

Community Outreach and Engagement Division

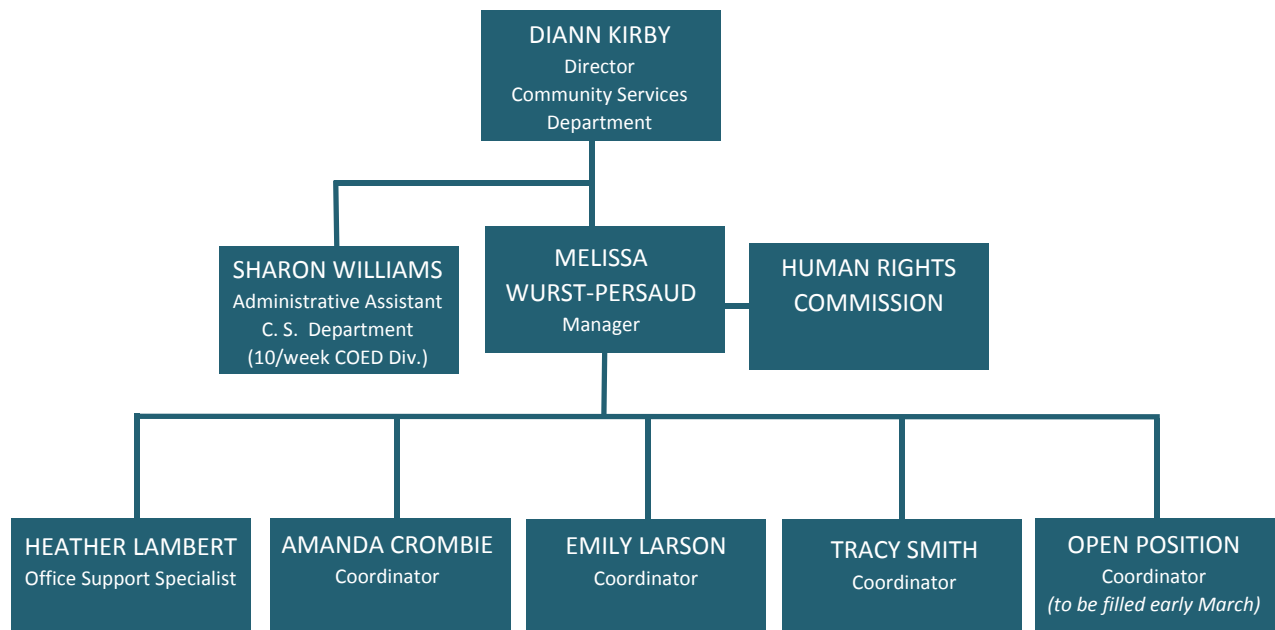
2019 Work Plan



Purpose Statement:

The Community Outreach and Engagement Division will serve as a leader for equity and inclusion. It will use innovative and authentic approaches to facilitate, engage and connect the City's internal and external stakeholders. The division will also serve as an advocate and change agent to ensure the community is considered, accounted for and heard in the development and delivery of programs and services.

Organizational Chart



The Community Outreach and Engagement Division has identified 7 action areas for 2019. Each area is listed below and includes an objective and action items to be accomplished in each area.

#1: Internal Support and Research

Objective: Serve as an internal resource to support the community engagement efforts throughout the City.

ACTION ITEMS

- Meet with Department and Division Leadership to assess their engagement needs in gaining input from community stakeholders and what efforts are currently taking place.
- Identify and foster internal collaborations for community engagement across the City.
- Provide input, feedback and support for other department's engagement work.
- Provide leadership to the Community Engagement Workgroup, an internal team of staff from across the City who meet monthly to share best practices and opportunities for engaging the community.
- Partner with Communications on sharing stories of engagement work being done by staff across the City.
- Research opportunities to support internal racial equity trainings.
- Seek out opportunities for team members to increase outreach and engagement skills.

#2: Equity and Inclusion

Objective: Develop and implement programs that provide opportunities for underrepresented communities to grow stronger connections to the City and build awareness about opportunities for participation.

ACTION ITEMS

- **Bloomington Learn to Lead Initiative (BLLI)** – A leadership program designed to empower individuals to become leaders in their communities through civic engagement.
- **Students in Government Day (SIG)** – An educational program designed to teach students about professions in municipal government and the role of elected officials.
- **Resident Survey Focus Groups** – Conduct focus groups with underrepresented populations in the city to ensure they have an opportunity to provide feedback about the City of Bloomington and its programs and services.
- **Diversity and Inclusion in Government (DIG)** – An internal, peer to peer learning program dedicated to enhancing cultural knowledge of city staff to promote workplace diversity and a culture of inclusivity.
- Meet with residents to identify barriers to connecting with communities of color.
- Aid in the implementation of City facility updates to be in compliance with the Americans with Disabilities Act (ADA).



#3: Volunteering

Objective: Provide oversight and coordination of volunteer management across the City in an effort to increase volunteer participation and satisfaction.

ACTION ITEMS

- Develop a volunteer management program that will be used across the City by all departments that work with volunteers, creating a single point of entry for all volunteers.
- Provide leadership for the planning of the annual All City Volunteer Breakfast held each April.
- Establish partnerships with local businesses to provide volunteers to assist residents who need help getting their items to the curb for the City's Curbside Clean-up program.
- Build a network of community partners who work with volunteers to expand volunteerism through an increased awareness of opportunities available throughout the city.
- Explore potential volunteer opportunities for City employees.



#4: Engagement Tools

Objective: Develop tools to effectively engage the community both internally and externally.



Photo is courtesy of the City of St. Paul

ACTION ITEMS

- Build an engagement toolkit available as a resource to staff who are seeking tools and information to effectively engage with the community. Tools will include the following:
 - An engagement vehicle which can be used at a variety of locations throughout the city to connect directly with community members of all ages in a relaxed and informal setting.
 - Guidelines for community collaborations which provides specific principles staff should consider when seeking to engage with the community.
 - An extensive list of community contacts representing culturally specific communities, faith communities, and civic and non-profit organizations.
 - A business repository list for companies located in the city.
- Provide facilitation using a variety of methods including Technology of Participation (ToP).

#5: Community Events

Objective: Enlist community partners to host events designed to engage the community and foster positive relationships. Events noted with an asterisk * will be conducted in partnership with the Human Rights Commission.

ACTION ITEMS

- **Welcome Meals*** - April – December – Hosted by community organizations and individuals seeking to teach others about their culture and foster stronger community relationships.
- **Diversity Day*** - May – Support the Bloomington high schools and middle schools Diversity Day activities including a potential Unity conference.
- **PRIDE*** – June – Host an exhibitor booth at the Twin Cities Pride Festival representing the City and other partners.
- **Old Cedar Bridge Opening** – May/June – Provide support to the planning and implementation of this event.
- **Town Hall Forums/City Council Engagement Activities** – April – June – Provide support to the planning and implementation of these events and invite councilmembers to other outreach and engagement activities taking place in the City.
- **Naturalization Ceremony*** - September – Partner with the U.S. District Court, District of MN to host a naturalization ceremony at Civic Plaza for an estimated 150 individuals receiving their U.S. Citizenship.
- **Veterans Appreciation Lunch** – November – Partner with Northwestern Health Sciences University and Bloomington Remembers Veterans, Inc. to host a lunch event honoring veterans and their families.



#6: Special Projects

Objective: Undertake new and existing special projects that build and expand the City's community engagement efforts.

ACTION ITEMS

- Develop and implement performance measurement tools for all work plan action items.
- Provide training to City staff on using foreign language interpreter services when working with a resident whose primary language is not English.
- Manage 2019 RFP contracts with local non-profit organizations and explore implementing a new process for 2020.
- Continue a partnership with Bloomington Remembers Veterans, Inc. and the Parks and Recreation Department for the construction of a Veterans Memorial at Civic Plaza.
- Provide support to the Human Rights Commission serving as the 2020 Census Complete Count Committee.
- Continue to publish the community resource catalog which provides residents with information on resources available to meet a variety of needs including food, housing, legal services and more.

#7: Policy

Objective: Update and implement City policies which provide support to individuals with limited English proficiency and those with disabilities.

ACTION ITEMS

- Adoption of a Limited English Proficiency Policy (LEP) which will enable City staff to understand how to effectively communicate with individuals who have limited English speaking ability.
- Support the completion and adoption of an updated Reasonable Accommodation Policy and Americans with Disabilities Act statement designed to provide better service to individuals with disabilities.