



Legislation Text

File #: RES 21-1316, **Version:** 1

Authorizing the Department of Human Rights and Equal Economic Opportunity (HREEO) to expend \$6,000 for the purpose of purchasing promotional materials, community outreach communications, and other incentives for various activities, programs, and events throughout 2021.

WHEREAS, the Department of Human Rights and Equal Economic Opportunity (HREEO) is involved in various forms of community outreach, education, and engagement to increase department awareness and further educate the public; and

WHEREAS, past experience with such outreach has demonstrated a need to provide and utilize different types of communications, small promotional materials, incentives, and other take-aways in order to increase public interest; and

WHEREAS, HREEO will leverage additional communication avenues, including local radio shows to reach targeted populations in the City of Saint Paul to raise awareness about HREEO's programs and upcoming community engagement events; and

WHEREAS, the small promotional materials, incentives, and other take-aways will drive community participation during community events so that the public can meet HREEO staff, learn more about HREEO and City of Saint Paul resources, thereby increasing public use of those services and programs; and

WHEREAS, the Saint Paul City Council finds that the expenditure of money for on-air outreach communications, promotional giveaways, and other incentives serves a public purpose in further advancing the public's knowledge of the department and its mission of advancing justice and equity through education, advocacy, and enforcement; now, therefore, be it

RESOLVED, that the Department of Human Rights and Equal Economic Opportunity is hereby authorized to expend \$6,000 for the purpose of providing promotional materials, community outreach communications, and other incentives for various activities, programs, and events throughout 2021.