

CITY OF BLOOMINGTON STRATEGIC PLAN

2022 - 2027



OUR MISSION

OUR MISSION IS TO CULTIVATE AN ENDURING AND REMARKABLE COMMUNITY WHERE PEOPLE WANT TO BE.

OUR CORE VALUES – WE BELIEVE THAT...

- The community thrives when its members share responsibility for its well-being.
- Transformation will come through collective courage and the willingness to take risks.
- When diversity is embraced, the community is strengthened.
- Everyone benefits when there is equitable access to opportunity.
- Safety and security are critical components of a resilient and healthy community.

WE WILL NOT:

- Add any program, project, policy, or service that is not consistent with our core values and aligned to our mission.
- Allow past practices to interfere with the consideration of new ideas.

BLOOMINGTON.

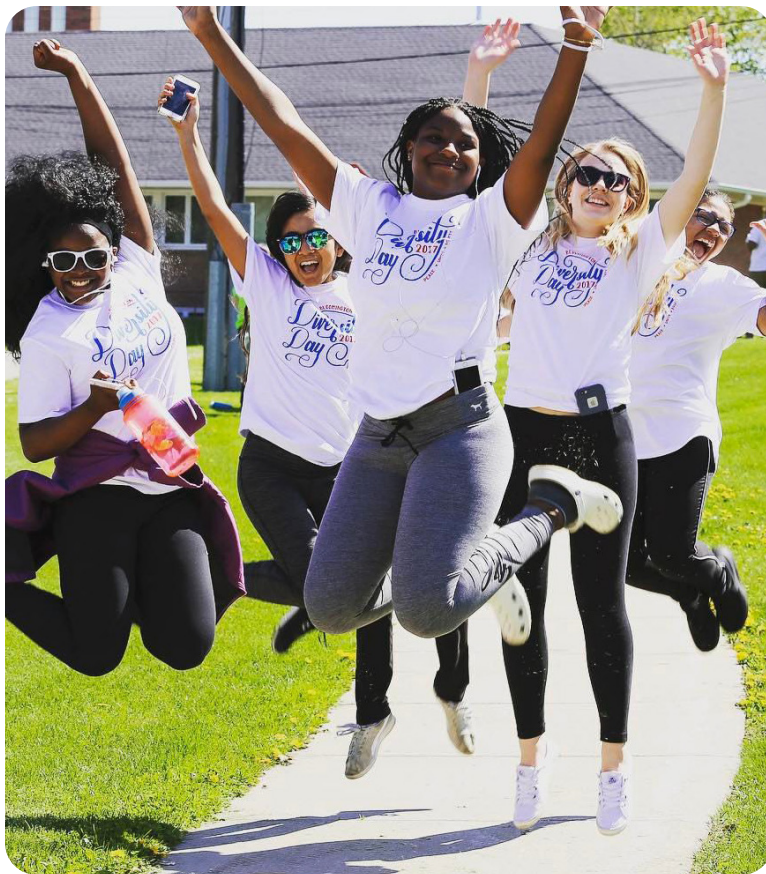
tomorrow. together.





STRATEGIC OBJECTIVES – BY 2030...

1. Our community members will feel connected to their neighbors, welcomed, and valued by the community as a whole.
2. The City of Bloomington will achieve significant improvement in the indices measuring the community's environmental and individual health.
3. The City of Bloomington will achieve significant improvement in indices measuring equitable economic growth.



STRATEGIES – WHAT WE WILL DO

1. Build trusting relationships that acknowledge diversity so that we are able to embody our core values, live our mission and achieve our strategic goals.
2. Do what is necessary so that all of the community can understand, support and actively contribute to the achievement of the mission and strategic objectives.
3. Identify and align efforts across organizations in the community to leverage, develop and maximize assets to achieve mutually beneficial outcomes.



FIVE-YEAR RESULTS

MEASUREMENT

- We will develop a measurement system and report by the end of 2022.
- The City will have a community-involved process for measuring the strategic plan

STRATEGY 1

THE CITY ...

- Has an internal culture that is consistent with core values.
- Uses a model to support neighborhood identity, placemaking, connection, history, and culture.
- Uses a comprehensive plan for addressing issues of safety and security.
- Has regulations that have been revised to increase flexibility and support for community gathering places, including small businesses, community organizations and City spaces
- Employs staff that are skilled, empowered and expected to build and maintain authentic relationships with community members.
- Acknowledges and addresses issues of injustice for historically marginalized communities in Bloomington.
- Expanded its creative placemaking program across Bloomington.
- Has a model for a centralized gathering space that is welcoming, unique, dynamic and celebrates Bloomington's diversity.



STRATEGY 2

- A network of diverse and trusted community partners has been established to share relevant information.
- We have identified what is missing in our approaches of communicating with our community.
- Barriers to participation are identified and removed.
- The community has a better understanding of how the strategic objectives will affect them and why they should care.
- Community members are increasingly motivated to actively contribute.
- Community members increasingly take advantage of opportunities to actively contribute.



STRATEGY 3

- We have established and piloted a community asset mapping model for cataloging key services, benefits and resources to identify strengths and gaps relating to Bloomington's strategic objectives.
- We have established partnerships with organizations to connect residents and businesses with relevant resources.
- The community asset map is used by the public and partners to access and align resources.