

STRATEGIC PRIORITY	2ND QUARTER PROGRESS (APRIL-JUNE 2020)	ANTICIPATED 3RD QUARTER ACTIVITIES (JULY-SEPTEMBER 2020)	STATUS
<b>COMMUNITY AMENITIES</b>			
<p><b>Comprehensive funding strategy for capital needs</b></p>	<ul style="list-style-type: none"> <li>• Provided an updated of the 2020-2029 Capital Improvement Plan to the City Council prior to the April 20 meeting.</li> <li>• Advertised and held a public hearing on adoption of the 2020-2029 Capital Improvement Plan on April 20.</li> <li>• The City Council adopted the 2020-2029 CIP on April 20.</li> <li>• Provided City Council with new methods for prioritizing CIP projects in the future and an accelerated timeline for completing the 2021-2030 document before year's end.</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>	<ul style="list-style-type: none"> <li>• Departments will utilize the new methods for prioritizing CIP projects as they prepare their 2021 budgets.</li> <li>• Each department will prioritize their projects in rank order; these prioritized projects will be submitted to the CIP Team in early August.</li> <li>• In late August, departments will present their highest-ranking projects to the CIP Team.</li> <li>• In early September, the CIP Team will finalize the combined prioritization of CIP projects.</li> <li>• Finance will prepare schedules and timelines for the CIP's Project Management Plan reconstruction bonding in November.</li> </ul> <p><b>Opportunity:</b></p> <ul style="list-style-type: none"> <li>• In July 2020, the G.O. municipal bonds were at historically low interest rates - the 10-year rate was 0.75% and the 20-year rate was 1.50%.</li> <li>• Staff are looking at the possibility of issuing debt for current and future CIP items.</li> </ul>	<p>On track</p>

**Community center decision**

- City Council and staff explored the idea of permanently closing Creekside Community Center, along with the Bloomington Motor Vehicle Office, to help alleviate the 2020 budget shortfall; community feedback on the two operations via a survey drew more than 3,000 responses.
- In May, the City Council decided to keep Creekside closed to the public through the end of 2020, due to the health risks posed by COVID-19 for older adults. Food programs that operated out of Creekside, such as Loaves and Fishes, were allowed access to the facility for food preparation and distribution.

**Opportunity:**

- Closing Creekside to the public for the remainder of 2020 is estimated to save the City approximately \$390,000 for the year.

- The Community Budget Advisory Committee will be taking a holistic look at both Creekside and the Motor Vehicle Office when it reviews the City's overall budget over the summer.

Stalled

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

- Completed a demographic and trends analysis as part of the Park Master Plan process to provide an understanding of the market and identify national, regional and local recreation trends.
- Initiated a recreation program assessment and maintenance operations analysis with PROS Consulting to help inform the Park System Master Plan.
- Hosted two virtual community listening sessions for the Park Master Plan on June 18 and 20 to offer residents the opportunity to provide input on needs and priorities for Bloomington's parks, trails, facilities and programming; the sessions attracted approximately 30 participants and generated valuable feedback to help guide the planning process.
- Launched **project bloom!**, an interactive information gathering site to provide an easy and engaging way for residents and park users to share suggestions for the Park System Master Plan.
- Held community conversations with Jefferson High School students, Bloomington Public School staff who work with children with disabilities and residents from Village Club apartments.
- Deployed two surveys for public participation in the Park Master Plan process, including one administered by a Latino community member in Spanish.
- Completed the new path lighting at Normandale Lake in May.
- Substantially completed the new Dred Scott concessions and restroom building and related drainage and picnic table and shade structure and field lights wiring project.

- Continue to promote the Park System Master Plan online engagement tool.
- Finish up punch list items on Fire Station #3 including the elevator installation, move-in date is scheduled for July 27.
- Begin work on the old Fire Station #3 to replace the roof and prepare the building for storage use.
- Provide an update on the Park System Master Plan to the City Council at the study meeting on August 17.
- Debut the new wheelhouse at Dred Scott Playfield; the \$2.2 million project, which was funded through charter bonds, includes a new concessions stand, restrooms and drainage system.

**Barriers/Obstacles:**

- Work on Fire Station #4 is stalled awaiting further direction.
- Final selection of artists to submit proposals for a veterans' memorial is postponed due to COVID-19.

On track

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

- Completed the following work on the Fire Station #3 project: Most of the punch list items for the station, landscaping, irrigation system, driveway and parking lot.
- Recognized the 50th anniversaries of Dwan Golf and the Bloomington Ice Garden with articles in the April Briefing.
- Upgraded the Cedarcrest Splash Pad to replace broken features and add new features such as a large VersoSplash® bucket for big dumps.
- Conducted maintenance and repair work at Bloomington Ice Garden, including removal of contaminated refrigerant in a compressor serving two of three rinks; the facility reopened for organized youth sports activities on June 8, with new procedures in place to ensure the safety of guests and staff.

On track

One Bloomington

- Produced a variety of community image, sustainability, amenities and high quality service articles in the April, May and June Briefings.
- Highlighted the City’s continued financial excellence with its three AAA credit ratings and most recent GFOA award in the June 2020 Corporate Report.
- Included an article about Normandale Lake Park upgrades in the January Briefing.
- Continued featuring employees in At Your Service articles in the April, May and June Briefings to show Bloomington’s high-quality service delivery.
- Wrote numerous articles about improvements in the Lyndale Avenue corridor, a prime example of progress in action in the focused renewal priority.
- Featured the 50th anniversaries of Bloomington Ice Garden and Dwan in the April Briefing, highlighting two longtime community amenities.
- Devoted a page to sustainability features in the April Briefing, including articles on organics recycling, adopting storm drains, Earth Day celebrations and more.
- Included an article about the City services available online in the May and June Briefings, highlighting high-quality service delivery amidst unprecedented challenges.
- Featured an article on building rain gardens at home along with an illustrated guide in the June Briefing, providing readers a way to practice sustainability at home.
- Created specific pages for the website and pushed out information via social media, email, print and video to better inform the public of resources available during the pandemic.
- 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

<p><b>One Bloomington (continued)</b></p>	<ul style="list-style-type: none"> <li>• Communicated Bloomington Police’s response to the killing of George Floyd.</li> <li>• Continued producing Council Minute videos, which reach residents who may not watch council meetings online or on TV.</li> <li>• Produced several videos in partnership with Artistry to highlight artists and provide a way for viewers to enjoy exhibits during the pandemic.</li> </ul>	<p>On track</p>	
<p><b>Positive image of Bloomington 1: Develop comprehensive media strategies</b></p>	<ul style="list-style-type: none"> <li>• Continued featuring Bloomington firefighters in the April and May Briefings to assist with recruitment efforts.</li> <li>• Highlighted groups such as Creekside’s Country Kickers and Bloomington birders to show the variety of opportunities to connect with others and find community.</li> <li>• Produced an entire COVID-19-themed issue with helpful tips and information for readers, providing an easy resource for residents to be informed about the global pandemic.</li> <li>• Wrote articles for the May and June Briefings about ways readers can donate or give back in the time of COVID-19.</li> <li>• Used social media to showcase how trails and park amenities stayed open, accessible, safe and in compliance with the governor’s #stayhomemn order.</li> <li>• Created the Parks and Rec Facebook page to allow the department to better advertise alternative programming during COVID-19.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to develop better relationships with the media and pitch stories that will enhance community image.</li> <li>• Continue to monitor positive story results through weekly media mentions.</li> <li>• Continue to leverage social media to spread positive messages and look for opportunities to better engage online.</li> </ul>	<p>On track</p>

<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>• 646 followers for Parks and Recreation’s new Facebook page after its launch in May.</li> <li>• A 44% increase in web traffic for the City’s website compared to the same period in 2019.</li> <li>• A 9% increase in Facebook followers for the City’s main account in 2020.</li> <li>• A 12% increase in Twitter followers for 2020.</li> </ul>		<p>On track</p>
<p><b>Positive image of Bloomington 2: Develop art and placemaking plan</b></p>	<ul style="list-style-type: none"> <li>• South Loop Sculpture: Continued fabrication, revised timeline, and moved installation date to spring 2021.</li> <li>• South Loop Mural (Xcel substation wall): Three finalist curators presented design draft proposals to panel, the panel selected ArtCrop, and the Creative Placemaking Commission approved. Revised the timeline, with installation now scheduled to occur in spring/summer 2021.</li> <li>• Old Cedar Ave Bridge Celebration: Grand opening in October was postponed to 2021; date to be determined. Contract was executed with a local artist for commissioned bridge painting to be used for promotion.</li> <li>• Creative Happy Hour in 2020 was cancelled.</li> <li>• 106th Street creative placemaking project: Released the RFQ for the bridge underpass mural/lighting.</li> <li>• Fire Station #3: Continued research of budget and considerations for potential community garden, native landscaping, and social seating for the site.</li> <li>• Neighborhood focus area, creative projects at 86th/ Nicollet: Determined the feasibility of top-ranked projects and discussed with Metro Transit, Hennepin County and Public Works; continued research and planning for creative wayfinding signs.</li> </ul>	<ul style="list-style-type: none"> <li>• South Loop Sculpture: Continue fabrication.</li> <li>• South Loop Mural: Finalize contracts with Xcel for wall use and ArtCrop for mural implementation. Mural design process, artist selection begins in third quarter.</li> <li>• 106th Street creative placemaking project: The deadline for the RFQ is August 3; three artist finalists will be selected by September.</li> <li>• Fire Station #3: Plan for community garden to be installed in 2021, begin to develop call for art process for benches and native landscape design.</li> <li>• 86th/Nicollet: Develop vendor and call for art process for signs.</li> <li>• Evaluation: Continue work with consultant to develop creative placemaking equity goals; report will be finalized in September.</li> <li>• Work with a historian to provide written South Loop-focused history report for future use; report will be provided by December.</li> <li>• Grants: Partner with Artistry to prepare a proposal for the NEA Our Town Grant to fund creative wayfinding elements in South Loop; proposals are due in August.</li> </ul>	<p>On track</p>

<p><b>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</b></p>	<ul style="list-style-type: none"> <li>• Evaluation: Worked with consultant to develop Creative Placemaking equity goals.</li> <li>• Grants: Applied for an AARP Livable Communities Challenge grant for five Artboxes.</li> <li>• Lyndale Avenue Retrofit: Continued participation in the meetings.</li> <li>• Participate in the 494 Visual Quality Advisory Committee meetings.</li> <li>• Coordinated the South Loop Public Art Itinerary with the Bloomington Convention Visitors Bureau.</li> <li>• Continued promotion of creative placemaking on social media and the website.</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• The Bloomberg Philanthropies Asphalt Art and AARP grant proposals were declined.</li> <li>• Old Cedar Bridge AR Tour stats: 3,530 views, 1,568 plays, 131 shares from Oct 15, 2019 – April 15, 2020 (views were up 127% since January 15)</li> </ul>	<ul style="list-style-type: none"> <li>• Creative Sparks: Begin to develop the second round of the program.</li> <li>• Participate in the Bloomington Arts scavenger hunt.</li> <li>• Assist with the video tour of public art created by the Communications Division; a printed public art itinerary will be published in the September Briefing.</li> <li>• Research promotional materials for a South Loop and public art tour app.</li> <li>• Continue researching public art/creative placemaking funding mechanisms and plans in other US cities.</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>On track</p>
<p><b>Joint marketing with the School District</b></p>	<ul style="list-style-type: none"> <li>• Produced video of Normandale Hills music teacher Jeff Zupfer performing and discussing “I Miss My School.”</li> <li>• Provided numerous posts and web links regarding School District updates, daycare and food providers for families affected by COVID-19.</li> <li>• Showcased Fire and Parks and Recreation personnel helping the School District distribute free lunches.</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**

- Submitted GreenStep Cities Step 4 metrics and achieved GreenStep Cities Step 4.
- Started to develop a structure to gather and share sustainability data, develop goals, track results and communicate outcomes.
- Bloomington was selected as a 2020-21 MN GreenCorps host site; the project will focus on increasing alternative transportation options that connect residents in the Southgate community to essential services.
- Joined the Sustainable States Community Energy Challenge; participants receive free technical assistance from GPI and ACEEE to fill out a clean energy initiative prioritization tool.
- Developed a presentation to provide a greenhouse gas emissions reduction goal update to City Council.
- Completed three Hennepin County Efficient Buildings Collaborative workshops to learn about commercial benchmarking ordinances.
- Researched energy ordinances options for commercial and residential properties.
- Two staff and three sustainability commissioners completed community-based social marketing training to develop more effective behavior change campaigns.
- Continued to promote Home Energy Squad visits to residents and launched Intercity Home Energy Squad competition.
- Researched sustainability standards for development to reduce greenhouse gas emissions in new construction and major renovations.
- Identified ways to help residents reduce their energy burden during COVID-19.
- Worked with Xcel Energy to promote free energy saving kits to residents.
- A Minnesota GreenCorps member begins an 11-month term of service in Bloomington to reduce greenhouse gas emissions in the transportation sector.
- Begin work on developing a time of sale energy disclosure policy for Bloomington.
- Start work on developing a commercial benchmarking ordinance to drive greenhouse gas reductions in the energy sector.
- Hold racial equity and sustainability trainings for Sustainability Commissioners and staff to better understand how Black, Indigenous and People of Color (BIPOC) communities are affected by climate change.
- Continue to gather greenhouse gas emissions data to inform goal progress and strategy development.
- Present an update to City Council on the greenhouse gas emissions reduction goal.
- Continue to promote Home Energy Squad visits to residents compete in the Intercity Home Energy Squad competition.
- Finalize details of an air sealing and insulation pilot to reduce greenhouse gas emissions in the residential sector and provide financial relief for homeowners during COVID-19.
- Continue researching the greenhouse gas reduction savings and financial benefits of incorporating sustainability development standards into City-funded development projects.

Needs attention

**Reduce citywide carbon footprint  
(continued)**

- Started conversations with CenterPoint Energy about pre-bonus rebates for residential air sealing and insulation work.
- Worked on an air sealing and insulation pilot to increase energy savings in census tracts with historically lower energy efficiency program participation and higher social vulnerability.
- Continued to implement APEX study energy efficiency projects in City facilities.

**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.

Needs  
attention

**Improve surface water quality**

- Started to develop smart irrigation program details for 2020 after securing grant funding.
- Extended an agreement with Nine Mile Creek Watershed District for ongoing management of the Bush Lake buffer.
- Updated the Bluff Protection Ordinance for consistency with the Lower Minnesota Watershed District's standards to decrease bluff erosion.
- Completed design of 2020-901 Storm Sewer Maintenance Project.
- Initiated preliminary design and coordinated sediment analysis for the 2021-902 Pond Maintenance Project.
- Continued to promote the Adopt-a-Drain program.
- Continued working 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.
- Continue to work with the Nine Mile Creek Watershed District on herbicide treatment and carp management as part of the Normandale Water Quality Improvement Project.
- Initiate design the 2020-902 Winter Pond 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 of the 2021-902 Pond Maintenance Project.
- Work with local watershed districts to develop a cost-share grant program to help private applicators decrease salt use.
- Implement a smart irrigation program for 2020 to help 15 to 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**

- GreenCorps Member Meg Hannasch, along with staff, presented a virtual “Organics 101” workshop; 25 residents participated and followed up to get organics recycling bins.
- Worked with the Community Outreach and Engagement Division (COED) to develop plans for a community outreach campaign to seek feedback on proposed changes to the Curbside Cleanup Program.
- Partnered with COED to hold a focused conversation with participants from Normandale Community College regarding outreach for the City organics program.
- Completed the RFP process and contract negotiations for collection of garbage, recycling and organics collection at City facilities.
- Researched waste containers to incorporate organics collection at Civic Plaza, Public Works, Public Health and DMV.
- Began conversations with Bloomington Haulers, LLC, about development of curbside organics collection.

**Barriers/obstacles:**

- COVID-19 continues to make typical outreach activities difficult.
- Hennepin County has had to consider limiting organics material collection at its transfer station due to contamination and processing difficulties related to COVID-19. So far, this has not affected Bloomington’s program, but it may in the future.

- Complete an order of organics recycling containers for City buildings.
- Begin implementation of organics recycling within City buildings including education for City employees.
- Host a virtual recycling workshop for residents.
- Continue developing a public outreach campaign for Curbside Cleanup changes.
- Develop public education materials regarding the organized garbage collection ballot question.
- Conduct a recyclable materials waste sort to create baseline metrics.

On track

**More affordable housing**

- Continued implementation of the Opportunity Housing Ordinance, including meeting with developers and presenting to interested parties.
- Began work on additional Opportunity Housing Ordinance improvements.
- 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 SoLo Apartments (formerly known as Village Club) and provided \$7 million in revolving loan funds to Aeon to purchase and rehab the existing units and develop an additional 172 affordable units on site; completed entitlements and issued a building permit.
- 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.
- Performed inspections as construction continued on Hayden Grove Senior Living (formerly known as 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; tenants began moving in.
- Continue to implement tools to assist developers in evaluating Opportunity Housing Ordinance incentives.
- Continue to expand the web presence for Opportunity Housing resources.
- Continue work on additional OHO improvements
- Receive City Council input on “All Things Housing” at the August 10 study meeting.
- Finalize Development Assistance Priorities.
- 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 projects with affordable housing components.

On track

**More affordable housing  
(continued)**

- 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 strategies identified to advance preservation and the creation of affordable housing.
- Continued to work toward development of Lyndale Flats, with 81 units affordable at 60% AMI.
- Received City Council approval and continued work on financial assistance for the 183-unit Rosa apartment development on the Park N Fly site, with 37 units affordable at 50% AMI.
- Processed entitlements on The Ardor (formerly known as American Square Phase I) and The Quinn (formerly known as American Square Phase II). The Ardor will pay a fee in lieu to the Affordable Housing Trust Fund while The Quinn will have 86 units 100% affordable at 60% AMI.
- Processed entitlement applications for multiple projects with affordable housing components including American Square, Rosa Development and Village Club.
- Finalized the Affordable Housing Trust Fund application, policies and procedures.

On track

<p><b>Renew priority neighborhood commercial nodes</b></p>	<ul style="list-style-type: none"> <li>Continued the Suburban Retrofit Strategy with consulting firm Stantec, focusing on the Lyndale Avenue Corridor; second quarter efforts concentrated on plan concept preparation and initial report drafting.</li> <li>The HRA continued marketing options for two properties at W. 98th Street and Nicollet Avenue and met with potential developers.</li> <li>Worked to refine plans for a potential townhouse development on City-owned land near 82nd Street and Lyndale Avenue.</li> <li>Met with parties interested in City-owned land at 700 American Boulevard.</li> </ul>	<ul style="list-style-type: none"> <li>Continue work on the Suburban Retrofit Strategy along Lyndale Avenue; study sessions with the City Council and advisory commissions are planned in July and August.</li> <li>Work with RFP respondents to further plans on City-owned land near 82nd Street and Lyndale Avenue.</li> <li>Continue to meet with parties interested in City-owned land at 700 American Boulevard, 98th and Aldrich Avenue S., and HRA-optional land at 98th and Nicollet Avenue.</li> </ul>	<p>On track</p>
<p><b>Successful neighborhood renewal innovation</b></p>	<ul style="list-style-type: none"> <li>Provided information and assistance to developers interested in innovative housing and commercial development in the Gateway District.</li> <li>Collaborated with Stantec on approaches under consideration in the Lyndale Retrofit project.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to look at models for creation of a development subsidiary and continue discussions 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> </ul>	<p>On track</p>

**Financial sustainability of all funds**

- Continued to gather data to analyze the economic impact that COVID-19 will have on the City’s budgets, residents, and local businesses.
- Presented information to the City Council at several meetings regarding the changing financial impacts of COVID-19 and the stay-at-home order.
- Prepared a draft financial report for 2019 and all related work papers to be audited remotely.
- External auditor MMKR completed its audit fieldwork remotely.
- MMKR presented a clean opinion on the financial statements and stated that no findings were reported in its presentation to the City Council on June 22.
- Prepared for and conducted the 2021 budget kick-off meetings remotely in mid-May; departments were required to create and submit their 2021 budgets before the end of June.
- In May the City Council established a nine-member Community Budget Advisory Committee (CBAC) to ensure budget discussions reflect community preferences and provide Council with recommendations regarding the 2021 budget; the CBAC will submit options for the 2021 property tax levy and 2022 conceptual property tax levy.
- The CBAC met three times in June for budget 101 sessions, completed its committee charter and trained on racial equity in budgeting.
- Prepared and submitted the annual performance measurement report to the Office of the State Auditor.
- Publish the required 2019 Comprehensive Annual Financial Report information.
- Mail letters on 1,990 delinquent utility accounts as possible special assessments.
- Continue gathering data to analyze the economic impact that COVID-19 is having on the City’s budgets, residents, and local businesses (primarily lodging, liquor, admissions and property tax delinquencies.)
- Receive \$6.7 million in CARES Act funding; staff will continue to monitor the ever-changing CARES Act requirements for spending and reporting and MMKR will include the audit of the CARES Act funding in the City’s 2020 Single Audit requirements.
- Prepare and submit the year-end 2019 tax increment reports to the Office of the State Auditor by August 1.
- In July and early August, the City Manager and Finance will review property tax-supported fund budgets.
- CBAC will meet almost every week during the third quarter; it is anticipated that the committee will provide preliminary levy options to the City Council by the end of August.
- CBAC will report on its progress to the City Council on a monthly basis.
- The City Council will adopt a preliminary 2021 tax levy before the end of September.

On track



**Financial sustainability of all funds  
(continued)**

- Prepared and submitted the year-end 2019 Comprehensive Annual Financial Report to the Government Finance Officers Association (GFOA) by June 30 for the Certification of Achievement of Excellence in Financial Reporting award program.
- Communications and Finance staff collaborated on the annual Corporate Report to the Community, which appeared in the June Briefing.
- Submitted the Corporate report to the GFOA by June 30 for the Popular Annual Financial Reporting award program.
- Send the updated property tax levy information and Truth In Taxation insert to Hennepin County before the end of September.
- Adjust Fire Department apparatus deployment, reducing the number of ladder trucks and replacing two with heavy rescue apparatus at half the cost, saving the large fire equipment fund significant money and reducing the contribution required from the General Fund budget.

On track

**Meet customer expectations**

- Presented the final report and recommendations from the Fleet Maintenance service assessment to the City Council on April 27.
- Citygate Associates continued its work on the Fire Department services assessment report.
- Made all necessary contacts via phone and email for the Police Dispatch service assessment.
- Reopened the Motor Vehicle Office on May 21 with appointment-only service and operating with just three service windows and longer hours to meet social distancing requirements.
- Reopened Dwan Golf Course on April 22 with procedures in place to maintain social distancing and other public health measures.
- Innovated ways for Public Health nurses to continue to “see” their family home visiting clients in a safe manner during COVID-19.
- Continued development of a project management framework by BerryDunn; core project team members are in the process of reviewing template documents that will be used to implement the project management framework.
- Continued to work with BerryDunn on implementing recommendations for the development of data dictionaries for City departments.
- Implemented recommendations from Project Consulting Group regarding areas for consolidation and efficiency with respect to software applications.
- Finalized the contract with the National Research Center for the 2020 National Citizen Survey of Bloomington residents.
- Present the report, findings and recommendations of the Fire Department services assessment to the City Council on July 20.
- Complete the Police Dispatch service assessment in August.
- Conduct the National Citizen Survey of Bloomington residents in July-August; present the final results to the City Council in October.
- Contract with the National Research Center to conduct its National Business Survey of Bloomington businesses.
- 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, and use all media channels to push out information.

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.
- Improvements to end-user technology training (e.g., application, workstation device, document retention, etc.) 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 to all staff.
- The pandemic compelled Parks and Recreation to cancel summer youth programs such as Camp Kota, close the Bloomington Family Aquatic Center and Hyland Greens Golf Course, and call off summer events including Summer Fete and Arts in the Parks.

On track

**Improved customer service**

- Debuted the Parks Response Team, a collaborative effort between the Parks and Recreation, Public Works, Police and Fire departments, to actively monitor use of Bloomington's parks, trails and amenities and respond to resident concerns and questions.
- Launched Parks and Recreation Department's new Recreation Experience Center, also known as REC Online, to provide a variety of fun activities to do at home.
- Conducted several surveys through Polco, an online public participation platform that provides the opportunity to survey residents in real-time.
- Launch a survey, in partnership with the University of Minnesota School Of Public Health, to evaluate the physical, mental and economic effects of COVID-19 on the community.
- Develop a new initiative in Parks and Recreation called Project P.L.A.Y. to offer active, engaging and inclusive recreational opportunities for youth of all ages; the effort will be funded by a \$363,000 grant from Hennepin County through the CARES Act.
- Purchase and implement Bang the Table, an online platform that drives inclusive, transparent and measurable community engagement processes that empower collaborative learning, discussion and debate; pilot the tool for the engagement activities associated with the Community Budget Advisory and Park Master Plan.

On track

**Improved customer service  
(continued)**

- Received \$1.3 million in CARES Act money to fund a new Small Business Emergency Assistance Loan (SBEAL) Program, to be administered by the Port Authority and Community Development, underwritten by Metropolitan Consortium of Community Developers, and promoted by The Alliance, New American Development Center, Black Women's Wealth Alliance and the Bloomington Chamber.
- Began cablecasting and livestreaming City Council study meetings on BTV/online as well as YouTube.
- Launched a web-based survey technology to assess how Bloomington's households were being affected by COVID-19 and the stay-at-home order; the survey used the Polco platform, one of the gov-tech firms involved in the Better Government Demonstration Project.
- Conducted COVID-19 check-in surveys online using Polco in April and June to assess how households were faring with the pandemic and shutdown order.
- Debuted another platform in the Better Government Demonstration Project called Balancing Act, an online budget simulation software; the vendor provided a free version of its tool to local governments through June 30.
- Trained Public Health staff in contact tracing, enabling them to follow up on positive cases of COVID-19.
- Unveiled a new online dashboard to provide a summary of laboratory-confirmed COVID-19 cases in Bloomington.
- Published a new webpage on the City's website that focuses on the CIP and the status of capital projects in 2020.
- Accept applications from businesses impacted by COVID-19 for the Small Business Emergency Assistance Loan Program from July 21-August 3 and distribute funds through a random selection process.
- Work on an internal process for City staff to follow when responding to requests for neighborhood improvement projects.
- Add a citizen complaint form on the Police Department's page of the website where complaints can be made anonymously.
- Post the Police Department's policy manual on the department's web page.

On track

**Improved customer service  
(continued)**

**Outcomes:**

- The COVID-19 Household Impact Survey in April on Polco generated 464 responses; key concerns included access to timely, factual information and tips for preventative measures.
- The COVID-19 Check-in Poll in June received 1,026 responses; uncertainty about the pandemic, isolation and not feeling safe in public were top concerns.
- The Creekside and Motor Vehicle survey conducted online in May resulted in 3,140 responses and helped to inform the City Council's decision-making on the future of the two operations.

**Barriers/obstacles:**

- Development of a community-based vision and strategic plan for the City has been postponed due to COVID-19.
- The High Performing Organization (HPO) training scheduled for staff at Civic Plaza in May was canceled due to COVID-19.

On track

INCLUSION AND EQUITY

**More diverse advisory boards**

- Transferred board and commission recruitment, coordination and management transferred from Administration to Community Outreach and Engagement Division to expand recruitment opportunities.
- The Racial Equity Coordinator met with the Sustainability Commission and discussed the importance of prioritizing racial equity in the sustainability work plan; the Racial Equity Coordinator will facilitate a six-part equity training with the Sustainability Commission in fall 2020.

**Outcomes:**

- One of two appointees to Planning Commission in July identified as member of the Black, Indigenous and People of Color (BIPOC) community.

**Barriers/obstacles:**

- An effort to begin recruiting students, businesses owners, and community member/leaders as Racial Equity Ambassadors was delayed by the need to respond to major community events.
- BIPOC representatives continue to be under-represented on City boards and commissions.

- Recruit racially diverse youth applicants for the Parks, Arts and Recreation Commission, Human Rights Commission and Sustainability Commission for terms beginning September 1.
- Continue recruiting racially diverse applicants for the City’s boards and commissions for terms starting March 1, 2021.

Needs attention

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

- Of the 38 new, full-time employees hired by the City in the 12-month period from July 1, 2019, through June 30, 2020, eight – or 21% – identified as persons of color.

- Citywide updating of job descriptions is underway; key objectives include removing unwarranted barriers to entry and incorporating racial equity as a core competency required of all staff positions.

Needs attention

<p><b>More diverse workforce 2: Pathways and internship programs</b></p>	<ul style="list-style-type: none"> <li>• Bloomington’s Pathway to Policing cadet was sworn in as a police officer, along with three other traditional hires, on June 15.</li> <li>• The officers immediately started their six-week in-house orientation.</li> </ul>	<ul style="list-style-type: none"> <li>• The new police officers that were sworn in on June 15 will continue their in-house orientation that will be followed by 16 to 20 weeks of field training.</li> </ul>	<p>On track</p>
<p><b>More diverse workforce 1: Train staff on diversity</b></p>	<ul style="list-style-type: none"> <li>• Fire Department staff completed the introduction to racial equity training.</li> <li>• Racial Equity Coordinator facilitated a series of department-specific safe space discussions that allowed staff to share thoughts and feelings in reaction to the death of George Floyd and resulting protests and civil unrest, and the Mayor’s message regarding the incident in the Fire Department. Staff also discussed the correlation between institutional racism and civil unrest.</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Of the staff who participated in the safe space discussion follow-up survey, 42% said their understanding of their department’s commitment to advancing racial equity increased as a result of the discussions; 78% of staff surveyed indicated that they would like to participate in a future discussion.</li> <li>• When asked if they felt comfortable sharing thoughts and feelings, 13% of respondents to the safe space discussion survey strongly agreed, 50% agreed, 26% neither agreed nor disagreed and 10% disagreed.</li> </ul> <p><b>Barriers/obstacles:</b></p> <ul style="list-style-type: none"> <li>• It’s difficult to facilitate deep discussions utilizing a virtual platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement the Racial Equity Business Plan; the plan outlines mandatory and voluntary trainings.</li> <li>• Continue staff training and survey work in an effort to enhance staff competency around advancing racial equity.</li> <li>• Continue safe space discussions with City staff.</li> </ul>	<p>Needs attention</p>



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

- The City Manager and Executive Leadership Team utilized racial equity impact assessments in the COVID-19 emergency response decision-making process.
- The Community Budget Advisory Committee is utilizing racial equity impact assessments in preparing budget recommendations for the City Council.
- The Sustainability Coordinator is utilizing a racial equity impact assessment to develop an energy assistance pilot program.

- Implement the Racial Equity Business Plan; the plan outlines the process for training all staff to use the racial equity impact assessment.

Needs attention

**ENGAGEMENT AND TRANSPARENCY**

- Conducted outreach to small businesses in May to determine impact that COVID-19 pandemic was having in Bloomington.
- Solicited the support of the following external agencies to formulate the Small Business Emergency Assistance Loan Program application process and assist applicants with interpreting, filling out and submitting applications and documentation: Alliance for Metropolitan Stability (Spanish interpretation), New American Development Center (Somali interpretation), and Black Women Wealth Alliance.
- Implemented a communications and outreach plan to solicit input on possible closures of Creekside Community Center and Motor Vehicle Office; a key feature was a survey to solicit public input using the Polco online polling tool.
- Debuted “Q and A with BPD,” a weekly video series where Chief Jeff Potts responded to residents’ questions about COVID-19 and enforcement of the stay-at-home order.

- The Community Budget Advisory Committee will engage community members on the City’s budget and services to inform their recommendations on the 2021 budget for the City Council.
- Launch the Small Business Emergency Assistance Loan (SBEAL) Program, with information in English, Chinese, Somali, Spanish and Vietnamese, on the City’s website; prioritize small business outreach to businesses owned by Black, Indigenous and People of Color and females as well as those in the Gateway District.
- Implement an online digital engagement site called Let’s Talk Bloomington using the Bang the Table online tool; build community interest and interaction using 3 – 4 large projects from across the organization.
- Parks Master Plan engagement will continue to focus on hard to reach populations by hosting smaller group input sessions.

Needs attention

- Contracted with racially diverse media vendors to share information with BIPOC communities via radio and social media platforms.
- Chief Potts and the Police staff/liaison participated in a number of radio interviews on KMOJ, LaRaza, KALY and La Voz De Pueblo to communicate and ask questions on public safety needs, including the ability to provide resources to listeners during the pandemic.
- Police and Fire attended a number of drive-by events and celebrations in the community.
- Hosted meetings with Muslim and Latino community leaders to learn about how COVID-19 was affecting their communities and what resources they needed.
- Met with multi-unit housing managers to identify challenges and needed resources related to the pandemic.
- Provided COVID-19 information on a weekly basis to the City's faith communities, multi-unit housing and NOAH properties, community leaders, seniors and congregate living facilities.
- Pushed out information and resources in Spanish, Somali, and Vietnamese with COVID-19 resources, health updates, City operations updates, safety tips, and how to help in the community.
- Continued weekly meetings with community partners from VEAP, Normandale, Oasis for Youth, Cornerstone and the Chamber to share updates on the response to COVID-19.
- Launched a web-based survey tool using survey vendor Polco to solicit real-time feedback from the community on COVID-19 and other topics.

- Continue to host virtual meetings with Community Leaders in the LatinX, African-American, and East African/Muslim communities to learn more about community concerns related to COVID-19 or other issues and suggestions for addressing those concerns.
- Continue to meet regularly with Normandale, School District, VEAP, Oasis for Youth, Cornerstone, and Chamber of Commerce to share experiences, challenges and potential collaborations.
- Continue to meet with multi-unit property managers to provide COVID-19 resources and information.
- Continue to meet with faith community leaders and staff to provide COVID-19 resources and information.
- Host and facilitate meetings between community members and groups with City Council members as requested.

**Barriers/obstacles:**

- In-person engagement activities will continue to be limited due to COVID-19.
- Rescheduled the Old Cedar Avenue Bridge celebration, originally set for September 26, to 2021.
- Canceled or paused several Community Outreach and Engagement Division programs in 2020 due to COVID-19 including the Bloomington Leadership Program and several Pride activities.

Needs attention

- Conducted outreach to approximately 600 Creekside participants to check in with them, share resources and follow up as needed.
- Launched a Facebook page to inform and engage residents on Parks and Recreation activities and events.
- Started a social media campaign in Police called *#BloomingtonUnited*, which invited residents to use the hashtag and to post examples of what their neighborhood was doing to strengthen community.

**Outcomes:**

- The Mayor's April 13 budget video reached more than 7,600 viewers on Facebook in its first week, with 256 reactions, comments and shares; on Nextdoor, the video received 10,061 impressions in its first week.
- The online survey regarding the future of Creekside Community Center and Motor Vehicle Office generated 3,140 responses in approximately one week.

**Barriers/obstacles:**

- The Public Works open house scheduled for May was canceled due to COVID-19.
- Many traditional in-person Police events were placed on hold due to the pandemic.
- 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.

Needs  
attention