

STRATEGIC PRIORITY	3RD QUARTER PROGRESS (JULY-SEPTEMBER 2020)	ANTICIPATED 4TH QUARTER ACTIVITIES (OCTOBER-DECEMBER 2020)	STATUS
COMMUNITY AMENITIES			
<p>Comprehensive funding strategy for capital needs</p>	<ul style="list-style-type: none"> Maintained an updated listing of the 2020 projects in the 2020-2030 Capital Improvement Plan (CIP). Departments utilized the new method for prioritizing CIP projects as they prepared their 2021 budgets. Each department prioritized their projects in rank order; these prioritized projects were submitted to the CIP Team in early August. In late August, departments presented their highest-ranking projects to the CIP Team. In early September, the CIP Team finalized the combined prioritization of CIP projects. Finance prepared the initial draft of the 2021-2030 CIP for Administration and departments to review and provide edits. 	<ul style="list-style-type: none"> In late October, Finance will present the draft 2021-2030 Capital Improvement Plan to the City Council. In late November/early December, the Planning Commission will evaluate and provide a resolution stating whether the 2021-2030 CIP is in compliance with the 2040 Comprehensive Plan. In December, the City Council will hold a public hearing and adopt the 2021-2030 CIP. Finance and the City’s municipal advisors and bond counsel will prepare debt service schedules for bonding the Pavement Management Program-Reconstruction; the debt will be sold on November 9. <p>Barriers/Obstacles:</p> <ul style="list-style-type: none"> Due to elections at the national level on November 3, there is more volatility in the investment market for selling bonds on November 9. Staff and consultants will closely monitor the situation. 	<p>On track</p>

Community center decision

- The Community Budget Advisory Committee studied two proposed options for Creekside programming in 2021.

- The Community Budget Advisory Committee will report its recommendations for Creekside's 2021 budget when it presents its final report to the City Council on November 9.

Stalled

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

- Installed the elevator on Fire Station #3 and moved in on July 27; the station is fully operational and punch list items are almost completed.
- Began work on the old Fire Station #3 to repair the roof around the skylights and prepare the building for storage use; the floors were repaired and old asbestos tiles removed. The station is now actively used to store fire equipment.
- Launched initial meetings with the architect to begin site analysis in preparation for pre-design work on Fire Station #4.
- Continued development of the Park System Master Plan, completing the following:
 - Demographics and trends analysis.
 - Recreation program assessment.
 - Level of service analysis.
 - Community engagement.
- **Project bloom!**, the online engagement tool launched in January 2020, was closed on October 1. Staff and the consultant team are using the data and community input to inform a long-term implementation strategy and supporting policy framework for the Park Master Plan.
- Provided updates on the Park System Master Plan to the City Council at the study meeting on August 17.
- Staff and a member of Bloomington Remembers Veterans, Inc., reported on the veterans' memorial project and the results of the RFQ process to find an artist at the City Council meeting on September 14.
- Continue pre-design work on Fire Station #4.
- Provide a summary of City Council interviews related to the Park Master Plan on October 12.
- Submit the final Park Master Plan to the City Council for adoption at the end of first quarter 2021.
- Conduct a stakeholder meeting with user groups in October to gather feedback on potential improvements to the Bloomington Ice Garden.
- A panel of representatives from Bloomington Remembers Veterans, Inc., and City staff will interview the four artists selected for consideration through a RFQ process for a veterans' memorial on October 28 and 29. The panels' artist selection will be presented to the City Council on November 9.

Outcomes:

- The **project bloom!** site generated the following engagement on the Parks Master Plan:
 - More than 9,000 visits, with 711 comments on the interactive map.
 - 526 surveys after being published in the July *Briefing* and collected at drop boxes throughout the City and at Civic Plaza.

On track

COMMUNITY IMAGE

One Bloomington

- Highlighted the City's Racial Equity activities (Racial Equity Business Plan, Virtual Town Hall, Little Free Library additions, etc.) through videos, social media/ website and the *Briefing*.
- Provided regular video updates from Mayor Busse and Police Chief Potts about relevant issues.
- Published *Briefing* articles and videos about the completion of Fire Station 3 and improvements to Dred Scott Field.
- Used web, social media, print and video to highlight COVID-19 news, including:
 - Weekly dashboard of Bloomington statistics.
 - Resources and guidance from Bloomington Public Health and Minnesota Department of Health.
 - Free community testing opportunities.
- Used video and the *Briefing* to highlight feel-good stories about ordinary citizens:
 - "Bloomington man picks up trash on daily walk."
 - "Bloomington faith leader hosts virtual meal."
- Continue featuring examples of progress in each of the City Council's 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.
- Highlight positive examples of ordinary citizens doing good things in the community.
- Provide updates on topics such as the COVID-19 pandemic, City budget, public safety, racial equity planning, etc.
- Create a Notable Neighbor segment to highlight diverse community member and their contributions to Bloomington; will include one interview in *Briefing* and one video interview in October, with others to follow.

On track

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

- Reported on the Community Budget Advisory Committee's work and progress in the *Briefing*, website, social media and videos, including Council Minute.
- Continued featuring employees in At Your Service articles in the July, August and September *Briefing* newsletter to show Bloomington's high-quality service delivery.
- Highlighted voting during COVID-19 on the website and social media, and in the *Briefing* and videos.
- Used web, social media, print and video to highlight Parks and Recreation opportunities such as Project Play, BLOOMingo and Drive-in Movies.

Outcomes:

- Achieved 186 more Facebook likes on the main City page and 530 Facebook likes on the Parks and Rec page.
- Gained 141 Twitter followers.
- Increased subscribers by 90 accounts on E-Subscribe.
- Saw a 29% increase in web traffic compared to third quarter 2019.

- 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.
- Use targeted Facebook ads when they can be of use to spread information about important issues.

On track

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

- South Loop Sculpture: Continued fabrication, created the mold and enlarged it.
- South Loop mural (Xcel substation wall): Contract in development for selected artist Ua Si (formerly known as ArtCrop). Installation in 2021.
- Old Cedar Ave Bridge Celebration: Commissioned bridge painting for promotional efforts was in development.
- Creative Happy Hour scheduled to take place in August 2020 was cancelled.
- 106th Street Bridge Underpass Mural/Lighting Installation: RFQ was completed and distributed. A panel selected four finalists to present proposals.
- Fire Station #3: Partnered with Parks and Recreation on a community garden in a vacant lot and prepped site for spring plantings.
- Neighborhood focus area and creative projects at 86th and Nicollet: Continued research on creative wayfinding signs and permitting.
- Evaluation: Worked with consultant to advance creative placemaking equity work; a report with recommendations was provided in September.
- Creative Sparks: Began to develop the second round of the program.
- Virtual Public Art Tour: Researched art tour apps and executed contract with Otopcast App developer to establish a virtual South Loop Public Art Tour.
- Participated in Bloomington Arts Scavenger Hunt.
- Created a video tour of public art in collaboration with Communications; printed the public art itinerary in the September *Briefing*.
- Submitted a proposal in partnership with Artistry for a NEA Our Town Grant to fund a creative wayfinding system in South Loop.
- South Loop Sculpture: Continue fabrication and painting, and install in 2021.
- South Loop Mural: Finalize contracts with Xcel for wall use, and UaSi for the mural; finalize mural design and begin the engagement process.
- Old Cedar Ave Bridge Celebration: Complete the commissioned painting and use it for promotion.
- 106th Street creative placemaking project: Release RFP to finalists to begin proposal development; a presentation to the stakeholder panel is scheduled for March 2021.
- Fire Station #3: Begin to develop the call for art timeline and process for benches and native landscape design; develop a parking use contract.
- 86th and Nicollet: Develop the vendor and call for art timeline and process for signs.
- Evaluation: Review and discuss equity recommendations report with staff and the Creative Placemaking Commission.
- Creative Sparks: Finalize program updates, RFP and timeline.
- Otopcast Public Art Tour App: Work with the app developer to create a South Loop page and public art stops; finalize by the end of the year.
- Provide report by March from the historian developing a written, South Loop-focused history report for future reference.
- Continue research on public art/creative placemaking funding mechanisms and plans in other U.S. cities.

On track

<p>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</p>	<ul style="list-style-type: none"> Continued participating in meetings on the Lyndale Avenue Retrofit project. Continued participation in 494 VQAC meetings. Continued promotion of creative placemaking on social media and City website; purchased South Loop promotional items for future events and promotional activities. <p>Outcomes:</p> <ul style="list-style-type: none"> Minneapolis-St. Paul-Bloomington was named 8th most arts-vibrant, large-size community by SMU DataArts. Bloomington Scavenger Hunt social media reach: <ul style="list-style-type: none"> Twitter: 2,199 engagements in four tweets from the SouthLoopMN account. Facebook: 6,917 people reached in two posts from the Bloomington account. Twenty-three artist teams from Minnesota applied to the 106th Street Bridge Underpass Mural and Lighting Installation RFQ. Old Cedar Bridge Augmented Reality (AR) Tour stats: <ul style="list-style-type: none"> 15,163 views, 5,993 plays and 483 shares from October 15, 2019-October 7, 2020. Views are up 329% since April 15. 	<ul style="list-style-type: none"> Creative Sparks: Begin to develop the second round of the program. Participate in the Bloomington Arts scavenger hunt. Assist with the video tour of public art created by the Communications Division; a printed public art itinerary will be published in the September <i>Briefing</i>. Research promotional materials for a South Loop and public art tour app. Continue researching public art/creative placemaking funding mechanisms and plans in other US cities. <p>Barriers/obstacles:</p> <ul style="list-style-type: none"> COVID-19 may continue to delay fabrication and installation of projects and cause cancellation or postponement of future events. 	<p>On track</p>
<p>Joint marketing with the School District</p>	<ul style="list-style-type: none"> Highlighted the Jefferson HS Earth Corps group as Earth Action Heroes in the August <i>Briefing</i>. Worked in partnership with the School District and other agencies to hold a community testing event for COVID-19 at Kennedy High School. Communications staff attended coordination meetings and promoted the event through a news release, website, social media posts, and cable TV and produced a standalone video of the event. Shared social media posts from Bloomington Public Schools about Return to Learn events in August. 	<ul style="list-style-type: none"> Continue promotion of the School District in the <i>Briefing</i> and through video. 	<p>On track</p>

Reduce citywide carbon footprint

- A Minnesota GreenCorps member began an 11-month term of service in Bloomington to reduce greenhouse gas emissions in the transportation sector.
- Continued work on developing a time of sale energy disclosure policy for Bloomington.
- Continued to work on a commercial benchmarking ordinance to drive greenhouse gas reductions in the energy sector.
- Held 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.
- Continued to gather greenhouse gas emissions data to inform goal progress and strategy development.
- Presented an update to City Council on the City's energy greenhouse gas emissions reduction goals.
- Continued to promote Home Energy Squad visits to residents competing in the Intercity Home Energy Squad Challenge.
- Began development on an air sealing and insulation pilot to reduce greenhouse gas emissions in the residential sector and provide financial relief for homeowners during COVID-19.
- Continued to research the greenhouse gas reduction savings and financial benefits of incorporating sustainability development standards into City-funded development projects.

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.

- The Minnesota GreenCorps member will complete steps 1 and 2 of a community-based social marketing campaign intended to reduce greenhouse gas emissions in the transportation sector.
- Continue developing a time of sale energy disclosure policy for Bloomington to focus on greenhouse gas reductions in 1-4 unit residential buildings.
- Continue to work on a commercial benchmarking ordinance to drive greenhouse gas reductions in the energy sector.
- Hold the second and third sessions of an equity and sustainability training 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.
- Continue to promote Home Energy Squad visits to residents to compete in the Intercity Home Energy Squad Challenge.
- Work with community partners and staff to develop the community engagement plan for the 2021 residential air sealing and insulation pilot to reduce greenhouse gas emissions in the residential sector and provide financial relief for homeowners during COVID-19.

Needs attention

Improve surface water quality

- Awarded the contract and constructed the 2020-901 storm sewer maintenance project.
- Completed rehabilitation of the outlet structure on East Bay of the Bush Lake portion of the 2019-901 storm sewer maintenance project.
- Completed design for the 2020-902 winter pond maintenance design.
- Promoted the Adopt-a-Drain program.
- Completed pond sediment testing for 2021 Oxboro Lake maintenance project.
- Secured a grant from the Minnesota Department of Health to abandon the Bush Lake well.
- Collaborated with Nine Mile Creek Watershed District to coordinate the ongoing Normandale Lake improvement project.
- Hosted a virtual Smart Salting training workshop for 30 plow drivers from Bloomington and Richfield.
- Completed five reviews of irrigation systems for high consumption commercial irrigation properties as part of the Commercial Irrigation Program.
- Award contract and complete abandonment of the Bush Lake well.
- Continue to promote the Adopt-a-Drain program.
- Continue design work on the 2021 Oxboro Lake maintenance project.
- Perform infrastructure inspection of the Penn-American stormwater project after the first year of service.
- Bid and award a contract for the 2020-902 winter pond maintenance project.
- Complete annual fall MS4 activity including street sweeping, structural best management practice inspection and maintenance and outfall inspections.
- Continue to work with commercial properties to upgrade irrigation systems (smart controllers, sprinkler heads) through the Commercial Irrigation Program.

On track

Reduce volumes delivered to landfills/incinerators

- Completed an order of organics recycling containers for City buildings
- Continued planning for a public outreach campaign related to Curbside Cleanup changes.
- Created public education materials regarding the organized solid waste collection ballot questions.
- Completed the first recycling composition analysis to set a baseline for materials collected and to determine the Recycling Commodity Adjustment Offset fee.
- Transitioned City facilities to a new garbage/ recycling hauler, now reporting clearer metrics for collection of materials.

Barriers/obstacles:

- COVID-19 continues to make typical outreach activities difficult.

- Complete a baseline waste sort for City facilities (Civic Plaza, Public Works) prior to implementation of organics collection.
- Begin implementation of organics recycling within City buildings including education for employees.
- Host a virtual recycling workshop for residents.
- Continue developing a public outreach campaign for Curbside Cleanup changes.
- Plan for discussions with Bloomington Haulers related to implementing residential curbside collection of organics.

On track

More affordable housing

- Continued implementation of the Opportunity Housing Ordinance, including meeting with developers and presenting to interested parties.
- Continued 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.
- Performed inspections as construction commenced on Village Club’s additional housing, with 172 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.
- 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.
- 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.
- 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 Opportunity Housing Ordinance improvements.
- Receive City Council input on “All Things Housing III” at the October 26 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 currently 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, including temporary pandemic response housing.
- Prepare an ordinance related to temporary pandemic response housing.

On track

<p>More affordable housing (continued)</p>	<ul style="list-style-type: none"> Continued to work toward development of Lyndale Flats, with 81 units affordable at 60% AMI. 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. Continued work on financial assistance for 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. Performed extensive work on homeless housing issues and pandemic response housing. Presented at multiple study sessions to the City Council and HRA. 		<p>On track</p>
<p>Renew priority neighborhood commercial nodes</p>	<ul style="list-style-type: none"> Continued the Lyndale Avenue Retrofit Strategy with consulting firm Stantec; third quarter efforts will be concentrated on final conceptual graphics and priority nodes as well as public engagement through Let's Talk Bloomington. The HRA continued marketing options for two properties at W. 98th Street and Nicollet Avenue and met with potential developers. 	<ul style="list-style-type: none"> Continue work on the Lyndale Avenue Retrofit Strategy; extend the contract in order to bring the draft plan to the Planning Commission and City Council in early 2021, avoiding a heavy development schedule and budget discussions in the 4th quarter. 	<p>On track</p>
<p>Successful neighborhood renewal innovation</p>	<ul style="list-style-type: none"> Provided information and assistance to developers interested in innovative housing and commercial development in the Gateway District. Collaborated with Stantec on approaches under consideration in the Lyndale Retrofit project. 	<ul style="list-style-type: none"> Continue to look at models for creation of a development subsidiary and continue discussions with the Twin Cities LISC and others as potential partners. Work with Stantec on the Lyndale Avenue Retrofit Strategy. Provide information and assistance to developers interested in innovative housing and commercial development in the Gateway District. 	<p>On track</p>

Financial sustainability of all funds

- Completed a major upgrade of the Munis financial system, which is the primary system used to track all transactions of the City.
- Completed a major upgrade to the Cogsdale system, the City’s utility billing customer service financial software.
- The City Council certified delinquent special assessments.
- Prepared and submitted the year-end 2019 tax increment reports to the Office of the State Auditor by August 1.
- Organized, planned agendas, and presented information for weekly Wednesday evening meetings of the Community Budget Advisory Committee from July - September
- Worked with Community Outreach and Engagement and Communications divisions on numerous listening sessions.
- Provided a budget update in July on the status of the 2020 budget and initial 2021 budget to the City Council.
- Reviewed the 2021 Internal Service Fund budget requests and the 2021 budget calendar with City Council at the September 21 study meeting.
- The City Council approved resolutions for the 2021 preliminary 5% tax levy increase and corresponding 2021 preliminary General Fund budget before the September 30 deadline.
- The CARES Team continues to track expenditures of the City’s \$6.7 million distribution, file expenditure reports to the state, and monitor the ever-changing federal regulations.
- Send the final special assessment reports on certified unpaid special assessments to Hennepin County by the end of November.
- The Community Budget Advisory Committee (CBAC) will meet almost every week during October.
- CBAC will report on its progress on drafting options and potential expenditure reductions to the City Council in October and its final recommendations in November.
- The City Council will adopt a final 2021 tax levy before the end of December.
- The updated property tax levy information will be sent to Hennepin County before the end of the year.
- Select a PCI compliance vendor, which determines the security of the credit card data that is processed through various City software applications.
- Create a credit card convenience fee team, and submit a new credit card policy to the City Council in second quarter 2021.
- Invest in a new certificates of deposit program.

On track

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

- Finalize expenditure data with appropriate supporting documentation on the \$6.7 million CARES Act funding and file reports with the state. Staff will attend seminars on how CARES Act funding will be audited to ensure the City meets the compliance requirements. These funds will be audited during the 2020 year-end audit conducted by MMKR in the first and second quarters of 2021.
- Reduced one aerial and placed into service a repurposed unit as Rescue 2, eliminating the replacement of one aerial in the 2021 Fire Department budget. The next aerial to be replaced with a rescue is scheduled in 2028, meaning the Fire Department will have four aerials and two rescues in service.

On track

Meet customer expectations

- Presented the report, findings and recommendations of the Fire Department service assessment conducted by CityGate Associates to the City Council on July 20.
- Completed the Police and Fire Dispatch service assessment with a final report to the City Council in August.
- Addressed increased levels of crime at Bloomington hotels, with communication and proactive enforcement strategies.
- The Citywide Safety Committee finalized the City's Workplace Accident and Injury Reduction (AWAIR) program; this is a formal safety and health program required by Minnesota OSHA.
- Initiated work with the National Research Center in preparation for the 2020 National Community Survey™ of Bloomington residents; conducted polling of residents in August-September.
- Entered into a contract with the National Research Center to conduct the 2020 National Business™ survey of Bloomington businesses; launched polling of 3,500 businesses in September.
- Received a waiver extension from the U.S. Department of Agriculture to continue to provide the Women, Infants and Children (WIC) program remotely to Public Health's clients.
- Implemented measures to make voting secure, accessible and convenient, including installing a 24/7 drop box at Civic Plaza for completed absentee ballots.
- Reopened the Bloomington Center for the Arts to the public for creative and performing arts activities on September 8, with measures in place to ensure a safe and healthy environment for staff and guests.
- Work on follow-up items from the Fire Department service assessment to City Council, including a response standard, for presentation at a future Council meeting.
- Develop a customer satisfaction survey that will be provided for all police-community interactions.
- Continue to develop a data dashboard to provide increased transparency through real-time crime and arrest data to the public.
- Collaborate with the Center for Policing Equity to begin an analysis of disparities in police data.
- The Citywide Safety Committee will work on severe weather guidelines for City employees and visitors to City facilities, as well as re-write the current bloodborne pathogens program.
- Receive results of the National Community Survey™ in October and present the findings to the City Council on November 9.
- Complete polling of Bloomington businesses for the National Business Survey™ in October; receive results in November and present to City Council.
- Provide expanded hours for early in-person voting at Civic Plaza during the week before the General Election, and ensure a safe, accessible experience for voters.
- Continue to work with BerryDunn to implement recommendations on a data governance framework at the City, with a Data Governance Council scheduled to be convened in January 2021.

On track

<p>Meet customer expectations (continued)</p>	<p>Barriers/obstacles:</p> <ul style="list-style-type: none"> • Work on the internally-staffed Motor Vehicle service assessment has been stalled by competing demands on staff's time. 	<ul style="list-style-type: none"> • Project deliverables from BerryDunn for a project management framework are scheduled to be completed by November, with implementation beginning in December. • Continue to update online resources regarding COVID-19, produce video and <i>Briefing</i> content, and use all media channels to push out information. 	<p>On track</p>
<p>Improved customer service</p>	<ul style="list-style-type: none"> • Allocated \$1.3 million in CARES Act funding to support small businesses and self-employed individuals within the community. The SBEAL Program offered \$7,500 for small businesses and \$3,000 for self-employed/independent contractors based in Bloomington. • Parks and Recreation received a reimbursable grant totaling \$363,000 to implement 18 new or modified programs due to COVID-19 through a program called Project P.L.A.Y. Following an executed grant agreement, nine of these programs have been successfully implemented, with many of the originally proposed programs no longer viable due to the timing of the grant approval. • The Public Health Division partnered with the School District, State Emergency Operations Center and others to host a COVID-19 community testing event on September 1; a total of 1,195 residents received free and efficient testing at the drive-thru event. 	<ul style="list-style-type: none"> • Work with the Minnesota Consortium of Community Developers (MCCD) to complete the disbursement of funding for the SBEAL Program by November 15. Staff will obtain signed W-9s, receipts and invoices of expenditures in order to dissolve the loan agreement. A new contract will be executed with MCCD to administer 1099s in 2021. • Continue the Parks and Recreation Department's Recreation Experience Center, also known as REC Online, to provide a variety of fun activities to do at home. • Launch 12 additional new recreational programs under Project P.L.A.Y., scheduled to begin this winter, before the \$363,000 grant that Parks and Recreation received expires on December 30. 	<p>On track</p>

**Improved customer service
(continued)**

- Public Health served as the liaison between the Minnesota National Guard and local long-term care facilities to coordinate testing of staff and residents of these facilities.
- Added an employee feedback form on the City's website for police misconduct complaints, non-police complaints, and comments and compliments about any City employee.
- Posted the Bloomington Police Department's manual on the department's web page.
- The City Attorney's Office spearheaded an integration project with the Hennepin County Public Defender's Office to allow for more efficient exchange of law enforcement data required as part of the criminal case discovery process.

Outcomes:

- As of September 30, more than 100 documents providing COVID-19 information were translated into Spanish, Somali and Vietnamese.
- A total of 225 applications were received from eligible applicants for the SBEAL Program, to be underwritten by the Minnesota Consortium of Community Developers (MCCD).

Barriers/obstacles:

- Development of a community-based vision and strategic plan for the City was postponed due to COVID-19.

- 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.
- Continue to use contracted translation and interpreter services to ensure that important information and resources are made accessible to those with limited English.

Barriers/obstacles:

- During the marketing process for the SBEAL Program, staff found that many business owners were bombarded by solicitations to take out loans, and as a result, were not sure which were genuine, or which they had already applied for.

On track

More diverse advisory boards

- Staff from the Community Outreach and Engagement Division hosted a focused conversation with City board/commission staff liaisons to learn about their experiences and identify opportunities to improve the recruitment, appointment and onboarding processes.
- Developed a City Council recommendation to include racial equity knowledge, skills and abilities in all board/commission descriptions.
- Developed a second recommendation to work with board/commission liaison to develop inclusive marking and recruiting plans.
- Modified the home page for boards and commissions on the City’s website with new descriptions along with information about commissioner term lengths.

Outcomes:

- Two of the five appointees to the youth Commission positions on Sustainability and Parks, Arts and Recreation Commission identified as members of the Black, Indigenous and People of Color (BIPOC) community.

Barriers/obstacles:

- Black, Indigenous and People of Color (BIPOC) representatives continue to be under-represented on City boards and commissions.
- Many community members are experiencing “Zoom fatigue,” which makes virtual engagement increasingly more difficult

- The Racial Equity Coordinator will meet with resident art organizations and discuss how the Racial Equity Business Plan directly impacts the City’s cultural arts support, arts programs in general, and the Bloomington Center for the Arts. This opportunity for all resident art organizations allows them to share ideas for how they can collaborate to make the Center for the Arts and its arts and cultural programs more inclusive and equitable.
- Internal working groups of Community Outreach and Engagement Division staff and commission/board liaisons will continue to identify improvements to the recruitment, appointment and onboarding process.
- Continue recruiting racially diverse applicants for the City’s boards and commissions for terms starting March 1, 2021.

On track

<p>More diverse workforce 1: Marketing to underrepresented populations</p>	<ul style="list-style-type: none"> • Finalized the new template for job descriptions. • The language used in position descriptions was thoroughly evaluated to ensure inclusiveness. • Reviewed requirements for employment to ensure the removal of potential barriers to diverse applicants. • Paid special attention to the avenues in which the City is advertising open positions; staff are being intentional about seeking out locations where the City can reach more diverse audiences. 	<ul style="list-style-type: none"> • Continue Citywide updating of job descriptions. • Continue to review recruitment processes to remove unintentional roadblocks to employment with the City. 	<p>Needs attention</p>
<p>More diverse workforce 2: Pathways and internship programs</p>	<ul style="list-style-type: none"> • The new police officers, including one Pathways to Policing cadet, sworn in on June 15 continued their in-house orientation followed by 16 to 20 weeks of field training. 	<ul style="list-style-type: none"> • Continue to build upon a diverse workforce through participation in the Pathways to Policing program. 	<p>On track</p>

<p>More diverse workforce 1: Train staff on diversity</p>	<ul style="list-style-type: none"> • Launched Racial Equity Action Teams: these staff-driven teams will advance racial equity work from the unique perspectives of individual departments or divisions. • Hosted a series of listening sessions with staff and the community to review the draft Racial Equity Business Plan. • Sent police officers to training hosted by Fair & Impartial Policing, to equip them to become in-house trainers on implicit bias. <p>Outcomes:</p> <ul style="list-style-type: none"> • Approximately 60 employees stepped forward to be part of the City’s Racial Equity Action Teams. • Racial Equity Action Teams are meeting and will begin drafting annual work plans. <p>Barriers/obstacles:</p> <ul style="list-style-type: none"> • It is difficult to facilitate deep discussions utilizing a virtual platform. 	<ul style="list-style-type: none"> • Launch Introduction to Racial Equity Training for all Police Department employees. • Develop and implement a program called “The Shift” that will focus on changing perspectives of police officers and Black community members. • Implement the Racial Equity Business Plan following adoption by the City Council; the plan outlines mandatory and voluntary trainings. • Continue staff training and survey work in an effort to enhance staff competency around advancing racial equity. 	<p>On track</p>
<p>More diverse program participation 2: Equity toolkit</p>	<ul style="list-style-type: none"> • The Community Budget Advisory Committee continued to utilize the racial equity impact assessments to prepare budget recommendations for the City Council. 	<ul style="list-style-type: none"> • Implement the Racial Equity Business Plan following adoption by the City Council; the plan outlines the process for training all staff to use the racial equity impact assessment. 	<p>Needs attention</p>

- Worked with external agencies to administer the SBEAL Program, including the Alliance for Metropolitan Stability, New American Development Center, and Black Women Wealth Alliance, to reach out to BIPOC business owners, and assist with applications.
- Reached out to business owners via email, Facebook, City website, Sun Current, and delivered flyers in-person and door-to-door to promote the SBEAL Program.
- Launched an online digital engagement tool called Let's Talk Bloomington on September 30; initial projects featured on the site included the Community Budget Advisory Committee, Lyndale Avenue Retrofit, Racial Equity Business Plan, and a survey on COVID 19 impacts to rental property managers.
- Conducted a survey on Let's Talk Bloomington in September to find out what City services mattered most to residents as part of the 2021 budget planning process.
- Hosted five meetings with community partners to solicit input on the 2021 budget.
- Posted monthly police stats (e.g., arrests, calls for service, report calls, use of force reports) on the City's website.
- Worked with the Center for Policing Equity to begin an analysis of disparities in police data.
- Host two virtual listening sessions with the community on October 15 and 17 to gather input on the City's budget process and the proposed budget scenarios from the Community Budget Advisory Committee.
- Host a virtual town hall meeting with the Police Chief and residents.
- Continue to host virtual meetings with community leaders in the Latino/a/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.
- Host a senior drive-thru resource fair at Creekside's parking lot on October 29.

Needs attention

- Produced the weekly “Q&A with BPD” video series, where the Police Chief and various police officers and staff answered questions received from residents.
- Utilized the Multicultural Advisory Committee to promote the Pathways to Policing program.
- Participated in radio interviews with multilingual radio programs (e.g., La Raza) to promote the Pathways to Policing program.
- Hosted bi-weekly meetings with community partners from VEAP, Normandale, Bloomington Schools, Oasis for Youth, Cornerstone and the Chamber to share updates on the response to COVID-19.
- Initiated the weekly Senior Connect Video Call to help seniors meet up with each other virtually in a fun, free-flowing conversation.
- Hosted a drive-thru resource fair in the parking lot at Creekside Community Center on September 17 to help seniors learn about community resources, sponsored by Parks and Recreation and Public Health.
- Translated COVID-19 materials and resources into the top three most commonly spoken languages in Bloomington: Spanish, Somali and Vietnamese.
- Continued virtual meetings with African and Black and Latina/o/Latinx community leaders to learn about how COVID-19 was affecting their communities and what resources they needed.
- Continued to meet virtually with multi-unit housing managers to identify challenges and needed resources related to the pandemic.
- Emailed 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.

Barriers/obstacles:

- In-person engagement activities will continue to be limited due to COVID-19.

Needs attention

Outcomes:

- Received a 2020 Voice of the People Award for excellence in online engagement from the International City/County Management Association and Polco; the award recognized Bloomington for its strength in engaging residents online using the Polco survey platform.
- The Community Budget Advisory Committee’s digital engagement on Let’s Talk Bloomington attracted 56 survey responses and 29 ideas submitted by 14 individuals.

Barriers/obstacles:

- Participation in virtual engagement sessions is lower than previous in-person events.
- Older adults have reported difficulty in accessing virtual input sessions or completing online surveys.

Needs attention