#### HENNEPIN COUNTY

MINNESOTA



#### Carolyn Marinan

Chief Public Relations Officer Hennepin County, Minnesota

Maria Elena Baca

Communications manager Hennepin County Human Services





"It takes 20 years to build a reputation and five minutes to ruin it.

If you think about that, you'll do things differently."

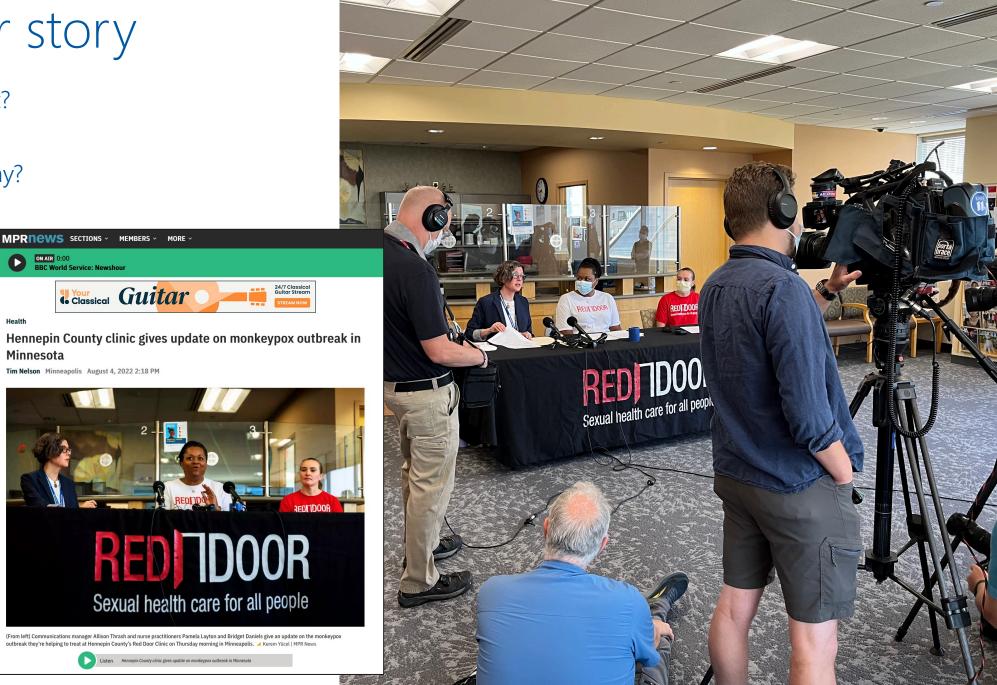
- Warren Buffet

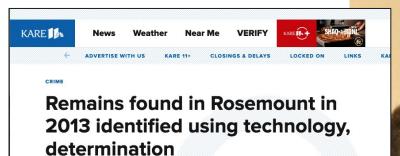
# Aha moment



Minnesota

- Why is it important?
- Who cares?
- What's the takeaway?





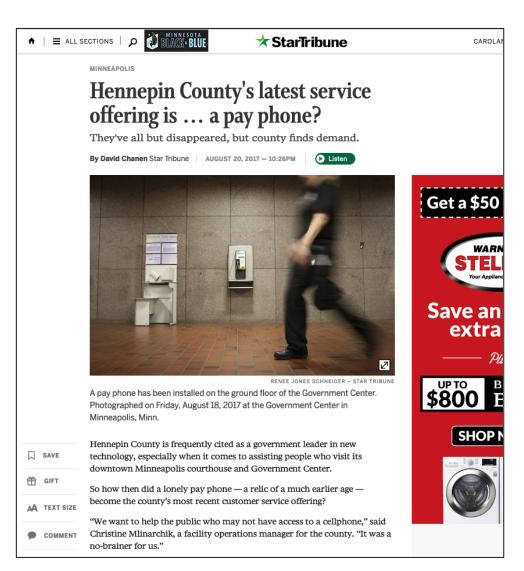
The remains of James Everett of Cohocton, NY were discovered inside an old railroad shed, but he was known as John Doe until now.

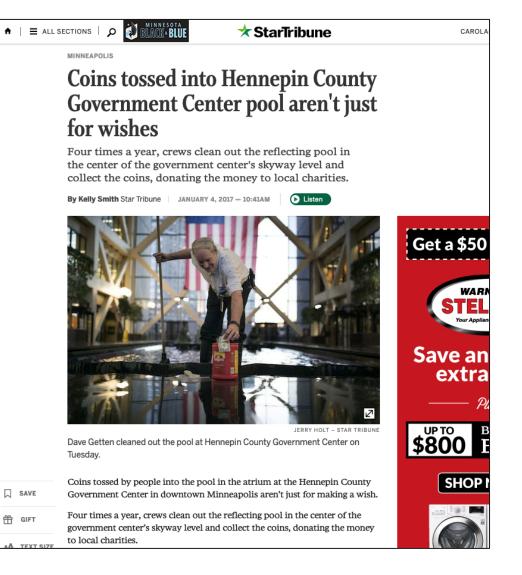


Credit: KARF

The remains of James Everett of upstate New York were discovered in an old railroad shed in Rosemount back in



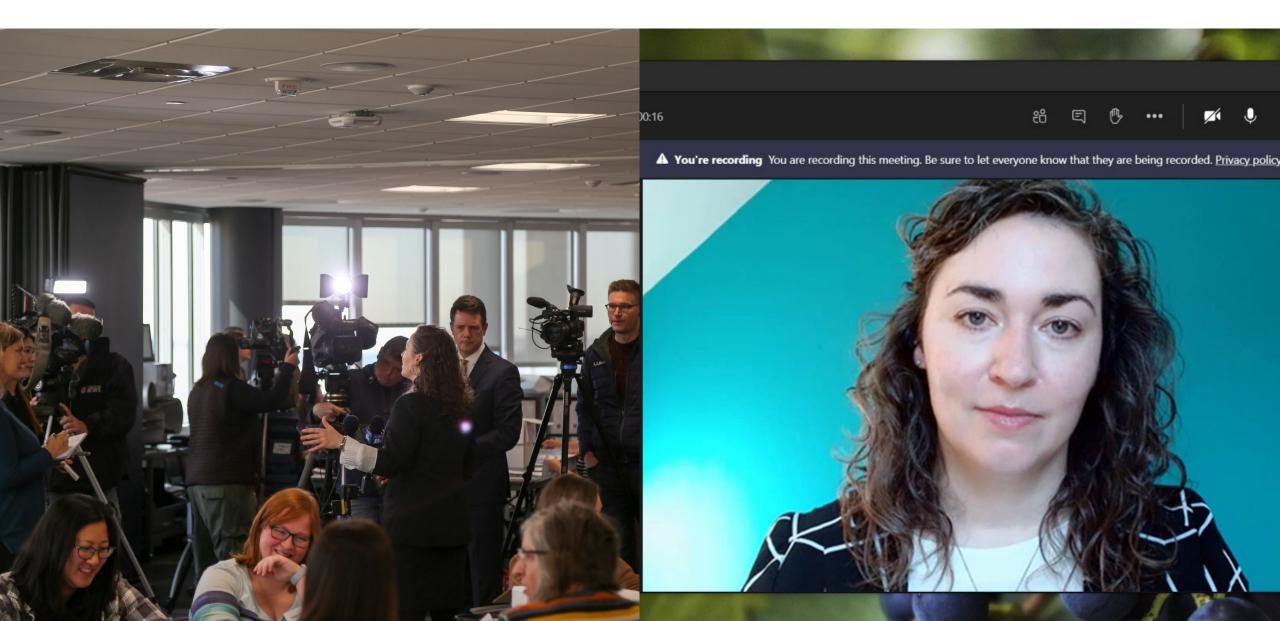




# Working with the media



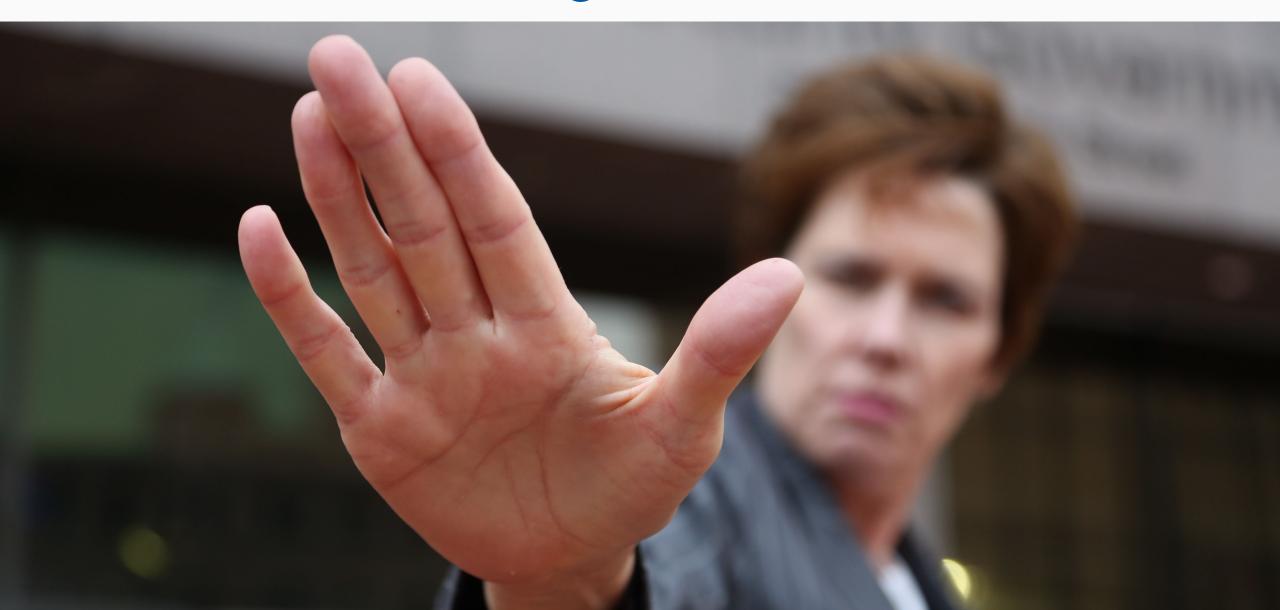
# Be responsive



# Be responsive



# "No comment" is no good



## Build relationships



#### Be a resource

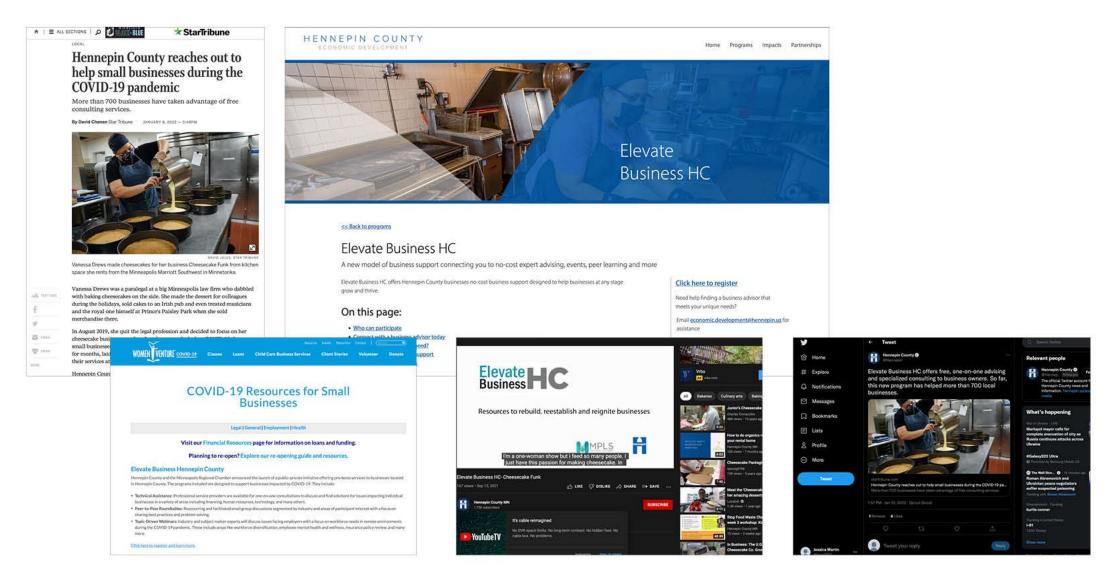


### Reach out

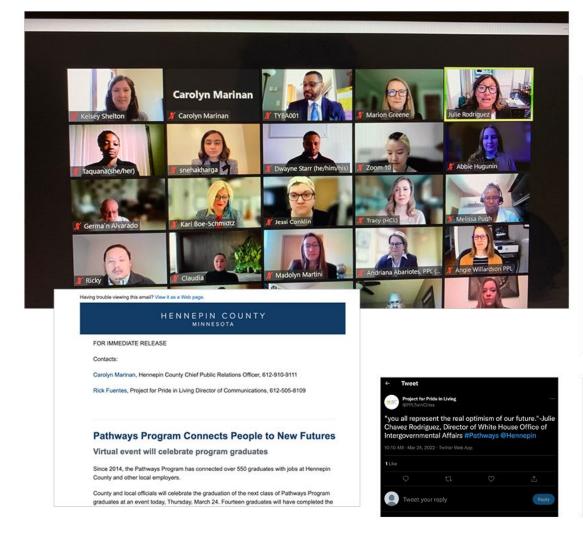


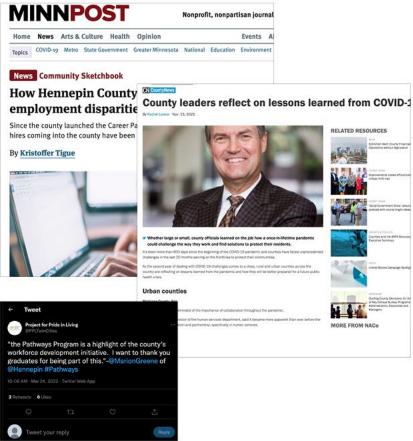
# Not just the media

#### Use all your communication tools



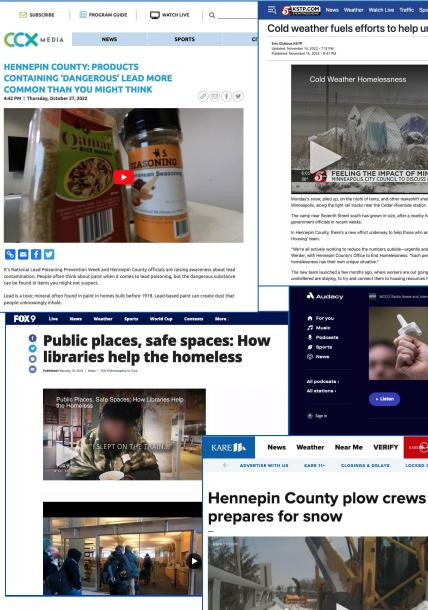
#### Use all your communication tools



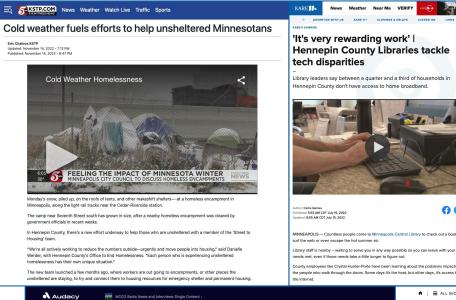


Keep the faith and don't give up





Author: kare11.com



Hennepin County health and

for overdose response

overdoses

public safety officials team up

**Hennepin County Sheriff issues** 

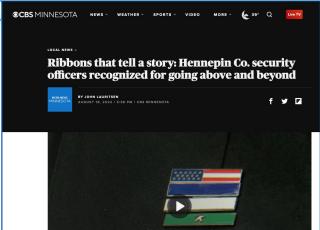
In the last week officials said there have been six suspected fatal and

there is a spike in overdose deaths in Hennepin County, it will most likely travel across the

ate of Minnesota," Hennepin County Public Health Department's Julie Bauch said.

warning after sharp rise in

34 suspected non-fatal overdoses in Hennepin County.







Hennepin County wants to build a processing facility in Brooklyn Park that would convert meal scraps and other organic materials into natural gas,

compost and fertilizer The project is part of the county's new climate action plan and part of its

the county on the leading edge of urban recycling, and be the first in the Midwest to use a digester for food waste.

environment and energy.

uses, including for agricultural waste.

Although some of the waste still ends up in landfills, the county brings the

The capacity crunch is fueling the fresh urgency to build the new digester. McNary said. The county is hoping the anaerobic digestion facility will be operating by 2025.



M EMAIL

"This investment is next level," Hennepin County Board Chair Marion Greene said.

financial commitment to

The \$27 million funding initiative will provide and rehab

affordable housing

more than 1,900 housing units.

By David Chanen Star Tribune JUNE 2, 2022 - 5:58PM

Hennepin County will spend more than \$27 million to create and preserve 1,900 affordable housing units, the county's largest-ever funding initiative for

The 22 projects approved by the County Board last week include new housing led by developers of color and housing in neighborhoods affected by the civil unrest after the police killing of George Floyd in 2020. The money will assist projects delayed by rising costs due to the pandemic, preserve existing affordable housing buildings and create a home ownership

"This investment is next level," said Board Chair Marion Greene. "We're not just responding to the impacts of the pandemic with these investments, we continue our work to respond to and dismantle historic racial injustice - in the scale of these investments, and by being deliberate in how, where and with whom we invest in affordable housing.

The county joins local governments across the country grappling with housing shortages, soaring rents and increased homelessness. As developers scramble to build homes, billions of dollars in federal aid have been pouring into mostly low-income housing initiatives.



broader goal of being waste-free by 2050. The \$45 million facility would put

"When food decomposes in a landfill, it does nothing but produce greenhouse gases," said Dave McNary, the county's assistant director of

millions of dollars are pouring into researching the technology for a range of

County officials estimate about 30% of the 700,000 tons of waste it produces annually is tossed food and paper products perfect for a digester.

food scraps to two metro sites already running at maximum capacity.

Library leaders say between a guarter and a third of households in



MINNEAPOLIS - Countless people come to Minneapolis Central Library to check out a book

the people who walk through the doors. Some days it's the heat, but other days, it's access to

\*StarTribune Hennepin County plans to build **Brooklyn Park facility to convert** food waste into fuel The project is part of the county goal of being waste-free

Organic items dropped off by homeowners and collection services are collected before transport at the Hennepin County Recycling Center,

O O

Cities and counties nationwide are looking at building similar digesters, and

INNEAPOLIS - On Thursday the Hennepin County Sheriff's Office issued a warning to the here have been 34 suspected non-fatal overdoses and six suspected fatal overdoses in epin County in the last week, according to the county sheriff's office City, county and state plow crews have a lot of work ahead of them and for Hennepin County, that work has already

LOCKED ON LINKS

CLOSINGS & DELAYS



