

## **Vision and Value Statements Survey – Response Summary**

The City of Bloomington, with input from the Forward 2040 citizen advisory committee, the Planning Commission, and City Council, developed a vision statement and eight value statements to guide the update of the City’s Comprehensive Plan (Forward 2040). The vision and value statements are purposefully broad and will inform the more specific goals, strategies, and recommendations that will be developed for the Forward 2040 Plan. They are intended to be aspirational and describe the type of community Bloomington will strive to become by 2040.

An online survey was conducted from April 2017 through August 2017 to evaluate community support for the draft vision and value statements. This was a very basic survey designed to gauge whether respondents agreed or disagreed with the vision and each individual value statement. A total of 125 responses were received. Overall responses were positive, with about two thirds of all responses expressing support.

In addition, 49 comments were received. These provide some insight into the responses; particularly the negative responses. The primary concerns expressed include:

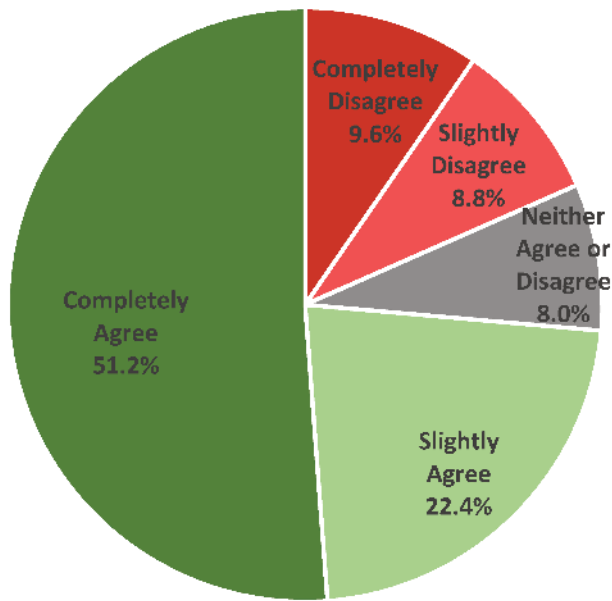
- Overly optimistic, wishful, and unrealistic. Too much change required to achieve.
- Don’t want anything to change; keep things as they are.
- Changes will result in too much government; should focus on basic services.
- Will be challenge to accomplish without significant shifts in how City approaches development; need to become more sustainable.

Responses were received from all age groups and from each area of the City. The survey was advertised in a variety of media and was translated into Spanish. Opportunities to comment on the vision were also provided at Summer Fete and the Bloomington Farmers Market.

The survey questions and responses are provided below.

***Responses to Vision Statement:***

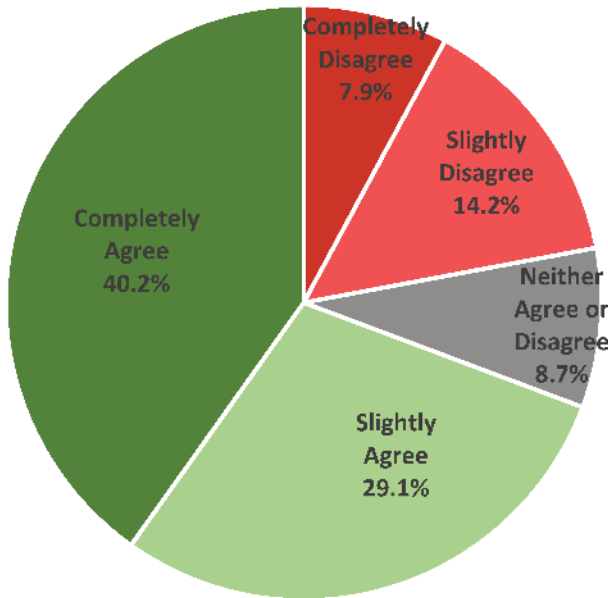
**Bloomington is a community of choice** - a place people seek out to live, work, conduct business, and recreate. We foster vibrant, safe, and accessible neighborhoods, amenities and destinations. We work together to ensure everyone feels welcomed and engaged in opportunities that foster community life and a sense of belonging.



Response	Total
Completely Agree	64
Slightly Agree	28
Neither Agree Nor Disagree	10
Slightly Disagree	11
Completely Disagree	12

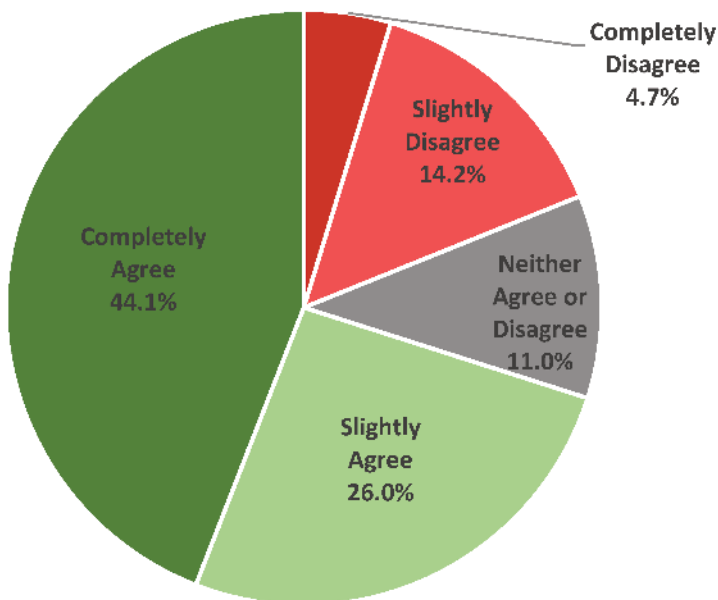
**Reponses to Value Statements:**

**Bloomington is forward thinking.** We are intentional in managing change and shaping growth. We embrace innovation and proactively explore opportunities to leverage and enhance our natural, physical, cultural, and economic assets.



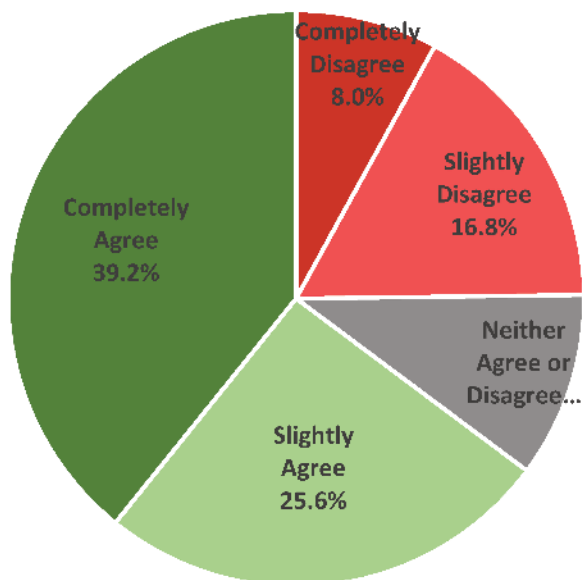
Response	Total
Completely Agree	51
Slightly Agree	37
Neither Agree Nor Disagree	11
Slightly Disagree	18
Completely Disagree	10

**Bloomington is connected.** We aim to provide an accessible and multi-modal transportation network that supports all residents, businesses, and visitors in their daily activities and recreational endeavors.



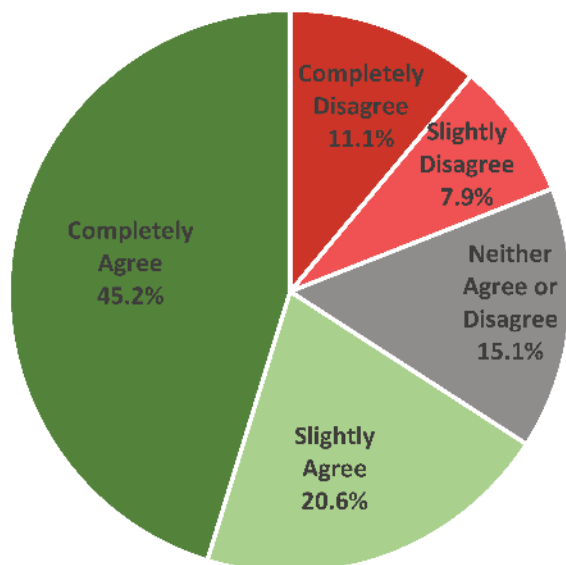
Response	Total
Completely Agree	56
Slightly Agree	33
Neither Agree Nor Disagree	14
Slightly Disagree	18
Completely Disagree	6

**Bloomington is a community of neighborhoods.** We value the individual character and amenities our neighborhoods offer and their role in establishing Bloomington’s sense of community. We promote neighborhood revitalization to strengthen community identity, vitality and pride and support activities that welcome engagement in community life.



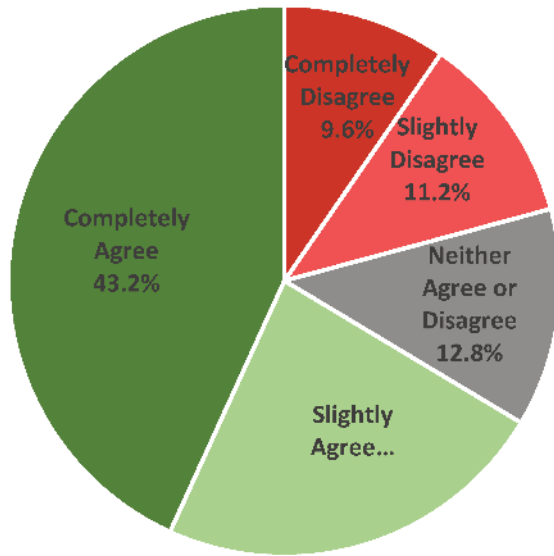
Response	Total
Completely Agree	49
Slightly Agree	32
Neither Agree Nor Disagree	13
Slightly Disagree	21
Completely Disagree	10

**Bloomington is inclusive, safe, and welcoming.** We are a community that continues to become more diverse – demographically, economically, and culturally. We celebrate these changes and the opportunities they present. We place a high value on equity and strive to understand and accommodate diverse perspectives and needs so all people feel welcomed, safe and supported.



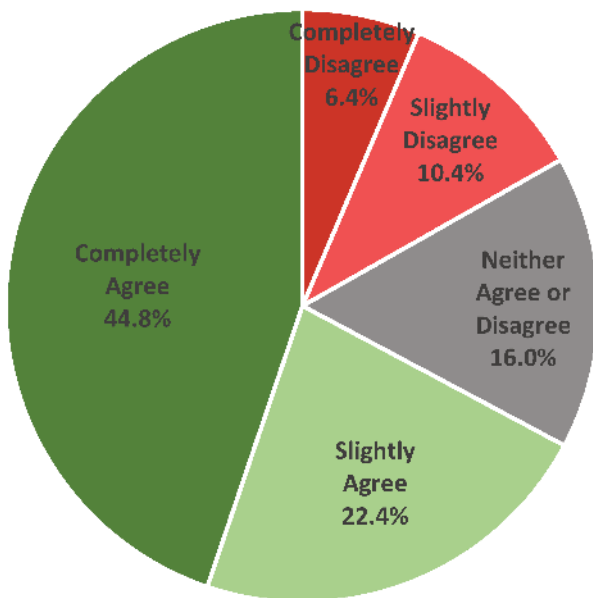
Response	Total
Completely Agree	57
Slightly Agree	26
Neither Agree Nor Disagree	19
Slightly Disagree	10
Completely Disagree	14

**Bloomington supports its wide-ranging business community.** We value the broad array of businesses that call Bloomington home and strive to create opportunity for all businesses to succeed and provide quality jobs, goods, and services.



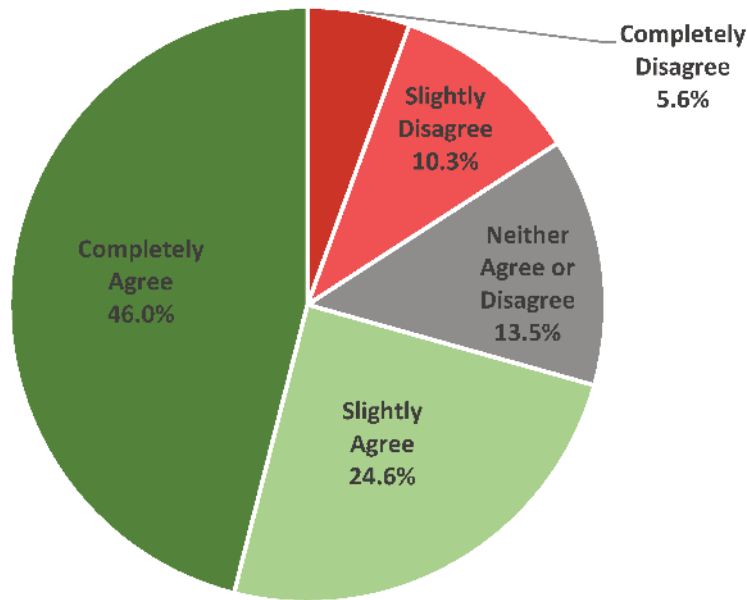
Response	Total
Completely Agree	54
Slightly Agree	29
Neither Agree Nor Disagree	16
Slightly Disagree	14
Completely Disagree	12

**Bloomington is a steward of its natural and cultural assets.** We value and promote preservation of our many natural and cultural resources. We recognize the contribution they make to community livability and distinctiveness and proactively foster efforts to enhance access to and awareness of these amenities.



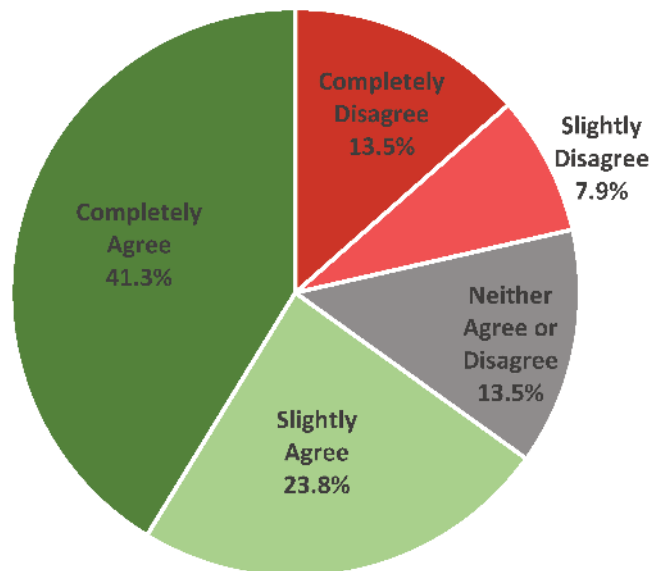
Response	Total
Completely Agree	56
Slightly Agree	28
Neither Agree Nor Disagree	20
Slightly Disagree	13
Completely Disagree	8

**Bloomington is sustainable and resilient.** We believe proactive management and renewal of our natural, social, and economic resources is vital to maintaining a high quality of life for present and future generations. We continually strive to increase our environmental consciousness and are committed to preserve and renew our ecological, land and energy resources through the use of operational best practices.



Response	Total
Completely Agree	58
Slightly Agree	31
Neither Agree Nor Disagree	17
Slightly Disagree	13
Completely Disagree	7

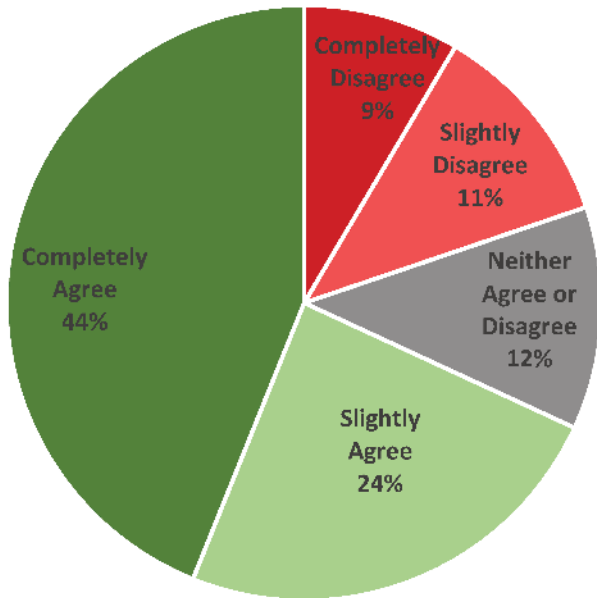
**Bloomington offers stability.** We provide collaborative, progressive, and responsive leadership that works to authentically engage with our community and stakeholders. We invest our resources strategically to protect city assets and maintain confidence in local government.



Response	Total
Completely Agree	52
Slightly Agree	30
Neither Agree Nor Disagree	17
Slightly Disagree	10
Completely Disagree	17

**Overall Response**

A summary of all responses shows an overall positive response to the vision and value statements. Over two thirds of all responses were positive with only 20 percent negative.



Response	Total
Completely Agree	497
Slightly Agree	274
Neither Agree Nor Disagree	137
Slightly Disagree	128
Completely Disagree	96



## Respondent Data

