

STRATEGIC PRIORITY	2ND QUARTER PROGRESS (APRIL-JUNE 2018)	ANTICIPATED 3RD QUARTER ACTIVITIES (JULY-SEPTEMBER 2018)	STATUS
COMMUNITY AMENITIES			
Comprehensive funding strategy for capital needs	<ul style="list-style-type: none"> Staff prepared and presented to City Council at the May 2018 special study meeting funding scenarios to finance capital maintenance, replacement of existing capital assets and, where necessary, new City facilities and park improvements; Council provided general guidance for the 2019-2020 budget cycle. <p>Barriers/obstacles:</p> <ul style="list-style-type: none"> The amount of investment needed for future capital improvements will likely exceed anticipated operating tax support; a decision will need to be made regarding priorities, number of facilities maintained and levels of service. 	<ul style="list-style-type: none"> Staff will prepare the preliminary 2019 budget and conceptual 2020 budget information utilizing the Council's guidance on capital needs. Staff will start gathering information for the Capital Improvement Plan for 2019-2028 in conjunction with the budget process. 	On track
Community center decision	<ul style="list-style-type: none"> Collaborated with the YMCA on a market research survey by ANA Research of 300 residents and 200 YMCA members to measure level of interest in a new community center, favorability of a YMCA partnership with the City, desired amenities and services, possible location and level of funding support. Established a Community Center Project Team made up of City staff, consultants and YMCA representatives that held its first meeting on June 26 to discuss milestones and immediate next steps in the process. Developed key milestone dates and timeline for a community center project. 	<ul style="list-style-type: none"> Complete data analysis and present the findings of the market research survey to the Community Center Project Team on July 27 and the City Council on August 13. Utilize the results of the market survey to start determining the menu of services, amenities and programming in a new community center. Commence negotiations on a development agreement with the YMCA that will address elements such as land and building ownership, leasing or other occupancy arrangements; funding and financing; operations and maintenance obligations; and coordination of programming and activities. Discuss the sources and mix of funding and financing for a community center, with a decision expected from the City Council by the end of 2018. 	On track

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

- Continued design work for the new fire station #3; groundbreaking is tentatively scheduled for the spring of 2019.
- Awarded contracts to undertake \$1.2 million in park improvement projects including reconstructing tennis courts at Sunrise Park and adding pickleball courts at Westwood Park to satisfy demand.
- Drafted an agreement with the local hockey association to conduct fundraising and naming rights campaigns to partially fund improvements at the Bloomington Ice Garden.
- Conducted a Parks & Trails Legacy celebration/ community engagement event at Normandale Bandshell on May 11.
- Held a community event on June 23 to celebrate the renovation of Wright's Lake Park.
- Undertake a master planning effort with Hoisington Koegler Group, Inc., related to Phase I of a Civic Campus master plan and prepare a preferred plan for the community center study area.
- Commence construction of \$1.2 million in park improvements.
- Execute a fundraising and naming rights agreement for Ice Garden improvements.
- Award consulting services contract and begin preparing plans for the Ice Garden improvements.
- Develop concept plans for a veterans' memorial at Bloomington Civic Plaza.
- Finalize the Minnesota River Valley Natural and Cultural Systems Plan.

On track

One Bloomington

- Produced a variety of community image, sustainability, amenities and high quality service delivery articles in the April and June Briefings.
- Featured the Wright's Lake Park Mural and organics recycling on the cover of the April issue.
- Continued with the #OneBloomington campaign, highlighting the Jaeger/Doheny family – a gay couple who introduced us to their family and described the adoption of their daughter.
- Created a Pride logo for the City's use on T-shirts and other materials to help celebrate Pride month in June; received front-page press for the City's Pride efforts in the Sun Current on June 21.
- Produced an eight-page Corporate Report to the Community with the theme "We Are Bloomington" (the theme for year two of the One Bloomington strategic plan); included stories of residents who were also featured in the #OneBloomington video campaign for social media.
- Produced news stories in the BUZZ that included the Making it Public Workshop, park updates approved for several city parks, Pathways to Policing program, Diversity Day, the School District/Artistry Partners in Education and several standalone videos on the new organics program, people celebrating parks at Unidos Fest! and two videos on the upcoming water quality project to clean up Normandale Lake.
- The One Bloomington Action Groups on Community Amenities and Inclusion and Equity conducted an online poll that asked for the public's opinions on inclusion and amenities in Bloomington in May and June.
- Continue featuring examples of progress in each of the six strategic priorities in the Briefing and in video throughout the year.
- Work with the Sustainability Commission to produce several videos that will assist with their efforts and meet their communication goals.
- Feature the Normandale Lake water quality project on the front page of the August Briefing to show how environmental sustainability can improve community amenities.
- Write about the progress of Mall of America Transit Station improvements in the August Briefing as an example of focused renewal.
- Present the results of the One Bloomington Action Groups survey to the City Council in late summer/early fall.

On track

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

- Delivered an award-winning popular report to the community that highlights the City's budget and excellent financial position.
- Launched a photo contest on social media asking residents for their favorite snapshots of life in Bloomington; the City received 22 submissions and the contest drew good engagement on Facebook. The winning photo received 75 likes, loves and wows from followers. All of the photos will be featured as Facebook covers, in a slide show in the atrium and in the Briefing.
- Tracked media impressions through Google alerts to follow stories about Bloomington.
- Encouraged social media engagement by posting relevant news and information; added 475 Facebook followers, 118 Twitter followers and 218 YouTube subscribers and reached 13,013 members on Nextdoor.
- Received a first-place communications award for the 2017 State of the City address, which spoke to the quality and effectiveness of the program and the effort that went into communicating the state of Bloomington to the event attendees, the media and subscribers to the City's social media accounts.
- Promote the Wright's Lake Park mural painting parties and the meaning behind the art in the August Briefing.
- Use the photos received from the Facebook photo contest to further engage residents and show snapshots of life in Bloomington by including a regular new feature in the Briefing.
- Begin delivering the monthly Briefing in September as a way to provide more valuable and timely City information to residents and stakeholders.
- 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

**Positive image of Bloomington 2:
Develop art and placemaking plan**

- Submitted a grant application to Bloomberg Philanthropies for \$750,000 to help fund “Bloomington: Pop Up Main Street” event at South Loop in 2020.
- Conducted one public mural design review session at Valley View Middle School; made adjustments after considering comments, then reviewed and approved final design for Wright’s Lake Park Mural.
- Organized 7 painting parties for Wright’s Lake Park Mural throughout Bloomington; organized one photo shoot at the park with local children serving as models for the mural.
- Executed Making it Public workshop for artists new to public art on June 2-3 at Civic Plaza facilitated by Forecast Public Art.
- Conducted seasonal maintenance of Landform installation.
- Submitted applications and resolutions to MnDOT and Hennepin County to wrap three utility boxes in South Loop (ARTBOX).
- Distributed and promoted Creative Sparks guidelines and application – the City will fund \$500-\$5,000 for projects or events at identified sites in South Loop in 2019 proposed and organized by Bloomington residents/organizations.
- Held the first of two information sessions for Creative Sparks.
- Finalized art plaque for Convergence and identified site for installation.
- Promoted creative placemaking events/activities on social media, ads, press releases, websites, email blasts, postcards and fliers, Briefing and Bloomington Today.
- Install Wright’s Lake Park Mural in August, with celebration of mural in September.
- Release and promote ARTBOX call for art; determine future artwork plaque needs.
- Install Convergence artwork plaque and determine future plaque needs.
- Plan and promote a creative gathering/ happy hour on September 28 prior to a dance performance curated by Pramila Vasudevan in HealthPartners parking lot.
- Finalize and promote RFQ for “Iconic South Loop” large scale sculpture at 24th Avenue entrance to South Loop.
- Hold a second information session for Creative Sparks.
- Review Creative Sparks applications in August; select 7 finalists by September.
- Finalize and execute engagement plan and related events for Fire Station #3 creative placemaking project including an on-site visioning session in the fall.
- Metris Arts (consultant) will create an evaluation plan for the City to track progress and measure how it is meeting creative placemaking plan goals.
- Finalize creative placemaking demonstration project engagement plan for 2018-2019 neighborhood renewal focus area.

On track

<p>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> • Making it Public included 33 selected participants – 42% were from Bloomington or the south/southwest metro; Forecast received the most applications to date for this workshop so the number of participants was extended. • Nine people attended the first Creative Sparks info session; ideas discussed ranged from creating a geocache/Pokemon Go application for South Loop to an entrepreneur workshop for kids to outdoor temporary art. • Attracted forty new creative placemaking email sign-ups at art mural activities. • Approximately 500 people helped paint the Wright’s Lake Mural. • Facebook engagement: Experimented with paid ads in multiple languages; posts related to creative placemaking events and projects from April – June reached more than 29,232 people. 		<p>On track</p>
<p>Joint marketing with the School District</p>	<ul style="list-style-type: none"> • Covered the Diversity Day event, which was a partnership with the School District, and promoted it through the Briefing, social media and a standalone video entitled “Hundreds of students celebrate Diversity Day”; provided photos to the School District for use in its newsletter. • Produced the video “Students help paint Wright’s Lake Park Mural,” which featured students from Valley View Middle School painting the mural for their community paint day. • Produced other news stories highlighting school activities and achievements. 	<ul style="list-style-type: none"> • Continue promotion of the School District in the Briefing and through video. • Look for opportunities to share stories and engage on social media. 	<p>On track</p>

Reduce citywide carbon footprint

- Secured City Council approval for the Bloomington Energy Action Plan on May 7.
 - Hosted the second meeting of Cities Charging Ahead Electric Vehicle (EV) Peer Learning Cohort on June 7.
 - Gained Council approval for enrolling in the national SolSmart program on May 7; staff received an evaluation of the City’s solar programs on July 17.
 - The Sustainability Commission is hosting a table at the Farmer’s Market on a monthly basis to educate residents on organics collection, energy efficiency measures, adopt a storm drain and other issues.
 - The Sustainability Commission conducted a lawn sustainability and water conservation class attended by 25 residents on June 21.
 - The Sustainability Commission completed the first of three business energy tours at QBP on May 23; two additional tours are scheduled – IKEA on October 3 and Donaldson on November 1. These are not for the general public – the audience is building facilities managers and business owners.
- Barriers/obstacles:**
- The Bloomington Energy plan includes a need for additional staff resources; this extra support will be requested in 2019.
 - The Sustainability Commission work plan requested 1,400 staff hours; currently 1,082 staff hours have been recorded.
 - If the current pace continues, staff will exceed the number of hours allotted for the Commission.
- Staff will begin to meet regarding recommended improvements and update the Sustainability Commission during 4th quarter; a comment included in the report reads, “The CofB doesn’t have any glaring solar energy ordinance issues!”
 - The Sustainability Commission will host an Electric Vehicle Test Drive event, in partnership with the American Lung Association, at the July 21 Farmers Market.
 - Work on developing better data and metrics to set goals and measure success of future City facility energy upgrades.

On track

Improve surface water quality

- Pond Maintenance: Finished excavation of PAH-contaminated pond sediment at Hampshire Pond; final restoration was completed this spring.
- Adopt-a-Drain program: 58 new households adopted 105 new storm drains, bringing the total number of adopted drains to 197. This spring, participants reported removing about 1,500 pounds of debris.
- Normandale Lake Water Quality Improvement Project: Engineering continued to meet with the staff and consultant for Nine Mile Creek Watershed District on project planning and public outreach.
- Local Surface Water Management Plan: Adopted by City Council at the meeting on June 25.
- Hampshire Pond excavation: Restore the flood protection and water quality benefits to the sediment-impaired Minnesota River; the site will be inspected for invasive plants and maintenance mowing done if needed.
- Nord Myr bio-retention basin: Monitor for erosion and invasive vegetation. Minor repairs are expected due to an extended wet spring. This project was constructed to supplement stormwater treatment and floodplain mitigation required for the Normandale Reconstruction Project.
- Adopt-a-Drain program: Coordinate delivery of yard signs to new participants and continue to promote the program by utilizing the Sustainability Commission to hand out postcards at Farmers Markets.
- Normandale Lake Water Quality Improvement Project: Work with Nine Mile Creek Watershed District staff to promote the project and update the public. Construction and the drawdown are expected to start later in the summer or early fall.
- Local Surface Water Management Plan: Update water quality and quantity goals and policies to maintain and improve local water resources. The plan is in conformance with local Watershed Management Organizations and Districts and other regional, state and federal regulations.

On track

<p>Reduce volumes delivered to landfills/incinerators</p>	<ul style="list-style-type: none"> • Opened the two organics drop-off sites on April 21. • Registered 772 residents for the organics drop-off locations. <p>Barriers/obstacles:</p> <ul style="list-style-type: none"> • Items collected at Curbside Cleanup were limited and marketing of the program encouraged re-use and recycling options. • Tonnage was reduced for Curbside Cleanup, although poor weather likely played a large part in this success. 	<ul style="list-style-type: none"> • The data collected when the organics drop-off sites were monitored is being compiled for an update to Council. 	<p>On track</p>
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FOCUSED RENEWAL

<p>More affordable housing</p>	<ul style="list-style-type: none"> • Continued to work with a developer on a development agreement regarding a 166-unit senior housing project (with 20% of the units affordable) near 88th and Portland Avenue (Portland Commons). • Began the entitlement process for 42 units of affordable rental housing (108 Place) near France and Old Shakopee Road. • Started the entitlement process for 43 units of affordable rental housing near Penn Avenue and 102nd Street (Penn Place). • Began work on a Fair Housing Policy. • Launched work on a 90-day tenant protection ordinance. • Started working on a comprehensive affordable housing ordinance. • Presented recommendations of the Naturally Occurring Affordable Housing (NOAH) Committee to the City Council on May 23 with the first formal recommendations to the City Council on August 6. <p>Outcomes:</p> <ul style="list-style-type: none"> • Completed rehabilitation of the Russell Circle house. • Occupancy started on a new 32-unit market rate rental apartment building near Old Shakopee Road and Old Cedar Avenue with rents affordable at 60-70% AMI. 	<ul style="list-style-type: none"> • The West Hennepin Affordable Housing Land Trust (WHAHLT) will sell the rehabilitated Russell Circle house to low/moderate income homebuyers in July. • Anticipate working with WHAHLT for 2-4 more land trust home sales in 2018-19 • Post the draft Fair Housing Policy on the City’s website for public comment and bring it to the City Council meeting for consideration and adoption on August 6. • Adopt the 90-day tenant protection ordinance. • Continue work on a comprehensive affordable housing ordinance. 	<p>On track</p>
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<p>Renew priority neighborhood commercial nodes</p>	<ul style="list-style-type: none"> The HRA introduced the property owners group at Old Cedar/Old Shakopee Road to a developer to discuss the possibility of selling or participating with plans for redevelopment of the sites. 	<ul style="list-style-type: none"> Develop a commercial node project based on owner interest. Determine a redevelopment zone in which multiple nodes could be considered for redevelopment and bring a proposal for City Council to consider at their September study meeting. 	<p>Needs attention</p>
<p>Successful neighborhood renewal innovation</p>	<ul style="list-style-type: none"> The Curb Appeal Loan Program marketing information and applications were sent to neighborhood homeowners in April 2018. <p>Outcomes:</p> <ul style="list-style-type: none"> Enough applications were received for the Curb Appeal Loan Program by June to expend all 2018 funds. 	<ul style="list-style-type: none"> Make a presentation to the HRA on mid-year loan program numbers and participation. HRA may consider allocating additional funding for the Curb Appeal Loan Program if staffing is available. 	<p>On track</p>

Financial sustainability of all funds

- Completed the internal service fund review with the Executive Leadership Team.
- Updated 2019 and 2020 projections for wages, union contract changes and benefits.
- Built a financial model that identifies a base budget and clearly reflects the projected changes for 2019 and 2020.
- Reviewed assumptions on General Fund projected revenues.
- Kicked off the budget preparation process for 2019 and 2020 on May 31 and June 1; General Fund budgets were entered into the ERP Munis software before the end of June by most departments.
- Met with Council to provide an overview on each budget category at the special meeting in May 2018.
- MMKR, the new external auditors, completed the 2017 audit and provided a clean opinion to Council in June.
- Completed the Comprehensive Annual Financial Report 2017 and submitted it to the GFOA's award program before June 30, 2018; the City has been awarded the GFOA's Certificate of Achievement in Excellence for 46 straight years and will be notified close to year-end about the status of this report.
- Property tax-supported funds will first meet with Finance for a line-by-line review of the 2019-2020 budgets and then meet with the City Manager and Assistant City Manager during July and early August.
- Internal Service Funds will be prepared and entered into Munis during July 2018.
- Internal Service Funds will first meet with Finance for line-by-line reviews of the 2019-2020 budgets and meet with the City Manager and Assistant City Manager in early August.
- Staff will prepare and present information for the August study session on the Preliminary Property Tax Levy for 2019, the Proposed General Fund Budget for 2019 and the Conceptual 2020 Property Tax Levy.
- Council will be requested to approve the Preliminary Property Tax Levy for 2019 and the Proposed General Fund Budget for 2019 at the September 10 Council meeting.
- Prepare and submit to Hennepin County the appropriate property tax and budget forms on or before September.
- Prepare the property tax notice for Hennepin County that will be enclosed with the November distribution of property information on or before September 30.

On track

<p>Meet customer expectations</p>	<ul style="list-style-type: none"> • Presented the preliminary reports from the service assessment of Human Services and Public Health to the City Council on April 30 and gathered additional information and data as requested by Council. • Worked with the National Research Center to conduct their National Citizen Survey™ of 3,200 Bloomington residents and National Business Survey™ of more than 3,000 Bloomington businesses in May-June 2018. • Conducted focus groups of underrepresented populations to supplement the results of the resident and business surveys. 	<ul style="list-style-type: none"> • Present the updated reports on the service assessments of Human Services and Public Health to the City Council on August 6 and receive direction on the findings and recommendations. • Complete the data analysis of the 2018 resident and business surveys and focus groups and present the final results to the City Council on August 13. 	<p>On track</p>
<p>Improved customer service</p>	<ul style="list-style-type: none"> • Explored the possibility of expanding the Welcome Bag program for new residents after reviewing the results of the 2017 pilot program conducted in the Neighborhood Support Area. • Established monthly meetings of staff from across the organization to coordinate community engagement efforts, share resources and decrease duplication of outreach activities. • Presented the findings and recommendations of Project Consulting Group on the City's IT functions and Information Systems structure to the Executive Leadership Team on April 18. • As part of the completed review of technology project requests by the IT Steering Committee, created a list of prioritized technology projects and allocated resources for completion and improved remote connectivity in City buildings as outlined in the IS Strategic Plan. • Finished the final phase of a project to review and revise the Request for Proposals/Request for Quotes process to improve efficiency with the additional goal of increasing the quality and quantity of competitive responses. 	<ul style="list-style-type: none"> • Follow up on the ideas generated by the Seeds of Innovation Summit in March and delegate them to staff teams. • Start planning efforts for a Welcome Bag program for new residents in 2018 based on findings and feedback from the 2017 pilot program. • Implement initiatives from the IS Strategic Plan including consolidating technical support staff in Public Works and hiring a consultant to assist with implementation of a best-practice framework for data governance. 	<p>On track</p>

INCLUSION AND EQUITY

More diverse advisory boards

- Hosted two successful Welcome Meals in collaboration with the Human Rights Commission and various community organizations that generated excellent response and participation.
- Debuted the first children of immigrants artwork exhibition at Kite Day on May 19 in partnership with the Human Rights Commission and community groups featuring artwork depicting the experiences of the children of immigrants.

Barriers/obstacles:

- Work on the second year of the Bloomington Learn to Lead Program (BLLI) has been delayed until the conclusion of the Human Services assessment and final outcome of the proposed Office of Outreach and Engagement.

- Host an additional five Welcome Meals with another one planned for October 2018.
- Local artwork by children of immigrants titled “The American Dream: From the Light to Darkness” is currently being exhibited at Oxboro and Penn Lake libraries; video of the exhibit can be viewed on the City’s YouTube channel.
- Conduct a naturalization ceremony in coordination with the Human Rights Commission on September 14.

On track

More diverse workforce 1: Marketing to underrepresented populations

- Work in this area is resuming now that vacancies in the Human Resources Department have been filled.
- Sponsored a City of Bloomington booth at Twin Cities Pride on June 23-24, with more than 3,000 visits and 645 requests for more information about City jobs, programs and services.

Outcomes:

Timeframe	Total # of new hires (FT and regular PT)	% identifying as non-white
July 1, 2014 - June 30, 2015	35	11%
July 1, 2015 - June 30, 2016	54	20%
July 1, 2016 - June 30, 2017	37	22%
July 1, 2017 - June 30, 2018	39	31%

- Continue to think strategically about each and every posting and how to reach a wide audience of potentially eligible applicants.

Needs attention

<p>More diverse workforce 2: Pathways and internship programs</p>	<ul style="list-style-type: none"> Continued the hiring process for the second year of the Pathways to Police hiring program; 10 cities are involved this year. 	<ul style="list-style-type: none"> All police departments involved in Pathways to Policing are expected to make job offers by August 17; cadets will begin classes at Hennepin County Technical College on October 1. Initiate cross-departmental work between Police, Human Resources and Public Works to support the start of a pathways program in Public Works. 	<p>On track</p>
<p>More diverse program participation 1: Train staff on diversity</p>	<ul style="list-style-type: none"> Conducted kick-off meetings to introduce Racial Equity MN and to share their work with employees on May 8 and 9. Racial Equity MN met with staff in various groups and committees in June and July. Hosted a Diversity and Inclusion in Government (DIG) session in early July on the topic of religion. 	<ul style="list-style-type: none"> Racial Equity MN will deliver all-staff training in the fall. Conduct a Diversity in Government (DIG) session on poverty in September 2018. Legal will sponsor a presenter panel on the criminal justice process. 	<p>On track</p>
<p>More diverse program participation 2: Equity toolkit</p>	<ul style="list-style-type: none"> Development of the Racial Equity Toolkit has been deferred in order to conduct more active outreach to employees of color in the organization. 	<ul style="list-style-type: none"> All staff training by Racial Equity MN will be conducted at the department level, with the Executive Leadership Team, with an affinity group (employees of color), and with a new Racial Equity Team Work on the Racial Equity Toolkit will likely resume in the 3rd quarter. 	<p>Stalled</p>