

AGENDA

1. CITY COUNCIL MEETING CALLED TO ORDER
2. ROLL CALL: Parisian, Wagner, Murphy, Webb, Mayor Blonigan
3. DISCUSSION
 - A. HRC Discussion
 - B. Annual Communications Update
4. STAFF UPDATES
 - A. Council Vacancy
 - B. Noise Enforcement
 - C. LRT Updates
5. COUNCIL UPDATES
6. ADJOURNMENT



City of Robbinsdale

TO: Mayor and City Council

PREPARED BY: Charnelle Dengnoue, HR/Risk Management Coordinator, Tim Sandvik, City Manager

APPROVED BY: Tim Sandvik, City Manager

DATE: October 10, 2023

RE: HRC Discussion

Background:

Per the City Charter, and City Code, the Human Rights Commission presents to the City Council, at least annually. On October 5, 2023, the HRC will present

- Public Data Compilation Draft
- Shelley Day Celebration Proposal
- Proposed Name Change for Sandborn Park

All presentation items are attachments to this item.

Analysis:

NA

Recommendation:

NA

Attachments:

1. Report to Council. HRC Public Data Compilation DRAFT (1)
2. Shelley Day Celebration Proposal from the Human Rights Commission (1)
3. Proposal for Name Change of Sanborn Park (1)

DRAFT (updated @ 10:15 AM. 5-25-2023)

May 25, 2023

To: Robbinsdale City Council

From: Robbinsdale Human Rights Commission

Subject

Compilation of the public data requested from the Robbinsdale Police Department regarding incidents of enforcement of Crime Free/Drug Free and Nuisance ordinances during the period of January 2018-January 2022

Introduction

The Robbinsdale City Council authorized a study of the policies and implementation of the city's existing Crime Free/Drug Free and Nuisance Ordinances, to take place during the year long moratorium of evictions based upon these ordinances. In addition to a study undertaken by city staff, the Robbinsdale Human Rights Commission made a public records request regarding police enforcement of these ordinances during the above named period. HRC Commissioners began a preliminary review of the data provided from the RPD, and observed what appeared to be a significantly higher proportion of BIPOC residents who were the subjects of these ordinance violations. Assisted by a volunteer – a law student from Hamline Mitchell School of Law – the data results were compiled, and include the racial demographic of persons who were the subject of the enforcement. The results are contained below.

Compiled Data

1. In the data provided covering this period, the total number of persons who were considered subjects of violating Crime Free/Drug Free and Nuisance ordinances was 142. Of these, there was no race listed for 37 subjects. In instances where there was more than one subject in the report, each person was counted individually. Hence, the total number of subjects is slightly greater than the total number of incidents. The reported race of the subjects of the reports were -
 - Black 73, (45.06%)
 - Hispanic 13, (8.02%)
 - Native American 11, (6.79%)
 - White 65, (40.12%)
 - Total BIPOC [all non-white subjects listed above] 97, (59.87%)
2. Racial demographics of Robbinsdale - According to the most recent ACS, the racial composition of Robbinsdale was: White: 67.34% Black or African American: 16.39% Two or more races: 6.67% Other race: 4.73% Asian: 4.7%
3. The racial demographics of Hennepin County are very similar to that of Robbinsdale. The racial demographics of Minnesota is White: 82%, BIPOC:18%

Summary of Findings

In Robbinsdale, approximately 1/3 of the residents identify as BIPOC, yet were the subject of police involved incidents of Crime Free/Drug Free and Nuisance ordinance violations 60% of the time. Meanwhile, Robbinsdale residents who identify their race as white make up approximately 2/3 of the city population, and were the subject of these same ordinance violations in approximately 40% of the cases.

Additional Questions and Concerns

1. Why are the subjects of these incidents disproportionately high for BIPOC residents? Are community initiated calls for service more likely to be toward BIPOC community members? Are BIPOC residents more likely renters being reported at a higher rate than home owners? Is population density an issue; would a BIPOC apartment dweller be more likely to be the subject of a noise complaint than a homeowner or renter of a single family residence located in a standard lot size? What other factors could be involved?
2. During the time the eviction moratorium was in place, the HRC became aware of one resident who, at the direction of the RPD, was evicted from her residence. The record for this incident was not included in the public records received by the HRC for this time period data was requested. The HRC has previously brought this omission to the attention of the Council and staff, and has yet to receive the public information related to this specific RPD service call.
3. In previous conversations with the RPD, the HRC has inquired about data regarding the racial demographics of the public who are subject of Officer initiated interactions for observed violations. This would include pedestrian, and traffic stops (speeding, improper equipment, other moving violations, etc.). RPD staff has stated that they do not report the perceived race of the subject, unless a citation or arrest is made. Yet, in calls for service involving Crime Free/Drug Free and Nuisance violations, the subject's race is included.

Request for Additional Study and Resources

1. At the conclusion of the year long moratorium and subsequent revision of Nuisance ordinances in 2022, the Council expressed willingness for additional future study of the issues regarding housing and equitable code enforcement in Robbinsdale. The HRC would like to revisit this issue and is requesting the formation of a resident work group for this purpose - open and inviting public participation – to report their findings and recommendations to the Council and city staff. Alternatively, this topic could be included in any proposed work and study the city/residents would conduct in the area of 'Race is a Public Health Crisis.'

Shelley Day Celebration Proposal from the Human Rights Commission

On May 3, 1948, the US Supreme Court decided the case *Kelley v Kraemer*, 334 U.S. 1. This landmark ruling struck down legal enforcement of racially restrictive deeds on the grounds that it violates the Equal Protection provision of the 14th Amendment.

The *Kelley v Kraemer* case started in 1945 when an African-American family by the name of Shelley purchased a house in St. Louis that had a racially restrictive deed. The purchase was challenged in court by a neighboring resident and was blocked by the Missouri Supreme Court before going to the US Supreme Court on appeal. The SCOTUS decision was unanimous: racially restrictive deeds cannot be legally enforced, though the court still allowed private parties to create and enforce racially restrictive deeds civilly.

Racially restrictive deeds were widespread in Robbinsdale, including around the park currently known as Sanborn Park, and were implemented by the Sanborn family. To hopefully coincide with the renaming of the park, the Human Rights Commission proposes that the city of Robbinsdale hold an event on Friday, May 3, 2024, in honor of that SCOTUS decision and those harmed by housing discrimination, to be held in the park currently known as Sanborn Park.

With the approval of Council, the Human Rights Commission will seek to partner with Just Deeds and the Robbinsdale Historical Society, as we did on a spring 2023 event. We envision a roughly 2-hour event that is both educational and celebratory, to include a presentation on racially restrictive deeds and how to discharge or denounce them, yard signs for people who have removed or renounced those provisions, stories of people affected by racial housing discrimination, and some live music.

We ask the City Council to approve this event. We also ask City staff time be allocated to this event for logistics, advertising in city media, and staffing the event, including activities for children. Finally, we ask for a budget for light refreshments for adults and children. Thank you for your consideration.

Proposal for Name Change of Sanborn Park Robbinsdale Human Rights Commission

DATE: July 27th, 2023

Based on the research done by the Robbinsdale Human Rights Commission and the Robbinsdale Historical Society, a proposal is being made to change the name of Sanborn Park due to the racist practices the Sanborn family employed when developing their land into a residential area.

Historical Background

In the 1870's, Charles Hammond Sanborn and his wife Sarah Josephine Gates Sanborn settled on a hundred-acre farm near Crystal Lake. Although Charles Sanborn died in 1892, a year before the city of Robbinsdale came into being, his wife worked with a variety of real estate partners to sell off the family's land between 1902-1924. On July 10th, 1921 Sarah Sanborn formed the Sanborn Holding Company along with her daughter Charlette Sanborn Hellberg. Their properties became the Sanborn Terrace and Victory View Subdivisions. The Sanborns worked with the David C. Bell Agency and a few other developers to sell off their lots. When looking through the covenants on the University of Minnesota's [Mapping Prejudice](#) website, you'll see that covenants were inserted into the deeds of Victory View and Sanborn Terrace properties. When the seller is listed as the Sanborn Holding Company, the language contained is often:

The said party of the second part hereby agrees that the premises hereby conveyed shall not at any time be conveyed, mortgaged or leased to any person or persons of Chinese, Japanese, Moorish, Turkish, Negro, Mongolian or African blood or descent.

Racial covenants like this can be found in the deeds of properties throughout the city of Robbinsdale. These discriminatory clauses were inserted to prevent people who were not white from buying or renting homes. These covenants were legally-enforceable and anyone who challenged them risked forfeiting their claim to the property. They were designed to keep neighborhoods segregated. The use of racial covenants was legal in Minnesota until 1953. Due to the Sanborn family's history of racially restrictive covenants and redlining, we are proposing that Sanborn Park no longer be named after a family that represents the city of Robbinsdale's racist and segregatory history.

New Name Proposal

The Robbinsdale Human Rights Commission recommends that Sanborn Park be renamed Philando Castile Park, due to his family's longtime residency in Robbinsdale and the legacy he left behind. On July 6, 2016, Philando Castile, a 32-year-old African American man, was fatally shot during a traffic stop by police officer Jeronimo Yanez of the St. Anthony police department in the Minneapolis–Saint Paul metropolitan area. Although Castile was compliant, he was shot 7 times at point blank range within 40 seconds of the traffic stop in front of his girlfriend and her young child.

Philando Castile's mother Valerie Castile was a Robbinsdale Community member during this time and lived in Robbinsdale for over 12 years in which countless Castile family celebrations were held in Robbinsdale parks. Valerie Castile turned her immense grief into love by creating the Philando Castile Relief Foundation. Because Mr. Castile was a school cafeteria worker and was known to pay off his students' school lunch debts, the charity focuses on paying school lunch debts and addressing gun violence in the Minneapolis metro area. In April, 2019 the foundation gave \$8,000 to wipe out the accumulated lunch debt of all seniors at Robbinsdale Cooper High School as it was threatening the ability of students to graduate. Her foundation has continued to support Cooper High School and other schools throughout the metro area by donating more than \$200,000 to pay off school cafeteria debt. This spring, her advocacy was a big part of the legislature passing a bill that allows school children to have free breakfast and lunch in the state of Minnesota. During the passing of the bill, Oumou Verbeten spoke in remembrance of Philando on the Senate floor Tuesday, as the Legislature considered a bill to pay for breakfast and lunch for all Minnesota public school students.

"He was a beloved member of our community because he was known as the lunch man, or Mr. Phil, at J.J. Hill," Oumou Verbeten said. "He knew every student's name and he never let any of his kids go hungry. He would always make sure that they had a meal. I think today we have an opportunity to step up as a state, so that it's not on those individual nutrition staff...It's really on us to make sure that our students are fed and they have those meals in school."

Mr. Castile's love of children in the Twin Cities was known to everyone that knew him. The Robbinsdale Human Right's Commission recommends honoring his legacy by renaming Sanborn Park to Philando Castile Park. His mother stated that "Philando needs a park where children can just be children without adult worries." Instead of honoring a family with a history of racial discrimination, we have the opportunity to honor a family whose focus has been to lift up and invest in our local children.



City of Robbinsdale Annual Communications Report

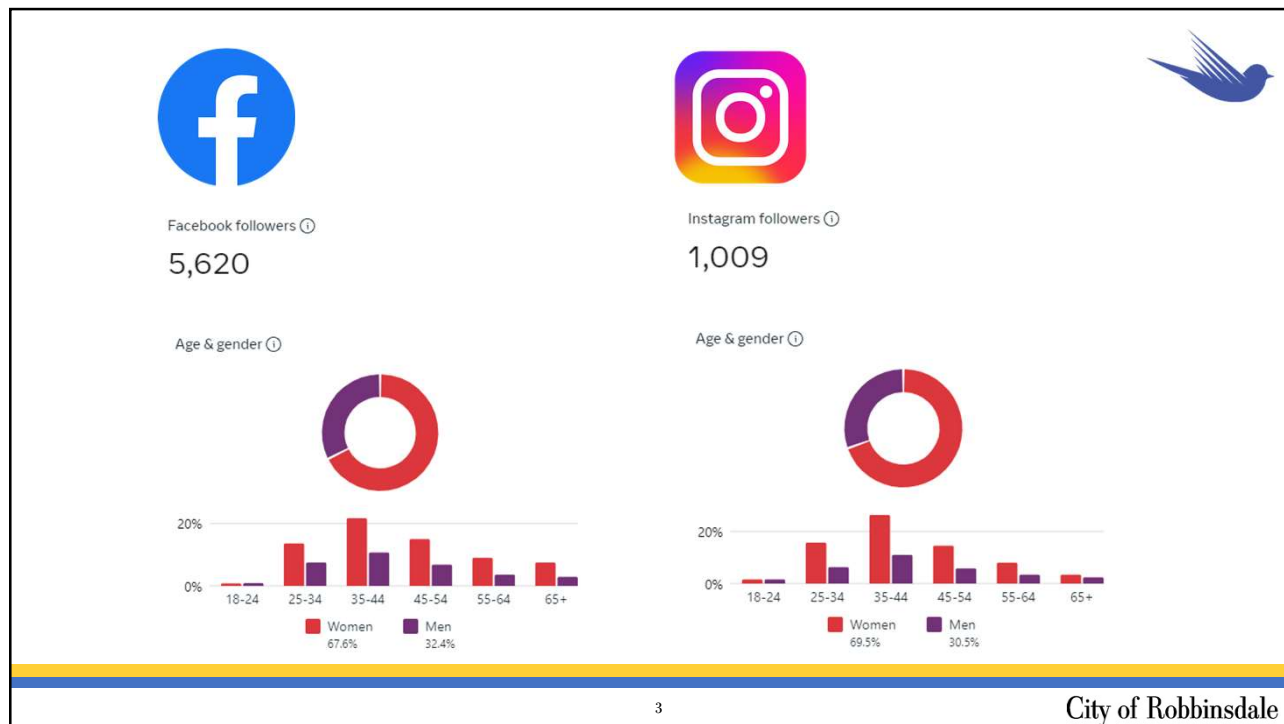
2022-2023

City of Robbinsdale



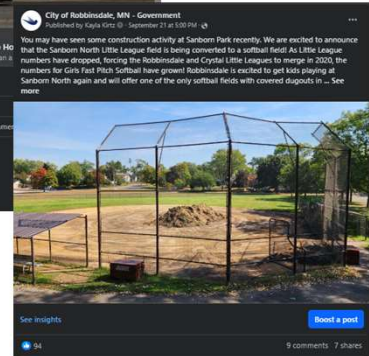
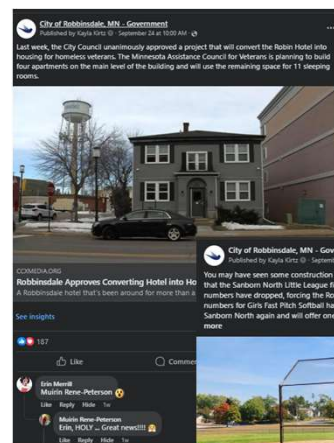
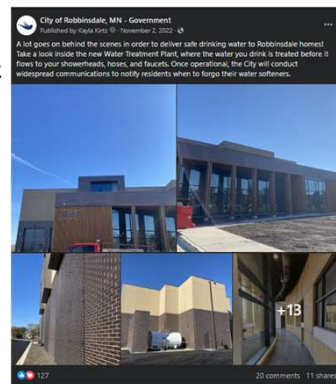
Communication Methods

- www.robbinsdalemn.com
- Facebook – City, Rec, PD, Liquor
- Instagram – City, Rec, Liquor
- Biannual City Newsletter (print)
- Bimonthly Utility Billing News (print)
- Weekly Birdtown Brief (digital)
- Flyers/posters/brochures
- Direct mailing
- CCX Media
- Sunpost
- Tip411
- City Council meetings
- Public meetings/open houses
- Public hearing notices
- Events
- In-person



Our audience engages most with:

- Development updates
- Water
- Blue Line Extension
- Snow emergencies
- Waste Management
- Event recaps



- Biannual City Newsletter: 6,936 residential and business recipients
- Utility Billing News: 3,700 residential and business recipients



City of Robbinsdale

Robbinsdale Newsletter

**2023
FALL
WINTER**

4100 LAKEVIEW AVENUE • ROBBINSDALE, MN 55422-2001 | WWW.ROBBINSDALE.MN





SAVE THE DATE!

March 1, 2024

In addition to your
residential property
assessment, the City of
Robbinsdale will have a
public hearing to allow
you to vote by absentee
ballot on the 2024
REGISTER TO VOTE!
robbinsdale.mn

CITY COUNCIL DIRECTOR

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FINAL DAY OF YARD WASTE COLLECTION IS NOVEMBER 15, 2023.

VOLUNTEER CITY COUNCIL OPENINGS

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SHAWN MARKS, shawn.marks@robbinsdale.mn

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CHARLENE THOMPSON, charlene.thompson@robbinsdale.mn

APPLY: robbinsdale.mn/citycouncil

COUNCIL & COMMISSION SCHEDULES

City Council
1st & 3rd Tuesdays @ 7 PM City Hall

Emergency Decision Authority (EDA)
2nd & 4th Tuesdays @ 7 PM City Hall

City Council Work Session
1st & 3rd Tuesdays @ 6 PM City Hall

Neighborhood Governance
1st Tuesday @ 7 PM City Hall
(no meeting Nov. 2023)

Planning Commission
1st Tuesday @ 7 PM City Hall
(no meeting Jan. 2024)

Shore Commission
1st Tuesday @ 7 PM City Hall
(no meeting Jan. 2024)

Meeting agendas and agendas for all elected bodies are available on the City website.

Meeting dates and made available on the City website.

[illegible]

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City of Robbinsdale

News

- | | | |
|---|---|--|
|  55 + Activities ASSIGNED |  Adult Activities |  Construction Updates |
|  Council Agendas and Minutes |  Crime Prevention Meetings |  Notification of Second Reading of Ordinances |
|  Police News/Meetings |  Recreation Update |  REDA Agenda |
|  Robbinsdale Wine & Spirits Specials |  Special Events |  Weekly News Update |
|  Youth Activities | | |

- Weekly News Update (Birdtown Brief): 1,048 subscribers
- Police News/Meetings: 999 subscribers
- Special Events: 778 subscribers
- Council Agendas and Minutes: 768 subscribers
- Adult Activities: 675 subscribers

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City of Robbinsdale

2022-2023 Communications Plan



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City of Robbinsdale

Vision + Goals



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.

1. Strategic
2. Proactive
3. Inclusive
4. Cohesive
5. Collaborative

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City of Robbinsdale

Changes made in 2023

- Redesign of weekly "Green Sheet" → Birdtown Brief
- Redesign of biannual Robbinsdale Newsletter
 - Creation of separate Recreation Brochure
- Redesign of bimonthly Utility Billing News
- Consistent use of City Facebook for news and updates
 - Social media templates (employment opportunities, snow emergencies, City Council meetings)
- Translation and distribution of events marketing materials
- Increased presence at local events + use of City swag (LVTFM, Meet & Greet, Boo Bash)
- Maintenance of City website
- Humanizing the city: monthly employee spotlight, PW Week, lunch and learns, staff outings
- Increased use of eNotifications
- PowerPoint template
- Membership in Minnesota Association of Government Communicators



Branding Refresh

- Current Graphics Standards are outdated and not enforced
- Logo files are low quality and disorganized
- Letterhead, logos, colors are not used consistently across the organization



City of Robbinsdale

City of Robbinsdale

City of Robbinsdale Rebrand

Logo Options Round 2

Courtney Emmil Social Media & Design

City of Robbinsdale



Logo 1: Primary Logo



Logo 2: to be used only when formatting does not allow for long primary logo

City of Robbinsdale

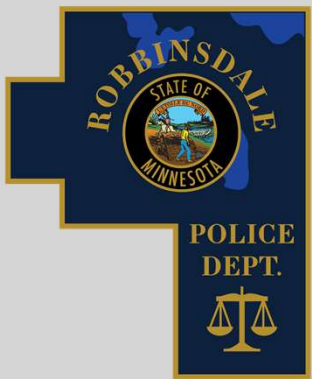


Logo 3: Circular option



Robin only for all purpose

Robbinsdale Police Dept



Logo 1: Primary logo



Logo 2: Primary + Text layout

Robbinsdale Police Dept



Seal + Badge Layout Option 1



Seal + Badge Layout Option 2

Robbinsdale Fire Dept



Logo 1: Primary logo



Logo 2: Primary + Text layout

**Robbinsdale Recreation:
Round 3 options**

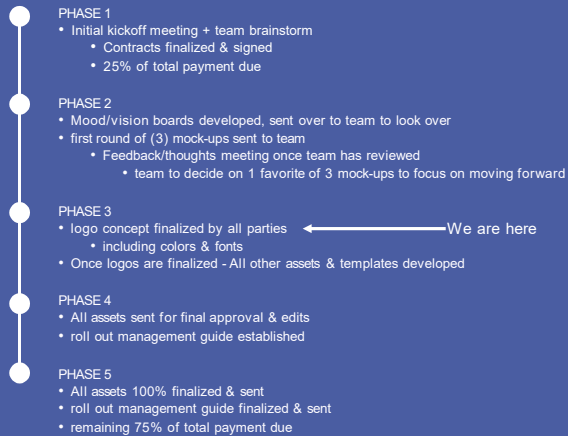


**Robbinsdale Wine &
Spirits**



Logo 1: Primary logo

Next Steps



Courtney Emmil Social Media & Design

Goals for 2024



- Continue to implement Communications Plan
- Website overhaul – built in to 2024 budget
- Implementation of branding refresh and enforcement of brand guidelines
- Translated and inclusive communications – what would the City Council like to see?
- Considerations for Assistant to City Manager – Communications + Sustainability Coordinator positions



2022-2023

Communications Plan

MARCH 2023



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.

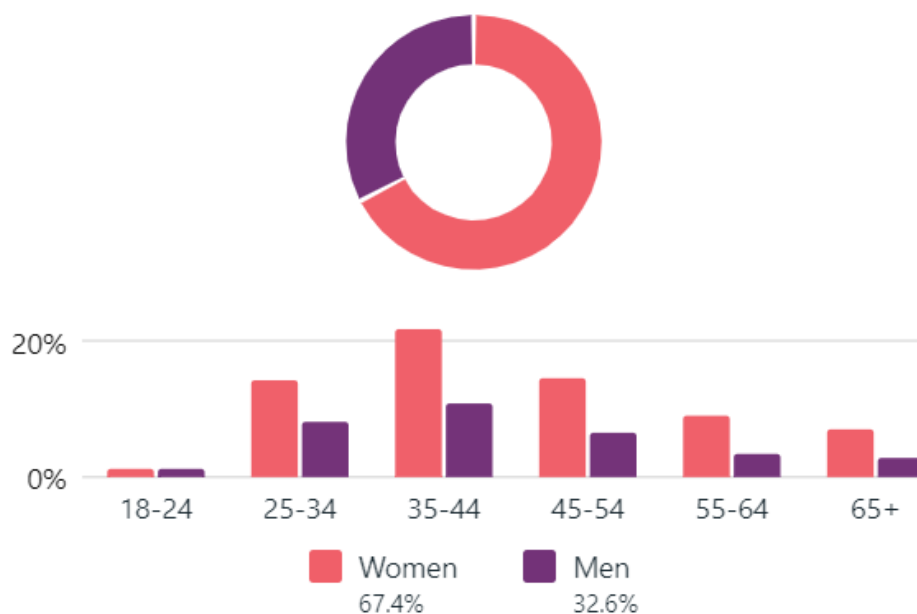
Facebook

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

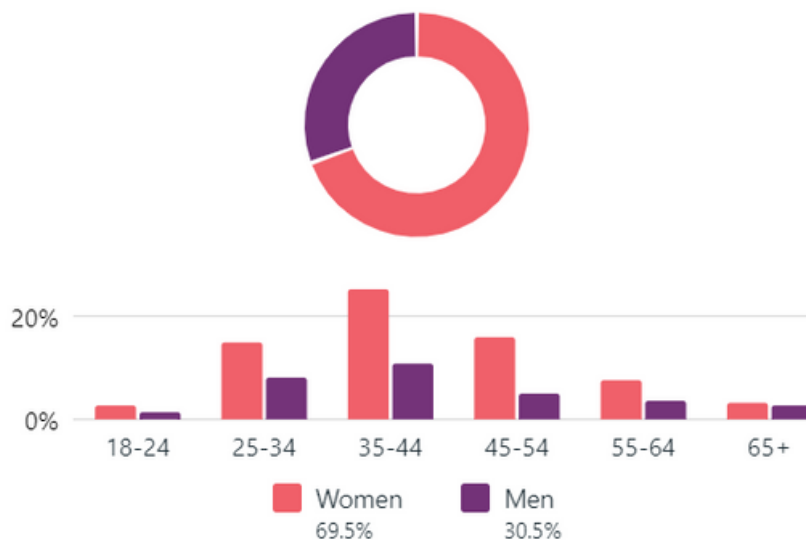
The City Instagram account has fewer followers than the Facebook account (857 followers as of February 2023). As a result, this account receives less interaction. The Instagram supplements other City communication with more informal updates, advertising events, and sharing photos. While the Facebook 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://nwscce-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://nwscce-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://nwscce-robbinsdale.granicus.com/ViewPublisher.php...>
See less

Edit

65

Like Comment Share

Appendix C

Birdtown Brief

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 p.m.
- 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 p.m. 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

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

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

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 EGGSTRAVAGANZA

The Robbinsdale Chamber of Commerce's annual spring EGGstravaganza 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://xcelenergycommunities.com/>.

BLUE LINE UPDATE - LRT ROUTE RELOCATION STUDY CONTINUES

With the original plan to use the railroad corridor for light rail transit (LRT) located, 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 be pushed 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
651-605-3783
swebb@robinsdalemn.us

Mia Parisian, Ward 3
612-501-9499
mparisian@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 Inspection 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
2nd Thursday @ 7 PM City Hall

Economic Development Authority (EDA)
2nd Tuesday @ 7 PM City Hall (Except Nov & Dec)

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

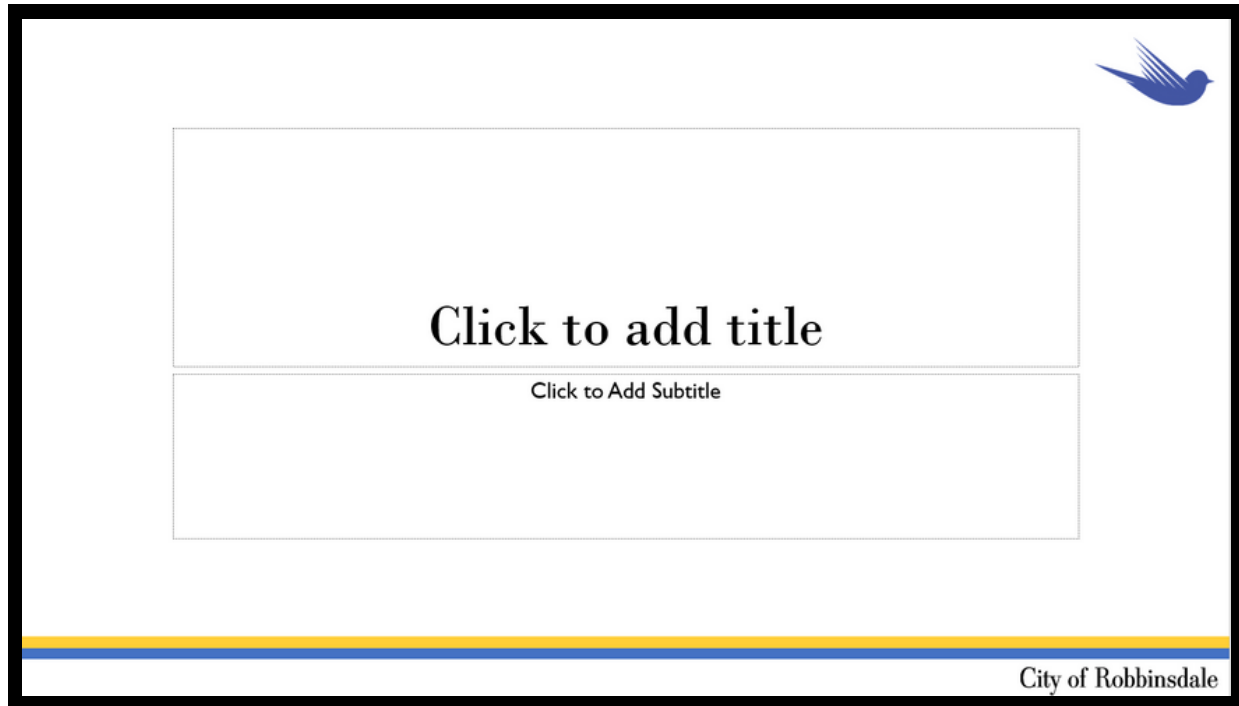
Parks, Recreation & Forestry Commission
4th Tuesday @ 7 PM Various Locations (Except Dec)

Planning Commission
3rd Thursday @ 7 PM City Hall

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

Appendix D

City PowerPoint Template



Appendix E

Social Media Templates





City of Robbinsdale

Is this manual for you?

This manual should be used by employees of The City of Robbinsdale, and all of their suppliers, designers and printers. Anyone involved in communicating the city's image through signage, printed material, audio-visual material or other media will find this manual necessary.

When should it be used?

The manual should be used when printing stationery, developing brochures and newsletters, making policy covers, doing slide presentations or producing any other promotional or informational materials.

How it's flexible.

Although the manual does not show examples of every situation, its standards are flexible enough to help you communicate the image of The City of Robbinsdale in a broad variety of applications. It is designed to help you solve unique communications problems while maintaining a high degree of consistency.

Questions?

Please contact City Administrative offices at (612) 537-4534 for questions regarding this corporate identity manual.

The Specifications

The City of Robbinsdale's signature and logo are the cornerstones of its visual system. They have been designed to build on our heritage and to position the City of Robbinsdale as a vital, dynamic, and forward thinking community.

The following pages show the specifications and how they are to be used on signage, stationery, apparel and city services.

The Basics

The City of Robbinsdale's signature and logo are the fundamental elements of its identity system. They are composed of specially designed letterforms that cannot be typeset, photo-mechanically produced or electronically generated. The logo must never be redrawn or altered in any way.

The Official Signature (City of Robbinsdale) Colors

The official approved colors for the signature are black, TOYO88 CF0933 (blue), or it may be dropped out to white, in contrast to any background image.

The Official Robin Colors

The official approved colors for the robin are black, TOYO88 CF0933 (blue), TOYO88 CF0189 (yellow), or it may be dropped out to white, in contrast to any background image.

The Official Bar Color

The official approved color for the bar that runs along the bottom of the letterhead, mailing label and business card is TOYO88 CF0189 (yellow).

Area of Isolation

The area of isolation preserves the visual impact and legibility of the City of Robbinsdale's signature and logo. Figures 2-5 (page 4) illustrate the minimum amount of clear space that should surround the signature and logo and separate them from other elements such as copy, pictures, slogans, and other logos and symbols.

The area of isolation, shown as X in figures 2-5, is equal to the distance from the robin's neck to the tip of its beak (shown in fig. 1). A square created with the X distance is used at the top of the robin from its second feather and then at the edge of the three remaining sides of the logo and 'City of Robbinsdale' signature (fig. 2), logo and 'Robbinsdale' signature (fig. 3), logo (fig. 4), or just the signature (fig. 5).



Fig. 1

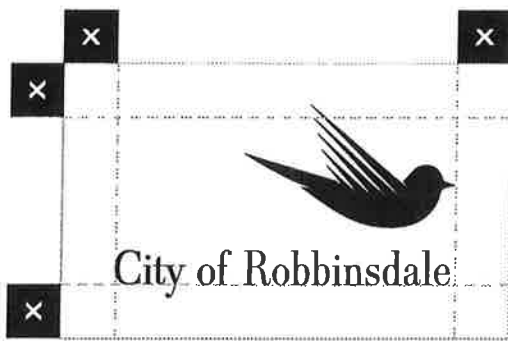


Fig. 2

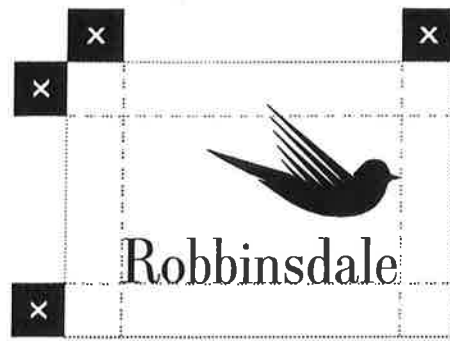


Fig. 3

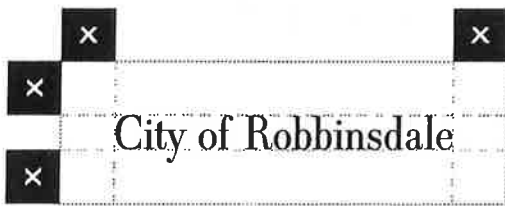


Fig. 4

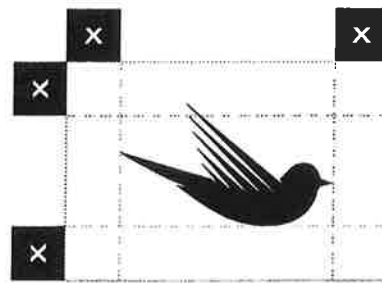


Fig. 5

The signature and logo must never be modified or redrawn, or its elements repositioned in any way. Any such alteration will compromise its legal status. Changing a key graphic element of the signature and logo, however honorable the intention, will dilute its impact and detract from the desired image of consistency.

This page demonstrates the correct use of the signature and logo together. Pages 6-7 will illustrate some of the unacceptable uses of the City of Robbinsdale's signature and logo.



City of Robbinsdale

Incorrect. Signature and Logo printed with a screen or texture. Signature printed in colors other than black, blue*, yellow*, reversed out to white.



Incorrect. Moving elements of signature and logo.



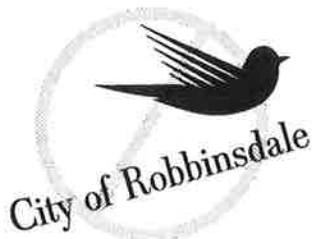
Incorrect. Enlarging parts of the logo.



Incorrect. Printing only part of the signature and logo.



Incorrect. Signature and or logo printed at an angle.

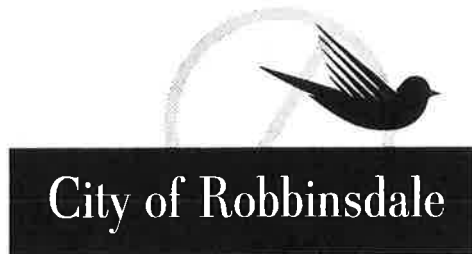


Incorrect. Extended signature and or logo.

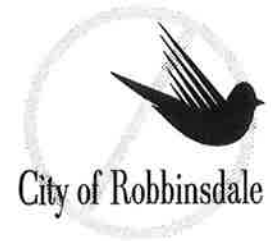


*Blue is always printed with TOY088 CF0933 ink, and yellow is always printed with TOY088 CF0189 ink.

Incorrect. Signature and or logo with overlapping shapes.



Incorrect. Condensed signature and logo.



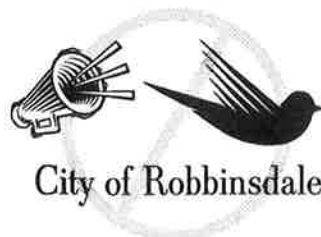
Incorrect. Placing the signature and or logo inside a shape.



Incorrect. Stacking elements of the signature and logo.



Incorrect. Signature and or logo printed with another illustration



Incorrect. Extended signature and or logo.



Stationery System for the City of Robbinsdale

Business stationery makes a stronger lasting impression than any other communications medium. Research has shown that the business card alone carries the single most memorable image of a company or organization to the greatest number of people.

To preserve and maximize the impact of the city's identity, it is important that all printed communications be consistent. By adhering to the system standards, every employee helps to establish the City of Robbinsdale's image of excellence.

This section contains the policy and procedures for developing stationery items. The examples that follow include specifications for design, size, logotype size and placement, typography, color, paper stock and printing.

Letterhead, Envelope, Mailing Label, and Business Card

The following pages illustrate examples of the City of Robbinsdale's letterhead, #10 envelope, mailing label and the City of Robbinsdale's business card.

A letterhead, envelope, mailing label, and business card grid is provided to show the exact placement of all elements appropriate to each stationery example. Copy is always set in upper- and lower-case type, flush left, ragged right.

Body Copy

A plain serif-face font is preferred for typewritten body copy.

City of Robbinsdale



Marcia E. Glick
Assistant City Manager

4100 Lakeview Avenue North
Robbinsdale, Minnesota 55422-1898
Phone: (612) 537-4534
Fax: (612) 537-7344



City of Robbinsdale

4100 Lakeview Avenue North
Robbinsdale, Minnesota 55422-1898
Phone: (612) 537-4534
Fax: (612) 537-7344

City of Robbinsdale

4100 Lakeview Avenue North
Robbinsdale, Minnesota 55422-1898



City of Robbinsdale

4100 Lakeview Avenue North
Robbinsdale, Minnesota 55422-1898



Standard Letterhead

Size:

8 1/2" x 11". All measurements are shown in inches. The letterhead displayed on the following page is shown 50% of original size.

Signature and Logo:

Signature and logo are created art. "City of Robbinsdale" is 1.711" in length. The robin is .945" in length.

Type:

The City of Robbinsdale's address, telephone number, and fax number are printed in 8 point Helvetica Neue Light 45. The leading is 9 point and the kerning is 2 point.

Body Copy:

Letter copy is placed 1.5" from the top of the paper and lined up with the right side of the logo. Copy is always set in upper- and lower-case type, flush left, ragged right. A plain serif-face font is preferred for typewritten body copy.

Colors:

Logo - Toyo88 CF0933 (blue)

Signature - Black

Bar along bottom of page - Toyo88 CF0189 (yellow)

Paper Stock:

24# Capitol Bond - 25% Cotton, 50% Recycled

.687"	.834"	.545"	.955"	1.711"	1"
1.365"		City of Robbinsdale 4100 Lakeview Avenue North Robbinsdale, Minnesota 55422-1888 Phone: (612) 537-4534 Fax: (612) 537-7344			
1.135"					
Date					
Mr. John M. Doe Title Company Name Street Address City, State Zip Code					
Dear Mr. Doe:					
Business stationery makes a stronger lasting impression than any other communications medium. Research has shown that the business card alone carries the single most memorable image of a company to the greatest number of people.					
To preserve and maximize the impact of the corporate identity, it is important that all printed communications be consistent. By adhering to the system standards, every employee helps to establish The City of Robbinsdale's image of excellence.					
This section contains the policy and procedures for developing stationery items. The examples that follow include specifications for design, size, logotype size and placement, typography, color, paper stock and printing.					
Sincerely,					
John Smith Title					
tb					
.252"					

Standard Envelope

Size:

Business Env. - 9 1/2" x 4 1/8" All measurements are shown in inches. The envelope displayed on the following page is shown 75% of original size.

Signature and Logo:

Signature and logo are created art. "City of Robbinsdale" is 1.722" in length. The robin is .972" in length.

Type:

The City of Robbinsdale's address is printed in 8 point Helvetica Neue Light 45. The leading is 10 point and the kerning is 2 point.

Address Placement:

The address is placed 4.75" from the left edge of the envelope and 2" from the top. Copy is always set in upper- and lower-case type, flush left, ragged right. A plain serif-face font is preferred for typewritten copy

Colors:

Logo - Toyo88 CF0933 (blue)

Signature - Black

Paper Stock:

24# White Wove

.972"	.465"	1.722"	4.75"																										
				City of Robbinsdale 4100 Lakeview Avenue North Robbinsdale, Minnesota 55422-1898																									
				Mr. John M. Doe Title Company Name Street Address City, State Zip Code																									

Mailing Label

Size:

Business label. - 6" x 4" All measurements are shown in inches.

Signature and Logo:

Signature and logo are created art. "City of Robbinsdale" is 1.568" in length. The robin is .816" in length.

Type:

The City of Robbinsdale's address is printed in 8 point Helvetica Neue Light 45. The leading is 10 point and the kerning is 2 point.

Address Placement:

The address is placed 2" from the top of the label and is lined up with the left of the 'City of Robbinsdale' signature. Copy is always set in upper- and lower-case type, flush left, ragged right. A plain serif-face font is preferred for type-written copy

Colors:

Logo - Toyo88 CF0933 (blue)

Signature - Black

Bar along bottom of label - Toyo88 CF0189 (yellow)

Paper Stock:

Label stock

1.568"		.631"		1.122"		.816"		.306"		.662"		.503"		2"	
City of Robbinsdale 4100 Lakeview Avenue North Robbinsdale, Minnesota 55422-1898															
Mr. John M. Doe Title Company Name Street Address City, State Zip Code															
															
208"															

Mailing Label

Size:

Business label. - 3" x 4" All measurements are shown in inches.

Signature and Logo:

Signature and logo are created art. "City of Robbinsdale" is 1.568" in length. The robin is .816" in length.

Type:

The City of Robbinsdale's address is printed in 8 point Helvetica Neue Light 45. The leading is 10 point and the kerning is 2 point.

Address Placement:

The address is placed 1.5" from the top of the label and is lined up with the left of the 'City of Robbinsdale' signature. Copy is always set in upper- and lower-case type, flush left, ragged right. A plain serif-face font is preferred for type-written copy

Colors:

Logo - Toyo88 CF0933 (blue)

Signature - Black

Bar along bottom of label - Toyo88 CF0189 (yellow)

Paper Stock:

Label Stock

		1.45"		.624"
		.304"	.703"	.442"
		1.568"		
1.5"	.503"	 City of Robbinsdale 4100 Lakeview Avenue North Robbinsdale, Minnesota 55422-1898 Mr. John M. Doe Title Company Name Street Address City, State Zip Code		
	.662"			
	.396"			

Standard Business Card

Size:

Business card - 3 1/2" x 2". All measurements are shown in inches. The envelope displayed on the following page is shown 100% of original size.

Signature and Logo:

Signature and logo are created art. "City of Robbinsdale" is 1.573" in length. The robin is .816" in length.

Type:

The cardholder's name is printed in 9 point Helvetica Neue 75 bold with 0 kerning. The title and address is printed in 9 point Helvetica Neue Light 45 with 10 point leading and 2 point kerning.

Colors:

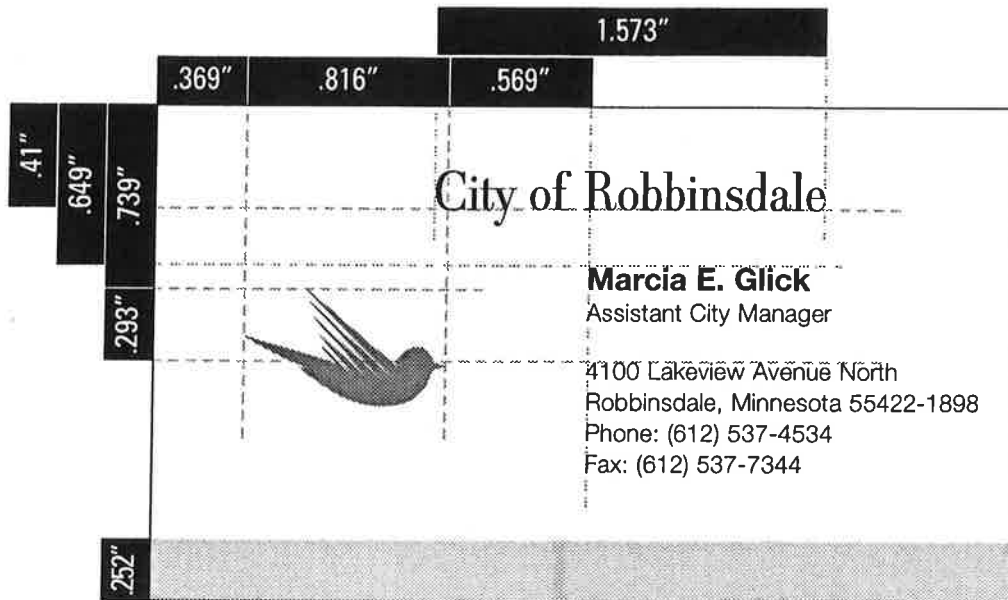
Logo - Toyo88 CF0933 (blue)

Signature - Black

Bar along bottom of card - Toyo88 CF0189 (yellow)

Paper Stock:

80# Bright White Cover

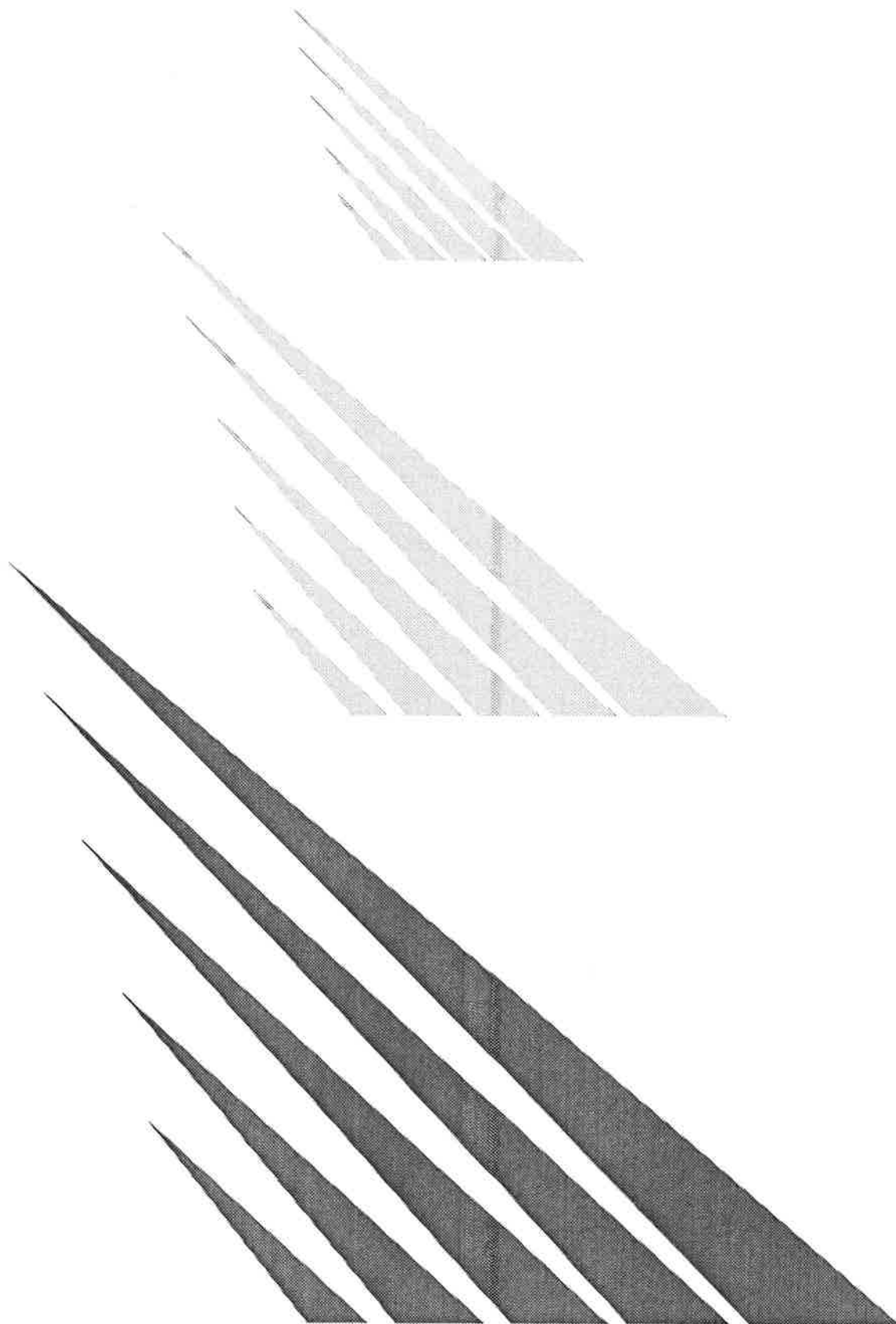


The Wing Graphic

The following page shows the wing graphic. It is used as an accent to the logo and signature. The wing graphic is not a replacement for the logo and signature, and should never be used alone or in place of the logo and signature. For examples of its use see pages 23-26 of this manual.

The official approved corporate colors for the wing graphic are black, TOYO88 CF0933 (blue), TOYO88 CF0189 (yellow), or it may be dropped out to white, in contrast to any background image.

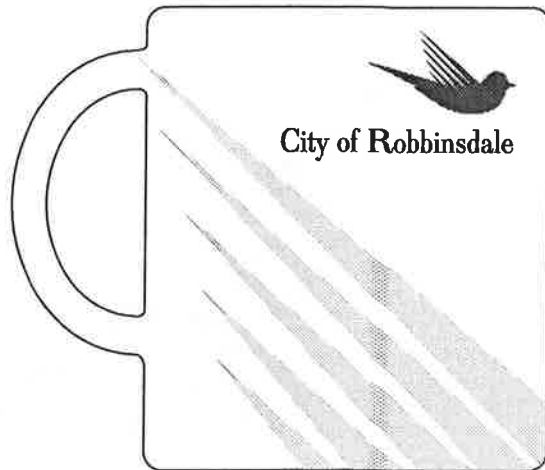
The following tints may also be used for the wing graphic: 30% tint of TOYO88 CF0933 (blue), 50% tint of TOYO88 CF0189 (yellow) and 20% tint of black.



Wing Graphic

Fulfillment Pieces

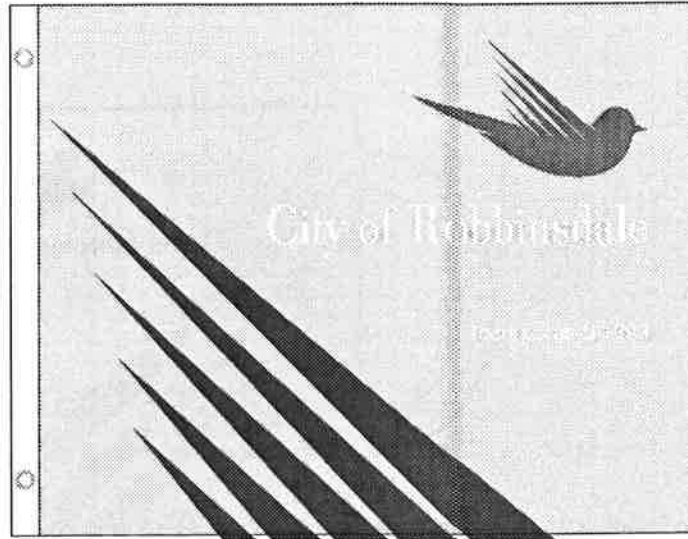
Signs, business cards and stationery are not the only places to use the Robbinsdale logo. We are proud of our city and of our logo and we encourage its use on vehicles, apparel, banners and ad specialty items. The following pages show examples of how to use The City of Robbinsdale's signature and logo in a variety of ways.



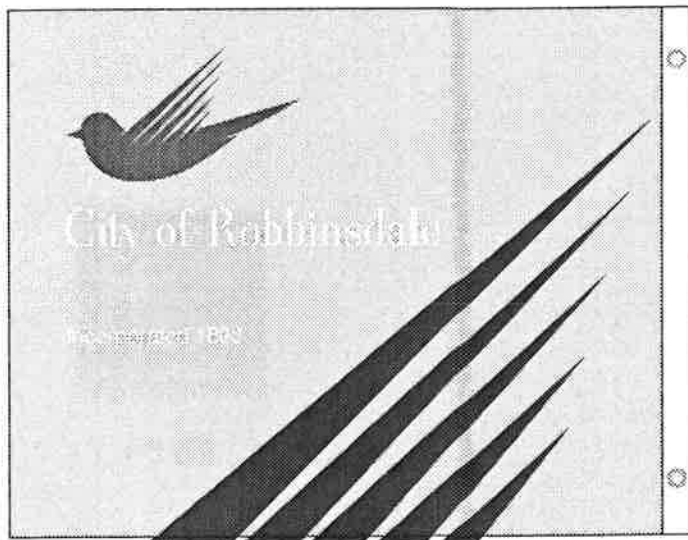
Coffee Cup



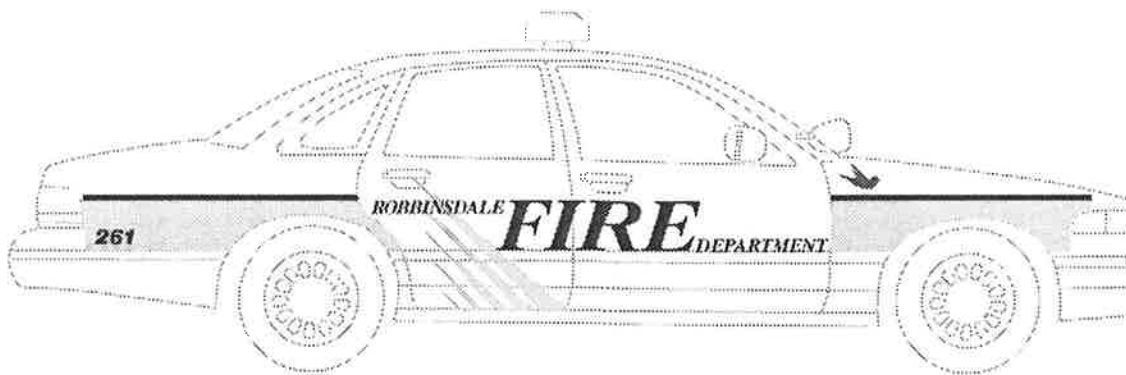
City Pin



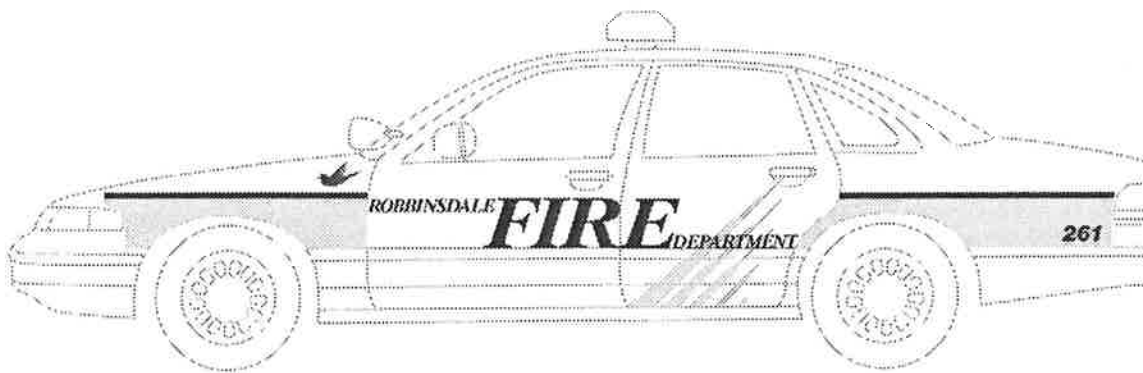
City Flag



City Flag



Fire Car



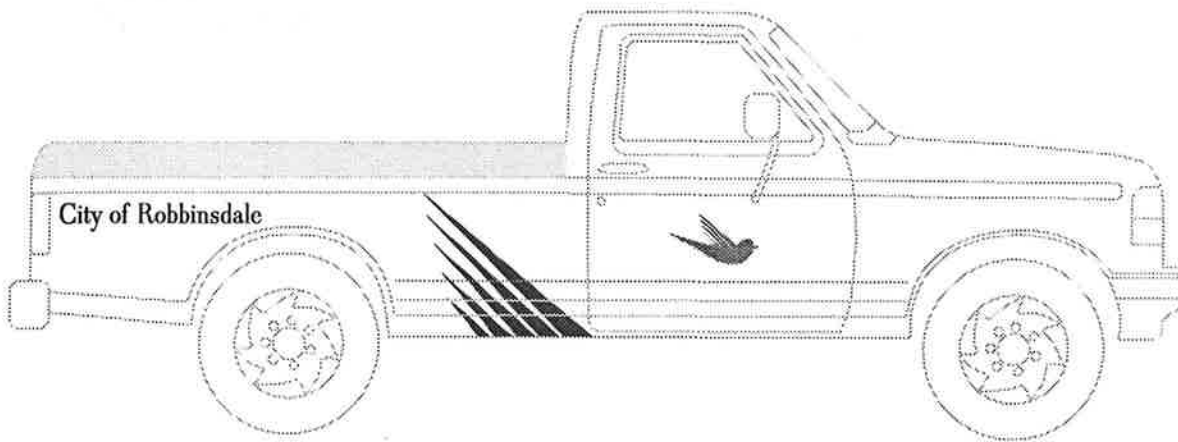
Fire Car



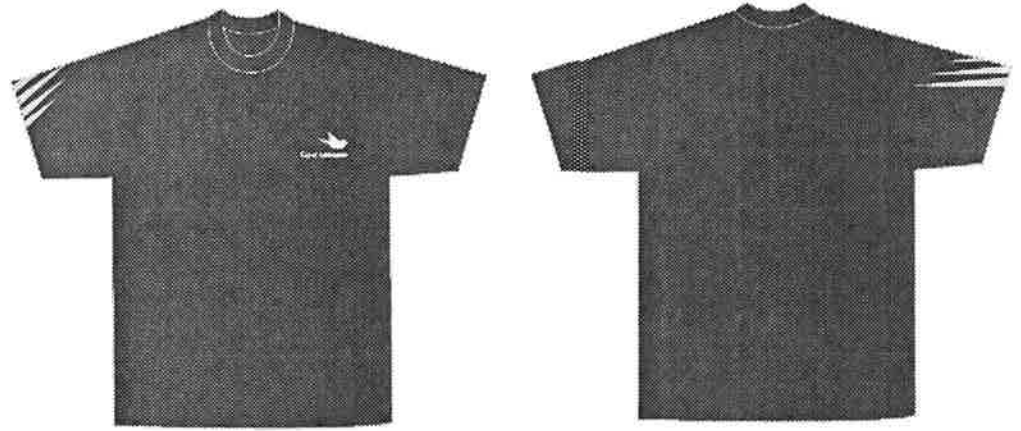
Police Car



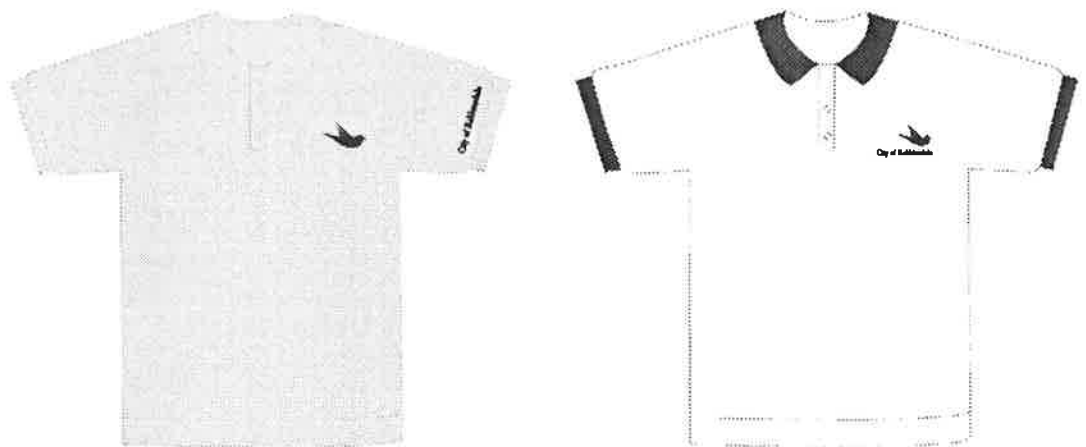
Police Car



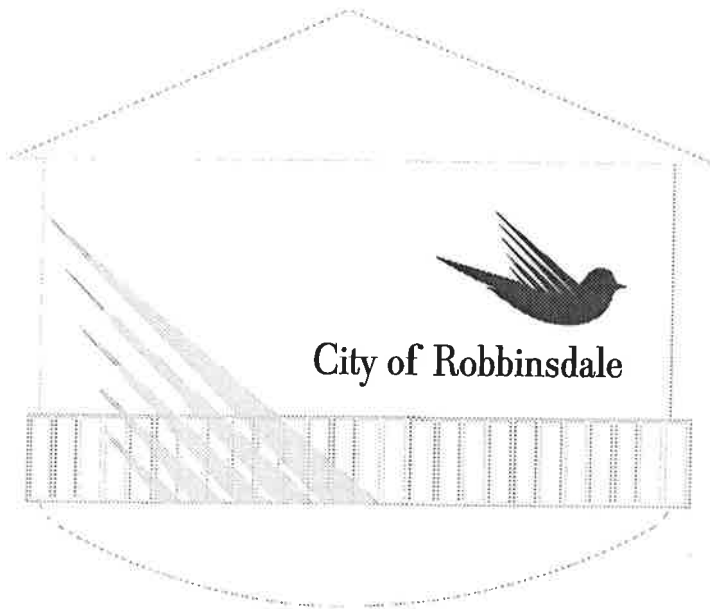
Truck



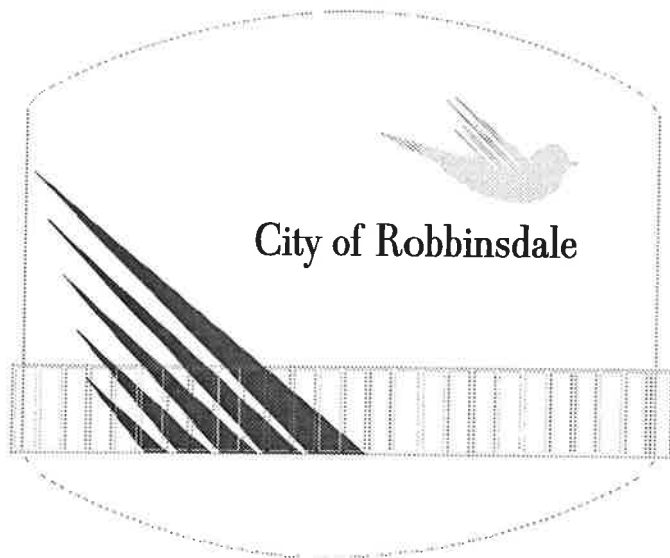
T-Shirts



Golf Shirts



Water Tower



Water Tower

2005.13. Loudspeaker devices. Subdivision 1. General rule. The maintenance in a building or premises or on a motor vehicle, of a radio device, mechanical device, or loudspeaker or device of any kind whereby the sound therefrom is cast directly upon the streets and public places when the device is maintained for advertising or other commercial purpose, is declared to be a nuisance and is prohibited.

Subd. 2. Permits may be issued. Notwithstanding subdivision 1, the council may, by motion, grant a permit for the operation of a device described in subdivision 1 upon a finding that the location, volume, intended course of use, and type of broadcast of the particular device for which such permit is sought will not constitute a nuisance. The permit may be granted upon any conditions which the council deems consistent with the public interest, and may be revoked at any time by motion of the council.

2005.15. Noise regulations. Subdivision 1. Parties: gatherings. Between the hours of 10:00 p.m. and 7:00a.m., it is unlawful to participate in a party or gathering of people from which noise or music or other sound emanates in sufficient volume such as to unreasonably disturb the peace, quiet or repose of persons residing in a residential area.

Robbinsdale City Code

2005.15, Subd. 2

(Rev. 2003)

Subd. 2. Radios, paging systems. (Added, Ord. No. 03-05)

(a) No person may use, operate, or permit the operation of any radio, receiving set, musical instrument, phonograph, tape, disc player or MP3 player, paging system, machine or any other device in a manner so as to unreasonably disturb the peace, quiet or repose of persons residing or visiting in a residential area.

(b) Operation of any such device between the hours of 10:00 p.m. and 7:00 a.m. in such a manner as to be plainly audible at the property line of a structure of building in which it is located, in the hallway or apartment adjacent, or at a distance of 40 feet if the source is located outside of a structure or building, is prima facie evidence of a violation of this section.

(c) Operation of any such device at any time in a motor vehicle in such a manner as to be plainly audible at a distance of 40 feet from the motor vehicle is prima facie evidence of a violation of this section.

(d) When sound that violates this section is produced or reproduced by any such device in a motor vehicle, the motor vehicle's owner is guilty of the violation if the owner is present and allows the violation to occur or fails to take reasonable steps to stop the violation. If the motor vehicle's owner is not present at the time of this violation, the person in charge or control of the vehicle at the time of the violation is guilty of the violation. In addition to an owner or a driver, any person who controls or assists with the production or reproduction of sound violating this section is guilty of the violation.

561.01 NUISANCE; ACTION.

Anything which is injurious to health, or indecent or offensive to the senses, or an obstruction to the free use of property, so as to interfere with the comfortable enjoyment of life or property, is a nuisance. An action may be brought by any person whose property is injuriously affected or whose personal enjoyment is lessened by the nuisance, and by the judgment the nuisance may be enjoined or abated, as well as damages recovered.

For residential locations (NAC 1), the limits are $L_{10} = 65$ dBA and $L_{50} = 60$ dBA during the daytime (7:00 a.m. – 10:00 p.m.) and $L_{10} = 55$ dBA and $L_{50} = 50$ dBA during the nighttime (10:00 p.m. – 7:00 a.m.) (Minn. R. 7030.0040). This means that during a one-hour period of monitoring, daytime noise levels cannot exceed 65 dBA for more than 10 percent of the time (six minutes) and cannot exceed 60 dBA more than 50 percent of the time (30 minutes).

1.1 The basics

Minnesota's noise pollution rules are based on statistical calculations that quantify noise levels over a one-hour monitoring period. The L_{10} calculation is the noise level that is exceeded for 10 percent, or six minutes, of the hour, and the L_{50} calculation is the noise level exceeded for 50 percent, or 30 minutes, of the hour. There is not a limit on maximum noise.

The statutory limits for a residential location are $L_{10} = 65$ dBA and $L_{50} = 60$ dBA during the daytime (7:00 a.m. – 10:00 p.m.) and $L_{10} = 55$ dBA and $L_{50} = 50$ dBA during the nighttime (10:00 p.m. – 7:00 a.m.) (Minn. R. 7030.0040). This means that during the one-hour period of monitoring, daytime noise levels cannot exceed 65 dBA for more than 10 percent of the time or 60 dBA more than 50 percent of the time.

The basic noise rules for other noise area classifications are:

Noise Area Classification	Daytime		Nighttime	
	L_{10}	L_{50}	L_{10}	L_{50}
1	65	60	55	50
2	70	65	70	65
3	80	75	80	75

1.2 Noise area classifications

Noise area classifications (NAC) are based on the land use at the location of the person who hears the noise, which does not always correspond with the zoning of an area. Therefore, noise from an industrial facility near a residential area is held to the NAC 1 standards if it can be heard on a residential property.

Some common land uses associated with the NACs include:

NAC 1: Residential housing, religious activities, camping and picnicking areas, health services, hotels, educational services

NAC 2: Retail, business and government services, recreational activities, transit passenger terminals