Robbinsdale website: www.robbinsdalemn.com
- City-affiliated Facebook pages:
 - City of Robbinsdale, MN – Government
 - City of Robbinsdale Recreation Services
 - City of Robbinsdale Police Department
 - Robbinsdale Wine & Spirits
- City-affiliated Instagram accounts:
 - City of Robbinsdale
 - Robbinsdale Recreation
 - Robbinsdale Wine & Spirits
- City of Robbinsdale Twitter
- Weekly e-newsletter "Birdtown Brief" (formerly "Green Sheet")
- Bimonthly utility billing newsletter ("News Notes")
- Biannual newsletter ("City Newsletter")
- Tip411 notifications
- CCX Media broadcasting
- CCX Media social media
- Live-streamed City Council meetings
- Public meetings/open houses
- Public hearing notices
- Sun Post
- Flyers/posters/brochures
- Direct mailing
- City-affiliated organizations' communications (Chamber of Commerce, Robbinsdale Historical Society, etc.)
- Events (Whiz Bang Days, annual tree lighting ceremony, Recreation Services events, etc.)

Communications Stakeholders

Everyone who represents the City of Robbinsdale in an official or unofficial capacity can be considered a contributor to the City's communications. The City currently employs one staff person to oversee the City's communications: Assistant to City Manager – Communications. Located within the Administration department, the Assistant to City Manager – Communications works closely with the City Manager, City Clerk, department heads, and City Council to ensure that Robbinsdale communications are accurate, timely, and relevant. The Assistant to City Manager – Communications relies heavily on collaboration and support from other City staff. City staff provide the Communications lead with input, feedback, information about upcoming events, relevant information for the website, and elsewhere when collaboration on communications and engagement is deemed necessary. Other stakeholders that play a large role in Robbinsdale's communications are:

- City Manager
- City Clerk
- Department heads
- All City of Robbinsdale staff
- Mayor + City Council members
- City Commissioners
- CCX Media
- SunPost
- Robbinsdale organizations and non-profits
- Robbinsdale Area Schools

Target Audiences

It is the City's duty to convey information to its residents. In addition, the City is responsible for sharing information to a wide web of audiences that are engaged with the City in various ways.

- Robbinsdale residents
- Mayor + City Council members
- Commissioners
- City of Robbinsdale staff
- Business owners
- Nonprofits and community groups
- Neighboring communities (Crystal, Golden Valley, Minneapolis, New Hope, Brooklyn Center, etc.)
- Local media outlets
- Visitors
- County, regional, and state agencies
- Politicians

Current Audiences

A significant portion of Robbinsdale's communications are via social media. Currently, the City has a Facebook, Instagram, and Twitter account. The City's Facebook page is known to be a main source of information for many Robbinsdale audiences. The City Instagram provides supplemental information to a more limited audience. The Twitter account is unused as of August 2020.

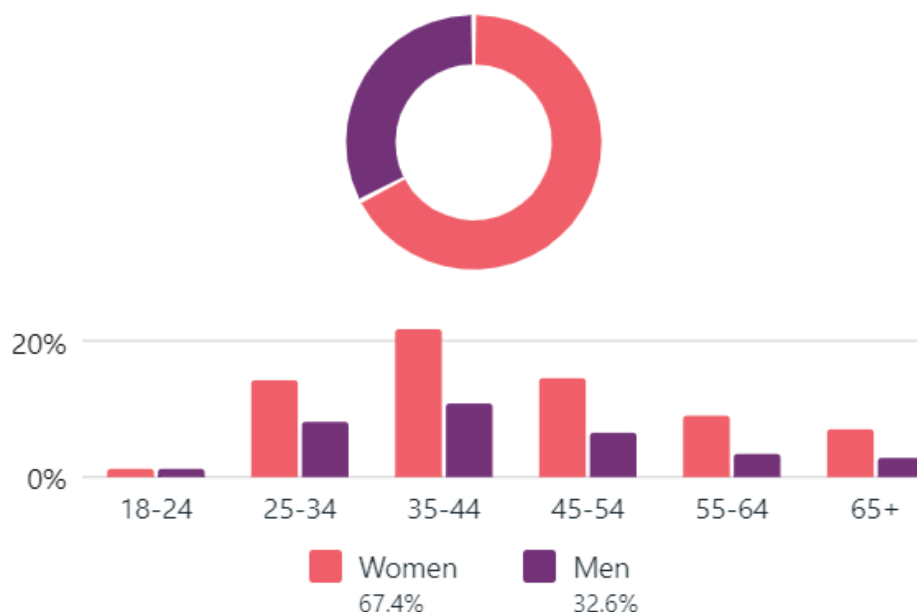
Facebook

The City Facebook page has over 5,400 followers as of February 2023. This audience has grown by over 200 follows since September of 2022. Over half of our audience is between the ages of 25 and 44. Just over 30 percent of our Facebook audience is between the ages of 35 and 44 (32.5%). Our next most prominent audience is adults aged 25–34 (22.3%). The gender breakdown shows that the City’s Facebook audience is over two-thirds female. The Facebook audience is significantly represented by users in the United States. More specifically, users in the Twin Cities metro area largely represent our audience, including Robbinsdale (28.9%), Minneapolis (13.4%), Crystal (6.8%), Plymouth (2.7%), Golden Valley (2.4%), New Hope, Brooklyn Park, Maple Grove, Brooklyn Center, and Saint Paul. In summary, our Facebook audience is generally females in the 25–44 age range, located in Robbinsdale and the greater metro area.

Facebook Page followers ⓘ

5,413

Age & gender ⓘ



Instagram

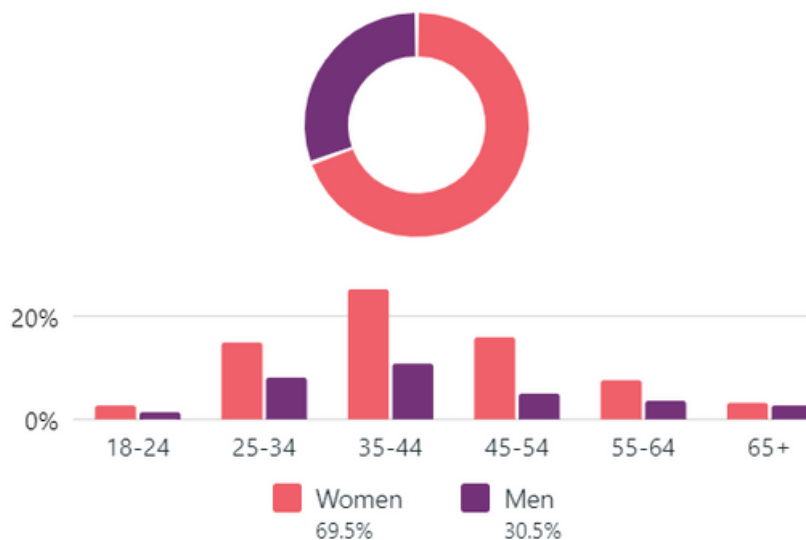
The City Instagram account has fewer followers than the Facebook account (857 followers as of February 2023). As a result, this account receives less interaction. The Instagram supplements other City communication with more informal updates, advertising events, and sharing photos. While the Facebook is an effective tool for sharing objective information, updates, and events, the Instagram is an effective tool for “bragging” about ourselves, providing an eye into the operations of the City, and creating a more personal effect to our City’s communications. The Instagram account had also been dormant since May of 2020 (over two years) and was recently revived in October 2022. It is likely that the City Instagram will gain more of an audience as it continues to be used more consistently for City communication. Since October of 2022 the Instagram has gained 195 followers.

Similar to the City Facebook, the Instagram is mostly followed by women in the age range of 25–54. Nearly 70 percent of our Instagram followers are women. The largest age demographic represented in our Instagram followers is people aged 35–44 (36%). In general, the demographics of the City Instagram account are very similar to the City Facebook account.

Instagram followers ⓘ

857

Age & gender ⓘ



Twitter

The City Twitter has been dormant since August of 2020 and the Assistant to City Manager – Communications proposes deactivating the account indefinitely for the following reasons:

- The City's Twitter account has a smaller audience than both the Facebook and Instagram account.
- It is clear that the City Facebook is a main source of information for our audiences that go to social media for news. The Twitter account is not likely to reach any new audiences that we do not already reach via social media.
- Messaging on the Twitter account would be the same messaging that is portrayed on the Facebook account. Time spent tweeting is time and resources that could be dedicated elsewhere.
- Due to lack of engagement on the Twitter account, it is an ineffective tool for communicating timely information.
- In reviewing other City's Twitter accounts, their engagement is minimal and content is duplicative of their Facebook accounts.

Website

The City of Robbinsdale's Social Media Policy (Appendix A) states that the "city's official website, www.robbinsdalemn.com, will remain the city's primary online medium communicating information to the public." The City website serves as a comprehensive resource for any and all information pertaining to the City. Therefore, it is important that the website be accessible to as many audiences as possible. Access to the website requires access to the internet, as well as a certain level of language literacy and technology literacy. Those criteria will inherently limit the audiences we reach via the website.

In addition to displaying content, the website is utilized to distribute "e-notifications" that deliver information, news updates, meeting agendas and minutes, and the City's weekly electronic newsletter ("Birdtown Brief") to email inboxes of recipients that have opted in to receive such notifications. Currently, there are 24 categories that patrons can subscribe to, ranging from City Council meetings, Police news, Robbinsdale Wine & Spirits Specials, special events, to weekly news updates. There are 1,960 active subscribers across the categories. The category with the highest number of subscribers is the Weekly News Update ("Birdtown Brief") with 1,001 subscribers. Police News/Meetings (964), Special Events (745), and Council Agenda and Minutes (736) are the next most subscribed-to categories. Within the last three months, 48% of the e-notifications sent from the City have actually been opened.

Print News

Biannually, the City distributes an 8-page print newsletter to all households and business addresses in Robbinsdale. The Spring/Summer and Fall/Winter Newsletters contain a wide spread of information from the City. The Newsletter provides updates on recreation programming, forestry, water quality, sustainability efforts, and more. This newsletter is distributed to approximately 7,600 residences and businesses.

Bimonthly, a print newsletter called “News Notes” is distributed to all recipients of the City’s bimonthly utility bill. This newsletter is a condensed, one-page front and back newsletter that contains information from various City departments. The information is typically similar from year to year, and provides relevant reminders to residents about utility and public works-related information, such as parking and snow emergency reminders, garbage, yard waste, and recycling reminders, elections information, and more.

The print news audience is fairly concrete and limited in the sense that print newsletters are distributed to a very specific audience: the 7,600 residences and businesses in Robbinsdale, and approximately 3,750 customers that receive a utility bill by mail from the City. The News Notes audience is particularly limited because residents can opt-in to receive their utility bills online rather than in print, and therefore would not receive the News Notes because they are not receiving a physical utility bill.

Televised News

The local cable television service, CCX Media, shares a variety of stories pertaining to Robbinsdale in addition to live-streaming City Council meetings which occur on the first and third Tuesday of each month. CCX Media meets quarterly with City Communications to map out story ideas to share in short news segments throughout the following quarter. CCX news segments are made available to watch virtually on www.ccxmedia.org, expanding the cable news audience reach to those who can access and navigate the internet. It is likely that the demographics watching CCX via cable television are older, higher income, and English speaking.

Identified Audience Barriers

- Social media: seniors, males, those without access to the internet, internet illiteracy, those without social media accounts
- Website: non-English speakers, internet illiteracy, those without access to the internet
- Print news: illiteracy, visual impairments, non-utility bill recipients
- Televised news: lacking access to cable or a TV, non-English speakers, non-seniors

Goals

Communications staff have assessed the City's current communications strategies, audiences, and engagement. Appropriately, staff acknowledge that there is opportunity for improvement throughout the City's communications comprehensively. Communications staff have identified the following focus areas to inform and drive the results of this communications plan: strategy, proactivity, inclusivity, cohesiveness, and collaboration. The following goals are identified based on current communications strategies, current audiences, key players, and feedback from staff, residents, and Council Members and aim to inform the strategies for the City's comprehensive communications moving forward.

Strategic

The City will be strategic with the methods in which we communicate, the messages we convey, the audiences we reach, and the information we share.

ESTABLISH AN OFFICIAL CITY PROTOCOL FOR COMPANY SOCIAL MEDIA ACCOUNTS

- Strategy: Update current Social Media Policy so that it is relevant and accurately reflects the operations of the City.
- Strategy: Define the purpose that each City social media account holds. For example, strive to utilize the Instagram to engage creatively, strive to utilize the Facebook to engage informatively.

Proactive

The City will be proactive in our efforts to plan for and share information.

BE PROACTIVE AND PREPARED FOR EMERGENCY SITUATIONS THAT REQUIRE WIDESPREAD COMMUNICATIONS FROM THE CITY

- Strategy: Develop a document that outlines strategy or procedures for communications in the case of an emergency (snow emergency, pandemic, outage, etc.)

CREATE STRUCTURED PROTOCOL FOR CITY EVENTS THAT OCCUR REGULARLY

- Strategy: Advertise each Council meeting on social media during the week before each meeting. Following each meeting, post a link to the CCX Media recording of the meeting.
- Strategy: Post each regularly scheduled news blast on social media.

DEVELOP POST TEMPLATES FOR POSTINGS THAT OCCUR REGULARLY

- Strategy: Create a template for posts including employment opportunities, council meetings, City Hall closed notices, snow emergencies, etc.

Inclusive

The City will communicate inclusively and spread information and engage with stakeholders without barriers to accessing information.

ESTABLISH TRANSPARENCY BETWEEN CITY OPERATIONS AND RESIDENTS

- Strategy: Create social media campaigns that increase use of personal elements, such as staff highlights, get to know your council members, day in the life, etc.

ENGAGE AND STRENGTHEN RELATIONSHIPS WITH MINORITY MEDIA OUTLETS

- Strategy: Identify minority media outlets in the Robbinsdale area and establish a partnership with them to share City communications

REMOVE BARRIERS TO RECEIVING COMMUNICATIONS AND INFORMATION FROM THE CITY

- Strategy: Identify groups of people that current communications strategies are not reaching.
- Strategy: Identify ways to improve communications so that identified populations are reached effectively.
- Strategy: Better understand who receives our communications via what mode, i.e. who reads ours newsletters, who watches CCX, who does not receive ANY communications.
- Strategy: Run a campaign that encourages audiences to sign up for weekly Birdtown Brief e-notifications.
- Strategy: Wherever possible, encourage audiences to follow our social media pages.

- Strategy: Reshare CCX Media stories and segments on City Facebook page + Green Sheet.
- Strategy: Utilize a translation service such as INTCO International to translate documents, website pages, and social media posts.

Cohesive

The City's various modes of communication, while individual entities, will operate together to achieve Robbinsdale's communications goals and purpose. Robbinsdale communications will be consistent, clear, and aesthetically pleasing.

OVERHAUL THE CITY'S PRINT NEWS SOURCES TO BE MORE UNIFORM AND COHESIVE

- Strategy: Redesign the weekly Birdtown Brief, bimonthly UB news, and biannual newsletter so that each document has a similar format and contains consistent, accurate information

UPDATE LASERFICHE TO ENSURE ARCHIVED DOCUMENTS ARE PROPERLY ACCESSIBLE

- Strategy: Identify the staff person who is responsible for uploading documents to Laserfiche and update them accordingly.
- Strategy: Obtain more Laserfiche licenses so that more users can access agendas, etc.

CREATE A RESOURCE FOR CITYWIDE PHOTOS TO USE IN COMMUNICATIONS

- Strategy: Create an I-Drive folder that consolidates photos from other folders and collects photos deemed suitable for communications

OVERHAUL THE CITY WEBSITE TO BE A CLEAR AND ORGANIZED SOURCE OF INFORMATION

- Strategy: Meet with City staff and department heads to identify information on the website that is irrelevant, outdated, misplaced, or needs updating.
- Strategy: Utilize new website vendor to overhaul the current City Website and incorporate a new layout and design. Incorporate use of photos and encourage other website users to utilize photos on their webpages.

- Strategy: Meet with City staff and department heads to identify information on the website that is irrelevant, outdated, misplaced, or needs updating.
- Strategy: Utilize new website vendor to overhaul the current City Website and incorporate a new layout and design. Incorporate use of photos and encourage other website users to utilize photos on their webpages.

EVALUATE THE BENEFITS OF CURRENT SOCIAL MEDIA ACCOUNTS

- Strategy: Direct departments (Police, Liquor, Parks and Recreation) to discuss the pros, cons, and challenges of running their own social media accounts.
- Strategy: Discuss at Management Meeting logistics of consolidating accounts.

CREATE ROBBINSDALE MARKETING MATERIALS THAT ARE COHESIVE AND CONSISTENT

- Strategy: Hire a consultant to redesign/resize the logo and assist with proper storage.
- Strategy: Organize the Logos folder in the I-Drive and ensure that all staff utilize the same logo for documents and materials. Ensure that the logo is properly formatted and of high quality.
- Strategy: Create an official letterhead document to store in the I-Drive with the proper logo for staff use.
- Strategy: Create an official PowerPoint template to store in the I-Drive for staff to use for all presentation needs.
- Strategy: Create an official email signature template for all staff to use.

Collaborative The City's messaging and engagement will be based upon an effort of collaboration between City departments, staff, Councilmembers, media outlets, organizations, and other relevant parties involved in Robbinsdale's communications and engagement.

STRENGTHEN COORDINATION BETWEEN COMMUNICATIONS STAFF AND OTHER DEPARTMENTS AT THE CITY

- Strategy: Utilize intranet/chat for staff to easily communicate with one another on a day-to-day basis.

Highest Priority Actions

- Update the City website
- Incorporate language translation into most communications
- Update branding and organize logo best practices across departments

Progress

Since hiring the Assistant to City Manager – Communications and formulating the outline of this plan, multiple identified strategies have already been implemented to facilitate the City in achieving their communications goals.

- Every regular City Council meeting is now advertised on the City Facebook four days in advance as well as the day of. After each Council meeting, the link to view the livestream is shared along with a summary of actions completed at the meeting (Appendix B).
- Robbinsdale's weekly news update has been rebranded from the Green Sheet to the Birdtown Brief, along with an updated design that is visually appealing and engaging. The City Newsletter has been redesigned and is printed in color. The utility billing "News Notes" was redesigned to compliment the City's other newsletters (Appendix C).
- A City PowerPoint template has been created that displays the City logo and City colors. The template is available for all City employees to use for presentations and employees are encouraged to use the template (Appendix D).
- Social media templates have been created for posts that are consistently made each week, such as City Council meeting advertisements, City Hall closures, snow emergency notices, and Birdtown Brief previews (Appendix E).
- The weekly Birdtown Brief is now advertised on social media every Friday when it is published. Viewers are given a preview of the Brief along with a link to find the full version and an option to sign up to receive the Brief in their email inbox via e-notifications (Appendix C).

Implementation

This document will be used as a framework moving forward when assessing City communications strategies. In early 2023, communications goals will be discussed with the City Council. This plan is a working document at present and will be shaped collaboratively based on Council and City priorities.

Success as an outcome of this plan can be measured in a variety of ways. Ideally, the City will receive feedback from residents, City staff, councilmembers, and other related parties about communications changes or improvements. This feedback shall be documented and taken into consideration.

A major component of our communication is via social media. It is likely that the number of followers and page likes we receive will grow with increased, more focused, and more consistent use of our social media pages. While the number of Facebook or Instagram followers shall not be considered a reflection of the quality of our communications, changes in followers, likes, and/or engagement shall be taken into consideration as an indicator of page content. If followers are engaging with posts (in the form of likes, shares, comments, or questions), that is representative of the quality of our social media communications because it means that followers are reading our messaging and intentionally interacting with it.

Ideally, a communications survey shall be conducted with all Robbinsdale residents, businesses, and stakeholders to identify communications shortfalls, successes, and preferred communications or engagement strategies from our stakeholders. The results of this survey would be used to inform future communications goals, priorities, and strategies.

This document shall be reviewed on an annual basis. It will be necessary to assess whether or not the listed desired outcomes have been achieved. More importantly, it will be necessary to identify areas where improvements can still be made. As a result, the City shall identify goals and priorities accordingly and construct updated goals for the City's communications on an annual basis. An annual report can be created to present to staff, the City Manager, and Councilmembers, to review communications, identify changes in strategies, and highlight what works for the City's communications and what does not.

Appendix A

CITY OF ROBBINSDALE SOCIAL MEDIA POLICY

Purpose:

Social networking in government serves two primary functions: to communicate and deliver messages directly to citizens and to encourage citizen involvement, interaction, and feedback. Information which is distributed via social networking must be accurate, consistent, and timely and meet the information needs of the City's customers. Since social media is used for social networking, this policy seeks to ensure proper use of the City of Robbinsdale's social media sites by its representatives.

The City of Robbinsdale wishes to establish a positive and informative social media presence. City representatives have the responsibility to use the City's social media resources in an efficient, effective, ethical and lawful manner pursuant to all existing City and departmental policies. This policy also provides guidelines and standards for city representatives regarding the use of social media for communication with residents, colleagues and all other followers.

As a general philosophy, Robbinsdale will manage its social media presence in a centralized manner. Departments and individual employees shall not create social media accounts themselves that are intended to represent the City of Robbinsdale. The City of Robbinsdale's intent is to increase transparency, reach, immediacy and stakeholder feedback.

The ultimate goal of social media will be to drive residents and visitors to the City of Robbinsdale website. The city's official website, www.robbinsdalemn.com, will remain the city's primary online medium communicating information to the public. The city's "e-notifications" email notification system, available via the city website will remain the city's primary email notification tool.

The best, most appropriate, use of social media for the City of Robbinsdale is as follows:

1. As channels for disseminating time-sensitive information as quickly as possible.
2. As marketing/promotional channels that increase the city's ability to broadcast its messages to the widest possible audience.
3. As a method to educate the public about the city's programs and services.

Policy:

The City of Robbinsdale will determine, at its discretion, how its web-based social media resources will be designed, implemented and managed as part of its overall communication and information sharing strategy. City social media sites may be modified or removed by the City at any time and without notice, as described in this document.

City of Robbinsdale social media accounts are considered a City asset and administrator access to these accounts must be securely administered in accordance with the City's Computer Use policy. The City reserves the right to shut down any of its social media sites or accounts for any reason without notice.

All social media web sites created and utilized during the course and scope of an employee's performance of his/her job duties will be identified as belonging to the City of Robbinsdale, including a link to the City's official web site.

Scope:

This policy applies to any existing or proposed social media website and online community accounts sponsored, established, registered or authorized by the City of Robbinsdale. This policy also covers the private use of the City's social media accounts by all City representatives, including its employees and agents, Council members, appointed board or commission members and all public safety volunteers to the extent it affects the City. Questions regarding the scope of this policy should be directed to the City Manager.

The following guidelines establish best practices for the use of social media for the City of Robbinsdale:

1. The City of Robbinsdale website, www.robbednsdalemn.com, will remain the city's primary and predominant internet presence.
2. Wherever possible, content posted to the City of Robbinsdale social media sites should contain links directing users back to the city's official website.
3. All City of Robbinsdale social media sites must comply with all appropriate city policies and standards. Exceptions must be approved by the City Manager.

Definitions:

Social media are internet and mobile-based applications, websites and functions, other than email, for sharing and discussing information, where users can post photos, video, comments and links to other information to create content on any imaginable topic. This may be referred to as "user-generated content" or "consumer-generated media."

Social media includes, but is not limited to:

- Social networking sites such as Facebook, LinkedIn, Twitter, and online dating services/mobile apps
- Blogs
- Social news sites such as Reddit and BuzzFeed
- Video and photo sharing sites such as YouTube, Instagram, SnapChat, and Flickr

- Wikis, or shared encyclopedias such as Wikipedia
- An ever emerging list of new web-based platforms generally regarded as social media or having many of the same functions as those listed above

As used in this policy, “employees and agents” means all City representatives, including its employees and other agents of the city, such as independent contractors or Council members.

Employee Use:

City employees and agents with administrator access are responsible for managing social media websites. Facilities or departments wishing to have a new social media presence must initially submit a request to the City Manager in order to ensure social media accounts are kept to a sustainable number and policies are followed. All approved sites will be clearly marked as the City of Robbinsdale site and will be linked with the official City website (www.Robbinsdalemn.com). No one may establish social media accounts or websites on behalf of the City unless authorized in accordance with this policy

Administration of all social media web sites must comply with applicable laws, regulations, and policies as well as proper business etiquette.

City social media accounts accessed and utilized during the course and scope of an employee’s performance of his/her job duties may not be used for private or personal purposes or for the purpose of expressing private or personal views on personal, political or policy issues or to express personal views or concerns pertaining to City employment relations matters.

No social media website may be used by the City or any City employee or agent to disclose private or confidential information. No social media web site should be used to disclose sensitive information; if there is any question as to whether information is private, confidential or sensitive, contact the City Manager.

When using social media sites as a representative of the City, employees and agents will act in a professional manner. Examples include but are not limited to:

- Adhering to all City personnel and Computer Use policies
- Using only appropriate language

Be aware that content will not only reflect on the writer but also on the City of Robbinsdale as a whole, including elected officials and other city employees and agents. Consider the following:

- Make sure information is accurate and free of grammatical errors.
- Don’t provide private or confidential information, including names, or use such material as part of any content added to a site.
- Don’t comment negatively on community partners or their services, or use such material as part of any content added to a site.

- Don't provide information related to pending decisions that would compromise negotiations.
- Be aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases.
- Always keep in mind the appropriateness of content.
- Comply with any existing code of ethical behavior established by the City.

Where moderation of comments is an available option, comments from the public will be moderated by City staff, with administrative rights, before posting. Where moderation prior to posting is not an option, sites will be regularly monitored by City staff.

City of Robbinsdale's staff with administrative rights will not edit any posted comments. However, comments posted by members of the public will be removed if they are abusive, obscene, defamatory, in violation of the copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate or incorrect. The following are examples of content that may be removed by City staff before or shortly after being published:

- Potentially libelous comments
- Obscene or racist comments
- Personal attacks, insults, or threatening language
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the topic of the forum
- Commercial promotions or spam
- Hyperlinks to material that is not directly related to the discussion

Personal Social Media Use

The City of Robbinsdale respects employees and agents' rights to post and maintain personal websites, blogs and social media pages and to use and enjoy social media on their own personal devices during non-work hours. The City requires employees and agents to act in a prudent manner with regard to website and internet postings that reference the City of Robbinsdale, its personnel, its operation or its property. Employees and agents and others affiliated with the City may not use a city brand, logo or other city identifiers on their personal sites, nor post information that purports to be the position of the City without prior authorization.

City employees and agents are discouraged from identifying themselves as city employees when responding to or commenting on blogs with personal opinions or views. If an employee chooses to identify him or herself as a City of Robbinsdale employee, and posts a statement on a matter related to City business, a disclaimer similar to the following must be used:

“These are my own opinions and do not represent those of the City.”

Occasional access to personal social media websites during work hours is permitted, but employees and agents must adhere to the guidelines outlined in the City's Employee Handbook. Employees and agents should also review the Data Ownership section of this policy (below).

There may be times when personal use of social media (even if it is off-duty or using the employee's own equipment) may spill over into the workplace and become the basis for employee coaching or discipline. Examples of situations where this might occur include:

- Friendships, dating or romance between co-workers
- Cyber-bullying, stalking or harassment
- Release of confidential or private data; if there are questions about what constitute confidential or private data, contact the City Manager.
- Unlawful activities
- Misuse of city-owned social media
- Inappropriate use of the city's name, logo or the employee's position or title
- Using city-owned equipment or city-time for extensive personal social media use

Each situation will be evaluated on a case-by-case basis because the laws in this area are complex. If you have any questions about what types of activities might result in discipline, please discuss the type of usage with the City Manager

Data Ownership

All social media communications or messages composed, sent, or received on city equipment in an official capacity are the properties of the City and will be subject to the Minnesota Government Data Practices Act. This law classifies certain information as available to the public upon request. The City of Robbinsdale also maintains the sole property rights to any image, video or audio a City employee is asked to capture for City business.

The City retains the right to monitor employee's social media use on city equipment and will exercise its right as necessary. Users should have no expectation of privacy. Social media is not a secure means of communication.

Policy Violations

Violations of the Policy will subject the employee to disciplinary action up to and including discharge from employment.

Appendix B

City Council Meetings

City of Robbinsdale, MN - Government
Published by Dustin Leslie · December 30, 2022 · Robbinsdale, MN ·

The first City Council meeting of 2023 takes place next Tuesday, January 3rd at 7:00 p.m. at Robbinsdale City Hall. The Council will meet beforehand for a work session at City Hall at 6:00 p.m. Items on the agenda include swearing in of the new Ward 3 and Ward 4 Council Members. Go to www.robbinsdalemn.com/council to view the agenda.

Members of the public can attend the work session and meeting in person, or view a livestream of the regular Council meeting at <https://nwscrc-robbinsdale.granicus.com/ViewPublisher.php...>
See less

— at Robbinsdale City Hall.

Edit

6

Like Comment Share

City of Robbinsdale, MN - Government
Published by Kayla Kirtz · January 3 · Robbinsdale, MN ·

The City Council meets tonight at 7:00 p.m. at Robbinsdale City Hall. The Council will meet beforehand for a work session at City Hall at 6:00 p.m. Items on the agenda include swearing in of the new Ward 3 and Ward 4 Council Members. Go to www.robbinsdalemn.com/council to view the agenda.

Members of the public can attend the work session and meeting in person, or view a livestream of the regular Council meeting at <https://nwscrc-robbinsdale.granicus.com/ViewPublisher.php...>
See less

— at Robbinsdale City Hall.

Edit

4

Like Comment Share

City of Robbinsdale, MN - Government
Published by Kayla Kirtz · January 18 ·

Last night, the Robbinsdale City Council passed ordinances allowing the sales of THC products in certain areas of the City along with licensing requirements for businesses. Once an ordinance is passed by the Council, it takes 30 days to go into effect. Therefore, the moratorium on THC sales in the City will be lifted on Thursday, February 16th (30 days after last night's meeting). The draft ordinance and zoning code can be viewed on pages 66-75 of the agenda packet at <https://www.robbinsdalemn.com/.../13921/638092083706600000>.

If you missed last night's City Council meeting, watch the livestream of it here: <https://nwscrc-robbinsdale.granicus.com/ViewPublisher.php...>
See less

Edit

65

Like Comment Share

Appendix C

Birdtown Brief

City of Robbinsdale
4100 Lakeview Avenue North
Robbinsdale, Minnesota 55422-2280
Phone: (763) 537-4534
www.robbinsdalemn.com

CITY COUNCIL SHEET
April 8, 2022

UPCOMING MEETINGS AND EVENTS...

- Robbinsdale Chamber of Commerce Extravaganza is Coming April 9th** - Lakeview Terrace Park Pavilion. Please park in the large parking lot entering from 36th and walk between the ballfields to the event. Event starts at 1 pm.
- Robbinsdale Economic Development Authority Work Session - Site Visit** - REDA members will be touring the newly constructed home at 3359 Halifax on Tuesday April 12, 2022 in an open house format between 6:15 and 6:45 pm. This new home was constructed on the site of a home that had been destroyed by fire, acquired and cleared by REDA, and the sold to a contractor for construction of a home meeting requirements set by REDA.
- Robbinsdale Economic Development Authority Meeting** - Tuesday, April 12, 2022 at 7:00 p.m. at Robbinsdale City Hall: 4100 Lakeview Ave N, Robbinsdale MN 55422. This meeting is open to the public.
- Robbinsdale City Council Regular Work Session** - Tuesday, April 12, 2022 immediately following the REDA meeting which starts at 7 p.m. at Robbinsdale City Hall: 4100 Lakeview Ave N, Robbinsdale MN 55422. Topics to be discussed at this meeting include: a presentation from the Liquor Store Manager, review of annual community survey questions, update on problem properties, review of the Annual Goals update, and other business. This meeting is open to the public.
- Robbinsdale City Hall/Deputy Registrar's Office to be Closed from Noon to 1:00 p.m. Wednesday, April 13th** - Annual Staff Event from noon to 1:00 p.m. at Robbinsdale City Hall. City Hall and Deputy Registrar's Office will reopen at 1:00 p.m.
- Annual Robbinsdale Charter Commission Meeting** - Thursday, April 14, 2022 at 7:00 p.m. at the Manor Park building at Manor Park near the corner of Abbot Ave N and Lowry Ave N. This meeting is open to the public.

ADMINISTRATIVE ABSTRACTS:

- Election Judges Needed** - The City of Robbinsdale is looking for residents interested in assisting at polling places for the upcoming August 9th Primary and November 8th general elections. An hourly wage is paid and training is provided. Per State law, individuals may be absent from a place of work after giving an employer at least 20 days written notice for the purpose of serving as an election judge without penalty.

If you are eligible to vote and can read, write, and speak English, and you are not a candidate or a relative of a candidate, you can be an election judge. If you are interested in serving your community and working with fellow residents, please consider applying.

Applications can be found on our website at www.robbinsdalemn.com/elections. We also have paper applications available at City Hall.

BIRDTOWN BRIEF
FRIDAY
FEBRUARY 17
2023

4100 LAKEVIEW AVE. N, ROBBINSDALE, MN 55422-1898 | WWW.ROBBINSDALEMN.COM

JOIN OUR TEAM!
Summer Programs Coordinator
Summer Recreation Program Specialist
Summer Recreation Program Leader
Apply at www.robbinsdalemn.com/jobs

UPCOMING MEETINGS
Ward 1 Special Election Canvassing Meeting
Tuesday, February 21, 2023
6:30 PM - City Hall
Regular City Council Meeting
Tuesday, February 21, 2023
7:00 PM - City Hall
Human Rights Commission Meeting
Thursday, February 23, 2023
7:00 PM - City Hall

FOLLOW US ON SOCIAL MEDIA!
CITY OF ROBBINSDALE - MN GOVERNMENT
@CITYOFROBBINSDALE

ROBBINSDALE CITY OFFICES WILL BE CLOSED MONDAY, FEBRUARY 20th, FOR PRESIDENT'S DAY

February 14, 2023
Robbinsdale City Council
Ward 1 Special Election
Regan Murphy: 127 votes
Raymond Blackledge: 105 votes

THE RESULTS ARE IN: REGAN MURPHY ELECTED TO WARD 1 CITY COUNCIL SEAT

Photo: CCX Media

Appendix C

Utility Billing News



"NEWS NOTES"

City of Robbinsdale

May 2022

WATER QUALITY REPORT

The City of Robbinsdale 2022 Annual Drinking Water Report is now available. A copy of the report is available at City Hall or to view online go to: www.robinsdalemn.com/water-report

WHIZ BANG DAYS UPDATE

Whiz Bang Days is coming back with a BANG! This year, expect the following highlights: Robbinsdale Lions Bistro on Broadway, Whiz Bang Days block party, car show, sidewalk sale, bean bags tournament at our new Farmer's Market at Lakeview Terrace Park, city band concert, Whiz Bang Ambassador farewell, Parade, and Fireworks! For schedules, activities, and to donate to show your support, please visit their new website at www.robinsdalewhizbangdays.org

NEARLY COMPLETED WATER TREATMENT PLANT MEANS SOFT WATER IS COMING

The new Centralized Water Treatment Plant on Lee Avenue is nearing completion. After all the systems and processes are tested and approved, the plant will begin producing soft water. The water will be about as soft as what Minneapolis produces and distributes to our neighboring cities of Crystal, New Hope and Golden Valley. We expect that the new water will start flowing into the system in late summer or early fall. This conversion will mean that all City water users will not need to use water softeners to enjoy soft water. Further information will be shared as the date gets closer. If you have questions about the new Water Treatment Plant, please call our Engineering department at 763-531-1268.

2022 COMMUNITY SURVEY HAS BEEN LAUNCHED

The annual Community Survey has been launched and we need your feedback. The survey includes questions about the performance of City services and other areas of interest including the METRO Blue Line LRT Extension and Recreation offerings. The 2022 Community Survey is available on the city website and can be visited at www.robinsdalemn.com/survey. Information gathered from the survey is used to compare the quality of city services year-to-year. The deadline to complete the survey is June 3, 2022.

RECREATIONAL FIRES

All open burning is prohibited in Robbinsdale with the exception of recreational fires. A \$35 nonrefundable annual recreational fire permit is required and expires December 31 of the year issued. A site drawing identifying type of fire unit, distances to structures, wood fences, decks, roof, combustible materials including trees, and property lines must be included with the completed application (just a simple sketch is needed). By state law, in-ground fire pits must be 25 ft. from above-mentioned items. Portable self-contained units must be 15 ft. from above mentioned items. For more information on permits, call Deputy City Clerk, Sherry O'Donnell at 763-531-1255. Permits can be mailed in or dropped in the City Hall drop-box next to the large spruce tree. Applications available at www.robinsdalemn.com search recreational fires

SEEKING WATERSHED ALTERNATE COMMISSIONERS

Robbinsdale is seeking representatives to serve as Alternate Commissioner for the Shingle Creek and Bassett Creek Watershed Management Commission. The Watershed Commissions are a joint powers authority consisting of member cities that manage the lakes, streams, and wetlands in the watershed. To apply: www.robinsdalemn.com/watershed-application. For more info, call our Engineering department: 763-531-1260

WATER EFFICIENCY GRANTS

This is your last chance to apply for a rebate as part of the current Water Efficiency Grant program. Rebates will be for replacing existing appliances with WaterSense certified toilets and Energy Star certified washing machines. For more info, visit our website: www.robinsdalemn.com/watergrant



Utility Billing News

MARCH 2023

4100 LAKEVIEW AVE. N, ROBBINSDALE, MN 55422-1898 | WWW.ROBBINSDALEMN.COM

2023 EGGS TRAVAGANZA

The Robbinsdale Chamber of Commerce's annual spring EGGS travaganza is scheduled for Saturday, April 1st at 1:00 p.m. at Lakeview Terrace Park! Children 9 years and under can attend for prizes provided by Robbinsdale businesses and organizations! Alternate weather location: Robbinsdale City Hall.

2023 ARBOR DAY CELEBRATION

The Robbinsdale Forester will host the annual Arbor Day Celebration at Lee Park on Saturday, April 29th at 9:30 a.m. Join staff from the Forestry, Recreation, and Water Resources Departments for a tree planting, free seedlings, and a park clean-up!

CURBSIDE YARD WASTE COLLECTION RESUMES APRIL 17TH

The City's curbside yard waste collection service will resume on April 17th. Grass clippings, leaves, pine needles, pine cones, acorns, small hedge shavings, twigs, weeds, flowers, and garden waste must be prepared in a compostable bag. Brush, hedge clippings, and branches must be bundled. Branches must be under 3 inches in diameter and under 5 feet in length. Bagged yard waste and branch bundles must weigh under 30 pounds. For larger branches, limbs, and trunks, contact a tree service to dispose of the debris.

SOLID WASTE STICKERS

Disposal of appliances, furniture, or any item that does not fit in your garbage cart requires a solid waste sticker. These stickers can be purchased at City Hall or by calling the Utility Billing Department at 763-531-1211. Place the sticker on the bulk item and call Waste Management at 952-890-1100 to schedule the item to be picked up.

CURBSIDE ORGANICS RECYCLING

Did you know that the City offers curbside organics recycling as a service? In 2022, Robbinsdale residents composted over 178,900 pounds of material! You can separate your food waste and other compostable items into an organics container and a hauler will pick up the organics from your home for just \$9.75 per month. The hauler brings the organics to a facility where the materials are turned into nutrient-rich compost! Visit www.robinsdalemn.com/organics or call 763-531-1211 to sign up!

GARBAGE, RECYCLING, AND ORGANICS REMINDERS

INTO THE RECYCLING BIN: metal cans, plastic bottles & containers, flattened cardboard, paper, glass bottles & jars.

RECYCLING MUST BE LOOSE AND NOT BAGGED IN PLASTIC, AND CONTAINERS MUST BE CLEAN FROM FOOD WASTE.

INTO THE ORGANICS RECYCLING BIN: fruits & vegetables, meat, fish, bones, dairy products, egg shells, pasta, nuts, food-soiled paper (napkins, paper towels, pizza boxes, egg cartons), coffee grounds, coffee filters, house plants, & certified compostable products.

TRASH MUST BE BAGGED TIGHTLY WITH NO LOOSE ITEMS.

Appendix C

Biannual Newsletter

Spring/Summer 2022



City of Robbinsdale

4100 Lakeview Ave N, Robbinsdale, MN 55422-1898

www.robinsdalemn.com

City Newsletter

Partners in Energy

Robbinsdale community members have an opportunity to get involved with making the city a more environmentally friendly place. Robbinsdale is currently searching for residents who would be interested in working with Xcel Energy for their Partners in Energy program. Partners in Energy is a program that provides communities in Minnesota services which will help develop an energy plan and assistance in implementing the plan. Mayor Blonigan is looking for community members who are motivated, engaged, and action-oriented willing to commit to the process and outcomes of improving the community's energy usage.

If this sounds like an effort you would like to join, or know more about, please contact the City Clerk at dlisleg@robinsdalemn.us. For more information, please visit: <https://xcelenergy.com/partners>.

BLUE LINE UPDATE - LRT ROUTE RELOCATION STUDY CONTINUES

With the original plan to use the railroad corridor for light rail transit (LRT) bottlenecked, a new study is looking at the possibility of building the LRT Blue Line extension using County Road 81/Bottineau Boulevard through Robbinsdale. The revised location includes the possibility of a station near North Memorial and a downtown Robbinsdale station somewhere between 39th and 42nd.

The new light rail tracks would cross many heavily used pedestrian and vehicle crossings and may block some existing vehicle access points. Putting the tracks in this corridor at grade would build the light rail or traffic lanes outside of the current curb lines and eliminate most of the landscaping installed since 2006. In the downtown Robbinsdale segment, the tracks or traffic lanes would need to push into the parking area for Robin Shopping Center or Town Center/McDonalds or both unless the LRT was elevated. Information on the light rail study including video of council presentations is at www.robinsdalemn.com/blueline

The Robbinsdale City Council observe that the new alignment has significantly different impacts in the community including that the new site for a downtown station, park and ride, and the bus transfer station would all cut into the city's small commercial footprint along County Road 81. Loss of access and parking could affect the viability of businesses and reduce the footprint available for redevelopment of impacted properties. Preliminary traffic impact studies show that nearly all of the turning movements at the intersections from Abbott through 42nd would have a loss of service level. Therefore, the study as it continues should compare the potential of both build and no-build options.



ROBBINSDALE NEWSLETTER

2022 FALL/WINTER

4100 LAKEVIEW AVE. N, ROBBINSDALE, MN 55422-1898 | WWW.ROBBINSDALEMN.COM



WATER TREATMENT NEWS

See TREATMENT: Page 2

Volunteer City Commission Openings

Join the Human Rights Commission (HRC) - This commission advises on matters concerning human rights. In addition, the HRC serves to educate the community in order to prevent discriminatory activities, ensuring fair and equal treatment for the residents of Robbinsdale.

Join the Senior Commission - This commission advises on issues facing our seniors and evaluates the impact of current and proposed programs on seniors.

Join the Charter Commission - This commission recommends amendments to the Robbinsdale City Charter to ensure that it remains a usable document that is consistent with state law.

Join the Planning Commission - This commission holds public hearings on rezoning, conditional use permits, variances, subdivision and redevelopment proposals.

Join the Parks, Recreation and Forestry Commission - This commission studies, investigates, and makes recommendations as to the acquisition, development, construction, maintenance and operation of the City parks and playgrounds. This commission also makes such recommendations relating to the public recreation program to fulfill the recreational needs of the community.

To apply, visit: www.robinsdalemn.com/commissions

City Council Directory

Bill Blonigan, Mayor
763-537-7776
wblonigan@robinsdalemn.us

Vacant, Ward 1
Special Election - February 14, 2023

Sheila Webb, Ward 2
651-605-3785
swebb@robinsdalemn.us

Mia Parisian, Ward 3
612-501-9499
mparisan@robinsdalemn.us

Aaron Wagner, Ward 4
612-405-0383
awagner@robinsdalemn.us

Tim Sandvik, City Manager
763-531-1258
tsandvik@robinsdalemn.us

Effective following January 3rd induction

Service Directory

Police & Fire Response
911
City Hall/General Info
763-537-4534
Police Administration
763-531-1220
Recreation Services
763-531-1270
Building Insp/Engineering
763-531-1268
Streets/Utilities
763-531-1202
Code Enforcement
763-531-1261
Utility Billing
763-531-1211
Snow Emergency Line
763-531-1275
Missed Garbage Line
952-890-1100
Motor Vehicle Office
763-535-8153

Council & Commission Schedules

Regular City Council
1st & 3rd Tuesday @ 7 PM City Hall

Economic Development Authority (EDA)
2nd Tuesday @ 7 PM City Hall

Human Rights Commission
4th Thursday @ 7 PM City Hall (Except Nov & Dec)

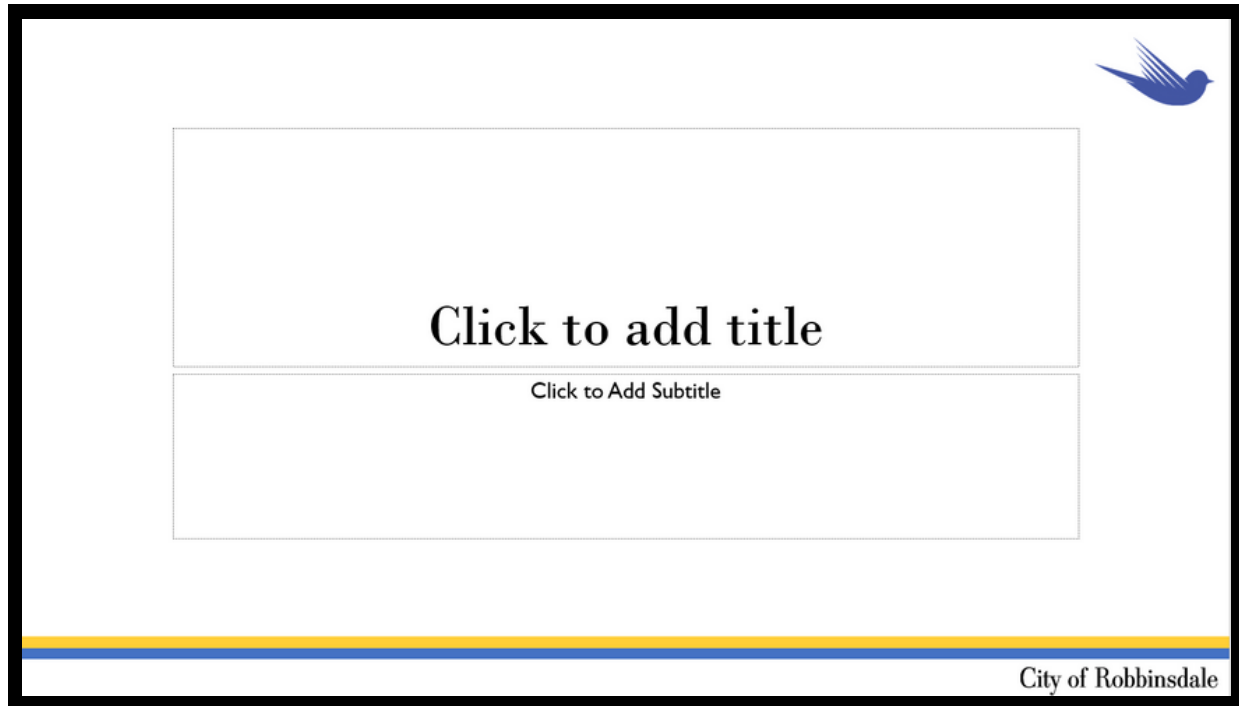
Parks, Recreation & Forestry Commission
4th Tuesday @ 7 PM Various Locations (Except Dec)

Planning Commission
3rd Thursday @ 9 PM City Hall

Senior Commission (REDA)
1st Monday @ 1:30 PM City Hall

Appendix D

City PowerPoint Template



Appendix E

Social Media Templates

