

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

To: "White, Jennifer B" <Jennifer.White@minneapolismn.gov>

Subject: FW: JIS Trial social influencers

Date: Tue, 16 Feb 2021 16:40:50 -0000

Importance: Normal

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Friday, February 12, 2021 5:56 PM

To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>

Cc: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: JIS Trial social influencers

Hi Brian,

Thank you and Brad for your time today as we work through these partnerships. As I mentioned, I have a few of the social influencers I can send now:

Prospective social media influencer partners (3 of 5)

- **13.37**

-Hmong Broadcasting - 23949

-Ricardo Manjarrez – 28984

Nick and Cheyenne,

Could you add African American and Native American influencer/organization to your Tuesday morning conversation and loop back to me?

Thanks,

Rose

-

Rose Lindsay | Deputy Director | she/her/hers* | City of Minneapolis – Communications | 350 S. Fifth St., Room 301M, Minneapolis, MN 55415

C:612-250-8661 | Rose.Lindsay@minneapolismn.gov

[*Why this matters](#)

From: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
Cc: "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencer s

Date: Thu, 25 Feb 2021 21:44:03 +0000

Importance: Normal

Inline-Images: image004.png; image005.png; image006.png

Awesome!

D

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:38 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: Social Media Influencer s

David,

Here is the list of proposed Social Media influencers:

Latino: Ricardo Manjarrez

SE Asia: Phia Sonny Vang, sonnyvang72@yahoo.com, 651-558-1157

African American: 13.37 - Security & Trade Secret (waiting for contact info)

American Indian: Connecting with Christine will get to you soon

East African: 13.37

Rose has reached out to Ricardo Manjarrez and 13.37 regarding contracts. No one is officially under contract for this work so it seem pre-mature to release these names publicly at this point.

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425
105 5th Avenue South

Minneapolis, MN 55401

Office: 612-673-2052

Cell: 612-297-3699

cheyenne.brodeen@minneapolismn.gov

www.minneapolismn.gov/ncr

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Date: Thu, 25 Feb 2021 00:24:06 +0000

Importance: Normal

Inline-Images: image001.png

Hey,

I agree with your concerns and I am always happy to meet with new vendors and learn about their services so we can potentially work with them in the future.

For the trial with the budget we have secured funding for the following and I have already spoke to each of them re: scope:

- Somali TV, I spoke to Siyad today to confirm our scope of work which includes 2 Facebook Live shows in March, 2 in April and Somali TV and Somali TV amplifying the City's social media messages on their channels. Siyad is great and I have worked with him for 8 years.
- We are contracting with [REDACTED] 13.37, a local media/social media company that specializes in the East African Community that Numan introduced me to [REDACTED] 13.37 - Security & Trade Secret

13.37 - Security & Trade Secret

- And of course we have KALY radio too.

Then there will be the Community Liaisons which NCR is contracting and informal partners. Anyone can be an informal partner of course!

Let me know if I can provide additional information.

Thanks,

Rose

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 5:44 PM

To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Fw: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Before I respond to both the council member and the others on this email, I wanted to run this by you as well. I believe we are already working with Somali TV but not sure.

I typically am concerned with elected officials getting involved at this level but before I respond, I wanted to get your take on this as well. I am not sure where we are at with specifics around cultural media and identifying a Somali social media contact.

Let me know your thoughts.

Thanks.

David

From: Osman, Jamal <jamal.osman@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 5:32 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Cc: Siyadsalah@hotmail.com <Siyadsalah@hotmail.com>; Somalisnaps@gmail.com <Somalisnaps@gmail.com>; Imarketbetter@gmail.com <Imarketbetter@gmail.com>

Subject: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Hi David,

I like to introduce you to Siyad Salah director of Minnesota Somalia TV and Mohamed founder of SomaliSnaps biggest East African social media platform in the country. Ward 6 office recommends these media platforms when communicating immigrants communities in Minneapolis. Please free to contact them directly.

Siyad: 612-226-6692

Mohamed: 612-562-8737

Jamal Osman

Council Member, Minneapolis Ward 6

City of Minneapolis - Department

350 S. Fifth St. – Room #307

Minneapolis, MN 55415

Office: 612-673-2206

Jamal.Osman@minneapolismn.gov



To: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

Subject: latest version of talking points for social media

Date: Mon, 01 Mar 2021 13:00:11 -0000

Importance: Normal

I added the paragraph about using the term influencers.

I would like to take a moment to address the recommendation to use social media “influencers” as part of the Joint Information System strategies.

NCR made this recommendation to the JIS. In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources.

With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them.

We used the term social media influencer, which, in retrospect did not accurately reflect what we were asking of our partners and it caused confusion in the community. This was not about persuading or changing public opinion but about getting important information out quickly and equitably.

Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

While we believe in and support the intention of this recommendation, we have seen that the impact has caused harm. I am sorry and acknowledge that we will

have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy. NCR will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Cihacek, Brian" <brian.cihacek@minneapolismn.gov>

Cc: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Contract forms

Date: Thu, 25 Feb 2021 01:13:42 +0000

Importance: Normal

Understood. I think I will just be sharing out the Hmong to one person.

From: Cihacek, Brian <brian.cihacek@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 2:21 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Contract forms

Hi!

See attached...as note...these documents are not meant for general distribution but will posted to our external website as part of the upgrade.

Brian

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 2:17 PM

To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>

Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Contract forms

My plan was to distribute them to the 4 new social vendors that we need to sign up as vendors. I know one speaks Hmong for sure, also English, but the other three I believe would have English as a first language. I just thought it would be nice for the Hmong vendor to offer English and Hmong if we could.

Cheyenne and NCR may need to distribute them to the 12 community liaison contacts they have once that is worked out but I cannot speak on her behalf.

From: Cihacek, Brian <brian.cihacek@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 2:13 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>
Subject: RE: Contract forms

Maybe...would you distribute to just the current influencers or other groups? We are trying to limit distribution until they are posted but I also want make sure make the resources available as needed.

Brian

From: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 2:12 PM
To: Cihacek, Brian <brian.cihacek@minneapolisismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>
Subject: RE: Contract forms

Could you supply me with them until they are posted so I can send along with the link to the portal and the email address to get help?

From: Cihacek, Brian <brian.cihacek@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 2:01 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>
Subject: RE: Contract forms

Hi!

As a note, we have the registration instruction in Spanish, Hmong and Ormo as well... we just got these products and not yet posted to the website.

Brian

From: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 10:42 AM

To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Contract forms

Happy Wednesday Brian,

I hope you are enjoying the sunshine. Question: Is this the most up to date link for supplier registration
http://www2.minneapolismn.gov/finance/procurement/procurement_compassvendor_index

Also, can you remind me who vendors can reach out to for support if they need help signing up as a vendor and in the Target Market program? I believe you or your team mentioned having one vendor sign-up training, which I think is a great idea but it might be hard to coordinate all the new vendors for the same time and same date as most work full time jobs doing something else. Is it possible to have individual support if they cannot attend a group meeting? I am looking at signing up 4 new social vendors this week.

Thanks,

Rose

From: Cihacek, Brian <brian.cihacek@minneapolismn.gov>
Sent: Monday, February 22, 2021 9:34 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: RE: Contract forms

Hi!

Attached is a copy of the PO terms and conditions if you would like to review them vendors. Please specifically read the insurance sections; it notes that if no insurance is provided in the scope than the default terms and conditions will be used...insurance changes to the default should be reviewed with Emily Colby (for example, we cannot exempt firms from Work comp but the statute itself provides numerous exemptions so we can note that work is required by law and if the firm is exempt, collect the reason why).

To complete a request for requisition, please use the attached product and service form.

Sincerely,

Brian

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Monday, February 22, 2021 6:20 PM
To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>
Cc: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Contract forms

Hey Brian - are you able to send the necessary forms and documents to Rose and I related to the Social Media Influencers.

Thanks!

Cheyenne

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From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

Date: Tue, 23 Feb 2021 22:12:51 +0000

Importance: Normal

Inline-Images: image001.png

FYI. Our original budget proposal said this

(African American, American Indian, East African, Hmong, Lao and Oromo)

No Latina/o/x and only one African American. My understanding is what we are actually doing is

(African American 2, American Indian 1, East African 1, Hmong 1, Latino/a/x 1)

Correct?

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Monday, February 22, 2021 1:41 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

Yes!

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Monday, February 22, 2021 1:40 PM
To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Social Media Influencers

Thanks. To confirm we have \$12,000 in the budget for social media influencers correct?

As with **13.37** that would be a total of 6 at \$2K each.

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Monday, February 22, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Social Media Influencers

Here are the folks I have so far.

Latino: Mariano recommended Ricardo again.

SE Asia: Phia Sonny Vang, sonnyvang72@yahoo.com, 651-558-1157

African American: **13.37 - Security & Trade Secret** (waiting for contact info)

American Indian: Connecting with Christine will get to you soon

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

From: "Rubedor, David M." <David.Rubedor@minneapolisismn.gov>

To: "McKenzie, Sarah L" <sarah.mckenzie@minneapolisismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolisismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolisismn.gov>

Subject: Re: [EXTERNAL] CNN reporter inquiry

Date: Mon, 01 Mar 2021 18:18:06 -0000

Importance: Normal

Thx.

D

From: McKenzie, Sarah L <sarah.mckenzie@minneapolisismn.gov>

Sent: Monday, March 1, 2021 12:17 PM

To: Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolisismn.gov>; Hill, Casper T. <Casper.Hill@minneapolisismn.gov>

Subject: RE: [EXTERNAL] CNN reporter inquiry

Thank you, David. I will send her the statement we've been sharing and copy you.

Sarah

From: Rubedor, David M. <David.Rubedor@minneapolisismn.gov>

Sent: Monday, March 01, 2021 12:17 PM

To: Bergstrom, Greta A <greta.bergstrom@minneapolisismn.gov>; Hill, Casper T. <Casper.Hill@minneapolisismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolisismn.gov>

Subject: Fw: [EXTERNAL] CNN reporter inquiry

From: Emma Tucker <emma.tucker@warnermedia.com>

Sent: Monday, March 1, 2021 12:14 PM

To: Rubedor, David M. <David.Rubedor@minneapolisismn.gov>

Subject: [EXTERNAL] CNN reporter inquiry

Hi Mr. Rubedor,

I just tried to reach you by phone--my name is Emma Tucker, I'm a reporter with CNN. I'm writing a story about the city-approved program to hire six social media influencers to share information with communities during the Derek Chauvin trial. While watching the city council meeting today, I heard that you announced the city would not proceed with the plan. I was wondering if you had time for a quick call to elaborate on why the plan will not move forward? If you have a second, please give me a call at 4439318112. Thanks so much!

My best,

Emma

Emma Tucker | CNN New York

News Associate, National Policing & Investigations

TW: [@emmatucker31](#) | M: 443.931.8112

[EXTERNAL] This email originated from outside of the City of Minneapolis. Please exercise caution when opening links or attachments.

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

To: "Moe, Karen E" <karen.moe@minneapolismn.gov>

Subject: Re: JIS

Date: Sat, 27 Feb 2021 20:47:00 -0000

Importance: Normal

I agree Karen.

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From: Moe, Karen E <karen.moe@minneapolismn.gov>

Sent: Saturday, February 27, 2021 2:33:02 PM

To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: JIS

Cheyenne -

While I believe the use of trusted community voices is still an important strategy, I am also seeing how community members are responding and it feels like this recommendation, given the broader context of unaddressed racist systems, has caused trauma. I am wondering if it makes sense to ask David to address that.

I am still churning on this. But, I am sharing here to not lose this. Any thoughts you have are welcomed. I am wondering if before I make this recommendation to David, I should run it by Anthony and Christine?

This is not about the larger strategy - this is simply to address any harm caused by the one recommendation made.

Karen

I would like to take a moment to address the recommendation to use social media influencers as part of the Joint Information Systems information sharing strategies.

While I believe in and support the intention of this recommendation, I have seen that the impact this recommendation has had on community at this time has caused harm. I am sorry and acknowledge that we will have to work to repair the harm that has been caused.

I would like to explain the recommendation to address some of the concerns that have been raised by community members. Not with the intention of repairing the harm, but with the intention of diminishing any further harm being caused.

NCR staff did make this recommendation to the JIS. In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways

that are meaningful for them. Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

Having said all that, I understand that our focus was on how to share accurate operational information in a timely way to all residents. Larger than that is the focus on the trial itself. And underlying all of this is the historic systemic racism that has yet to be tackled in partnership and in relationship with community. Given that greater context, the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I apologize.

At this point, I anticipate that trusted voices will chose to not partner with us on this strategy. NCR will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for every person.

Thank you,

Karen Moe | Deputy Director | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401 | **Office** 612.673.2919 | **Mobile** 612.500.1835

Pronouns: she/her/hers*

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.
Para asistencia en español, llame al 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

[*Why this matters](#)

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

Subject: FW: RCA/Resolution - JIS Funding Request

Date: Tue, 16 Feb 2021 20:21:18 +0000

Importance: High

Attachments: JIS-EngagementPlan_BudgetRequest_v2.docx

Inline-Images: image002.png

Hello,

Trudy is preparing the POGO resolution related to the budget request for the JIS engagement work. She is asking for the funding codes related the work. A few options:

1. Include only Communications funding code since the work of the JIS falls under your purview.
2. Split the costs between our department based on the specific items in the engagement plan:
 - a. \$62,500.00 to Communications for the Social Media influencers and Radio programs
 - b. \$69,000.00 to NCR for JIS Community Partners and Translation and interpretation costs. (Note: the total budget request is \$131,500.)

I've attached the budget for reference. My inclination is to go with the second option to split the items with in our respective budgets. Especially for translation and interpretation since Nick manages invoices, etc. would create simpler processing on the backend.

Trudy is looking for this information by end of day today.

Thanks,

Cheyenne

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Kjenstad, Trudy M. <Trudy.Kjenstad@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 1:57 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RCA/Resolution

Hi Cheyenne,

It occurred to me that it would be helpful to understand the budget better. Specifically, what funding string/s would the budget be placed in? That will have to be clearly outlined in the council action.

Thank you,

Trudy Kjenstad

Manager, Administrative Services
she/her/hers

City of Minneapolis - Coordinator

350 S. Fifth St. – Room #M301

Minneapolis, MN 55415

Office: 612-673-3078

Cell: 612-695-8675

trudy.kjenstad@minneapolismn.gov



Throughout the trials, a Joint Information System (JIS) will be in operation, coordinating communications and engagement work across multiple partners and jurisdictions.

The following strategies are being recommended for engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020 and Kueng, Lane and Thao trial set to begin in August 2020. The goal is to create multiple channels (on the ground and online) to share timely and relevant information to the public as well as receive input and feedback from the community throughout the three phased trial operational period (pre-trial, trial, verdict phases) for both trials.

Engagement level: Inform. This level of engagement is to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.

Key public messaging to inform the following:

- Overall accurate message verification, dispel rumors
- Provide trial details – date, time, location, etc.
- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
 - Downtown (Government Plaza in particular)
 - 38th/Chicago (George Floyd Square)
 - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
 - Police precincts and other government buildings
- Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

Proposed engagement strategies (* requires additional funding) and working in partnership with the Office of Violence Prevention through the Joint Information System:

- ***JIS Community Partners:** A group of community members and leaders that bring varying experience and connections who meet on a regular basis (twice weekly) leading up to and throughout the trial. The goal is to share information from community with the City and sharing City information with the community.
- ***Local media partnerships:** Create partnerships with local media who have reach into our non-English communities and residents who don't rely on mainstream media/City channels for their news. Ensure partnerships with black-led media. There will be costs related to increasing the frequency of radio programs to weekly and add an on-call partnership in case information needs to be shared between programs. This has been done for other JIS related work such as the Superbowl, COVID, 2020 elections and the civil unrest of summer 2020.
- ***Social media influencers:** Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages. These partners also support our JIS situation monitoring so we can address/dispel incorrect information. This strategy has been used for other JIS related work such as the Superbowl, 2020 elections and the 2020 presidential election.
- **Community information network:** Create a list of local community leaders, organizations, groups who are "on the ground" to share daily (or regular) electronic updates and information with.
- **Leverage existing City roles:** Utilize the network of staff who have roles relevant to the work around 38th and Chicago, community safety and engagement to share information out and share back community concerns. Examples of staff are: NCR staff, CPS', Community Navigators and the Interrupters.

Strategies by trial phases:

Pre-Trial (February- March)	<ul style="list-style-type: none"> • Community Partners: Finalizing selection of community partners via City Finance and briefing on JIS Community Relations structure. • Social Media Influence: Finalizing selection of community partners via City Finance and briefing on how to amplify messages. • Community Information Network: Developing list of community leaders, organization and members. Will begin to share pre-trial messaging and information from the JIS. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Trial (March-April)	<ul style="list-style-type: none"> • Community Partners: Weekly check-ins, share City-produced messages, and consult on respective community concerns, questions and issues related to the trial. • Community Information Network: Share City-produced messages and relevant information regarding trial, safety and traffic plans. • Social Media Influence: Amplify City-produced messages and relevant information. • Cultural Radio shows: Trial updates and relevant information. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Post-verdict (April-May)	<ul style="list-style-type: none"> • Community Partners: Weekly check-ins, share City-produced messages, and consult on respective community concerns, questions and issues related to the trial through April. Depending on trial outcome consideration should be given to extending this strategy through May and possibly June. • Community Information Network: Share City-produced messages and relevant information regarding trial, safety and traffic plans. • Social Media Influence: Amplify City-produced messages and relevant information. Depending on trial outcome consideration should be given to extending this strategy through May and possibly June. • Cultural Radio shows: Trial updates and relevant information. The plan calls for increased programming on KALY and WIXK through May, June and July to keep programming consistent until the 2nd trials. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

Considerations:

- The engagement strategies proposed focus on centering communities that are typically left in the dark during similar processes. The goal is to ensure that our cultural communities can receive timely, accurate information in culturally relevant ways in an equitable manner to those who rely on traditional

media or City channels.

- The duration of the trial(s) impacts the total cost of the proposed strategies.
- The strategies are chosen to ensure that questions around safety, enforcement and changes in public services (City, County and State) are addressed in a timely manner for community and businesses to make informed decisions.
- The strategies allow the City and other jurisdictional partners to be proactive versus reactive with messaging and information.
- These strategies provide the necessary resources to ensure that all residents can receive information.
- Supporting these strategies allow us to continue to work on building relationships and trust with cultural and under-represented communities.
- Supporting these strategies will enhance our ability to have a comprehensive response system in place when an emergency arises. This would prevent the need to create one in the moment which may be less comprehensive and more expensive.
- There may be opportunity to share costs with Jurisdictional partners for certain items. (Social media influencers and translation and interpretation)

Budget:

Chauvin Trial – Estimated 60 day time period

Item	Amount
JIS Community Partners Consultants (10-12)	\$12,000
Social Media Influencers (6) (African American, American Indian, East African, Hmong, Lao and Oromo)	\$12,000
Media partnerships	\$10,000
Increased radio programing on 4 stations (weekly March – April)	
On call option	\$8,000
• KALY & WIXK: May, June, July 2x month programming	\$2,500
Translation and Interpretation	\$25,000
○ Frequently Asked Question	
○ Press Conferences	
○ Curfews/Street Closures/Traffic	
○ Media alerts from courts	
○ Mayor/Chief statements	
○ Social media messages	
○ Web content	
○ Radio show interpretation	
Total	\$69,500

Kueng, Lane and Thao Trial

**Costs will be re-assessed based on experience/results from Chauvin trial. Estimate based on 60 day response period.*

Item	Amount
JIS Community Partners Consultants (10-12)	\$12,000
Social Media Influencers (6) (African American, American Indian, East African, Hmong, Lao and Oromo)	\$12,000
Media partnerships	\$10,000
Increased radio programing on 4 stations (weekly September – October)	
On call option	\$8,000
Translation and Interpretation	\$20,000

○ Frequently Asked Question	
○ Press Conferences	
○ Curfews/Street Closures/Traffic	
○ Media alerts from courts	
○ Mayor/Chief statements	
○ Social media messages	
○ Web content	
○ Preparation tool kit	
○ Radio show interpretation	
Total	\$62,000

From: "Moe, Karen E" <karen.moe@minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Cc: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Rivero, Michelle C" <michelle.rivero@minneapolismn.gov>

Subject: Fw: UPDATE: City Safety Plans & Preparations

Date: Wed, 24 Feb 2021 19:03:15 +0000

Importance: Normal

Attachments: News_Release_Briefing_Summary_022421.docx;
News_Release_Public_Safety_Briefing.docx

Cheyenne and Nick -

Here is Casey's daily update on the City's Safety Plans. □

Thank you,

Karen Moe | Deputy Director | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401 | Office 612.673.2919 | Mobile 612.500.1835

Pronouns: she/her/hers*

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia en español, llame al 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

[*Why this matters](#)

From: Carl, Casey J. <Casey.Carl@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 1:01 PM

To: Frey, Jacob <Jacob.Frey@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>; Rowader, Jim R <jim.rowader@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>

Cc: Mayor Users <MayorUsers@minneapolismn.gov>; Enterprise Leadership (All) <Leadership-EnterpriseAll@minneapolismn.gov>

Subject: FW: UPDATE: City Safety Plans & Preparations

F Y I—

From: Carl, Casey J. <Casey.Carl@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 1:00 PM

To: Council Members <CityCouncilMembers@minneapolismn.gov>

Cc: Council Staff <CouncilStaff@minneapolismn.gov>

Subject: UPDATE: City Safety Plans & Preparations

President Bender & Council Members—

This is an update on enterprise efforts to prepare for the upcoming trial of former police officer Derek Chauvin.

Key Dates in the Schedule

- **March 1:** A portion of Sixth Street South—between Third and Fourth avenues—will be closed to through traffic, which is that portion which is directly under the Hennepin County Government Center. This is, of

course, tied to tightened security measures. Current plans call for other streets to remain open to traffic, although there may be some redirection or limited lane availability due to pre-scheduled construction and repair work unrelated to the trial (and which is already in progress). If additional road closures are anticipated that information will be provided in a subsequent update.

- **March 8:** Jury selection expected to start
- **March 29:** Opening statements anticipated to commence
- **Mid- to late April:** Instructions given to jury. Jury sequestered and deliberate until they reach a verdict.

Policymaker & Media Briefings

A media briefing was conducted today; a copy of the summary is *attached* for reference. Staff has indicated these media briefings will be conducted each week, and those briefings are streamed live from the City's [Facebook](#) page.

Two policymaker briefings have already been conducted; the first was yesterday afternoon and the second was this morning. As previously communicated, staff will be providing a briefing about the City's plans and preparations related to the upcoming trial next **Monday, March 1, at 10 a.m.** That briefing will be simultaneously live-streamed and broadcast ([City Council TV](#)) for general public access as well as on-demand replay from the [City's YouTube channel](#). The Communications Department distributed a separate news release this afternoon to announce the briefing next Monday (*see attached*). Clerks have posted that event in the LIMS Calendar; you can share the calendar link with your constituents/networks: <http://lims.minneapolismn.gov/Calendar/all/monthly>.

Operation Safety Net: Updates

The MPD continues to collaborate with law enforcement partners to ensure success of this joint operation, which unites multiple local and state law enforcement agencies under a unified command structure. Chief Arradondo has indicated that a primary focus of the unified law enforcement operation is to respond to any civil unrest that might interrupt peaceful protest during the upcoming weeks surrounding the first trial. MPD has been clear in its messaging that First Amendment rights are to be protected.

Complementing these efforts by law enforcement agencies, and as previously reported, the City's Office of Violence Prevention plans to fund and support a network of community-based groups that can be activated during periods of heightened concern — both during the weeks surrounding the upcoming trial(s), but also as needed during the remainder of 2021. Partner organizations and community-based groups will assist OVP in getting out accurate, timely information and identifying resources for the community. The OVP [request for application process](#) for the use of up to approximately \$1.2 million is on the POGO agenda for review and approve today (see agenda item #9).

CPED continues to work directly with businesses, business associations, and technical assistance providers to collaboratively develop information on what business and property owners need to know to keep properties secure and workers and customers safe. In this regard, Chief Arradondo has also stated that law enforcement team(s) are dedicating resources to business corridors, especially those that were hit hardest during last summer's civil unrest, as a deterrent to the potential for destructive behavior or violence. In order to support local businesses during these uncertain times, the City is recommending that businesses develop emergency preparedness plans. Ready.gov has a variety of [sample plans and guidance](#), and businesses can also reach out to the City's Small Business Team for assistance, either by email at SmallBusiness@minneapolismn.gov or by phone at 612-67-2499.

[Metro Transit](#) is actively working to identify and plan for potential disruptions to public transit service. At this time, no disruptions are anticipated for service to downtown Minneapolis. However, as the trial progresses and especially as it approaches time for the verdict, detours around the Hennepin County Government Center are anticipated. Those service changes will be communicated through Metro Transit rider alerts and social media, among other communications channels. City staff will monitor and ensure that any alerts or updates are shared in future updates.

Property Services

Property Services is coordinating with MBC, MPD, and other security teams to address building access and related closure and shut-down protocols. These are anticipated to be completed prior to March 1 across various downtown facilities. Property Services is also working with all departments to identify a listing of "essential personnel" who must

have access to City facilities/properties which may otherwise be closed or shut down in anticipation of, or response to, life and safety threats or concerns.

Public Works & Regulatory Services

PW and Regulatory Services crews continue to work with MPD, Property Services, and Hennepin County on physical security arrangements and facility access protocols, particularly focused on the barrier installation in the downtown area. A key focus has been on preserving protected pedestrian access as well as general public access to tunnels and skyways near the security zone. Traffic controls and advanced preparations for any necessary redirected routes are another key focus in preparation for the upcoming trials, working in tandem with Hennepin County and Metro Transit.

38th & Chicago

The City has committed to working with community to reconnect 38th & Chicago after the conclusion of the Chauvin trial. The City will be sending surveys out to residents and businesses located in the immediate vicinity of that intersection as a means of gauging a preferred option by those who live and work in that area. All options are aimed at preserving the memorial and art while also ensuring the effective and timely delivery of critical government services in that area. [Learn more.](#)

Neighborhood & Community Relations:

NCR teams continue to engage partner community organizations with the goal of identifying issues or concerns and facilitating timely responses or answers and providing assistance in accessing resources. NCR is also taking lead on early identification and intervention, when necessary, to address any language access barriers and to assure that key information from the City about the trial and public safety plans are translated and made available through appropriate channels. NCR is also working with OVP and Communications on developing the community-based information network, including a contact list of community organizations and leaders as well as social media influencers who can help to amplify the City's messages; those contacts and curated lists are expected to be compiled within the week. NCR is also helping lead communication to targeted demographic communities through increased programming on cultural radio outlets.

Communications

As previously indicated, the City's Communications Department will be leading efforts to ensure the City is providing timely, accurate updates to a myriad of stakeholders, both internal and external to the enterprise. City Communications is the lead on the Joint Information System (JIS), which includes a multijurisdictional team that includes PIO representatives from Hennepin County (including Sheriff), Hennepin County Courts, MNDot, Metro Transit, and other local, state, and even federal agencies. These updates for Council Members are part of those larger efforts to assure accurate and timely information sharing. Other recurring tasks include the production of weekly media briefings, the details of which will be reformatted as part of regular Newsbites shared with Council Members on Thursdays. These updates can be shared with your constituents through your channels. Communications is also using a variety of all-employee emails, the *Minneapolis Matters* internal newsletter, City radio programming, social media platforms, and various publications to help disseminate information. The Comms teams are finalizing production of a series of Frequently Asked Questions (FAQs) primarily targeting external audiences. This work includes identifying the issues and concerns, preparing answers, vetting those answers with subject-matter experts, and finalizing the content and formatting for publication on the City's website and possibly in other formats for public distribution.

You can help by directing your constituents to monitor the City's official social media accounts on [Facebook](#) and [Twitter](#) and also by signing up for the [City Update newsletter](#) to stay up-to-date on the latest news and information.

Regards,

Casey Joe Carl

City Clerk

City of Minneapolis

Office of City Clerk | 350 South Fifth Street – Room 304 | Minneapolis, MN 55415-1382

TEL: 612-673-2216

FAX: 612-673-3812

News Release

Contact: Sarah McKenzie, 612-396-2201

City, Metro Transit leaders share update on preparations for upcoming Derek Chauvin trial

Feb. 24, 2021 (MINNEAPOLIS) Mayor Jacob Frey, along with other City and Metro Transit officials, held another media briefing this morning to share updates on preparedness plans ahead of the March trial of former MPD officer Derek Chauvin.

Briefing highlights

- The Minneapolis Police Department is continuing to work with law enforcement partners to ensure the success of Operation Safety Net, which brings together local and state law enforcement agencies under a unified command to respond to any civil unrest interrupting peaceful protests during the upcoming trial. Minneapolis Police Deputy Chief Erick Fors highlighted the shared commitment to dedicating law enforcement personnel to business corridors, especially those hit hardest during last summer's civil unrest, as a deterrent to destructive behavior.
- [Metro Transit](#) is actively working to identify and plan for potential disruptions to Metro Transit service. At this time, no disruptions are planned for service to downtown Minneapolis. As the trial progresses and approaches verdict time, detours around Hennepin County Government Center are anticipated. Those service changes will be communicated through Metro Transit rider alerts and social media, among other communications channels.
- The City's Office of Violence Prevention plans to fund a network of community-based groups that can be activated during periods of heightened tension during the remainder of 2021, including during the trials of the former officers involved in the killing of George Floyd. The groups will assist in providing accurate information and resources with the community. The City Council's Policy & Government Oversight Committee is reviewing the [request for application process](#) for the community groups this afternoon.
- The City's Community Planning and Economic Development Department continues to work directly with businesses, business associations and technical assistance providers to collaboratively develop information on what business and property owners need to know to keep properties secure and

workers and customers safe. It's important we keep supporting our local businesses during these challenging and uncertain times. The City recommends businesses develop emergency preparedness plans. [Ready.gov has sample plans and guidance](#). Businesses can also reach out to 612-673-2499 or SmallBusiness@minneapolismn.gov with questions about advanced preparation before the trial, business operations during the trial and general information about regulations and resources.

- Note: The City Council will be briefed about the City's plans and preparations related to the upcoming Chauvin trial 10 a.m. Monday, March 1. The meeting will be broadcast and livestreamed on [City Council TV](#) and the [City's YouTube channel](#).

Reminders

- On March 1, Sixth Street South (the street and both sidewalks) will be closed between Third and Fourth avenues next to the Hennepin County Government Center. Currently, other streets will remain open. The City will provide updates when other closures are anticipated.
- The City of Minneapolis is committed to working with the community to reconnect 38th & Chicago after the conclusion of the Chauvin trial. The City is sending surveys out to residents and businesses near the intersection to determine a preferred option to preserve the memorial and art while ensuring delivery of critical services in the area. [Learn more](#).
- Follow the City of Minneapolis on [Facebook](#) and [Twitter](#) and sign up for the [City Update newsletter](#) to stay up-to-date on the latest news and information. Stay tuned to news from Operation Safety Net on [Facebook](#) and [Twitter](#).

###

News Release

Contact: Casper Hill, 612-432-5749

Briefing on City security plans related to Chauvin trial set for Monday

Feb. 24, 2021 (MINNEAPOLIS) On Monday, City staff will provide a public briefing about plans and preparations being made to ensure community safety for the upcoming trial of former police officer Derek Chauvin.

That briefing will take place at 10 a.m. Monday, March 1, and can be watched live on the City's website at minneapolismn.gov/counciltv or on Comcast channels 14 or 799. Following the live broadcast, a recording of the presentation will be available on the City's YouTube channel at youtube.com/cityofminneapolis.

The public will be able to access the agenda for this briefing through the City's Legislative Information Management System (LIMS) calendar at lims.minneapolismn.gov/Calendar/all/monthly.

###

From: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

To: "Cotton, Sasha" <Sasha.Cotton@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolismn.gov>

Cc: "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolismn.gov>

Subject: RE: [EXTERNAL] Deadline WaPo request: Quick questions about city plan for information influencers ahead of Chauvin trial

Date: Sun, 28 Feb 2021 18:37:28 +0000

Importance: Normal

Sasha: Thanks for elevating. We can send our statement over on this work, from Fri/Sat. We are also trying to be as clear as possible that the cultural social media contractors are NOT a part of OVP. I realize this was confusing given the RCA and budget approval on Friday with Council.

From: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>

Sent: Sunday, February 28, 2021 12:35 PM

To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Hill, Casper T. <Casper.Hill@minneapolismn.gov>

Subject: Fwd: [EXTERNAL] Deadline WaPo request: Quick questions about city plan for information influencers ahead of Chauvin trial

Good Afternoon-

I'm forwarding this over, her questions are about the social media influences. I'm not planning to follow up because I have limited info to offer on this.

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From: Bellware, Kim <Kim.Bellware@washpost.com>

Sent: Sunday, February 28, 2021 12:23:48 PM

To: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>

Subject: [EXTERNAL] Deadline WaPo request: Quick questions about city plan for information influencers ahead of Chauvin trial

Hi Sasha - Reaching out because I had a few questions about the influencer initiative the city recently approved to get out communication ahead of and during the Chauvin trial. Working on an upcoming deadline but wanted to ask if you maybe had 5 min to discuss quickly.

312.521.9394

1325063

From: "Perrizo, Richard M" <Richard.Perrizo@minneapolismn.gov>

To: "Cihacek, Brian" <brian.cihacek@minneapolismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Contract forms

Date: Wed, 24 Feb 2021 20:06:53 +0000

Importance: Normal

Hi Rose, yes, I will be the contact for support with eSupplier login as well as Target Market Program. We also have an email, eprocurement@minneapolismn.gov that is managed by Deshawn Tart and myself to answer eSupplier questions.

I can be available in whatever capacity the vendor needs whether it be a Teams or Zoom call or just a phone call.

Rich

From: Cihacek, Brian <brian.cihacek@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 1:56 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Cc: Perrizo, Richard M <Richard.Perrizo@minneapolismn.gov>

Subject: RE: Contract forms

Hi!

Below is the landing page for supplier info
(<http://www2.minneapolismn.gov/finance/procurement/eSupplier>)

Rich (cc'ed) is our Vendor Manager and will defer to him on scheduling assistance sessions with vendors.

Brian

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 10:42 AM

To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>; Brodeen, Cheyenne R.

<Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Contract forms

Happy Wednesday Brian,

I hope you are enjoying the sunshine. Question: Is this the most up to date link for supplier registration
http://www2.minneapolismn.gov/finance/procurement/procurement_compassvendor_index

Also, can you remind me who vendors can reach out to for support if they need help signing up as a vendor and in the Target Market program? I believe you or your team mentioned having one vendor sign-up training, which I think is a great idea but it might be hard to coordinate all the new vendors for the same time and same date as most work full time jobs doing something else. Is it possible to have individual support if they cannot attend a group meeting? I am looking at signing up 4 new social vendors this week.

Thanks,

Rose

From: Cihacek, Brian <brian.cihacek@minneapolismn.gov>

Sent: Monday, February 22, 2021 9:34 PM

To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Cc: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Subject: RE: Contract forms

Hi!

Attached is a copy of the PO terms and conditions if you would like to review them vendors. Please specifically read the insurance sections; it notes that if no insurance is provided in the scope than the default terms and conditions will be used...insurance changes to the default should be reviewed with Emily Colby (for example, we cannot exempt firms from Work comp but the statute itself provides numerous exemptions so we can note that work is required by law and if the firm is exempt, collect the reason why).

To complete a request for requisition, please use the attached product and service form.

Sincerely,

Brian

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Monday, February 22, 2021 6:20 PM

To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>
Cc: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Contract forms

Hey Brian - are you able to send the necessary forms and documents to Rose and I related to the Social Media Influencers.

Thanks!

Cheyenne

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From: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
Subject: RE: Cultural Social Media Contractor Changes
Date: Mon, 1 Mar 2021 02:37:30 +0000
Importance: Normal

Just let me know if/when you get any reactions. Our team has been alerted – I forwarded so they're in the loop. They thought it was a very good statement. There will be follow-up questions though. We'll think through in the AM and based on Council discussion/Q&A.

Thx

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Sunday, February 28, 2021 8:31 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: Fw: Cultural Social Media Contractor Changes

OMG. I forgot to add you to the CC list. ugh...

D

From: Rubedor, David M.
Sent: Sunday, February 28, 2021 7:45 PM
To: Frey, Jacob <Jacob.Frey@minneapolismn.gov>; Council Members <CityCouncilMembers@minneapolismn.gov>
Cc: Council Staff <CouncilStaff@minneapolismn.gov>; Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: Cultural Social Media Contractor Changes

Mayor Frey, Council President Bender, Council Members:

We would like to take a moment to address the recommendation to use social media "influencers" as part of the Joint Information System information sharing strategies.

In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Our goal is to have equitable access and distribution of information.

Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

While we believe in and support the intention of this recommendation, we have seen the impact has caused harm. We are sorry and acknowledge that we will have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy. We will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Greta Bergstrom and David Rubedor

Director, Communications Department

Director, Neighborhood and Community Relations Department

From: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
Subject: Re: Stopping Cultural Social Media Partners
Date: Mon, 1 Mar 2021 13:11:55 +0000
Importance: Normal

Thx. Will Karen be informing the contractors?

Get [Outlook for iOS](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Monday, March 1, 2021 7:09:19 AM
To: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>; Hansen, Erik O <erik.hansen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Stopping Cultural Social Media Partners

Good morning,

After further accessing the community impact of the proposed social media advisors (influencers) with our staff and city leadership, we decided last night not to go forward with this recommendation. I will be announcing this change at the 10:00 am meeting this morning, The Mayor and City Council were informed via email last night.

Let me know if you have any questions.

David M Rubedor

From: "Taylor, Anthony L" <anthony.taylor@minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: FW: Social Media

Date: Tue, 9 Mar 2021 18:13:33 +0000

Importance: Normal

From: Burnett, Ethrophic L <ethrophic.burnett@minneapolismn.gov>

Sent: Tuesday, February 16, 2021 1:16 PM

To: Taylor, Anthony L <anthony.taylor@minneapolismn.gov>

Subject: Re: Social Media

13.37 - Security & Trade Secret

I can also inquire about south side influencer like a younger Lloyd or someone from Iqulinnis etc, Chelsea from SPAC the young LatinX woman or another LatinX youth, possibly some from CAPI or another Asian specific youth organization, East African youth from possibly Cedar Riverside Area? I can also look into who's popping n the book, the gram and The chat! That's local and culturally relevant if possible.

Get [Outlook for iOS](#)

From: Taylor, Anthony L <anthony.taylor@minneapolismn.gov>

Sent: Tuesday, February 16, 2021 1:02:45 PM

To: Burnett, Ethrophic L <ethrophic.burnett@minneapolismn.gov>

Subject: RE: Social Media

13.37 - Security & Trade Secret

I got a question for you..how you feel about being apart of this new SPAC?

From: Burnett, Ethrophic L <ethrophic.burnett@minneapolismn.gov>

Sent: Tuesday, February 16, 2021 12:59 PM

To: Taylor, Anthony L <anthony.taylor@minneapolismn.gov>

Subject: Re: Social Media

The young man that was on the panel for MBEN black history month. I will think of others that have the capacity and followers for the social influencer

From: Taylor, Anthony L <anthony.taylor@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 11:57:38 AM
To: Burnett, Ethrophic L <ethrophic.burnett@minneapolismn.gov>
Subject: Social Media

Hey E. Who would be a good social media influencers to recommend for the work for the JIS engagement?

Anthony Taylor

African American Community Specialist

City of Minneapolis-Neighborhood and Community Relations

Cell-612-271-6088

Anthony.taylor@minneapolismn.gov

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
To: "Eberdt, Rebecca" <rebecca.eberdt@minneapolismn.gov>
Cc: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>

Subject: NCR's weekly OEM Report

Date: Wed, 24 Feb 2021 18:01:05 +0000

Importance: Normal

Attachments: NCR_WeeklyOEMReport.docx

Inline-Images: image001.png; image002.png; image003.png

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425
105 5th Avenue South

Minneapolis, MN 55401

Office: 612-673-2052

Cell: 612-297-3699

cheyenne.brodeen@minneapolismn.gov

www.minneapolismn.gov/ncr

-

[*Why this matters](#)

-



For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

Neighborhood and Community Relations
Pre-Trial Coordination Report
2/22/2021

1. Actions taken since the last report;
 - Coordination with Communications to identify Social Media influencers.
 - Coordination with OVP to identify community members to serve on JIS Community Partners group.
 - Coordination with City Coordinators department on a RCA to the POGO Committee related to JIS community engagement activities.
 - Participation in small group briefings (coordinated by the City Coordinator) to City Council members related to JIS community engagement activities.
 - Met with neighborhood organization staff to share information related to engagement activities and City trial preparations.
2. Actions planned in the next week (or longer horizon if appropriate);
 - Establishment of JIS Community Partners Group. A partnership with community members to share information.
 - Establishment of a Community information network. A contact list of key community members, organizations and leaders to share information with.
 - On-going partnership with Communications on cultural radio programming (and potential increase of shows) related to the trial.
 - Supporting Communication's with the coordination of Social Media Influencers to share City developed information during the trial.
 - On-going collaboration with OVP related to JIS community engagement activities.
 - On-going connection with community organizations, leaders and members regarding the trial and what key questions they have. This work is done via the established relationships that NCR staff currently have.
 - On-going participation by Director Rubedor in City related press conferences as needed.
 - On-going participation in Operation Safety Net's community and business subcommittee.
 - On-going participation in the JIS.
3. Key partners outside of the enterprise with whom you are engaging in planning;
 - We have not yet officially engaged any external partners.
4. Barriers, risks and gaps; and
 - Language and access barriers to receive key information from City regarding trial, traffic and public safety plans.
 - Costs of implementing the planned engagement strategies.
5. Other information you wish to share.

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

Date: Mon, 22 Feb 2021 19:43:28 +0000

Importance: Normal

Inline-Images: image001.png

Great. Cheyenne is double checking the vendor enrollment process/requirements. Once I know that and have their contact information I can work with NCR staff to reach out to folks to get them signed up.

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Monday, February 22, 2021 1:41 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

Yes!

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Monday, February 22, 2021 1:40 PM

To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Social Media Influencers

Thanks. To confirm we have \$12,000 in the budget for social media influencers correct?

As with **13.37** that would be a total of 6 at \$2K each.

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Monday, February 22, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Social Media Influencers

Here are the folks I have so far.

Latino: Mariano recommended Ricardo again.

SE Asia: Phia Sonny Vang, sonnyvang72@yahoo.com, 651-558-1157

African American: 13.37 - Security & Trade Secret (waiting for contact info)

American Indian: Connecting with Christine will get to you soon

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov



From: "Bergstrom, Greta A" <greta.bergstrom@minneapolisnmn.gov>

To: "Moe, Karen E" <karen.moe@minneapolisnmn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolisnmn.gov>

Cc: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolisnmn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolisnmn.gov>, "Rubedor, David M." <David.Rubedor@minneapolisnmn.gov>

Subject: RE: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

Date: Thu, 25 Feb 2021 16:21:29 +0000

Importance: Normal

Inline-Images: image002.png

Agree Karen. And this background is helpful and a good reminder of why she is reaching out. CMs do not have a full picture of all the work behind the scenes. I think Monday's 10 am presentation will be clarifying (I hope).

I am also working with Barret, etc. on the "who to call" matrix. Again, an operational issue as the JIS can communicate the numbers and info but I cannot speak to how these systems will respond on the backend (MPD Tips line, 911, 311, etc.) if overwhelmed.

Please note that there is no additional hotline or phone number being established to my knowledge. The Strib inaccurately reported this on Sunday based on an interview with Sasha that then made it seem OVP was standing up a community hotline. This is NOT the case. Sarah reached back out to the Strib on Monday about this but I do believe many now think this. All the more reason for us to finalize the resources page that will be stood up/launched late next week.

David: Do you want to flag this particular slice of the "who to call" operational challenges with Barret? I could also be a part of a conversation or email. Please cc me.

Thx

From: Moe, Karen E <karen.moe@minneapolisnmn.gov>

Sent: Thursday, February 25, 2021 10:08 AM

To: Bergstrom, Greta A <greta.bergstrom@minneapolisnmn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolisnmn.gov>

Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisnmn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolisnmn.gov>; Rubedor, David M. <David.Rubedor@minneapolisnmn.gov>

Subject: Fw: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

Hi Greta and Rose,

I wanted to follow up on this conversation that CM Cano initiated with Inspector McGinty and John Elder. I really believe this is an Operations issue - not an information issue. Greta, I will raise this with David to bring to Barrett through the Operations team.

My understanding of the intention of CM Cano's request is important and one that I am not sure we have direction on as of yet. During the civil unrest last year, Mariano as well as many other city staff, received phone calls from community residents, partners, leaders, etc. with the hope of sharing or receiving a timely response. While many city staff are not trained in emergency response, our city's systems were overwhelmed. So, Mariano was receiving phone calls from desperate community residents and businesses asking for help immediately or to share information immediately. I know that Mariano was not the only one.

I know the City is doing a lot of preparing for the potential of unrest with this trial but I am not sure we have had a system put in place for managing this unique situation. I know that the City is planning on "standing up" some additional phone number where residents can call, but I think there is a uniqueness to role that Mariano and many others play in the City that residents in need are calling them directly. It is difficult for these city staff to say, here is another number to call. Instead, I believe what CM Cano is requesting is that these staff that are on the receiving end of these calls have some sort of way of 1) discerning the significance of the request for need and 2) able to bring that need directly into the appropriate place in the City. Without asking the resident to place more calls.

Regarding Mariano's group on What'sApp, I think this is more nuanced than is being described. Here is some more information:

- Mariano is tied into a group on What'sApp that includes roughly 70 businesses, primarily/all Latino businesses, from the Lake & Bloomington area. This group came together during the civil unrest in 2020 when the businesses felt the need to be communicating. NCR saw this happen around the entire City.
- Mariano does not own that group but has utilized it to share information about city resources and news. All NCR staff utilize various communication methods to get information from and out to the different parts of the communities. For example, some NCR staff use email distribution lists, cell phones, Facebook, twitter, What's App to share or amplify the city's messages. All of the various methods are used with respect to the specific parts of the communities the city is trying to reach. For example, Michael Yang calls the Hmong Elders or Christine McDonald uses her personal Facebook page to amplify. With that in mind, one of the ways Mariano communicates with the Latino business owners along the Lake & Bloomington corridor is through their What'sApp community. I have not yet had the chance to check in with other NCR staff but I know that many were tied into their local communities through What'sApp as well.
- To my knowledge, no NCR has established a formal What'sApp community but this may be something for us to consider - in partnership with Communications. We haven't tried it yet, and it may be too late for this upcoming trial, but I think it is something we should consider.

Thank you,

Karen Moe | Deputy Director | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401 | **Office** 612.673.2919 | **Mobile** 612.500.1835

Pronouns: she/her/hers*

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Para asistencia en español, llame al 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

[*Why this matters](#)

From: Bergstrom, Greta A <greta.bergstrom@minneapolisnmn.gov>
Sent: Thursday, February 25, 2021 9:28 AM
To: Elder, John A. <John.Elder@minneapolisnmn.gov>; Faulkner, Graham R <graham.faulkner@minneapolisnmn.gov>; McGinty, Sean <Sean.McGinty@minneapolisnmn.gov>
Cc: Kesti, Dylan <dylan.kesti@minneapolisnmn.gov>; Rubedor, David M. <David.Rubedor@minneapolisnmn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisnmn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolisnmn.gov>; Moe, Karen E <karen.moe@minneapolisnmn.gov>
Subject: RE: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

I might be able to clarify how information/translated content will flow prior to a meeting. Will also be explained in the 10am Monday presentation by staff.

The Joint Information System (JIS) will help to coordinate back and forth and we have a Community Relations section set up to work through 2-way communication between community and the City/OSN. This section of the JIS will work directly with the Operation Safety Net PIOs on sourcing law enforcement information, vetting this info, translating (where necessary) and dissemination back to community and then community providing feedback. This will include dissemination through an expanded array of communications channels including a more robust cultural radio schedule (KALY, La Raza, KMOJ, WIXK), social media influencers (trusted messengers with local community/neighborhood level followings) and community leaders working with Sasha/OVP, NCR and CPED's small biz team.

From: Elder, John A. <John.Elder@minneapolisnmn.gov>
Sent: Thursday, February 25, 2021 7:07 AM
To: Faulkner, Graham R <graham.faulkner@minneapolisnmn.gov>; McGinty, Sean <Sean.McGinty@minneapolisnmn.gov>
Cc: Kesti, Dylan <dylan.kesti@minneapolisnmn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolisnmn.gov>
Subject: RE: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

Graham,

I am out of the office until next Friday, March 5th.

STAY HEALTHY AND SAFE!

My Best,
John

John A. Elder, Director of Police Information
350 S Fifth Street | Room 100 | Minneapolis, MN 55415
612.673.3829 office | 612.578.4322 mobile
john.elder@minneapolismn.gov

www.govtogovsolutions.org

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From: Faulkner, Graham R <graham.faulkner@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 2:54 PM
To: Cano, Alondra <Cano.Alondra2@minneapolismn.gov>; McGinty, Sean <Sean.McGinty@minneapolismn.gov>; Elder, John A. <John.Elder@minneapolismn.gov>; Espinoza, Mariano <Mariano.Espinoza@minneapolismn.gov>
Cc: Kesti, Dylan <dylan.kesti@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: RE: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

Hello,

Here are some available times:

3/1- 8-930am, 2-4pm

3/2- 11-1pm, 4-530pm

I am cc'ing Greta as she is an important stakeholder given she is running our Joint Information System at the city tasked with cross departmental/jurisdictional communications.

Best,

Graham Faulkner

Policy Aide

City of Minneapolis – City Council

Office of Council Member Alondra Cano

350 S. Fifth St. – Room 307

Minneapolis, MN 55415

Office: 612-673-2209

Cell: 612-716-1694

graham.faulkner@minneapolismn.gov

Pronouns*: He/him



From: Cano, Alondra <Cano.Alondra2@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 11:18 AM

To: McGinty, Sean <Sean.McGinty@minneapolismn.gov>; Elder, John A.

<John.Elder@minneapolismn.gov>; Espinoza, Mariano <Mariano.Espinoza@minneapolismn.gov>

Cc: Kesti, Dylan <dylan.kesti@minneapolismn.gov>; Faulkner, Graham R

<graham.faulkner@minneapolismn.gov>

Subject: MEETING REQUEST: Spanish Speaking Information from MPD During Trial

Importance: High

Dear Inspector McGinty and Mr. Elder,

I am connecting you to Mariano Espinoza at the City's Neighborhood and Community Relations Department. Mariano has done an excellent job of building a rapid communication system with nearly 100 Spanish speaking business owners on East Lake Street using WhatsApp.

I would like to make sure that important MPD related communication about public safety is quickly and clearly shared with Mariano during the days of the Chauvin trial so that Mariano can help us keep our Spanish speaking community up to date during what could be a difficult time for our city.

Can we please meet to review and discuss the types of communications MPD anticipates sending out, who will be sending that out, and how to best coordinate internally?

Graham can help us find a time,

Alondra

Alondra Cano | Ninth Ward Minneapolis City Council Member

Pronouns: she/her/hers

350 South 5th Street – Room 307 | Minneapolis, MN 55415-1382

612.673.2209 | alondra.cano@minneapolismn.gov | www.ci.minneapolis.mn.us/ward9

From: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
To: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>
Cc: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Fw: Draft Slides for Monday's presentation
Date: Thu, 25 Feb 2021 17:21:51 +0000
Importance: Normal
Attachments: 03012021_councilpresentation.pptx
Inline-Images: image001.png; image002.png; image003.png

Here is our final final.

D

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 11:14 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Slides for Monday's presentation

Added. I used the term "regular" vs. weekly. Allows us more flexibility if needed.

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations |
Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 11:01 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Slides for Monday's presentation

I forgot Neighborhood orgs. On the slide with the strategies, we need to add neighborhood organizations. We need to identify neighborhoods as a specific strategy.

The detail could be "Weekly meetings to share information and resources, coordinate and share strategies, and identify needs with the ability to add more briefings as necessary".

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:26 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Slides for Monday's presentation

Here is a less wordy version.

Regarding the website and resource page – and who to call. – I am wondering if Greta can cover that as part of her overview of the JIS. Those functions are owned by other parts of the JIS. Such as information products. I want to be careful about owning parts of work that is not ours. We are involved in ensuring (and the coordination of) that the emergency preparedness ‘toolkit’ get developed but it is being produced by another arm of the JIS.

Is there someone that is going to take the lead on compiling all of the slides for the presentation? I am ok with moving ours around to what make sense in the presentation.

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations |
Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:10 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Slides for Monday's presentation

A quick review...

The content/JIS slides

look good. A bit wordy so if you can tighten a bit, that would be good. I can highlight specifics or examples in the talking points.

Should we add the website and resource page? Add who to call?

What we are hearing slides

Again, looks good but still a bit wordy. Can we tighten up the language? Also, I am thinking this might be better at the beginning of the presentation in Greta's section. If frames up why we are all doing what we are doing. This is a conversation I can have with Greta.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:01 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Draft Slides for Monday's presentation

Here are the draft slides. I added two options for the “what we are hearing” slide – the second option has a higher level of information included – which you could expand on when you talk. I will go back and create a presentation with notes for you David once we land on layout and content.

Karen – I am including you because I took the language you provided for the OEM report. 😊 Also because you always provide valuable insight. If you are able to respond with thoughts by 11:00am – that would be great. We have to get this in by 12:00pm today.

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

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cheyenne.brodeen@minneapolismn.gov

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Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

Key Messages

- Overall accurate message verification, dispel rumors, trial details.
- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest.
- Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together



1

Overall accurate message verification, dispel rumors, trial details.

Provide trial details – date, time, location, etc.

Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:

Downtown (Government Plaza in particular)

38th/Chicago (George Floyd Square)

Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest

Police precincts and other government buildings

Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

Engagement Strategies



Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial.



Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK.



Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.



Neighborhood organizations: Regular meetings to share information and resources, coordinate and share strategies, and identify needs.



Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.



Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

2

Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.

Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

What we are hearing

Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives?
Rumors and concerns about potential attacks from white supremacists

From specific communities:

- There is a need for healing;
- The focus on protecting buildings and properties – not people;
- The investment of resources will not trickle down to community;
- Concerns about the sense of militarization of the City;
- Increased fear around racialized attacks.



3

Questions we are receiving across the city:

How will the state or City be engaging our unsheltered residents?

What can I do as a resident to support the safety of our community?

How will I find out information on

an ongoing basis?

How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?

Rumors and concerns about potential attacks from white supremacists

From specific communities:

There has been no time for healing; communities and residents are exhausted

The focus on protecting buildings and properties – not people

The City is investing a lot of resources into protecting buildings and the City for the trial but it does not feel like the underlying issues are being addressed

Concerns about the sense of militarization of the City (again, resources available to militarize the City but not to address racism and violence)

The Hmong community has raised concerns about being attacked due to the former MPD officers involved in the trials and their relationships with the

Hmong community

Talk about Level of Engagement – Inform.

From: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>

To: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

Subject: Fw: Draft Slides for Monday's presentation

Date: Thu, 25 Feb 2021 16:54:10 -0000

Importance: Normal

Attachments: 03012021_councilpresentation.pptx

Inline-Images: image001.png; image002.png; image003.png

Our slides.

There are two regarding NCR's role at the JIS and one regarding "what we are hearing".

We thought the "what we are hearing" could be used to inform why the JIS is being set up as it is. It may be more relevant to include this at the beginning of your section instead of mine but just including this for our consideration.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Thursday, February 25, 2021 10:26 AM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Cc: Moe, Karen E <karen.moe@minneapolismn.gov>

Subject: RE: Draft Slides for Monday's presentation

Here is a less wordy version.

Regarding the website and resource page – and who to call. – I am wondering if Greta can cover that as part of her overview of the JIS. Those functions are owned by other parts of the JIS. Such as information products. I want to be careful about owning parts of work that is not ours. We are involved in ensuring (and the coordination of) that the emergency preparedness 'toolkit' get developed but it is being produced by another arm of the JIS.

Is there someone that is going to take the lead on compiling all of the slides for the presentation? I am ok with moving ours around to what make sense in the presentation.

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations |

Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Sent: Thursday, February 25, 2021 10:10 AM

To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Cc: Moe, Karen E <karen.moe@minneapolismn.gov>

Subject: Re: Draft Slides for Monday's presentation

A quick review...

The content/JIS slides

look good. A bit wordy so if you can tighten a bit, that would be good. I can highlight specifics or examples in the talking points.

Should we add the website and resource page? Add who to call?

What we are hearing slides

Again, looks good but still a bit wordy. Can we tighten up the language? Also, I am thinking this might be better at the beginning of the presentation in Greta's section. If frames up why we are all doing what we are doing. This is a conversation I can have with Greta.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisnmn.gov>

Sent: Thursday, February 25, 2021 10:01 AM

To: Rubedor, David M. <David.Rubedor@minneapolisnmn.gov>

Cc: Moe, Karen E <karen.moe@minneapolisnmn.gov>

Subject: Draft Slides for Monday's presentation

Here are the draft slides. I added two options for the "what we are hearing" slide – the second option has a higher level of information included – which you could expand on when you talk. I will go back and create a presentation with notes for you David once we land on layout and content.

Karen – I am including you because I took the language you provided for the OEM report. 😊 Also because you always provide valuable insight. If you are able to respond with thoughts by 11:00am – that would be great. We have to get this in by 12:00pm today.

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Office: 612-673-2052

Cell: 612-297-3699

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[*Why this matters](#)

Key Messages

- Overall accurate message verification, dispel rumors, trial details.
- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest.
- Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together



1

Overall accurate message verification, dispel rumors, trial details.

Provide trial details – date, time, location, etc.

Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:

Downtown (Government Plaza in particular)

38th/Chicago (George Floyd Square)

Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest

Police precincts and other government buildings

Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

Engagement Strategies



Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial.



Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK.



Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.



Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.



Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

2

Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.

Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

What we are hearing

Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives?
Rumors and concerns about potential attacks from white supremacists

From specific communities:

- There is a need for healing;
- The focus on protecting buildings and properties – not people;
- The investment of resources will not trickle down to community;
- Concerns about the sense of militarization of the City;
- Increased fear around racialized attacks.



3

Questions we are receiving across the city:

How will the state or City be engaging our unsheltered residents?

What can I do as a resident to support the safety of our community?

How will I find out information on

an ongoing basis?

How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?

Rumors and concerns about potential attacks from white supremacists

From specific communities:

There has been no time for healing; communities and residents are exhausted

The focus on protecting buildings and properties – not people

The City is investing a lot of resources into protecting buildings and the City for the trial but it does not feel like the underlying issues are being addressed

Concerns about the sense of militarization of the City (again, resources available to militarize the City but not to address racism and violence)

The Hmong community has raised concerns about being attacked due to the former MPD officers involved in the trials and their relationships with the

Hmong community

Talk about Level of Engagement – Inform.

From: "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>

Cc: "Hill, Casper T." <Casper.Hill@minneapolismn.gov>, "Gilgenbach, Jordan" <jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

Date: Fri, 26 Feb 2021 20:11:58 +0000

Importance: Normal

Inline-Images: image001.png; image002.png

How does this look with all the edits?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels. It's also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City's Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Friday, February 26, 2021 1:39 PM

To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>

Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

One more edit: can we say increased or enhanced access versus equal?

*The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide **equal** access to information to communities that do not typically follow mainstream news sources or City communications channels. It's also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City's Neighborhood and Community Relations staff.*

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Yes! Good catch.

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:34 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Can we also say “agreements” versus “contracts” since I believe it will be a PO with a scope issued versus a formalized contract.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:32 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Thank you, Rose. I will make that edit. FYI: Michael Levenson of the New York Times also just reached out seeking similar information. So if everyone is good with this proposed response with Rose’s edit, I will share with him later this afternoon as well.

Sarah

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:30 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

It’s fantastic. Some are in-language and some are English aiming to reach community members who do not follow City social channels/City-owned media.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:25 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan

<jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

Thanks, Cheyenne and Rose. How does this sound for a response to Axios? Anything else to add?

*The City is partnering with these messengers to share public information with cultural communities **in language** and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It's also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City's Neighborhood and Community Relations staff.*

The contracts with the social media messengers have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Friday, February 26, 2021 1:14 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>

Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>

Subject: Re: Reporter inquiry about City partnership with social media influencers

I would add that we are adhering to procurement and TMP requirements for the selection and contracting processes.

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From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Friday, February 26, 2021 1:05:29 PM

To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E

<karen.moe@minneapolismn.gov>

Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan

<jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

All,

I am not sure how you want to share this out.

The recommendations came from our NCR Team.

We connected with some of the influencers, others are pending and shared the process to which we would agree.

We are working to issue POs with the scope of the agreement vs POs.

Nothing has been finalized at this time. I was hoping to reach out to the other three organizations and two are verbally committed but I have not sent any follow-up paperwork.

Rose

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>

Sent: Friday, February 26, 2021 12:41 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R.

<Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>;

Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E

<karen.moe@minneapolismn.gov>

Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan

<jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

Hi again everyone,

We're getting more media requests asking for the names/contracts for the social media partners/messengers.

Torey Van Oot (Axios) is requesting a copy of the contracts when finalized. She's also wondering if there was a request for proposals or a notice that went out seeking applications from people in community?

Is there an update I can share with her on selection process?

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Mobile: 612-396-2201

sarah.mckenzie@minneapolismn.gov

news.minneapolismn.gov



From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Wednesday, February 24, 2021 4:43 PM

To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>

Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>

Subject: RE: Reporter inquiry about City partnership with social media influencers

Thanks Cheyenne. I would add we are doing a multi-prong community response approach:

1. Social Media Influencers - 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).
2. Expanded cultural radio programs - KMOJ, WIXK, KALY and La Raza who reach the African American/Black, Hmong, Somali and Latino/a/x communities respectively. We are expanding those annual contracts which are for bi-monthly or monthly programs to weekly.
3. Trusted community messengers – Cheyenne can expand upon but I believe 12
4. Translated web, social content and other messages
5. OVP is also doing some work - Sasha can confirm

The total budget for items 1-4 is \$69,500. I do not know Sasha's budget but I am sure she could let you know so we provide the broader response picture.

Thanks,

Rose

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 4:26 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Hey Sarah –

Here is the information I have. Rose should weigh in on this as well.

We have identified the need of a total of 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).

The funding we have allocated for this work is \$12,000 with each Social Media Influencers getting paid \$2,000.

Cheyenne

Cheyenne Brodeen | Internal Services Manager | she/her/hers* | City of Minneapolis – Neighborhood and Community Relations | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

[*Why this matters](#)

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 3:21 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Reporter inquiry about City partnership with social media influencers

Hi everyone,

Deena Winter, a local freelancer, is writing a piece for the Wall Street Journal on the City's trial-related preparations. She reached out with questions about the plans to partner with trusted messengers to share information via social media and support JIS efforts to monitor for rumors, etc.

She's wondering if we have more details to share on this. How many people does the City plan to partner with? How much is the City spending on this effort, etc.?

Anything else we can share at this point? Her deadline is this evening.

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

From: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>

To: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolismn.gov>, "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>

Subject: Fw: [EXTERNAL] CNN reporter inquiry

Date: Mon, 01 Mar 2021 18:16:42 -0000

Importance: Normal

From: Emma Tucker <emma.tucker@warnermedia.com>

Sent: Monday, March 1, 2021 12:14 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Subject: [EXTERNAL] CNN reporter inquiry

Hi Mr. Rubedor,

I just tried to reach you by phone--my name is Emma Tucker, I'm a reporter with CNN. I'm writing a story about the city-approved program to hire six social media influencers to share information with communities during the Derek Chauvin trial. While watching the city council meeting today, I heard that you announced the city would not proceed with the plan. I was wondering if you had time for a quick call to elaborate on why the plan will not move forward? If you have a second, please give me a call at 4439318112. Thanks so much!

My best,
Emma

—
Emma Tucker | **CNN New York**

News Associate, National Policing & Investigations

TW: [@emmatucker31](#) | M: 443.931.8112

[EXTERNAL] This email originated from outside of the City of Minneapolis. Please exercise caution when opening links or attachments.

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>
Cc: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>
Subject: JIS - information
Date: Mon, 01 Feb 2021 17:44:47 -0000
Importance: Normal
Attachments: March_Trial_Community_Relations_Structure.docx
Inline-Images: image001.png; image002.png; image003.png

Hey David and Karen-

Here is the plan that our team has been working on for the JIS. Please let me know if you have any questions. Nick and I are going to be meeting with Greta and Rose tomorrow to share this information and to walk them through it.

Thanks,

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425
105 5th Avenue South

Minneapolis, MN 55401

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For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

JIS-Community Relations Team

- Role
 - Sharing community concerns and questions within the enterprise
 - Identifying key information and messages relevant to community
 - Making information accessible
- NCR Assignments
 - Cheyenne, Nick, Others?
 - How to involve CPS? (management question)

Pre-Trial Engagement

- Questions:
 - Are we engaging with the authors of the demand letter?
 - How is the City working with folks at George Floyd Square?
 - National guard and law enforcement
 - What's their role and what does it look like during the trial?
 - Are we engaging with George Floyd's family? Check-in, define the legalities
 - Update on Human Rights investigation? Link to Human Rights dept
 - Will there be a JIS for the summer trials?
 - What is the plan with the Minneapolis/Interrupters and roles?
- Consideration
 - Location of the 3rd Precinct (downtown) near proximity of the trial and public response
 - **13.43**
- Strategies for community input
 - 38th and Chicago/George Floyd Square
 - Conversations with community
 - More of informing community on the details of the trial – location, date, time, etc...
 - Shared Power Advisory Committee
 - Purpose
 - Partnership to the JIS versus being *in* the JIS
 - SPAC will meet virtually outside the JIS structure
 - SPAC structure serves as partnership and direct contact with the City, where City staff can investigate and follow-up with situations related to the trials and community concerns
 - SPAC members: Share questions and concerns from community and share out relevant information
 - City: Updates on how the City preparations and operations related to the trial, sharing messages, information and trial updates for community
 - Validity and authenticity
 - Membership: approx. 10 members
 - Time commitment

- March – April 2021
 - Meet two times a week, for up to two-hours
- Interactions
 - Committee meetings: virtual
 - Interactions: text, email, phone call
- Compensation
 - \$1,000-2,000 for duration of the trial
- SPAC members skills
 - Ability to promote and share City information and messages to respective community
 - Social media presence to push out information (not required)
 - Ability to share information about what's happening in community back
 - Trusted and connected community member
 - Ability to understand/connect northside and southside dynamics
 - Unifier versus divider
- Local media partnerships – black media.
 - Cost:
- Social Media influencers
 - Cost:
- City/Community connections and relationships
 - Interrupters/Navigators/CPS/NCR staff
- Community information list
 - Send timely updates to a list of community groups/organizations and individuals who are “on the ground”.
- Pre-trial Information Messaging [*IAP2: Informing*]
 - Trial location, date, time
 - Is it televised?
 - City's plan for community safety
 - How the City is treating the importance of the trial and centering community
 - Form partnerships with local Black-led media
 - Elected leadership: Say something about the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together
 - Update on potential threats
 - George Floyd Square
 - In the midst of working through trauma and healing; please prepare for this
 - Traffic
 - Covid
 - Public safety
 - Working with MDH for COVID testing

During Trial Engagement

- Community input/SPAC
 - Share concerns from community
 - Updates on how the City is preparing

- Sharing messages and information
 - Daily trial updates/summary – that folks are not getting from big media
- Potential: if trial outcome ends with non-guilty verdict, can work with SPAC on how to move forward and healing
- Community rallies/youth
- *Compensation for community healers: for trial outcome*
- Information sharing and how
 - Traffic
 - George Floyd square, neighborhood area – tight neighborhood, if lots of people are coming to town and coming to the area
 - Messaging for NBO, local groups, local churches – what’s the strategy
 - Trial is coming up
 - Parking, public safety concerns, what residents need to know
 - What are the messaging
 - Message: “come into the space to mourn, etc etc. but be respectful and move around. for covid safety reasons but this way, move through the memorial”
 - Cup Foods (Mike)
 - COVID still an issue
 - We now have more strains that’s more infectious
 - Advising for safe events and rallies, cover your eyes/nose
 - Last summer was outdoor to prevent community spread, now we’re in winter
 - CITY: get more access to masks, face shields, think about increased testing
 - Help community decipher what’s happening in the trial
 - Deliberations: what does it look like during that timeframe and anxiety during this period
 - What’s the plan for non-guilty verdict
 - Safety
 - i.e. Lake Street businesses/West Broadway area
 - What’s the City’s plan

JIS Partners	Community Partners	Media
City of Minneapolis Meet Minneapolis Downtown council/DID FBI Hennepin County <ul style="list-style-type: none"> - 4th judicial court - Dept of corrections Met Council (Transit) Minneapolis Parks and Recreation Board Minneapolis Public Schools (?) MN Dept of Public Safety MN DOT	AIM Little Earth Protectors MUID	KMOJ KFAI King Demetrius Pendleton Spokesman Recorder North News Reg Chapman WIXK KALY La Raza

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
Cc: "Moe, Karen E" <karen.moe@minneapolismn.gov>
Subject: RE: Draft Slides for Monday's presentation
Date: Thu, 25 Feb 2021 17:14:54 +0000
Importance: Normal
Attachments: 03012021_councilpresentation.pptx
Inline-Images: image001.png; image002.png; image003.png

Added. I used the term "regular" vs. weekly. Allows us more flexibility if needed.

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[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 11:01 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Slides for Monday's presentation

I forgot Neighborhood orgs. On the slide with the strategies, we need to add neighborhood organizations. We need to identify neighborhoods as a specific strategy.

The detail could be "Weekly meetings to share information and resources, coordinate and share strategies, and identify needs with the ability to add more briefings as necessary".

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:26 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Slides for Monday's presentation

Here is a less wordy version.

Regarding the website and resource page – and who to call. – I am wondering if Greta can cover that as part of her overview of the JIS. Those functions are owned by other parts of the JIS. Such as information products. I want to be careful about owning parts of work that is not ours. We are involved in ensuring (and the coordination of) that the emergency preparedness ‘toolkit’ get developed but it is being produced by another arm of the JIS.

Is there someone that is going to take the lead on compiling all of the slides for the presentation? I am ok with moving ours around to what make sense in the presentation.

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[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:10 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Slides for Monday's presentation

A quick review...

The content/JIS slides

look good. A bit wordy so if you can tighten a bit, that would be good. I can highlight specifics or examples in the talking points.

Should we add the website and resource page? Add who to call?

What we are hearing slides

Again, looks good but still a bit wordy. Can we tighten up the language? Also, I am thinking this might be better at the beginning of the presentation in Greta's section. If frames up why we are all doing what we are doing. This is a conversation I can have with Greta.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:01 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Draft Slides for Monday's presentation

Here are the draft slides. I added two options for the “what we are hearing” slide – the second option has a higher level of information included – which you could expand on when you talk. I will go back and create a presentation with notes for you David once we land on layout and content.

Karen – I am including you because I took the language you provided for the OEM report. ☺ Also because you always provide valuable insight. If you are able to respond with thoughts by 11:00am – that would be great. We have to get this in by 12:00pm today.

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

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[*Why this matters](#)



For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Haddii aad Caawimaad u baahantahay 612-673-3500.

Key Messages

- Overall accurate message verification, dispel rumors, trial details.
- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest.
- Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together



1

Overall accurate message verification, dispel rumors, trial details.

Provide trial details – date, time, location, etc.

Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:

Downtown (Government Plaza in particular)

38th/Chicago (George Floyd Square)

Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest

Police precincts and other government buildings

Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

Engagement Strategies



Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial.



Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK.



Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.



Neighborhood organizations: Regular meetings to share information and resources, coordinate and share strategies, and identify needs.



Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.



Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

2

Community Partners: : A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

Local media partnerships: Expand the City's cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

Community information network: Create a list of local community leaders, organizations, groups who are "on the ground" to share regular electronic updates and information.

Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

What we are hearing

Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives?
Rumors and concerns about potential attacks from white supremacists

From specific communities:

- There is a need for healing;
- The focus on protecting buildings and properties – not people;
- The investment of resources will not trickle down to community;
- Concerns about the sense of militarization of the City;
- Increased fear around racialized attacks.



3

Questions we are receiving across the city:

How will the state or City be engaging our unsheltered residents?

What can I do as a resident to support the safety of our community?

How will I find out information on

an ongoing basis?

How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?

Rumors and concerns about potential attacks from white supremacists

From specific communities:

There has been no time for healing; communities and residents are exhausted

The focus on protecting buildings and properties – not people

The City is investing a lot of resources into protecting buildings and the City for the trial but it does not feel like the underlying issues are being addressed

Concerns about the sense of militarization of the City (again, resources available to militarize the City but not to address racism and violence)

The Hmong community has raised concerns about being attacked due to the former MPD officers involved in the trials and their relationships with the

Hmong community

Talk about Level of Engagement – Inform.

The following strategies are being recommended for pre-trial engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020. The goal is to create multiple channels to share timely and relevant information to the public leading up to the trial date.

Engagement level: Inform. This level of engagement is to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.

Key messages:

- Provide trial details – date, time, location, etc. Will the trial be televised?
- Provide details around safety and traffic plans:
 - Downtown
 - 38th/Chicago
 - Lake street, West Broadway and other commercial corridors
 - Will National Guard be deployed?
 - Snow emergency and clearing plans
- Elected leadership: Say something about the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

Proposed engagement strategies:

- **JIS Community Partners:** A group of community members and leaders that bring varying experience and connections who meet on a regular basis (twice weekly) leading up to and throughout the trial. The goal is to share information from community with the City and sharing City information with the community.
- **Local media partnerships:** Create partnerships with local media who have reach into our non-English communities and residents who don't rely on mainstream media for their news. Ensure partnerships with black-led media.
- **Social media influencers:** Paid partnerships with community members who have large social media presence to share City generated and approved messages.
- **Community information network:** Create a list of local community leaders, organizations, groups who are "on the ground" to share daily (or regular) electronic updates and information with.
- **Leverage existing city roles:** Utilize the network of staff who have roles relevant to the work around 38th and Chicago, community safety and engagement to share information out and share back community concerns. Examples of staff are: NCR staff, CPS', Community Navigators and the Interrupters.