

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

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

Subject: Data request

Date: Tue, 9 Mar 2021 21:08:25 +0000

Importance: Normal

Attachments: JIS-Community_Relations_Engagement_Plan.docx;
March_Trial_Community_Relations_Structure.docx;
March_Trial_Community_Relations_Structure_2.docx; JIS-
EngagementPlan_BudgetRequest.docx; JIS-EngagementPlan_BudgetRequest_v2.docx;
IMG_0472.jpg; file.jpeg; file(1).jpeg

Embedded: RE: _Social_Media_Influencers; RE: _JIS_update_for_today; Engagement_plan_updates;
RE: _JIS:_Community_Relations_Team; RE: _JIS_Trial_social_influencers; RE: _JIS_-
_Engagement_budget_request; RE: _JIS-_Engagement_Plan_Budget_Request; JIS-
PretrialEngagementplan_Draft; JIS_-_information;
March_Trial_Community_Relations_Structure_(003)

Inline-Images: image001.png

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov



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

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

Subject: RE: Social Media Influencers

Date: Tue, 23 Feb 2021 22:17:36 -0000

Importance: Normal

Inline-Images: image001.png

Yes.

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 4:13 PM

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

Subject: RE: Social Media Influencers

FYI. Our original budget proposal said this

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

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

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

Correct?

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

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

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

<Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

Yes!

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

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

[*Why this matters](#)

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

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

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

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

Subject: RE: Social Media Influencers

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

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

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

Sent: Monday, February 22, 2021 1:35 PM

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

Subject: Social Media Influencers

Here are the folks I have so far.

Latino: Mariano recommended Ricardo again.

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

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

American Indian: Connecting with Christine will get to you soon

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov



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.

6. Press conferences aren't reaching all community members.

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

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105 5th Avenue South

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

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

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

Subject: Engagement plan updates

Date: Tue, 16 Feb 2021 17:40:17 +0000

Importance: Normal

Attachments: JIS-EngagementPlan_BudgetRequest_v2.docx

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

Here are the updates to the plan I made. What do you think?

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

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105 5th Avenue South

Minneapolis, MN 55401

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

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

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

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

Subject: RE: JIS - Engagement budget request

Date: Tue, 9 Feb 2021 19:58:19 +0000

Importance: Normal

Attachments: JIS-EngagementPlan_BudgetRequest.docx

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

Greta and David –

Attached are the revisions we discussed today.

Thanks,

Cheyenne

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

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

[*Why this matters](#)

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

Sent: Friday, February 5, 2021 2:16 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>

Subject: RE: JIS - Engagement budget request

David,

Attached is an updated version with edits from Rose and Cheyenne.

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: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 04, 2021 1:50 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: Re: JIS - Engagement budget request

Thanks, Cheyenne. This is very detailed and clearly breaks down the major components.

However, it is way higher than originally discussed or anticipated. I will wait until Greta returns next week to discuss this with her before proceeding to next steps.

Thanks.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 4, 2021 1:33 PM
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

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

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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 as well as receive input and feedback from the community throughout the three phased trial operational period (pre-trial, trial, verdict phases) for both trials.

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

Key public messaging to inform the following:

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

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

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

Strategies by trial phases:

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

Considerations:

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

media or City channels.

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

Budget:

Chauvin Trial – Estimated 60 day time period

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

Kueng, Lane and Thao Trial

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

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

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

From: "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

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105 5th Avenue South

Minneapolis, MN 55401

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[*Why this matters](#)

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

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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:

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

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

Subject: JIS-PretrialEngagementplan_Draft

Date: Mon, 1 Feb 2021 21:17:25 +0000

Importance: Normal

Attachments: JIS-PretrialEngagementplan_Draft.dotx

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>
Cc: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>
Subject: JIS - information
Date: Mon, 1 Feb 2021 17:44:47 +0000
Importance: Normal
Attachments: March_Trial_Community_Relations_Structure.docx
Inline-Images: image001.png; image002.png; image003.png

Hey David and Karen-

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

Thanks,

Cheyenne

Cheyenne Brodeen

Internal Services Manager

Pronouns: she/her/hers*

City of Minneapolis – Neighborhood and Community Relations

Crown Roller Mill, Room 425
105 5th Avenue South

Minneapolis, MN 55401

Office: 612-673-2052

Cell: 612-297-3699

cheyenne.brodeen@minneapolismn.gov

www.minneapolismn.gov/ncr

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[*Why this matters](#)

-



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

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

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

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

Subject: March Trial Community Relations Structure (003)

Date: Mon, 1 Feb 2021 15:35:29 +0000

Importance: Normal

Attachments: March_Trial_Community_Relations_Structure_(003).docx

I made a few updates. Mine are in purple

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)
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 - 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.
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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.

JIS-Community Relations Team

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

Pre-Trial Engagement

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

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

During Trial Engagement

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

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

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

Community	Communication/Engagement

Misconception: city is relying on community groups to 'uphold services'

- What worked well and what need to be aware when community groups are out

More information on other law enforcement agencies in the area

Special impact in the hmong community – ex wife/family in law are hmong

- Hmong community afraid of being targeted during trial
- Request: share how the city is protecting all residents and support those who have concerns
- Message: no discrimination

National guard presence

- Previously, fear about armed state forces occupying the city

Law enforcement response

- No one feels safe

Racial tension

- City planning and conversations of racial equity is not being translated into the work and what's happening in community
- How to address

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

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

Key messages:

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

Proposed engagement strategies:

- **JIS Community Partners:** A group of community members and leaders that bring varying experience and connections who meet on a regular basis (twice weekly) leading up to and throughout the trial. The goal is to share information from community with the City and sharing City information with the community.
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 - Validity and authenticity
 - Membership: approx. 10 members
 - Time commitment
 - March 1st-31st

- Meet two times a week, for up to two-hours
 - Interactions
 - Committee meetings: virtual
 - Interactions: text, email, phone call
 - Compensation
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 - Cost:
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- Community input/SPAC
 - Share concerns from community
 - Updates on how the City is preparing
 - Sharing messages and information

- Daily trial updates/summary – that folks are not getting from big media
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Joint Information System: Trial engagement plan

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 - Police precincts and other government videos
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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.

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.

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Key public messaging to inform the following:

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- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
 - Downtown (Government Plaza in particular)
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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 centering communities that are typically left in the dark during similar processes. The goal is to ensure that our cultural communities can receive timely, accurate information in culturally relevant ways in an equitable manner to those who rely on traditional media or City channels.
- The duration of the trial(s) impacts the total cost of the proposed strategies.
- The strategies are chosen to ensure that questions around safety, enforcement and changes in public services (City, County and State) are addressed in a timely manner for community and businesses to make informed decisions.
- The strategies allow the City and other jurisdictional partners to be proactive versus reactive with messaging and information.
- These strategies provide the necessary resources to ensure that all residents can receive information.
- Supporting these strategies allow us to continue to work on building relationships and trust with cultural and under-represented communities.
- Supporting these strategies will enhance our ability to have a comprehensive response system in place when an emergency arises. This would prevent the need to create one in the moment which may be less comprehensive and more expensive.
- There may be opportunity to share costs with Jurisdictional partners for certain items. (Social media influencers and translation and interpretation)

Budget:

Chauvin Trial – Estimated 60 day time period

Item	Amount
JIS Community Partners Consultants (10-12)	\$12,000
Social Media Influencers (6)	\$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
○ Frequently Asked Question	
○ Press Conferences	
○ Curfews/Street Closures/Traffic	
○ Media alerts from courts	
○ Mayor/Chief statements	
○ Social media messages	
○ Web content	
○ Preparation tool kit	
○ Radio show interpretation	
Total	\$69,500

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

Item	Amount
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Key public messaging to inform the following:

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- Provide trial details – date, time, location, etc.
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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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- **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.
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Considerations:

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- 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.
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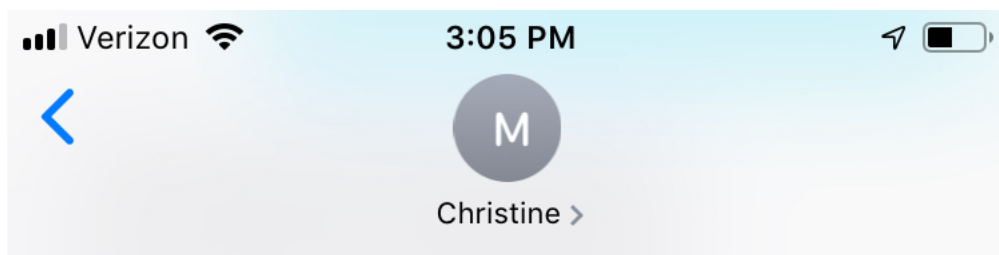
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Total	\$62,000

Pre-Trial (February- March)	<p>Community Partners: Finalizing selection of community partners via City Finance and briefing on JIS Community Relations structure</p> <p>Social Media Influence: Finalizing selection of community partners via City Finance and briefing on how to amplify messages</p> <p>Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities</p>
Pre Verdict (March-April)	<p>Community Partners: Weekly check-ins, share City-produced messages, and consult on respective community concerns, questions and issues related to the trial</p> <p>Social Media Influence: Amplify City-produced messages and relevant information</p> <p>Cultural Radio shows: Trial updates and relevant information</p> <p>Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities</p>
Post verdict	



Wed, Feb 24, 1:42 PM

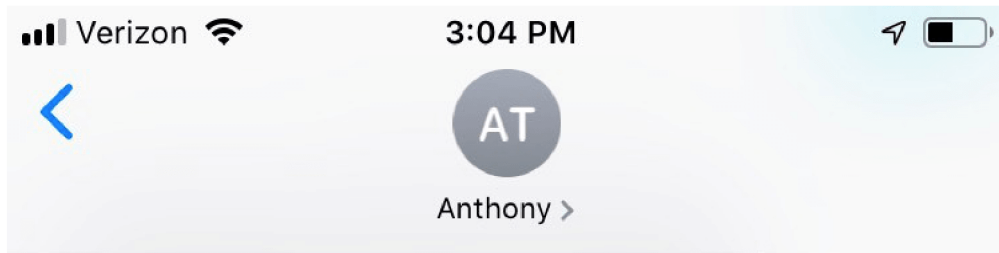
Can you chat quick when you get a chance?

Is there a written description for the social media people?

Thu, Feb 25, 1:00 PM

Did you get a chance to speak with your social media person?

He's thinking about it



hepling in Numan's place on
the CPS's?

Ahmed Hassan

Appreciate it

Fri, Feb 26, 9:56 AM

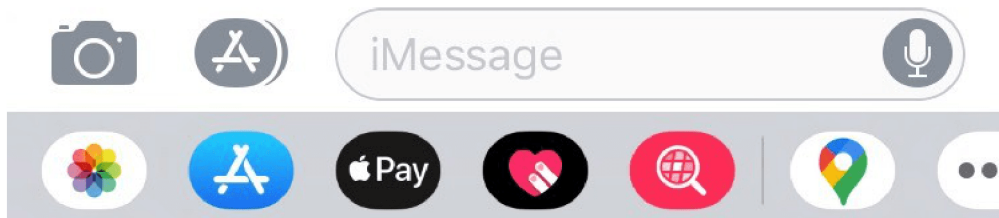
You out off the office today?

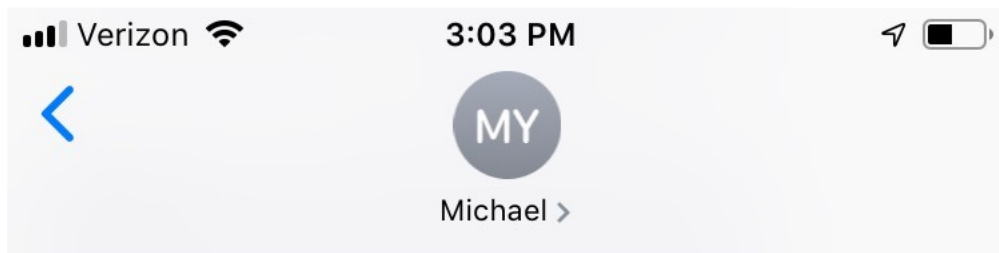
Yeah. I can forward those
emails to Rose

Or were you still planning on
doing an introduction for rose
over email to 13.37
13.37

Delivered

No worries. Yes. You're back on
Monday so let's chat more
then.



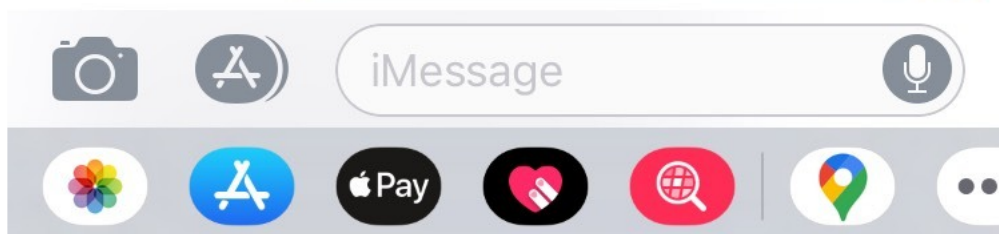


Here is my social influencer for the southAsian community. He is connected to the young people as well as a respectful young leader among the elders. He was a Hmong woman and youth soccer coach.

Phia Sonny Vang
Sonnyvang72@yahoo.com
[651-558-1157](tel:651-558-1157)

Wed, Feb 24, 9:24 AM

Hi Michael, quick question. Have you talked to Sonny about being a social media influencer? Rose was wondering if he's waiting for her directly email him or would it better for you to do an email introduction.



JIS-Community Relations Team

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

Pre-Trial Engagement

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

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

During Trial Engagement

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

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

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