

STRATEGIC PRIORITY	1ST QUARTER PROGRESS (JANUARY-MARCH 2020)	ANTICIPATED 2ND QUARTER ACTIVITIES (APRIL-JUNE 2020)	STATUS
<b>COMMUNITY AMENITIES</b>			
<p><b>Comprehensive funding strategy for capital needs</b></p>	<ul style="list-style-type: none"> <li>• Provided a draft of the 2020-2029 Capital Improvement Plan (CIP) to the City Council prior to the February 10 study meeting.</li> <li>• At the study session in February the Council discussed the draft 2020-2029 CIP and instructed staff to improve the prioritization process; executive management developed innovative ways to prioritize CIP projects as a result.</li> <li>• The Planning Commission reviewed the draft 2020-2029 CIP on March 19 and approved a resolution that the CIP is in compliance with the City’s Comprehensive Plan.</li> <li>• Scheduled a public hearing for the City Council to adopt the 2020-2029 Capital Improvement Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide an updated draft of the 2020-2029 Capital Improvement Plan to the City Council prior to the April 20 meeting.</li> <li>• Advertise and hold a public hearing on April 20 on adoption of the 2020-2029 Capital Improvement Plan.</li> <li>• Provide City Council with methods for prioritizing CIP projects in the future and an accelerated timeline to complete the document before year-end; request Council feedback by May 15.</li> <li>• Schedule a June study session to finalize the CIP prioritization methods.</li> <li>• Anticipate implementation of the new CIP prioritization method as 2021 budgets are prepared.</li> </ul> <p><b>Barriers/Obstacles:</b></p> <ul style="list-style-type: none"> <li>• Many of the projects listed in the 2020-2029 CIP are on hold due to the unknown economic impact of the COVID-19 pandemic.</li> </ul>	<p>On track</p>

**Community center decision**

- City Council discussed community center next steps on February 24 and voted to remove Valley View from future consideration for a community center and directed staff to move forward with the idea of centers of community.
- A Creekside/Public Health replacement project to replace Creekside Community Center was included in the 2020-2029 Community Improvement Plan approved by City Council on April 20.

Stalled

**Strong support for City-owned amenities and park/recreation facilities**

- Presented the results and received feedback on the Park System Master Plan needs assessment at the City Council study meeting on January 13.
- Promoted the Park System Master Plan online engagement tool at public events and community gatherings.
- Completed the following work on the Fire Station #3 project: Restrooms, HVAC, elevator, and the majority of the electrical work; flooring, ceilings, and interior doors are installed.
- Awarded a contract for Fire Station #4; no further work has started.
- Installed the LED lights and controls at the Ice Garden in January.
- Celebrated the completion of the first phase of renovations at the Bloomington Ice Garden with a ribbon-cutting ceremony on February 6.
- Issued a request for qualifications in January to solicit artists' qualifications for designing a veterans' memorial.
- Construction on the Dred Scott wheelhouse progressed through the winter with completion of block walls, roof, and shade canopies.
- Completed work on the Western Maintenance building and the facilities are available; a few weather-related punch list items remain.
- Completed the roof and drains at the Robinson Building at Gene Kelly Park.
- Bids for the Civic Plaza restrooms upgrade were rejected by the City Council; project is on hold.
- Prepared construction plans and bid documents for the Civic Plaza entry doors; project is ready for bidding.
- Developed a new logo to celebrate the 50th anniversary of Dwan golf course.

- Continue to promote the Park System Master Plan online engagement tool.
- Complete the new path lighting at Normandale Lake in May.
- Complete construction on the new Dred Scott concessions and restroom building by June.
- Complete finishes on Fire Station #3 including cabinetry, communications, appliance installation, and furnishings; exterior work will include sidewalks, aprons, driveway, drainage basin, and landscaping.
- Complete concrete floors, pads and finish work at Dred Scott; field lighting will be finished for project completion in May.
- Complete the punch list items and outdoor painting at Western Maintenance as weather permits.
- Finish final metal trim work on the new roof at the Robinson Building at Gene Kelly Park.

**Barriers/Obstacles:**

- Work on Fire Station #4 is stalled awaiting further direction.
- Final metal roofing material for the Dred Scott wheelhouse project is delayed due to supplier temporarily not shipping.
- Final selection of artists to submit proposals for a veterans' memorial anticipated for April has been postponed due to issues related to COVID-19.

On track

One Bloomington

- Hired and onboarded a video production specialist to provide video content for cable TV and social media.
- Produced a variety of sustainability, community amenity, and high-quality service articles in the January, February and March Briefings.
- Continued featuring employees in At Your Service articles to highlight the City’s qualified, customer service-driven workforce.
- Continued including a full page of sustainability news in the January, February and March Briefings.
- Publicized the Program Excellence Award given to Pathways to Policing for community diversity and inclusion from the International City/County Management Association.
- Included a front page feature in the Briefing on the City’s new affordable housing trust fund, showing progress the City has made in the area of focused renewal.
- Showcased additional focused renewal priorities, including articles on the Lyndale Avenue corridor retrofit project in the February and March Briefings.
- Highlighted many different donation and recycling options for residents to consider before placing items at the curb during Curbside Cleanup in the February and March Briefings.
- Produced a center spread highlighting the Housing and Redevelopment Authority’s year in review in the March Briefing; many of the projects have an affordable housing component and fit within the focused renewal strategic priority.
- Provided an update on the focused renewal progress in the Gateway Development District on the cover of the March Briefing.
- Continue featuring examples of progress in each of the seven strategic priorities in the Briefing, video and social media throughout the year.
- Assess how COVID-19 impacts City priorities, including services, programs and projects and communicate these impacts to the community.

On track

**One Bloomington  
(continued)**

- Featured the Portland Legacy project in the first quarter Briefings to showcase reinvestment in the area.
- Included Fire Station 3 and 4 updates in the March Briefing.
- Introduced the City's first-ever Racial Equity Coordinator Faith Jackson in the March Briefing.
- Showcased City services and strategic priorities to Latinos United at Normandale in Action students to identify concrete ways in which they can be actively engaged in local government.

On track

**Positive image of Bloomington  
1: Develop comprehensive media  
strategies**

- Continued featuring Bloomington firefighters in the January, February and March Briefings, which illustrated residents pitching in to help their communities and keep them safe.
  - Showcased more resident photos from the City's photo contest in the January Briefing.
  - Highlighted residents and the positive things they're doing in the community in the Notable Neighbors feature in the January Briefing.
  - Included a Mayor's Memo in the January Briefing that showcased the City's long history of mayoral and council leadership with a look to the future.
  - Featured the Bloomington Leadership Program's graduating class in the February Briefing's Mayor's Memo; the article put the spotlight on residents learning how to lead in the community.
  - Discussed the City Council's prioritization of transparency and engagement and the potential for community-based strategic planning in the Mayor's Memo in the March Briefing.
  - Continued to highlight Coffee with a Cop, as well as Police's new outreach program, "Community Conversations."
  - Worked with COED to advertise information about the census through video, print, website, social media and email.
  - Developed the Mayor's Council Minute video series to communicate major outcomes from City Council meetings and deliver important information to audiences regarding the pandemic.
- Continue to develop better relationships with the media and pitch stories that will enhance community image.
  - Continue to monitor positive story results through weekly media mentions.
  - Continue to leverage social media to spread positive messages and look for opportunities to better engage online.

On track

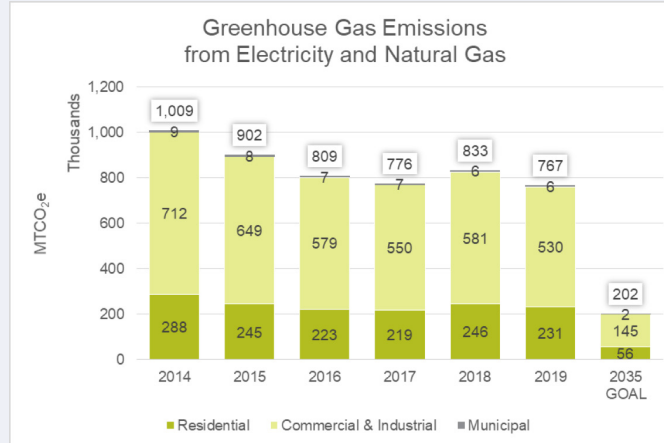
<p><b>Positive image of Bloomington 1: Develop comprehensive media strategies (continued)</b></p>	<p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Added 232 Facebook followers, 338 YouTube subscribers and 115 Twitter followers.</li> <li>• From March 1 – April 13, traffic to the City’s website was up about 25% compared to the same period in 2019; of the top 10 pages for this period, three were COVID-related.</li> </ul>		
<p><b>Positive image of Bloomington 2: Develop art and placemaking plan</b></p>	<ul style="list-style-type: none"> <li>• South Loop Sculpture: Conducted design refinement and fabrication.</li> <li>• South Loop/Xcel substation wall mural: Finalized the contract with Forecast Public Art, developed a stakeholder panel to select the curator/artist and conducted panel orientation.</li> <li>• Old Cedar Ave Bridge Celebration: Engagement and outreach efforts focused on relevant City and Refugee partner groups, nearby neighborhoods and BIPOC communities; established a date, finalized the budget, and began planning efforts. Identified artist for commissioned painting for the bridge to be used for promotion.</li> <li>• Neighborhood focus area, creative projects at 86th/Nicollet: Consolidated feedback from group meetings and researched project fabricators.</li> <li>• Evaluation: Hired a consultant to work with the Creative Placemaking Director to develop community placemaking equity goals.</li> <li>• Lyndale Avenue Retrofit: Participated in open house, focus group and debrief.</li> <li>• Promoted creative placemaking events/projects on social media, website, email blasts, postcards and fliers, the Briefing and Bloomington Today.</li> </ul>	<ul style="list-style-type: none"> <li>• Due to COVID-19, and in response to challenges faced in the community, staff are currently in the midst of re-evaluating planned projects and events; this may impact processes, development, timelines and budget considerations.</li> <li>• More information will be provided in the second quarter strategic plan update once staff better understand how the pandemic evolves and affects our creative placemaking projects.</li> </ul> <p><b>Barriers/obstacles:</b></p> <ul style="list-style-type: none"> <li>• COVID-19 may delay fabrication and installation of projects and cause cancellation or postponement of events.</li> </ul>	

<p><b>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</b></p>	<p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Old Cedar Avenue Bridge AR Tour stats: 1,555 views, 616 plays, and 61 shares on social media from October 15-January 15 (does not include stats from one of five lenses due to tech error, will update.)</li> </ul>	<p>On track</p>
<p><b>Joint marketing with the School District</b></p>	<ul style="list-style-type: none"> <li>• Included an article in the January Briefing about Public Health’s collaboration with Bloomington Public Schools on its new tobacco policy and student/staff informational presentations on the dangers of e-cigarettes and vaping.</li> <li>• Featured an overview of how Bloomington Public Schools was dealing with COVID-19 in the “State of the Community with Bloomington’s Partners” online event on March 24.</li> <li>• Started meeting with Bloomington Public Schools on a weekly basis as part of the community partners meeting on COVID-19; communicated closures of school district facilities/programs/events for March via email and social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue promotion of the School District in the Briefing and through video.</li> </ul> <p>On track</p>



Reduce citywide carbon footprint

- Worked with CenterPoint Energy and Xcel Energy to gather baseline energy data to benchmark Bloomington’s renewable and energy efficiency program participation and energy use.



- Launched work on GreenStep Cities Step 4 to gather city-wide sustainability metrics to set and track quantifiable goals.
- Applied for a 2020-21 GreenCorps member focused on reducing vehicle miles traveled in Bloomington.
- Sustainability Coordinator Emma Struss joined the Urban Sustainability Directors Network.
- Continued to implement APEX study energy efficiency projects in City facilities.
- Started the process to automate B3 and Energy Star Portfolio Manager data pulls to benchmark City energy and water use.
- Hosted educational session for mayors and elected officials on advanced energy standards.
- The Sustainability Coordinator and Assistant Maintenance Superintendent participated in Renewable Energy Procurement Network workshops.

- Submit GreenStep Cities Step 4 metrics.
- Develop a structure to gather and share sustainability data, develop goals, track results and communicate outcomes.
- Present a sustainability status update to City Council.
- Receive 2020-21 MN GreenCorps host site semifinalist interview and application results.
- Finalize B3 and Energy Star Portfolio Manager automation for City energy and water data.
- Complete 2-3 Hennepin County Efficient Buildings Collaborative workshops.
- Research energy ordinances for commercial and residential properties and begin education outreach.
- Staff and Sustainability Commissioners will complete community-based social marketing training to develop more effective behavior change campaigns.
- Begin work on sustainability standards for development initiative.
- Continue to promote Home Energy Squad visits to residents.
- Launch Inter-City Home Energy Squad Competition.
- Identify ways to help residents reduce energy burden during COVID-19.

Needs attention

**Reduce citywide carbon footprint  
(continued)**

- The Sustainability Coordinator attended CenterPoint Energy's first Conservation Improvement Plan planning workshop on February 6.
- Started developing multifamily energy efficiency outreach strategies and attended Southgate Collective Impact meetings.
- Joined Hennepin County's Efficient Buildings Collaborative to explore the benefits of a commercial energy benchmarking ordinance for Bloomington.
- The Sustainability Commission finalized their 2020 work plan.
- The new Sustainability Coordinator continued to meet and build relationships with City staff and community partners.

**Barriers/obstacles:**

- The City is not on track to meet its goal of 75% reduction in city-wide energy-related greenhouse gas emissions by 2035 from the 2016 baseline.

**Improve surface water quality**

- Started to develop smart irrigation program details for 2020 after securing grant funding.
- Held joint meetings with local watershed districts to explore shared programming related to chloride reduction.
- Updated the Bluff Protection Ordinance for consistency with the water district standards to decrease bluff erosion.
- Conducted a public information meeting regarding the upcoming herbicide treatment for Normandale Lake.
- Constructed the 2019-902 Project including Nine Mile Creek stream bank restoration and Ford Pond excavation and restoration.
- Initiated preliminary design of the 2021-902 Pond Maintenance Project.
- Continued to promote the Adopt-a-Drain program.
- Partnered with Riley Purgatory Bluff Creek Watershed District on developing priority metrics for resiliency responses and projects due to climate change.
- Started discussing production details for an educational video on chloride reduction.
- Enter into agreement with Nine Mile Creek Watershed District for the ongoing management of the Bush Lake buffer.
- Normandale Water Quality Improvement Project: Continue to work with the Nine Mile Creek Watershed District on herbicide treatment and carp management.
- Design the 2020-901 Storm Sewer Maintenance Project.
- Complete rehabilitation of the outlet structure on East Bay of Bush Lake portion of the 2019-901 Storm Sewer Maintenance project.
- Continue design on the 2021-902 Pond Maintenance Project.
- Work with local watershed districts to develop a cost-share grant program to assist private applicators to decrease salt use.
- Implement a smart irrigation program for 2020 to help 15-20 commercial properties save money and water on lawn irrigation.
- Continue to promote the Adopt-a-Drain program.

On track

**Reduce volumes delivered to landfills/incinerators**

- The Sustainability Commission, in partnership with Zero Waste Metro, sponsored a waste reduction class in March with 19 attendees.
- Worked with the Sustainability Commission on developing recommendations for changes to the Curbside Cleanup Program.
- Continued to develop plans with Hennepin County to conduct a construction and demolition material recycling event in April.
- Increased the frequency of collection from city organics drop-off sites due to Hennepin County closing their facilities as a result of COVID-19.
- Continued work on a pilot to implement organic waste recycling at City facilities.
- Youth members of the Sustainability Commission explored options to implement reusable/compostable food service materials at Valley View summer programs.

**Outcomes:**

- Distributed 41 organics recycling bins at the Ice Harvest Festival and signed up 16 residents for Bloomington's organics drop-off program.
- Distributed 20 organics recycling bins at the Zero Waste Workshop.
- Installed solar light at the Bush Lake organics drop-off site to improve safety; planned installation of a light at the Valley View location.

**Barriers/obstacles:**

- The construction and demolition material recycling event planned for April was canceled due to COVID-19.

- Work with the Sustainability Commission to revise their solid waste initiatives due to COVID-19.
- Research and purchase organics recycling bins for Civic Plaza and Public Works pilot.
- Begin implementation of organics recycling within City buildings.
- Host a zero waste workshop for residents focused on composting.
- Continue to work with the Sustainability Commission on Curbside Cleanup alternatives.

On track

**More affordable housing**

- Continued implementation of the Opportunity Housing Ordinance, including meeting with developers and presenting to interested parties.
- Continued administering the \$15.2 million Housing Trust Fund as part of the Opportunity Housing Ordinance to support the City’s efforts to develop affordable housing.
- Preserved 306 units of Naturally Occurring Affordable Housing at Village Club and provided \$7 million in revolving loan funds to Aeon to purchase and rehab the existing units and develop an additional 150-300 affordable units on site.
- Performed inspections as construction continued on the Penn American III development (“The District”), with 248 units of rental housing including 50 units affordable at 50% AMI.
- Completed inspections as construction was finalized on 108 Place, which includes 42 units of workforce rental housing affordable at 60% AMI, near France/ Old Shakopee Road.
- Performed inspections as construction continued on Portland Commons, 166 units of senior independent, assisted and memory care with 20% of the units affordable at 50% AMI.
- Performed inspections as construction continued on The Fenley, 402 units with 40 units affordable at 80% AMI.
- Continued to meet with multiple affordable housing developers on potential future projects; many residential projects are in discussion stages.
- Continued meetings with the Bloomington Housing Action Team (B-HAT) and worked on implementing identified strategies to advance preservation and the creation of affordable housing.
- Continue to implement tools to assist developers in evaluating Opportunity Housing Ordinance incentives.
- Continue to expand the web presence for the Opportunity Housing resources.
- Approve the Affordable Housing Trust Fund application, policies and procedures.
- Finalize agreements and building permit approvals for Lyndale Flats.
- Pursue TIF and other forms of assistance to advance multiple affordable housing projects in the discussion stages.
- Continue to meet with affordable housing developers to identify potential sites.
- Support the developer’s application for Minnesota Housing Tax Credits and finalize agreements and building permit approvals for Lyndale Flats.
- Process entitlement applications for multiple projects with affordable housing components including American Square, Village Club, Penn Place and Syndicate Apartments.

On track

**More affordable housing  
(continued)**

- Continued to work toward development of Lyndale Flats (81 units affordable at 60% AMI).
- Processed the zoning applications for the 183-unit Rosa apartment development on the Park N Fly site with 37 units affordable at 50% AMI.
- Processed DRC reviews for the American Square apartment development, which would include a Phase II with 100% affordability at 60% AMI.
- Focused on the wants and needs of residents, coupled with expert analysis and modeling from Stantec, in the Lyndale Avenue Retrofit Strategy.
- Celebrated the construction of a new home for homeless veterans with a ribbon-cutting on March 6.

On track

**Renew priority neighborhood  
commercial nodes**

- Continued the Suburban Retrofit Strategy with consulting firm Stantec focusing on the Lyndale Avenue Corridor; first quarter efforts focused on community outreach, information gathering and initial report drafting.
  - Stantec, City staff and Hennepin County hosted a successful series of community engagement activities and workshop on March 2-3.
  - Continued preparations for the 2020 Congress Legacy Project from the Congress for New Urbanism (CNU) that will involve pro bono assistance from a national urban design team to transform an aging commercial area located on both sides of I-494 known as the Portland Gateway.
  - HRA continued marketing options for two properties at W. 98th Street and Nicollet Avenue and met with multiple potential developers.
  - Worked to refine plans for a potential developer of City-owned land near 82nd Street and Lyndale Avenue.
  - Met with parties interested in City-owned land at 700 American Boulevard.
- Continue work on the Suburban Retrofit Strategy along Lyndale Avenue; post a community engagement summary and video recap of the March event to the project site.
  - Continue work with Stantec on design guidelines for the Clover Center and draft initial mapping and concepts.
  - Hold charrettes and other community outreach events in conjunction with the CNU Legacy Project at Portland and American Boulevard (may be a third-quarter project).
  - Work with Streetfront Development to finalize plans on City-owned land near 82nd Street and Lyndale Avenue.
  - Continue to meet with parties interested in City-owned land at 700 American Boulevard, 98th and Aldrich Avenue S., and HRA-optioned land at 98th and Nicollet Avenue.

On track

<p><b>Renew priority neighborhood commercial nodes (continued)</b></p>	<p><b>Barriers/obstacles:</b></p> <ul style="list-style-type: none"> <li>• The 2020 CNU Congress Legacy Project at Portland Gateway has been delayed due to COVID-19.</li> <li>• COVID-19 may hinder financing for the Lyndale townhomes project.</li> </ul>		<p>On track</p>
<p><b>Successful neighborhood renewal innovation</b></p>	<ul style="list-style-type: none"> <li>• Conducted review, planning and analysis on the creation of a development subsidiary and continued discussion with Twin Cities LISC as a potential partner.</li> <li>• Worked with Stantec to include metro area housing and commercial developers for a broader perspective on potential development along Lyndale Avenue at American Boulevard and at 98th Street for incorporation into the Suburban Retrofit Strategy.</li> <li>• Provided information and assistance to developers interested in innovative housing and commercial development in the Gateway District.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct review, planning and analysis on the creation of a development subsidiary and continue discussion with the Twin Cities LISC and others as potential partners.</li> <li>• Work with Stantec on the Suburban Retrofit Strategy.</li> <li>• Provide information and assistance to developers interested in innovative housing and commercial development in the Gateway District.</li> <li>• To foster neighborhood renewal, the HRA will complete the acquisition of a blighted home on the 10000 block of 1st Avenue South; the substandard structure will be removed and the build-ready lot will be sold to a buyer to build a new home.</li> </ul>	

**Financial sustainability of all funds**

- Held budget meetings with available Council members in January-February to discuss budget process improvements and innovative ideas for the 2021-2022 budget cycles; consolidated proposed process improvements and innovative ideas. Due to COVID 19 and elimination of the March study session, staff prepared a memo combining Council members' input.
- Conducted preliminary external audit work by MMKR on January 13-15.
- Distributed the preliminary annual financial report for the year ending December 31, 2019 to City Council on February 28.
- Prepared and submitted the 2020 budget book to the Government Finance Officers Association (GFOA) by March 2 for the Distinguished Budget Award program.
- Started gathering data and worked with multiple staff members to analyze the economic impact COVID-19 will have on the City's budgets, residents, and local businesses.
- Continue gathering data to analyze the economic impact that COVID-19 will have on the City's budgets, residents, and local businesses.
- Present financial information to Council at each meeting with the changing financial environmental impacts of COVID-19 and the stay-at-home order.
- Prepare a draft financial report for 2019 and all related work papers to be audited; IT will provide remote access to MMKR for Munis financial software.
- MMKR will remotely start audit fieldwork on April 27; it is anticipated that MMKR will complete the audit and present the findings to the City Council in June.
- Prepare for and conduct the 2021 budget kick-off meetings remotely in mid-May.
- Require departments to create and submit their 2021 budgets before the end of June.
- Prepare and submit the year-end 2019 Comprehensive Annual Financial Report to the Government Finance Officers Association by June 30 for the Certification of Achievement of Excellence in Financial Reporting award program.
- Collaborate with Communications on the June Briefing for the Corporate Report to the Community; submit the report to the GFOA by June 30 for the Popular Annual Financial Reporting award program.

On track



**Meet customer expectations**

- The Fire Services assessment continued with analyses of the data collected and the response model.
- Continued work on the service assessment of Fleet Maintenance.
- Began work in February with BerryDunn to develop a project management framework, starting with fact finding meetings with City staff; Berry Dunn presented a preliminary report in March.
- Project Consulting Group completed engagement on an inventory of software applications to determine areas of consolidation and efficiency; an internal working group helping to implement the recommendations.
- Finalized the contract with the National Research Center for the 2020 National Citizen Survey of Bloomington residents.
- Compiled information about COVID-19 on the City's website and communicated closures of City and ISD facilities/programs/events for March via email and social media.
- Family home visiting nurses innovated ways to continue to "see" families they would normally visit at home using FaceTime and dropping off scales for parents to weigh babies.
- Held a preliminary findings meeting for the Police Dispatch service assessment in January; a survey was sent to stakeholders that closed on March 10.
- A mid-point review of the Fire Services assessment is anticipated in late April.
- Present the final report and recommendations from the Fleet Maintenance service assessment to the City Council on April 27.
- Continue the Police Dispatch service assessment.
- Focus renewed attention on the Motor Vehicle service assessment.
- Continue to work with BerryDunn to implement recommendations on a data governance framework at the City.
- Continue to update online resources regarding COVID-19, produce video and Briefing content; use all social media channels to push out information.
- Launch the new Parks Response Team in April in collaboration with Parks and Recreation, Police, Fire and Public Health to actively monitor Bloomington's parks and trails and respond to concerns and questions regarding COVID-19.
- Open the Recreation Experience Center (REC Online) to provide a variety of fun and interactive activities to do at home while social distancing.
- Compile and review the survey data for the Police Dispatch service assessment; additional meetings are planned but due to COVID-19, sit-alongs with the Dispatchers are currently on hold.

On track

**Meet customer expectations  
(continued)**

**Barriers/obstacles:**

- Work on the internally-staffed Motor Vehicle service assessment was stalled by competing demands on staff's time.
- A planned audit to reassess network security and address vulnerabilities is on hold due to COVID-19 priorities.
- An initiative to develop a systemic approach to IT technology training is on hold due to COVID-19 priorities; staff implemented a Learning Management System in 2019 and are in the process of rolling it out broadly to all staff.
- Postponed polling for the 2020 National Citizen Survey, originally scheduled for May-June, until July-August in order to gather more data on the impact of COVID-19 on Bloomington households.

## Improved customer service

- Advanced a proposal to the City Council in March to partner with the Mayors Innovation Project to participate in a cohort of cities who would work with selected vendors to enhance how the City engages the community in strategic planning, tracks data and involves residents in budget prioritization; vendors participating in the Better Government Demonstration Project included Balancing Act, Envisio, Polco and ResourceX.
- Assigned department liaisons from the Community Outreach and Engagement Division to enhance community engagement efforts and engage the community in the City's projects and initiatives.
- Kicked off an upgrade of the website with a meeting with Electric Citizen in March; the upgrade includes revamping the City's website in Drupal 8, which combines open source innovation with a more powerful content management system.

### Barriers/obstacles:

- Development of a community-based vision and strategic plan, scheduled to kick off in first quarter, was postponed due to COVID-19.
- Participation in the Mayor's Innovation Project was put on hold due to COVID-19.
- The High Performing Organization (HPO) training scheduled for staff at Civic Plaza in May was canceled due to COVID-19.

- Cablecast and stream City Council study meetings on BTV/online as well as archive at blm.mn/meetings.
- Continue sharing information relating to COVID-19 through all of the City's communication channels.
- Unveil an online public participation tool on the City's website from Polco, a polling technology that provides the opportunity to survey residents in real-time and verifies respondents' residences.
- Pilot a free version of Balancing Act, an online budget simulation tool that engages stakeholders to inform decisions on budgets.
- Explore the use of other online engagement and performance measurement tools as a means of advancing the City's strategic priorities.

On track

**More diverse advisory boards**

- Launched the new Bloomington Leadership Alumni Program, with 52 participants invited from the 2017 and 2019 cohorts.
- Hosted the National Day of Racial Healing in collaboration with the Human Rights Commission on January 21 that attracted 55 attendees; invited attendees to continue engagement by participating in boards and commissions.
- Recruited racially diverse candidates for the City’s boards and commissions that had openings on March 1; the City received a total of 64 applications.
- The Racial Equity Coordinator outlined strategies for advancing racial equity in board and Commission appointments in the Council memo that accompanied applications for review.
- The Racial Equity Coordinator met with the Creative Placemaking Commission to discuss strategies for recruiting/welcoming racially diverse members and prioritizing racial equity in creative placemaking projects.
- Began recruiting students, businesses owners, and community member/leaders as Racial Equity Ambassadors and planned to add a sign-up tool to the City’s racial equity webpage.
- Formalize the Racial Equity Ambassador Program.
- Continue recruiting racially diverse applicants for the City’s boards and commissions.

Needs attention

**More diverse advisory boards (continued)**

**Outcomes:**

- Below is the percentage of non-white applicants to the City’s boards and commissions for terms starting March 1:

Board or Commission	% of applicants who identified as non-white*
Advisory Board of Health	33%
Creative Placemaking	33%
Human Rights	37%
Parks, Arts & Rec	22%
Sustainability	13%

\*Excludes incumbents

**Barriers/obstacles:**

- BIPOC representatives are under-represented on City boards and commissions.
- None of the applicants who graduated from the Bloomington Leadership Program were selected to serve on a City board or commission in 2020.

**More diverse workforce 1: Marketing to underrepresented populations**

- Of the 39 new, full-time employees hired by the City in the three-month period from January 1 to March 31, 3 – or 7% – identified as persons of color.
- The Racial Equity Coordinator connected Human Resources staff with diverse professional associations and expanded the City’s job opportunities recipient listserv.
- The Racial Equity Coordinator and the JCPP liaison initiated a partnership with diverse law enforcement professional associations in the Twin Cities.
- The Police Department participated in the Century College Law Enforcement Education and Employment Fair.
- Public Works incorporated racial equity as a core competency/value in job descriptions.

- Remain committed to diversifying the City’s workforce and think strategically about each and every posting and how to reach a wide audience of potentially eligible applicants.

On track

**More diverse workforce 2: Pathways and internship programs**

- Public Works staff and the Racial Equity Coordinator scheduled informational sessions with leading community-based training programs to explore recruitment partnerships in the Twin Cities.
- Bloomington's Pathway to Policing candidate started in January and proceeded to POST training with Hennepin Technical College.
- Due to the Governor's stay-at-home order, the Pathways to Policing cadet has continued his education through on-line learning.

**Barriers/obstacles:**

- Work on recruitment partnerships for Public Works with community-based training programs is stalled due to COVID-19.

- The Pathways to Policing cadet is expected to complete his schooling on time and return to the Police Department in early to mid-June.

On track

**More diverse workforce 1: Train staff on diversity**

- The Racial Equity Coordinator initiated foundational racial equity training that engages staff at the department/division level.
- The Racial Equity Coordinator implemented cultural competency training for City staff volunteering at VEAP and Parks and Recreation staff serving on the PRT response team.

**Outcomes:**

- A significant majority of staff have completed the initial round of racial equity training.
- Of the staff who responded to the follow-up survey, 53% said their understanding of racial equity concepts increased after participating in a discussion facilitated by the Racial Equity Coordinator.
- When asked if they understood how the concepts of racial equity applied to the core functions of their work, 77% of respondents agreed or strongly agreed.
- When asked if they were aware of racial disparities in the City of Bloomington, 53% of respondents agreed or strongly agreed, 40% neither agreed nor disagreed and 7% disagreed.

**Barriers/obstacles:**

- Internal training programs are temporarily stalled as the City responds to COVID-19.
- Trainings will resume when in-person groups of twenty or more can be safely convened.

- Continue staff training and survey work in an effort to enhance staff competency around advancing racial equity.
- Launch a training series starting in January for the City Council that will help it recognize institutional and systemic barriers to services and opportunities for Black, Indigenous and People of Color (BIPOC) communities.

Stalled

**More diverse program participation  
2: Equity toolkit**

- The City Council learned how to apply a racial equity lens to decision-making at their January 27 study meeting.
- Developed a Racial Equity Business Plan which provides a baseline understanding of, and appreciation for, the City's decision to prioritize racial equity and how it plans to move the work forward.
- The Racial Equity Coordinator guided Executive Leadership and Incident Command staff in centering racial equity in the City's response to the COVID-19 pandemic.

**Barriers/obstacles:**

- Internal training programs are temporarily stalled as the City responds to COVID-19.

- Submit the Racial Equity Business Plan to City Council for review and adoption.
- Implement the Racial Equity Business Plan

Stalled



- The City Council added a seventh strategic priority of “Engagement and Transparency” during a strategic planning session in February to ensure proactive communication around City projects and services and to create multiple channels for civic engagement and feedback.
- Started work on a community-based strategic planning process to create the City’s next strategic plan in partnership with the community; the process uses “world cafes” to gather community feedback as well as a Core Planning Team comprised of community members and City representatives.
- Gathered input from the public online and through a series of engagement events for the Park System Master Plan including a workshop with 100 students at Kennedy High School in January.
- Launched project bloom!, an interactive information gathering site powered by Social Pinpoint to provide an easy and fun way for residents and park users to share suggestions for the Park System Master Plan.
- Conducted a series of public outreach events to engage the community on the Lyndale Avenue Retrofit project including a three-day planning and visioning workshop at Clover Center.
- Rolled out a new community engagement toolkit based on the spectrum of engagement developed by the International Association of Public Participation; COED staff started training departments on the use of the toolkit in the first quarter.
- Launched “Community Conversations” with the Police Department to discuss public safety concerns in the community on a monthly basis.
- Launch a web-based survey using technology from survey vendor Polco to assess how the community is being affected by COVID-19 and the stay-at-home order.
- Pilot a free version of Balancing Act, an online participatory budgeting tool to help inform decision-making for the 2020 budget.
- Provide COVID-19 information on a weekly basis to the City’s faith communities, multi-unit housing and NOAH properties, community leaders, seniors, congregate living facilities, non-profits, School District, Normandale College, and Chamber of Commerce. Information is provided in Spanish, Somali, and Vietnamese and includes resources, health updates, city operations, safety tips, and how to help in the community.
- Debut “Q and A with BPD,” a weekly video series where Chief Jeff Potts responds to residents’ questions about COVID-19 and enforcement of the stay-at-home order
- Produce videos with the Mayor around the impact of COVID-19 on the City’s budget.
- Contract with racially diverse media vendors to share information with BIPOC communities via radio and social media platforms.
- Distribute fliers on responsible park usage guidelines printed in English, Spanish and Somali.

Needs attention

- Unveiled the first “Bloomington Workshop” designed to foster positive connections between residents and City staff and create awareness of opportunities for civic engagement; students from Normandale College’s Latinos United at Normandale in Action Club participated in the first sessions in February.
- Debuted the Mayor’s “Council Minute,” a video series where Mayor Tim Busse shares highlights from each week’s Council meeting and other City news.
- Hosted two workshops on City services and public service careers with LUNA (Latinos United in Action at Normandale) at Civic Plaza.
- Joined forces with the School District, Normandale College and local nonprofits on the local response to COVID-19 with “State of the Community” on March 24; the event was streamed live on Facebook, the City’s website, cable TV channels, and Roku and Apple TV.
- Began meeting each week with community partners starting in March to share updates on the response to COVID-19.
- Developed contact lists for faith communities, multiunit properties, people with disabilities, nonprofits, seniors, and community leaders to ensure COVID 19 information is reaching underrepresented and vulnerable populations.
- Posted a list of resources on the City’s website in multiple languages on topics such as unemployment benefits, food resources, mental health services and more; additional resources are being posted as they become available.
- Held Coffee with a Cop on January 15 and March 4.
- Chief Jeff Potts participated in a Law Enforcement & Faith Based Communities Engagement Panel to discuss security-related concerns and resources available to both participating partners.

**Barriers/obstacles:**

- In-person engagement activities are being postponed due to COVID-19 and the stay-at-home order.

**Barriers/obstacles:**

- Development of a community-based vision and strategic plan, scheduled to kick off in second quarter, was postponed to later in the year due to COVID-19.
- Participation in the Mayor’s Innovation Project was put on hold due to COVID-19.
- Canceled Pathways to Local Government with Bloomington high school students on March 16 due to COVID-19 and social distancing issues.
- The annual State of the City event sponsored in collaboration with the Bloomington Chamber and Bloomington Rotary on March 18 at Radisson Blu was cancelled due to COVID-19 and social distancing issues.