



CITY COUNCIL MEETING MINUTES
 Richfield, Minnesota
Special City Council Work Session
January 08, 2020

CALL TO ORDER

The work session was called to order by Council Member Regan Gonzalez at 4:35 p.m. in the Bartholomew Room.

Council Members Present: Maria Regan Gonzalez, Mayor; Edwina Garcia; Mary Supple; and Ben Whalen

Council Members Absent: Simon Trautmann

Staff Present: Katie Rodriguez, City Manager; Pam Dmytrenko, Assistant City Manager; Neil Ruhland, Communications and Engagement Manager; Blanca Martinez Gavina, Executive Analyst.

Item #1	STAFF WILL PROVIDE AN OVERVIEW OF THE SCHEDULE AND PROCESS FOR THE 2020 COMMUNITY SURVEY, INCLUDING OPTIONS FOR CUSTOM SURVEY QUESTIONS
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City Manager Rodriguez reviewed the timeline for the Community Survey and spoke of the key items such as options to expand sample size, the ability to offer the survey in Spanish and the ability to benchmark. She then introduced other staff present and asked for feedback and any additional preferences for questions.

Council Member Supple stated that questions thirteen through sixteen brought up issues that are critical for the community and there is a need to do further research on them.

Council Member Whalen asked about question thirteen and the option of an electronic newsletter and whether that is too specific and leaves out other forms of communication and if adding email is a possibility.

Communications Manager Ruhland responded about future sources of communication and stated there are a variety of ways that departments communicate, there could be a review of information venues and that email could be added to the list.

Council Member Whalen spoke of the special media outlets and the distinct knowledge gap of some residents. He believes it would be worthwhile to explore other options or have more specific special media outlets and adding the Sun Current as an option.

City Manager Rodriguez stated the National Research Center (NRC) could possibly add other options for residents to be able to connect.

Mayor Regan Gonzalez questioned number thirteen and if those would be areas to add more resources into depending on how the community responded. City Manager Rodriguez replied they are attempting to record their preferences so there is not so much guessing.

Mayor Regan Gonzalez requested clarification on question fifteen. City Manager Rodriguez explained they are trying to get feedback from their Sweet Streets campaign. Council Member Whalen requested the question be worded differently and how will results be dealt with if they come back as unsatisfied. City Manager Rodriguez will discuss with NRC about changing the wording.

Council Member Whalen referenced question fourteen and asked if there are no other projects other than recreation projects. City Manager Rodriguez didn't want to put recreation and streets projects in the same question because they are not comparable projects.

Council Member Supple asked about the response rate of the survey. City Manager Rodriguez stated that it is a very low return rate and over 2,000 are being sent out in hopes of receiving 500 back. Communications Manager Ruhland explained most people will toss it out with junk mail if there is no incentive for filling it out. Council Member Whalen requested the option of purchasing a few gift cards for a drawing to be discussed.

Mayor Regan Gonzalez questioned the information regarding health on residents and if there is an option to take them out or change some. Assistant City Manager Dmytrenko stated there are a few options around health services and this information can be attained through other means.

Communications Manager Ruhland spoke of how important it is to collect demographic information in creating a good data analysis.

Council Member Whalen referenced question eleven and what the point of the question is and why there is a jump from City of Richfield government to Federal government. City Manager Rodriguez agreed to follow up with NRC for a response.

Mayor Regan Gonzalez questioned the statistical significance and the numbers needed. City Manager Rodriguez explained NRC will send out the survey along with three reminders and if the feedback numbers fall short, they will then weight it according to Richfield demographics such as age, race, gender, income, and ethnicity.

Mayor Regan Gonzalez wondered if they could host a party or encourage community members to assist residents in filling out the surveys. Communications Manager Ruhland clarified the need for a truly random sample and reaching out directly to residents is not random sampling.

Executive Analyst Gavina spoke of the Spanish version of the survey being available online.

Mayor Regan Gonzalez asked about adding a question around organized trash hauling. City Manager Rodriguez stated she spoke to Director Amy Markle and she expressed there could be confusion with organized recycling and organics, which is different.

Mayor Regan Gonzalez expressed her excitement to proceed.

ADJOURNMENT

The work session was adjourned by unanimous consent at 5:20 p.m.

Date Approved: January 28, 2020

Maria Regan Gonzalez
Mayor

Kelly Wynn
Senior Office Assistant

Katie Rodriguez
City Manager