

STRATEGIC PRIORITY	2ND QUARTER PROGRESS (APRIL-JUNE 2019)	ANTICIPATED 3RD QUARTER ACTIVITIES (JULY-SEPTEMBER 2019)	STATUS
COMMUNITY AMENITIES			
Comprehensive funding strategy for capital needs	<ul style="list-style-type: none"> Held a public hearing and presented the final draft of the 2019-2028 CIP to the City Council and received final approval for the CIP from Council. Issued Charter Bonds for the Bloomington Ice Garden 2019A series on May 6 for \$1,645,000; the Ice Garden's reconstruction project is underway and will be completed in 2019. Conducted financial modeling of items within the CIP and community amenities with potential property tax impacts. 	<ul style="list-style-type: none"> Place 2019B for the Dred Scott and Poplar Bridge projects before City Council to approve the issuance of bonds; the resolution for these bonds will be placed in the Sun Current to meet the requirements of City Charter 7.17. Prepare bonding documents for reconstruction activities in the Pavement Management Program. Identify capital improvement projects for possible inclusion in the 2020-2029 CIP as part of the 2020 budget preparation process. Continue financial modeling of items in the CIP and community amenities with potential property tax impacts. 	On track
Community center decision	<ul style="list-style-type: none"> Narrowed down the scope of desired amenities in a new community center with the City Council. City Council decided to focus on locating the community center at the site of the Bloomington Family Aquatic Center at Valley View Park. Released a request for qualifications for an architect for the Community Center; short-listed five firms to submit proposals. Shared the results from a survey of 800 residents on community amenities including community center conducted by The Morris Leatherman Company in March. 	<ul style="list-style-type: none"> Review request for proposals for an architect for the community center and make a selection by Labor Day. Launch a comprehensive communications and community outreach strategy to educate residents on the community center proposal for Valley View Park and engage residents in the design and composition of the facility. Determine funding and financing approach for the proposed facility. Decide whether the community center will include offices for Parks and Recreation and Public Health. 	Needs attention

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

- Started construction on the Fire Station #3 project, completing site grading, utilities and footing work.
- Began construction on the Bloomington Ice Garden remodeling project on May 13.
- Hired a consultant for the Dred Scott concessions and restroom building reconstruction project and conducted open houses with users; plans are nearly complete.
- Completed plans and started the bidding process for:
 - Western Maintenance
 - Robinson Building (Gene Kelly Park) – Roof and windows
 - Civic Plaza restrooms upgrade
 - Civic Plaza entry doors
- Conducted open houses with students and selected a design for the Poplar Bridge playground replacement.
- Worked with Bloomington Remembers Veterans, Inc. on fundraising and design concept for a veterans memorial to be constructed on the east lawn of Civic Plaza; the group has established itself as a non-profit.

Outcomes:

- The Morris-Leatherman survey on community amenities found that 94% of respondents rated the City’s parks and recreation facilities and trails as excellent or good.
- When asked about the importance of community amenities to the value of their homes, 93% of residents stated that they were important, with 47% saying they were very important.

- Continue work on the Fire Station #3 project, with structural steel and walls scheduled to be done in July and exterior concrete and roof in August.
- Issue the creative placemaking request for proposals for the property next to Fire Station #3 later this year, with construction of placemaking elements scheduled for 2020.
- Update the park facility donation and naming policy.
- Open construction bids and commence construction for the Dred Scott concessions and restroom building reconstruction project.
- Continue construction on the Ice Garden, Western Maintenance and Robinson Building projects.
- Open construction bids for the Poplar Bridge playground replacement project.
- Select a consultant and begin work on the Park Master Plan update.
- Replace outdoor electronic signage at the Center for the Arts.
- Continue to develop options for reinvesting in other community amenities and facilities.

On track

One Bloomington

- Produced a variety of community image, sustainability, amenities and high quality service articles in the April, May and June Briefings.
- Featured the new Opportunity Housing Ordinance in the April Briefing.
- Continued featuring employees in At Your Service articles in the April, May and June Briefings to show Bloomington's high-quality service delivery.
- Covered the Sustainability Commission's accomplishments in the April Briefing and the Earth Day events hosted by the group.
- Showcased a resident photo contest submission on the front page of the May Briefing.
- Wrote an overview of residential and lodging development in the City to show the continued investment developers are making in the community.
- Promoted new engagement events such as Food for Thought, Welcome Meals and Climate Action Workshop in print and online.
- Highlighted the City's involvement in Twin Cities Pride and other Pride month activities on the cover of the June Briefing and online.
- Promoted the April 23 Town Hall Forum via all the City's communication tools and streamed it on Facebook Live.
- Continue featuring examples of progress in each of the six strategic priorities in the Briefing and video throughout the year.

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

- Continued to feature Bloomington firefighters in the April and May Briefings to recruit new personnel.
- Launched the new Around B-Town video series to highlight significant City Council decisions.
- Produced several City/community video profiles: COED Welcome Meals at Metro South Adult Basic Education, Owl's Perspective sculpture, and Bloomington Garden and Landscape centennial celebration.
- Pitched stories to local media that enhance community image, including Town Hall Forums, Creative Sparks projects, sustainability event in conjunction with Earth Day, new fire station, fall leadership program, Public Works open house, and resident survey; monitored results by compiling and reviewing a weekly list of media mentions.
- Selectively boosted posts to improve reach of key messages and initiatives, including a photo contest, breastfeeding assistance, leadership program.

Outcomes:

- Leveraged social media to spread positive messages to engage people online that included: Bloomington Rhapsody video promoting Bloomington Public Works open house (reached 22,000 people with 966 reactions, comments and shares, helping drive record-breaking open house attendance this year).
- Added 479 Facebook followers, 181 YouTube subscribers and 44 Twitter followers.

- 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**

- Hosted a Creative Placemaking in South Loop presentation at the Eagan Art Block event.
- Conducted a South Loop tour for MnAPA.
- Creative Sparks Program: Promoted 4 selected projects and supported coordination efforts; “An Owl’s Perspective” temporary sculpture community event and installation on May 18 at the Refuge Visitor Center; presented the Summer Concert at BCS Park on June 21, organized by the Reflections Social Committee.
- The South Loop Sculpture panel interviewed three artists, selected an artist and begin to develop contract and approvals.
- Installed one new ARTBOX design by Cameron Mandel on a utility box at American Boulevard and Thunderbird Way.
- Hosted the “ArtVenture” tour of South Loop for Americans for the Arts conference attendees, highlighting recent projects and local businesses.
- Promoted creative placemaking events/activities on social media, website, email blasts, postcards and fliers, the Briefing and on Bloomington Today.

Outcomes:

- Wright’s Lake Park Mural, “Seasons of Becoming,” by GoodSpace Murals, was recognized as an outstanding public art project created in 2018 through the Americans for the Arts Public Art Network Year in Review program, the only national program that specifically recognizes the most compelling public art.
- Approximately 150 people attended the Summer Concert organized by Reflections Social Committee; organizers and attendees reported meeting neighbors, connecting with local businesses, enjoying local musicians and overall relaxing and fun time.

- Continue discussing city-wide creative placemaking and participate in Lyndale/98th area Suburban Retrofit RFP review/interview team.
- Organize and promote onsite artist input event, “Art Chat Open House,” in partnership with Artistry and Springboard for the Arts on July 24.
- Install one new ARTBOX design by Olivia Novotny on a utility box at 24th Avenue and Lindau Lane.
- Host a Creative Happy Hour event on August 15 at Bloomington Central Station Park, with a food truck, ice cream, cash bar, live music, and art activities from Artistry.
- Creative Spark program: Pop-up Murals by Rock Martinez at BCS Park, unveiled in July; help coordinate and promote Bloomington Cultural Festival at Refuge Visitor Center, taking place on October 12.
- Finalize Augmented Reality Tour of Old Cedar Bridge with artists Nancy Musinguzi and AxS GRNTD; installation in August.
- Neighborhood renewal focus area: Continue engagement and convene committee of stakeholders to review survey results on what creative projects to pursue at the intersection of 86th Street and Nicollet Avenue.
- Fire Station #3: Continue engagement efforts, develop small committee to work on selecting final projects.
- Continue discussing a mural project on the wall around the Xcel substation on American Boulevard.
- Present indigenous and Native American history overview to the Placemaking Commission and written report for future use.
- Begin engagement efforts for Old Cedar Bridge celebration, in spring 2020.

On track

<p>Joint marketing with the School District</p>	<ul style="list-style-type: none"> • Hosted a continuing education forum for more than 40 Realtors designed to highlight City and school programs and provide helpful information for Realtors who list and sell homes in Bloomington. • Produced a profile of Joseph Moses, who has 50 years of manufacturing experience and volunteers during shop classes at Kennedy High School. • Featured an article in the May Briefing about the 2019 Health and Wellness Award winner—the Health Services team from Bloomington Public Schools. • Continued to promote school district activities in Briefing and in video including a Kennedy Con Brio video April 9 (choir that sang at State of the City), Bloomington Public Schools Health Services video May 2. • Produced a profile of Public Health and Success Academy students learning to tap maple trees and make maple syrup, culminating in a pancake breakfast for staff, students and family. • Covered Normandale Community College events focusing on college affordability and accessibility. 	<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>
--	---	---	-----------------

ENVIRONMENTAL SUSTAINABILITY

<p>Reduce citywide carbon footprint</p>	<ul style="list-style-type: none"> • Drafted electric vehicle (EV) charging standards. • Received bids and signed contracts for installation of four EV chargers at Civic Plaza. • Presented Food for Thought @ Farmers Market on June 15 in collaboration with the Sustainability Commission and City Council to generate conversation with shoppers around the commission’s four areas of action: Energy and carbon, solid waste, water resources and land stewardship. 	<ul style="list-style-type: none"> • Hold public hearings on the draft EV charging standards on August 8 at the Planning Commission and September 9 at the City Council. • Complete construction on the EV chargers at Civic Plaza. • Hire a new Deputy Director of Public Works to serve as staff liaison to the Sustainability Commission. <p>Barriers/obstacles:</p> <ul style="list-style-type: none"> • Staff turnover may impact the Sustainability Commission’s level of success, but it is still too early to tell the impacts to the work plan schedule. 	<p>On track</p>
--	--	--	-----------------

<p>Improve surface water quality</p>	<ul style="list-style-type: none"> • Adopt-a-Drain program: Twenty-nine new households signed up for the program, adopting 72 new drains – a total of 382 drains are now adopted. • Co-hosted a Sustainable Lawns workshop with Nine Mile Creek Watershed District to reduce water usage and promote use of smart controllers on June 5. • Received commitments from four area businesses to participate in reviews of their irrigation systems to identify water reduction opportunities. • Substantially completed the Penn-American Linear Stormwater Storage Project. 	<ul style="list-style-type: none"> • Normandale Water Quality Improvement Project: Continue to work with the Nine Mile Creek Watershed District to promote and update the public on monitoring efforts and significant findings. • Continue to promote smart irrigation controllers and explore options for cost-sharing. 	<p>On track</p>
<p>Reduce volumes delivered to landfills/incinerators</p>	<ul style="list-style-type: none"> • Completed the waste analysis for the 2019 Curbside Cleanup Program. • Hired a consultant, developed a workplan and conducted staff/volunteer training for a waste analysis project to be conducted during the 2019 Curbside Cleanup Program. 	<ul style="list-style-type: none"> • Review the 2019 Curbside Cleanup waste characterization study results with the Sustainability Commission and develop recommendations for potential program changes for Council consideration. 	<p>On track</p>

FOCUSED RENEWAL

<p>More affordable housing</p>	<ul style="list-style-type: none"> • Began implementation of the Opportunity Housing Ordinance that was adopted by the City Council on February 25. • Held numerous meetings with interested parties to discuss the Opportunity Housing Ordinance. • Completed entitlements and HRA approved the development agreement for Penn American III development, with 248 units of rental housing including 50 units affordable at 50% AMI; apartments will be named “The District.” • Closed on the land sale for 108 Place, which includes 42 units of workforce rental housing affordable at 60% AMI, near France/Old Shakopee Road; construction started in June. • Began building permit review of Portland Commons, 166 units of senior independent, assisted and memory care with 20% of the units affordable at 50% AMI; construction likely to begin in fall 2019. • Met with multiple affordable housing developers actively looking in Bloomington to identify potential sites. • Worked with consultants to develop a guidebook, sample pro forma and other materials to help implement the Opportunity Housing Ordinance. • Prepared clarifying Opportunity Housing Ordinance amendments. • Hired an employee to administer the Opportunity Housing Ordinance (starts July 15.) 	<ul style="list-style-type: none"> • Adopt guidelines to accompany the Opportunity Housing Ordinance • Implement various tools to assist developers in evaluating Opportunity Housing Ordinance incentives. • Train and on-board the new staff person hired to administer the Opportunity Housing Ordinance • Create a more robust web presence for the Opportunity Housing Ordinance. • Review development application for Lyndale Flats (81 units affordable at 60% AMI) by Planning Commission and City Council. • Continue to meet with affordable housing developers to identify potential sites. • Secure conceptual approval with developer MWF for development of 81 units of affordable housing at 9320 Lyndale Avenue. • Receive conceptual approval of rehabilitation and new construction (80 units) at South Pointe. 	<p>On track</p>
<p>Renew priority neighborhood commercial nodes</p>	<ul style="list-style-type: none"> • The HRA is in process of securing options for two properties at W. 98th Street and Nicollet Avenue. • Rezoned parcels in the 98th and Lyndale area to B-4. • Issued a request for proposals for the Suburban Retrofit Strategy. 	<ul style="list-style-type: none"> • Develop a commercial node project based on owner interest. • Develop a request for proposals for land near 82nd Street and Lyndale Avenue. 	<p>On track</p>

<p>Successful neighborhood renewal innovation</p>	<ul style="list-style-type: none"> • City Council designated the boundaries of the Gateway Development District and established the Development Program for the district on June 3. • The 2019 Neighborhood Focus Area initiative got underway in the 2018 neighborhood, with housing improvement loans in 2019 and full program (infrastructure, parks, placemaking, and housing loans) for a new neighborhood planned in 2020. 	<ul style="list-style-type: none"> • Conduct review, planning and analysis on the creation of a development subsidiary. • Work with a consultant on the Suburban Retrofit Strategy. 	<p>On track</p>
--	--	---	-----------------

HIGH QUALITY SERVICE DELIVERY

<p>Financial sustainability of all funds</p>	<ul style="list-style-type: none"> • The City Council accepted the Comprehensive Annual Financial Report as completed by staff and audited by MMKR; there were no findings. • Submitted the Comprehensive Annual Financial Report to the Government Finance Officers Association before the June 30 deadline. • Received City Council approval for the 2019-2028 Capital Improvement Plan in April. • Prepared the Popular Annual Financial Report for the June Briefing; submitted the Popular Report to the Government Finance Officers awards program. • Kicked off the 2020 budget process in May; departments with tax-supported budgets submitted their budgets in June. • Finance met with departments to walk through their 2020 budgets in June. 	<ul style="list-style-type: none"> • Hold meetings with each department and the City Manager and Finance to discuss the 2020 budget submissions. • Each department will present its 2020 budgets to the City Council in workshops on July 30 and August 6. • Present the preliminary 2020 budgets and property tax levy to the City Council for discussion in August. • The City Council will be requested to approve the 2020 preliminary property tax levy and 2020 proposed General Fund budget in early September. • Prepare the appropriate documentation for submitting the 2020 property tax information to Hennepin County before the end of September. 	<p>On track</p>
---	---	--	-----------------

Meet customer expectations

- Conducted three City Council engagement events:
 - April 23: State of the City Forum
 - May 18: Welcome Meal at Pond School
 - June 15: Food for Thought at Farmers Market
- Collected public opinion via the National Citizen Survey of Bloomington® residents on May 7-June 18.
- Selected CityGate and Associates LLC as the consultant for the Fire Services assessment.
- Consultant BerryDunn presented recommendations to the Data Management and Executive Management teams for implementing a data governance framework to improve the City's business intelligence, document and records management, collaboration with departments, and interactions with citizens.
- Continue the service assessment of the City's Motor Vehicle office and services.
- Present the results of the National Citizen Survey of Bloomington® residents to the City Council in August.
- Begin work on the Fire Services assessment in July, with completion expected in approximately five months.
- Implement plans to activate the City's vision, values and leadership philosophy across the organization in 2019.
- Issue a request for proposals to establish a framework such as a Project Management Institute/Project Management Body of Knowledge to follow best practices for the management of all City technology projects and activities to ensure that a project leader, effort estimates, project timelines, resources and dependencies are identified for each project.
- Issue a request for proposals for consulting services to conduct an inventory of every software application in the City and analyze application relationships and business processes to determine areas for consolidation and efficiency.
- Define a new charge-back system for IT to replace the existing one based on number of desktop and laptop computers and make a recommendation to the Executive Management Team in August.

On track

Improved customer service

- Conducted High-Performing Organization training with approximately 40 employees on June 24-26.
- Expanded the Fire Department's community engagement by checking smoke detectors and installing if necessary on request by homeowners.
- Held fire prevention and equipment demonstrations by request (e.g., vehicle extrication demo at Mustang Days.)
- Prepared an implementation schedule to continue launch of online Munis account payable approval for remaining departments.
- Created a script for cashiers to promote a digital experience for utility bill pay.
- Implemented an online reservation system for reserving canoe racks and garden plots.
- Completed initial unmanned aerial vehicle (drone) training in the Fire Department; one person has finished the testing process and is licensed as a pilot/operator, with several more on schedule to be licensed by the end of July.
- Launched a series of training sessions for City supervisors in April to provide them with the tools and knowledge to effectively manage their employees.

Outcomes:

- Customers continue to utilize the online utility billing service – more than 2,000 customers are paperless for their billing.

- Create a Citywide volunteer management team composed of staff who recruit, coordinate and supervise volunteers to support their efforts.
- The Fire Department is partnering with Community Outreach and Engagement on three splash pad events in July and August.
- Continue to add departments for online Munis accounts payable approval and resolve issues as the process moves forward.
- Provide additional supervisor training sessions on effective teamwork in July and having difficult conversations in August.

On track

INCLUSION AND EQUITY

<p>More diverse advisory boards</p>	<ul style="list-style-type: none"> • There was little advisory board related activity in the 2nd quarter beyond making some reappointments and filling a few vacancies from the pools of previously received applicants. . 	<ul style="list-style-type: none"> • Provide an overview of the Bloomington Learn to Lead course objectives and curriculum to the City Council on July 8; marketing and recruitment will take place over the summer, with the new cohort launching on September 26 and continuing through December 12. • Explore additional methods of marketing board and commission openings including via the “Latin Evolution” program on Bloomington Community Access Television. 	<p>On track</p>
<p>More diverse workforce 1: Marketing to underrepresented populations</p>	<ul style="list-style-type: none"> • Of the 44 new, full-time employees hired by the City in the 12 month-period from July 1, 2018 to June 30, 2019, 12 – or 27% – identify as persons of color. • The number of new hires who identify as persons of color is down somewhat from last quarter’s report, which showed 33% of new hires in the previous twelve months identified as people of color. • Hosted a booth at Twin Cities Pride Festival in June to show the City’s support for the LGBTQIA+ community and promote the City as a workplace. 	<ul style="list-style-type: none"> • Continue to think strategically about each and every posting and how to reach a wide audience of potentially eligible applicants. 	<p>Needs attention</p>
<p>More diverse workforce 2: Pathways and internship programs</p>	<ul style="list-style-type: none"> • Held a Pathways to Policing meeting with all participating agencies in April to determine interest in future programming. • Applications are now being accepted for the third year of the Pathways to Policing program; in addition to several returning partners, the City of Richfield is also joining in this year. • Undertook efforts to hire summer interns in several departments. 	<ul style="list-style-type: none"> • Initiate the third year of the Pathways to Policing program, with informational sessions scheduled in July and August, and first round interviews in August and September; second round interviews take place the weeks of September 16 and 23. • Given the number of participating cities/ agencies and unique nature of the Pathways to Policing program process, the recruitment and selection process will last throughout the 3rd quarter. 	<p>On track</p>

<p>More diverse workforce 1: Train staff on diversity</p>	<ul style="list-style-type: none"> • The new position of Racial Equity Coordinator was posted – a total of 177 applications were received. • Conducted a Diversity in Government staff panel on Asian culture in May. • Carried out the first of three Diversity in Government experiential learning exercises on building community in June. 	<ul style="list-style-type: none"> • Review applications for Racial Equity Coordinator and schedule interviews for the first half of August. • Once hired, onboarding the new Racial Equity Coordinator will be a focus on the 3rd and 4th quarters. • Conduct Diversity in Government staff panels on Latino culture in July and African culture in September. • Hold two additional Diversity in Government experiential learning exercises in August and October. 	<p>Needs attention</p>
<p>More diverse program participation 2: Equity toolkit</p>	<ul style="list-style-type: none"> • Work on an equity toolkit has been put on hold. • Less formal and more department-specific efforts have remained underway with guidance from groups such as the Human Rights Commission and Police Multi-Cultural Advisory Committee. 	<ul style="list-style-type: none"> • Development of an equity toolkit and/ or other formal means of evaluating the City's policies and services through a lens of equity is awaiting the hiring of an Equity Coordinator. 	<p>Stalled</p>