

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

To: "David.Rubedor@minneapolismn.gov" <David.Rubedor@minneapolismn.gov>

Subject: [EXTERNAL] CNN reporter inquiry

Date: Mon, 1 Mar 2021 18:14:24 +0000

Importance: Normal

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

Cc: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: JIS- Engagement Plan Budget Request

Date: Thu, 04 Feb 2021 18:22:50 -0000

Importance: Normal

Attachments: JIS-EngagementPlan_BudgetRequest.dotx

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

Rose –

Here is the document we discussed for your review and edits prior to submitting to David (and Greta) for submission to Mark.

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

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.

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 throughout the three phased trial operational period (pre-trial, trial, verdict phases).

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
- 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.
- ***Preparation toolkit:** Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial. Translation of information included in the toolkit would be needed.
- ***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. There will be costs related to increasing the frequency of programs to weekly. This has been done for other JIS related work such as the Superbowl, COVID and the civil unrest of summer 2020.
- ***Social media influencers:** Paid partnerships with community members who have large social media presence to share City generated and approved messages. This strategy has been used for other JIS related work such as the Superbowl 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.

Budget:

Item	Amount
------	--------

JIS Community Partners Consultants (10-12)	
• Trial 1 (Chauvin)	\$12,000
• Trial 2 (Kueng, Lane and Thao)	\$12,000
Social Media Influencers (6)	
• Trial 1	\$12,000
• Trial 2	\$12,000
Media partnerships	
• Trial 1: Increased radio programing on 4 stations (weekly)	\$10,000
○ On call option	\$8,000
• Trial 2: Increased radio programing on 4 stations (weekly)	\$10,000
○ On call option	\$8,000
• KALY & WIXK: May, June, July 2x month programming	\$2,500
Translation and Interpretation	
• Trial 1	\$25,000
○ 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	
• Trial 2	\$20,000
○ 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	\$131,500

Considerations:

- The engagement strategies proposed focus on ensuring that our cultural communities can receive timely, accurate information in culturally relevant ways.
- The strategies are chosen to ensure that questions around safety, enforcement and changes in public services (City, County and State) are addressed and provided to decision makers.
- 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.
- The implication of not supporting these strategies will cause unnecessary fear and concern furthering distrust and disenfranchisement of cultural and under-represented communities.

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

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

Date: Sun, 28 Feb 2021 18:34:45 +0000

Importance: Normal

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

Thanks!

Kim

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

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

To: "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, Council Members
<CityCouncilMembers@minneapolismn.gov>

Cc: Council Staff <CouncilStaff@minneapolismn.gov>, "Ruff, Mark T"
<mark.ruff@minneapolismn.gov>, "Rubedor, David M."
<David.Rubedor@minneapolismn.gov>, "Cotton, Sasha"
<Sasha.Cotton@minneapolismn.gov>

Subject: RE: Cultural social media partners

Date: Sat, 27 Feb 2021 23:47:19 +0000

Importance: Normal

Council Members, Council Staff:

The Communications department sent the following statement (broader now than the original statement earlier on Friday) to a couple news outlets late yesterday and again this morning regarding our cultural social media partners ("influencers"). I wanted to make sure you had this given the media attention and constituent contact you may be having this weekend. We will also be addressing this in the 10am presentation Monday morning.

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 and/or who do not consume information in English. 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.

The City first collaborated with cultural social media partners prior to the Super Bowl in Minneapolis in 2018. We realized that posting information in English and other languages, such as Spanish, Hmong and Somali on our City social channels would not be enough. Through partnerships with community members we were able to post timely information on street closures, transit changes and other important public information on the City account in multiple languages and the partners amplified the translated messages to their own networks. The social media partners also were able to contact the City if they heard a rumor or a concern so that we could quickly verify the information and share out a corresponding message.

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

Sent: Friday, February 26, 2021 3:19 PM

To: Council Members <CityCouncilMembers@minneapolismn.gov>

Cc: Council Staff <CouncilStaff@minneapolismn.gov>; Bergstrom, Greta A
<greta.bergstrom@minneapolismn.gov>

Subject: Fwd: Cultural social media partners

Council Members & Staff—

Forwarding this message from Comms as I'm sure you're likely getting contacts on this. Greta offers some good clarification about the intent and of the context and language we should use as well as some further direction and guidance in her email (below). I know she'll be addressing this in the briefing on Monday morning. Please let Greta or me know if there are questions or issues we can help address.

CJC

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:47 PM
To: Ruff, Mark T; Rubedor, David M.; Moe, Karen E; Vlatkovich, Mychal; Niebeling, Tara; Hansen, Erik O; Cotton, Sasha; Musicant, Gretchen G.; Carl, Casey J.; Gilgenbach, Jordan
Subject: Cultural social media partners

There has been intense interest (and in some cases, negative scrutiny) by the media regarding the City hiring social media “influencers” to help with two-way communications during the trial period.

The best way to name these contractors is “cultural social media partners” (vs. “influencers”). We are not marketing to community (which has a bad connotation in some minds) but rather ensuring equity of information dissemination to our diverse community members. Many in community do not access City information re: mainstream news outlets (think Star Tribune or WCCO-TV) or in English. And many distrust government at all levels requiring community partners that are trusted to deliver vetted information from the City. And these partners will also be important in the rapid dissemination of information if/when needed. Much more so than assuming community are following the City’s website or social media accounts or following mainstream news source social accounts. We need to meet community where they are at.

We are also sharing the following response back to news outlets asking about this facet of our communications infrastructure:

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 and/or who do not consume information in English. 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.

If you have any questions, please don't hesitate to contact me. I wanted everyone on the same page prior to our Monday 10am Council presentation.

Greta Bergstrom

Communications Director

Pronouns*: she/her/hers

City of Minneapolis – Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Office: 612-673-3663

Mobile: 651-336-6722

greta.bergstrom@minneapolismn.gov

[*Why this matters](#)

From: "Cihacek, Brian" <brian.cihacek@minneapolismn.gov>
To: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
Cc: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Contract forms
Date: Wed, 24 Feb 2021 20:21:21 +0000
Importance: Normal
Attachments: Bidder_Registration_Instructions_Hmong.docx;
Bidder_Registration_Instructions_Spanish.docx;
Bidder_Registration_Instructions_Somali.docx

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@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 2:13 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.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@minneapolisismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.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.

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

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

Subject: RE: JIS update for today

Date: Tue, 23 Feb 2021 17:11:34 -0000

Importance: Normal

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

Wasn't it just the concept around the number to call instead of 911 and the need for emergency preparedness info (generally)

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

Sent: Tuesday, February 23, 2021 11:08 AM

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

Subject: RE: JIS update for today

What about the CPS questions?

Nick Ngo | ADA-Language Access Coordinator | City of Minneapolis – Neighborhood and Community Relations |

O: 612-673-3969 | C: 612-554-1959 | Nicholas.Ngo@minneapolismn.gov

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

Sent: Tuesday, February 23, 2021 11:05 AM

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

Subject: JIS update for today

Here's what I've outlined for the JIS update today:

Engagement work:

1. JIS Community Partners group: Identifying members this week.
2. Social Media Influencers: identified individuals. Contracting process is beginning.
3. Cultural radio: expanding shows to weekly.
4. Community information network: developing list of community members/organizations who want to receive information directly from the JIS.
5. Developing process for message distribution from JIS Community Relations arm

Community questions/concerns:

1. Lots of questions from community members and neighborhood organizations about who can be called if they are hearing/seeing things on the ground. This would be an option besides 911/311 and would be a number that we would share with groups we know are doing community patrols.
 - a. Lots of need for information around emergency preparedness.
2. Messaging needs to be center on resident and community perspective. We are hearing that folks think that messaging isn't for them. It's too City/Government speak.
3. Develop specific messaging for young people. Specifically when/if a curfew is put in place.
4. Racialized harm:
 - a. Communities feel an increase in racialized attacks (Hmong, Latinx)
 - b. Neighborhood patrols – past experience with racialized harm to young people/youth around curfews.
5. What is happening with our unhoused community? How are they being engaged and what are jurisdictional partners – specifically OSN doing to prep mutual aid partners on how to keep them safe/engage.

From: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "White, Jennifer B" <Jennifer.White@minneapolismn.gov>, Kelsey Dawson Walton <Kelsey.DawsonWalton@hennepin.us>

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

Subject: RE: JIS: Community Relations Team

Date: Tue, 16 Feb 2021 16:05:02 +0000

Importance: Normal

Attachments: JIS-Community_Relations_Engagement_Plan.docx

Nick Ngo | ADA-Language Access Coordinator | City of Minneapolis – Neighborhood and Community Relations |

O: 612-673-3969 | C: 612-554-1959 | Nicholas.Ngo@minneapolismn.gov

13.43 - Personnel Data

Hello All –

This meeting is a check-in with the wonderful Community Relations arm of the JIS!

Kelsey – let me know if this time does not work for you. I cannot see your availability.

Thanks!

Cheyenne

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13.37 - Security & Trade Secret

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

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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.

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 - 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:

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- ***Preparation toolkit:** Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial. Translation of information included in the toolkit would be needed.
- ***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.

Considerations:

- The engagement strategies proposed focus on ensuring 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 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.

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

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

Date: Fri, 26 Feb 2021 20:15:46 +0000

Importance: Normal

Inline-Images: image001.png; image002.png

Yes! Good edit!

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

Sent: Friday, February 26, 2021 2:15 PM

To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@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

Thoughts on adding this in (in red below)?

*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 **and/or who do not consume information in English.** 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.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:12 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

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

Pronouns: she, her, hers

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

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

Cc: "Ruff, Mark T" <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

Date: Mon, 01 Mar 2021 01:32:00 -0000

Importance: Normal

Good point.

D

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

Sent: Sunday, February 28, 2021 7:30 PM

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

Cc: Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

I say no; let's not put in writing—or even say aloud—statements that can be twisted and used against us. We need to be more strategic in all our work; as Greta said, even our RCAs need to be scrutinized for any possible misinterpretation or misrepresentation of the City by those who would harm us.

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

Sent: Sunday, February 28, 2021 7:25:54 PM

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

Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

Do we want to include anything about the pushback community members are receiving and the sensitivity of working with the city?

D

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

Sent: Sunday, February 28, 2021 7:12 PM

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

Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

Slight modification.

Added the highlighted area. Tomorrow I will add NCR made the recommendation at the meeting.

Let me know if ok.

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

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

Sent: Sunday, February 28, 2021 7:05 PM

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

Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Draft email

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.

NCR staff made this recommendation to the JIS (Do you want this sentence in or just start with second sentence?) 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.

While we believe in and support the intention of this recommendation, we have seen the impact of 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 (these strategies?). NCR will continue to bring forth recommendations to the JIS (ALT: 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

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

Sent: Sunday, February 28, 2021 5:32 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A

<greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Statement

Here is a draft statement:

I want 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 the impact of these have 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 necessarily with the intention of repairing the harm, as that may take more time, 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. But larger than that is the community's 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, I believe the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I am sorry.

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.

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: "Eberdt, Rebecca" <rebecca.eberdt@minneapolismn.gov>

To: "Lane, Barret W.S." <Barret.Lane@minneapolismn.gov>, "Ruff, Mark T" <mark.ruff@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Arradondo, Medaria" <Medaria.Arradondo@minneapolismn.gov>, "Gerlicher, Scott" <Scott.Gerlicher@minneapolismn.gov>, "Tyner, Bryan D." <Bryan.Tyner@minneapolismn.gov>, "Moore, Fatima A" <fatima.moore@minneapolismn.gov>, "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, "O'Brien, Barbara" <barbara.obrien@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Hughes, Kathy J" <kathy.hughes@minneapolismn.gov>, "Rowader, Jim R" <jim.rowader@minneapolismn.gov>, "Kjenstad, Trudy M." <Trudy.Kjenstad@minneapolismn.gov>, "Archbold, Nicole (DPS)" <Nicole.Archbold@state.mn.us>, "Hansen, Erik O" <erik.hansen@minneapolismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>, "Thomas, Arthur A." <Arthur.Thomas@minneapolismn.gov>, "Hjelle, Brette L." <Brette.Hjelle@minneapolismn.gov>, "Musicant, Gretchen G." <Gretchen.Musicant@minneapolismn.gov>, "White, Jennifer B" <Jennifer.White@minneapolismn.gov>, "Vitali, Gia" <gia.vitali@minneapolismn.gov>, "Keller, Kim R" <Kim.Keller@minneapolismn.gov>, "Johnson, Jeff L. -MCC" <Jeffrey.Johnson@minneapolismn.gov>, "Brennan, Andrea" <Andrea.Brennan@Minneapolismn.gov>, "Ferguson, Patience A." <Patience.Ferguson@minneapolismn.gov>, "Anderson, Lynn M." <Lynn.Anderson@minneapolismn.gov>

Subject: Pre-Trial Coordination Report: February 24, 2021

Date: Wed, 24 Feb 2021 21:51:00 +0000

Importance: Normal

Attachments: PreTrial_Situation_Report_2.24.2021.pdf

Attached please find the February 24, 2021 Pre-Trial Coordination report. It has also been posted in Teams.

This report is not for media or public release.

Thank you,

Rebecca Eberdt | Administrative Analyst II | City of Minneapolis – City Coordinator | 350 South Fifth Street, Rm M301, Minneapolis, MN 55415

D: 612-673-6059 | C: 612-364-1857 | rebecca.eberdt@minneapolismn.gov

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

To: "Gilgenbach, Jordan" <jordan.gilgenbach@minneapolismn.gov>, "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>

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

Date: Fri, 26 Feb 2021 19:39:12 +0000

Importance: Normal

Inline-Images: image005.png; image006.png; image007.png; image008.png

For sure. Thanks for flagging, Jordan!

From: Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>

Sent: Friday, February 26, 2021 1:38 PM

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

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

I didn't see it in the statement, which is fine, but we'll want to make sure to refer to them as cultural social media partners, not the term "social media influencers".

Jordan Gilgenbach

*Digital Communications Coordinator
Social Media Officer*

City of Minneapolis - Communications

350 S. Fifth St. - Room 301M

Minneapolis, MN 55415

Office: 612-673-2148



From: "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>
Date: Friday, February 26, 2021 at 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

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

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
Cc: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>
Subject: RE: JIS- Engagement Plan Budget Request
Date: Thu, 4 Feb 2021 19:20:40 +0000
Importance: Normal
Attachments: JIS-EngagementPlan_BudgetRequest_RL.dotx
Inline-Images: image004.png; image001.png; image002.png

Cheyenne,

This is great. Some thoughts attached for consideration.

Rose

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 4, 2021 12:23 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Cc: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: JIS- Engagement Plan Budget Request

Rose –

Here is the document we discussed for your review and edits prior to submitting to David (and Greta) for submission to Mark.

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

Office: 612-673-2052

Cell: 612-297-3699

cheyenne.brodeen@minneapolismn.gov

www.minneapolismn.gov/ncr

-

[*Why this matters](#)

-

Joint Information System: Trial engagement plan

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 videos
- 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.
- ***Preparation toolkit:** Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial. Translation of information included in the toolkit would be needed.
- ***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

Commented [LRC1]: The City's goal is to inform but aren't we also trying to set up two-way information so community can share their concerns/needs so we can respond?

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.

Budget:

Item	Amount
JIS Community Partners Consultants (10-12)	
• Trial 1 (Chauvin)	\$12,000
• Trial 2 (Kueng, Lane and Thao)	\$12,000
Social Media Influencers (6)	
• Trial 1	\$12,000
• Trial 2	\$12,000
Media partnerships	
• Trial 1: Increased radio programming on 4 stations (weekly)	\$10,000
○ On call option	\$8,000
• Trial 2: Increased radio programming on 4 stations (weekly)	\$10,000
○ On call option	\$8,000
• KALY & WIXK: May, June, July 2x month programming	\$2,500
Translation and Interpretation	
• Trial 1	\$25,000
○ 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	
• Trial 2	\$20,000
○ 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	\$131,500

Considerations:

- The engagement strategies proposed focus on ensuring 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 strategies are chosen to ensure that questions around safety, enforcement and changes in public services (City, County and State) are addressed and provided to decision makers 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.
- The implication risk of not supporting these strategies is will cause unnecessary fear and concern furthering distrust and disenfranchisement of cultural and under-represented communities.

- The risk of not supporting these strategies is not having a comprehensive response system in place when an emergency arises and needing to create one in the moment which may be less comprehensive and more expensive.

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

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

Date: Fri, 12 Feb 2021 23:55:46 +0000

Importance: Normal

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 - Security & Trade Secret

-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: "Eberdt, Rebecca" <rebecca.eberdt@minneapolismn.gov>

To: "Lane, Barret W.S." <Barret.Lane@minneapolismn.gov>, "Ruff, Mark T" <mark.ruff@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Arradondo, Medaria" <Medaria.Arradondo@minneapolismn.gov>, "Gerlicher, Scott" <Scott.Gerlicher@minneapolismn.gov>, "Tyner, Bryan D." <Bryan.Tyner@minneapolismn.gov>, "Moore, Fatima A" <fatima.moore@minneapolismn.gov>, "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, "O'Brien, Barbara" <barbara.obrien@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Hughes, Kathy J" <kathy.hughes@minneapolismn.gov>, "Rowader, Jim R" <jim.rowader@minneapolismn.gov>, "Thomas, Arthur A." <Arthur.Thomas@minneapolismn.gov>, "Hjelle, Brette L." <Brette.Hjelle@minneapolismn.gov>, "Musicant, Gretchen G." <Gretchen.Musicant@minneapolismn.gov>, "White, Jennifer B" <Jennifer.White@minneapolismn.gov>, "Vitali, Gia" <gia.vitali@minneapolismn.gov>, "Keller, Kim R" <Kim.Keller@minneapolismn.gov>, "Johnson, Jeff L. -MCC" <Jeffrey.Johnson@minneapolismn.gov>, "Brennan, Andrea" <Andrea.Brennan@Minneapolismn.gov>, "Dodds, Bryan J" <bryan.dodds@minneapolismn.gov>

Cc: "Kjenstad, Trudy M." <Trudy.Kjenstad@minneapolismn.gov>

Subject: Pre-Trial Coordination Report: February 10, 2021

Date: Wed, 10 Feb 2021 21:54:10 +0000

Importance: Normal

Attachments: PreTrial_Situation_Report_2.10.2021.pdf

Attached please find the February 10, 2021 Pre-Trial Coordination report. It has also been posted in Teams.

This report is not for media or public release.

Thank you,

Rebecca Eberdt | Administrative Analyst II | City of Minneapolis – City Coordinator | 350 South Fifth Street, Rm M301, Minneapolis, MN 55415

D: 612-673-6059 | C: 612-364-1857 | rebecca.eberdt@minneapolismn.gov

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

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

Cc: "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, "Ruff, Mark T" <mark.ruff@minneapolismn.gov>

Subject: RE: Draft email

Date: Mon, 1 Mar 2021 01:34:22 +0000

Importance: Normal

I would leave clean for now (no additions) but could address tomorrow. It may come up regardless from CMs.

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

Sent: Sunday, February 28, 2021 7:26 PM

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

Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

Do we want to include anything about the pushback community members are receiving and the sensitivity of working with the city?

D

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

Sent: Sunday, February 28, 2021 7:12 PM

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

Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

Subject: Re: Draft email

Slight modification.

Added the highlighted area. Tomorrow I will add NCR made the recommendation at the meeting.

Let me know if ok.

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

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Sunday, February 28, 2021 7:05 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: Draft email

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.

NCR staff made this recommendation to the JIS (Do you want this sentence in or just start with second sentence?) 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.

While we believe in and support the intention of this recommendation, we have seen the impact of 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 **(these strategies?). NCR will continue to bring forth recommendations to the JIS** (ALT: 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

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

Sent: Sunday, February 28, 2021 5:32 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A

<greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen,

Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Statement

Here is a draft statement:

I want 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 the impact of these have 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 necessarily with the intention of repairing the harm, as that may take more time, 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. But larger than that is the community's 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, I believe the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I am sorry.

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.

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

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

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

Subject: RE: CR JIS Trial partners

Date: Wed, 24 Feb 2021 00:50:53 +0000

Importance: Normal

I'll ask Michael and will get back to y' all.

Nick Ngo | ADA-Language Access Coordinator | City of Minneapolis – Neighborhood and Community Relations |

O: 612-673-3969 | C: 612-554-1959 | Nicholas.Ngo@minneapolismn.gov

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

Sent: Tuesday, February 23, 2021 6:09 PM

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

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

Subject: CR JIS Trial partners

Hi Team,

I have reached out to

- KMOJ, La Raza and WIXK to ask about expanded programs to weekly as well as being contracted for on call social media. I have an appointment with KMOJ in the morning and hope to schedule the others this week.
- KALY – We are doing 2 programs a month as we have 2 programs banked from January and February we will roll into March and April. We met yesterday. He met Ahmed from the CPS team and we are set. We just need to support Ahmed with his first programs.
- Somali TV – The goal would be to have them do programs on the opposite weeks as KALY so two programs a month and be social influencer. I reached out to him, we just need to confirm a time to connect.
- Ricardo Manjarrez – I have reached out to see if he's interested in partnering again like Elections
-

13.37 - Security & Trade Secret

- Phia Sonny Vang – Do you know if they are expecting to hear from me directly or does Michael need to “introduce” us virtually?
- Pending 4 social media contacts to reach out – Waiting for contact information

From: "Cihacek, Brian" <brian.cihacek@minneapolismn.gov>
To: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
Cc: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Perrizo, Richard M" <Richard.Perrizo@minneapolismn.gov>

Subject: RE: JIS Trial social influencers

Date: Mon, 15 Feb 2021 18:22:25 +0000

Importance: Normal

Hi!

13.37 vendor; Hmong Broadcasting and Ricardo are not.

There is a Peter Chang with was registered as social media influencer for the Superbowl (bidder id 511) and Hmong TV is a registered in the TMP (maybe a dba for Hmong Broadcasting).

If you would like help in reaching out to either vendor to enroll in the TMP, please work with Rich Perrizo (cc'ed).

Sincerely,

Brian Cihacek

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)

-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: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@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: Wed, 24 Feb 2021 23:15:58 +0000
Importance: Normal
Inline-Images: image001.png

Fantastic!

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 5:07 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@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

Rose's email will be my talking points! Thx Rose.

David

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 5:02 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@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

As we are putting some high-level slides together for the Mon. AM presentation to Council/public, we will want to touch on these details.

From: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 4:58 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolisismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolisismn.gov>; Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Moe, Karen E <karen.moe@minneapolisismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolisismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolisismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

The radio contracts have been expanded. We are in the process of finalizing agreements with influencers. Some are new to us and some have partnered with us on previous events like this past election.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 4:54 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolisismn.gov>; Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Moe, Karen E <karen.moe@minneapolisismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolisismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolisismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Thanks much, Rose and Cheyenne. We included the info about OVP's plans to fund a network of community groups in this [morning's release](#).

Are the contracts in place yet for the influencers or messengers? Or are they getting finalized soon?

Thanks!

Sarah

From: Lindsay, Rose C. <Rose.Lindsay@minneapolisismn.gov>
Sent: Wednesday, February 24, 2021 4:43 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolisismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolisismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolisismn.gov>; Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Moe, Karen E <karen.moe@minneapolisismn.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

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

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

Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

Date: Thu, 25 Feb 2021 21:33:19 -0000

Importance: Normal

Ok. I want to ensure that David understands that we are not at a point to share the names of people out with the Media or publicly.

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: Thursday, February 25, 2021 3:32 PM

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

Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

I have discussed contracts with **13.37** and Ricardo. I just need to send them the paperwork as I was still figuring out the actual contract vs PO process.

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

Sent: Thursday, February 25, 2021 3:31 PM

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

Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

Thanks!

At this point none are officially under contract, correct.

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: Thursday, February 25, 2021 3:30 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

This is what has been provided to me so far. I have not been provided with contact information for the AA or American Indian contacts yet.

Latino: Mariano recommended 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

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:22 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: FW: PRESS REQUEST: URG: BuzzFeed News inquiry

Hey Rose –

Can you send me the list of all of the social media influencers? I am not sure I have all the details. I am looking for it for our records here at NCR so David can speak to them. You probably should respond to this request.

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: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:13 PM
To: Moe, Karen E <karen.moe@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: FW: PRESS REQUEST: URG: BuzzFeed News inquiry

Do we have any to add? Social media influencers? Community partners?

From: Vlatkovich, Mychal <mychal.vlatkovich@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:09 PM
To: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>; Elder, John A. <John.Elder@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Jeffries, Jared <jared.jeffries@minneapolismn.gov>; Ritchie, Heidi <heidi.ritchie@minneapolismn.gov>
Cc: Niebeling, Tara <tara.niebeling@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: PRESS REQUEST: URG: BuzzFeed News inquiry

All – See below the request from Buzz Feed for tomorrow, recommend pooling a shared City response here. Deadline is tmw at 2:00

Not my bailiwick but getting the ball rolling from my perspective on the peripheries here. Please add partner organizations or let me know if I'm screwing any of these up. Thanks!

\\

Below is a **non-exhaustive** list of community organization and partners the mayor and department leaders are engaging:

- Metropolitan Urban Indian Directors
- American Indian Community Development Corporation
- Twin Cities Urban League
- Park Avenue Church
- YouthLink
- Operation Safety Now
- Latino Chamber of Commerce
- Minneapolis Regional Chamber
- Downtown Council
- Agape Movement
- A Mother's Love
- MAD DAD's
- Minneapolis NAACP

From: Tasneem N <tasneem.nashrulla@buzzfeed.com>
Sent: Thursday, February 25, 2021 2:51 PM
To: Mayor Frey Press <FreyPress@minneapolismn.gov>; Vlatkovich, Mychal <mychal.vlatkovich@minneapolismn.gov>; Niebeling, Tara <tara.niebeling@minneapolismn.gov>
Subject: [EXTERNAL] URG: BuzzFeed News inquiry

Hello,

Hope ya'll are doing well. I'm a reporter with BuzzFeed News covering the Derek Chauvin trial. I'm writing a story about the city's security and communication plans surrounding the trial.

During last week's press conference, city officials outlined outreach efforts to community organizations and neighborhood groups as part of the city's communication and engagement plans for the trial. I'm reaching out for a list of groups and organizations that city officials, including Mayor Frey, have reached out to and will be reaching out to as part of this effort.

I'd appreciate it if you could get back to me before 3 pm EST tomorrow. You can also call me at 917-573-3386.

Thanks,
Tasneem

--

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

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

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

Date: Wed, 24 Feb 2021 23:00:46 +0000

Importance: Normal

Inline-Images: image003.png

These are all items to review in our slides Monday (the plan in front of CMs, public). Rose, Cheryl and I are working on a JIS slide trying to delineate how this is structured and operational spheres (OSN/law enforcement; Trial operations; City of Mpls operations)

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

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

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

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

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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 –

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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

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

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

Subject: Fwd: [EXTERNAL] Media request

Date: Sat, 27 Feb 2021 17:34:30 +0000

Importance: Normal

Inline-Images: image002.png

Get [Outlook for iOS](#)

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

Sent: Saturday, February 27, 2021 10:32 AM

To: Bergstrom, Greta A; Lindsay, Rose C.

Subject: FW: [EXTERNAL] Media request

FYI: Just shared the statement again with KSTP, including the info on how it was an effective strategy during Super Bowl.

From: McKenzie, Sarah L

Sent: Saturday, February 27, 2021 10:26 AM

To: Bui, Crystal <cbui@kstp.com>

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

Subject: RE: [EXTERNAL] Media request

Hi Crystal,

Here's a statement for you:

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 and/or who do not consume information in English. 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.

The City first collaborated with cultural social media partners prior to the Super Bowl in Minneapolis in 2018. We realized that posting information in English and other languages, such as Spanish, Hmong and Somali on our City social channels would not be enough. Through partnerships with community members we were able to post timely information on street closures, transit changes and other important public information on the City account in multiple languages and the partners amplified the translated messages to their own networks. The social media partners also were able to contact the City if they heard a rumor or a concern so that we could quickly verify the information and share out a corresponding message.

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: Bui, Crystal <cbui@kstp.com>
Sent: Saturday, February 27, 2021 10:19 AM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Subject: [EXTERNAL] Media request

Hi Sarah!

We are doing a story today on the social media influencers helping dispel disinformation.

Curious if any statement or further info and interviews from anyone with the city?

Also can you confirm the info from: <https://minnesotareformer.com/2021/02/26/amid-massive-security-presence-minneapolis-is-turning-to-grassroots-to-keep-the-peace/>

Thanks in advance,

Crystal Bui

KSTP News Reporter

Work Cell: (651) 249-9786

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

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

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

Cc: "Siyadsalah@hotmail.com" <Siyadsalah@hotmail.com>, "Somalishaps@gmail.com" <Somalishaps@gmail.com>, "Imarketbetter@gmail.com" <Imarketbetter@gmail.com>

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

Date: Wed, 24 Feb 2021 23:32:29 +0000

Importance: Normal

Inline-Images: image001.png

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



From: "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>
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
Date: Wed, 24 Feb 2021 23:02:34 +0000
Importance: Normal
Inline-Images: image001.png

Thanks, Rose! I'll follow-up with the reporter with this info now.

Sarah

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 4:58 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

The radio contracts have been expanded. We are in the process of finalizing agreements with influencers. Some are new to us and some have partnered with us on previous events like this past election.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 4:54 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

Thanks much, Rose and Cheyenne. We included the info about OVP's plans to fund a network of community groups in this [morning's release](#).

Are the contracts in place yet for the influencers or messengers? Or are they getting finalized soon?

Thanks!

Sarah

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

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

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

Date: Fri, 26 Feb 2021 19:45:36 +0000

Importance: Normal

Inline-Images: image001.png; image002.png

Casper- Here is the budget. The total of \$69,500 is the estimated cost for all of the engagement components for the Chauvin Trial. The amount that is budgeted for the social media influencers is \$12,000.

Budget:

Chauvin Trial – Estimated 60 day time period

Item	Amount
JIS Community Partners Consultants (10-12)	\$12,000
Social Media Influencers (6)	\$12,000
(African American, American Indian, East African, Hmong, Lao and Oromo)	
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
o Frequently Asked Question	
o Press Conferences	
o Curfews/Street Closures/Traffic	
o Media alerts from courts	
o Mayor/Chief statements	
o Social media messages	
o Web content	
o Radio show interpretation	
Total	\$69,500

[*Why this matters](#)

From: Hill, Casper T. <Casper.Hill@minneapolismn.gov>

Sent: Friday, February 26, 2021 1:40 PM

To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; 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: Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>

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

The Fox 9 request is to confirm \$69,500 for social media influencers. I will need to say more. And too many edits are flying by for me to keep track.

Here's what I have so far.

The City is partnering with these messengers to share public information with cultural communities in English and other languages 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.

Partnerships include:

- The expansion of the City's current cultural radio programs. The City's current programs on KMOJ, WIXK, KALY and La Raza reach African American/Black, Hmong, Somali and Latino/a/x communities respectively. Annual contracts for bi-monthly or monthly programs are being expanded to weekly.*
- Agreements with six cultural and social media partners. These agreements will make it possible to share messages with the African American, American Indian, East African, Hmong and Latino/a/x communities. These agreements have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.*
- Partnering with trusted community messengers to translate trial-related information.*

The total budget for this work the City's Communications and NCR departments are doing is \$69,500.

~ Casper

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

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Mobile: 612-396-2201

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3. Trusted community messengers – Cheyenne can expand upon but I believe 12
4. Translated web, social content and other messages
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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.

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Hey Sarah –

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

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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](#)

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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

Pronouns: she, her, hers

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Minneapolis, MN 55415

Mobile: 612-396-2201

sarah.mckenzie@minneapolismn.gov

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To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
Cc: "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>, "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: JIS - Engagement budget request

Date: Thu, 04 Feb 2021 19:33:33 -0000

Importance: Normal

Attachments: JIS-EngagementPlan_BudgetRequest.dotx

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

Hey David –

Rose, Nick and I put our heads together today to talk through potential budgetary needs related to the engagement strategies we have outlined for the Joint Information System for the upcoming Trials related to the killing of George Floyd. We have included in the proposal costs associated with both trials in order to look at this as a wholistic approach. However, we did break out the costs related to each trial separately.

Please let me know if you need any additional information prior to submitting this to Mark.

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

Office: 612-673-2052

Cell: 612-297-3699

cheyenne.brodeen@minneapolismn.gov

www.minneapolismn.gov/ncr

-

[*Why this matters](#)

-



Joint Information System: Trial engagement plan

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.

Commented [LRC1]: The City's goal is to inform but aren't we also trying to set up two-way information so community can share their concerns/needs so we can respond?

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.
- ***Preparation toolkit:** Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial. Translation of information included in the toolkit would be needed.
- ***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.

Budget:

Item	Amount
JIS Community Partners Consultants (10-12)	
• Trial 1 (Chauvin)	\$12,000
• Trial 2 (Kueng, Lane and Thao)	\$12,000
Social Media Influencers (6)	
• Trial 1	\$12,000
• Trial 2	\$12,000
Media partnerships	
• Trial 1: Increased radio programming on 4 stations (weekly March – June)	\$10,000
○ On call option	\$8,000
• Trial 2: Increased radio programming on 4 stations (weekly September – October)	\$10,000
○ On call option	\$8,000
• KALY & WIXK: May, June, July 2x month programming	\$2,500
Translation and Interpretation	
• Trial 1	\$25,000
○ 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	
• Trial 2	\$20,000
○ 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	\$131,500

Considerations:

- The engagement strategies proposed focus on ensuring 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 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.
- The risk of not supporting these strategies is unnecessary fear and concern furthering distrust and disenfranchisement of cultural and under-represented communities.

- The risk of not supporting these strategies is not having a comprehensive response system in place when an emergency arises and needing to create one in the moment which may be less comprehensive and more expensive.

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

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

Date: Wed, 24 Feb 2021 19:01:17 +0000

Importance: Normal

Attachments: News_Release_Briefing_Summary_022421.docx;
News_Release_Public_Safety_Briefing.docx

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

casey.carl@minneapolismn.gov

City Website: www.minneapolismn.gov

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](#).

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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.

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