

STRATEGIC PERFORMANCE REPORT

FORTH QUARTER 2020

STRATEGIC PRIORITY	4TH QUARTER PROGRESS (OCTOBER-DECEMBER 2020)	ANTICIPATED 1ST QUARTER ACTIVITIES (JANUARY-MARCH 2021)	STATUS
	COMMUNITY AMENITIES		
Comprehensive funding strategy for capital needs	<ul style="list-style-type: none"> Updated the status of the 2020 projects in the 2020-2029 Capital Improvement Plan (CIP). Presented the draft 2021-2030 CIP to the City Council on October 26. The Planning Commission evaluated and provided a resolution on December 3 stating the 2021-2030 CIP was in compliance with the 2040 Comprehensive Plan. The City Council held a public hearing and adopted the 2021-2030 CIP on December 21. Finance and the City's municipal advisors and bond counsel prepared debt service schedules for bonding the Pavement Management Program's reconstruction projects; the debt was sold on November 9. 	<ul style="list-style-type: none"> Print and distribute the approved 2021-2030 Capital Improvement Plan document. Create and maintain a dashboard of project status for the 2021-2022 Capital Improvement Projects. Coordinate detailed scheduling for the 2021-2022 CIP projects with the departments responsible for the projects in order to plan, design, hire contractors, purchase, budget, get legal counsel, and, when needed, support bonding aspects. 	On track
Community center decision	<ul style="list-style-type: none"> The Community Budget Advisory Committee studied two proposed options for Creekside Community Center programming in 2021, and recommended opening the facility with a limited staffing model; the City Council supported this recommendation as a budget reduction strategy when adopting the 2021 budget. 	<ul style="list-style-type: none"> No progress has been made on the planning for a new community center. 	Stalled

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

- Continued pre-design work on Fire Station #4.
- A panel of representatives from Bloomington Remembers Veterans, Inc., and City staff interviewed four potential designers in October for the veterans' memorial; the panel's artist selection, LEO A DALY, was approved by the City Council on November 9.
- Received City Council authorization in October to submit a grant application to Hennepin County for partial replacement for eight dugouts at the Kent Hrbek Youth Fields.
- Hired ReEngineered Inc., an aquatic design and engineering firm, to complete a thorough evaluation of the Bloomington Family Aquatic Center pool vessel; the evaluation found that the pool showed only moderate signs of deterioration and was in better condition than other vessels of similar ages.
- Moved the \$12 million pool vessel replacement from the 2026 Capital Improvement Program, replacing it with a \$5 million project to add and improve amenities at the pool and Valley View Park.
- Continued development of the Park System Master Plan.
- Transitioned online engagement efforts for the Park System Master Plan from **project bloom!** to the City's new engagement platform, Let's Talk Bloomington; the first Let's Talk Bloomington engagement efforts involved seven surveys with a series of maps showing potential new park amenities.
- Explored a potential partnership with Three Rivers Park District for operation and programming of Hyland Greens Golf and Learning Center.
- Contract with a construction manager to join the design team for Fire Station #4, continuing through construction of the station.
- Present the Fleet Maintenance site study to the City Council on January 25.
- Provide an update of the Park Master Plan to the City Council on March 8.
- Bring concept plans for the Ice Garden to the City Council on March 22.
- Pursue a partnership agreement with Three Rivers Park District for the operation and management of Hyland Greens Golf and Learning Center starting with the 2021 golf season.
- Let the Civic Plaza exterior door replacement out to bid; the construction schedule is dependent on material availability.
- Conduct contract preparation and approval for the Dred Scott lighting phase 1 contract.
- Begin document preparation for replacement of the Public Works roof.
- Bloomington Remembers Veterans, Inc., will discuss potential design tweaks for the veterans memorial with designer LEO A DALY.
- Secure two grants totaling \$375,000 from Hennepin County and the Twins Community Fund to replace eight dugouts at the Kent Hrbek Youth Fields; the project will begin in fall 2021.

On track

COMMUNITY IMAGE

One Bloomington

- Highlighted the voting drop-box and voting options via video, Briefing, website and social media.
- Provided education on both ballot questions in the October and November Briefings, giving basic details and linking to a comprehensive list of FAQs on the website.
- Wrote articles on different community amenity improvements, high quality City services and environmental sustainability in the October, November and December Briefings.
- Produced a video about staying healthy during the holidays.
- Produced a video highlighting the Omar Bonderud winners.
- Created a video discussing the newly adopted Racial Equity Business Plan.
- Produced a video of BPD officers sharing COVID-19 recovery stories.
- Highlighted new greener waste disposal in Bloomington.
- Covered the virtual 50th anniversary Earth Day celebration in the Briefing and via video.
- Promoted the Park System Master Plan through video, Briefing, website and social media.
- Continued producing Council Minute videos.
- Communicated about the annual resident survey via social media, website, Briefing and video.

- Continue featuring examples of progress in each of the City Council's strategic priorities in the Briefing, video and social media throughout the year.
- Highlight positive examples of residents doing good things in the community.

On track

Positive image of Bloomington
1: Develop comprehensive media strategies

- Reported on the Community Budget Advisory Committee's 2021 budget recommendations in the October, November and December *Briefings*.
- Launched a Facebook page for the Bloomington Police Department in mid-December.
- Continued featuring employees in At Your Service articles in the October, November and December *Briefings*.
- Covered the Human Rights Commission distribution of books on race to Little Free Libraries, an example of the City's racial equity work, in the October *Briefing*.
- Recognized diverse local veterans in the November *Briefing*; staff received reader comments expressing joy at seeing their family members recognized in print.
- Detailed the City Council's 2021 budget decision and options in the November and December *Briefings*.
- Highlighted Ayan Abukar, the founder of Bloomington's AFEAP Clinic and director of Action for East African People, as a Notable Neighbor in the December Briefing and in video.
- Replaced the Veterans Day display wall at Civic Plaza with a digital photo album.
- Produced a video highlighting BPD giving away free bikes.
- Created a year-in-review video about Oasis for Youth.
- Highlighted Gifts in the Gallery's virtual sale via video and social media.

Outcomes:

- Achieved 147 Facebook likes on the main City page and 344 Facebook likes on the Parks and Recreation page.
- Gained 90 Twitter followers.
- Signed up 412 new subscribers on E-Subscribe.

- Create a Notable Neighbor *Briefing* segment to highlight diverse community members and their contributions to Bloomington.
- Debut the first annual "Pioneers and Changemakers" series in the February Briefing, featuring a full page dedicated to recognizing Black residents and professionals in celebration of Black History Month.
- Continue providing information regarding COVID-19 safety and vaccine updates via the Briefing, social media, website and video.

On track

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

- South Loop Sculpture: Continued fabrication and painting.
- South Loop Mural: Developed contracts with Xcel Energy for use of a wall and selected artist Ua Si (formerly known as ArtCrop).
- Fire Station #3: Parks and Recreation continued development of 40 garden plots and conducted soil testing.
- Artbox: Developed the request for proposals and released and promoted it. Deadline: December 15.
- Creative Sparks: Developed the program updates, request for proposals, and timeline.
- Old Cedar Avenue Bridge Celebration: The bridge painting that was commissioned for future promotional efforts was completed.
- Otocast Public Art Tour App: Worked with an app developer to create a South Loop page and public art stops.
- Continued to promote creative placemaking on social media, website and e-news blasts; developed South Loop promotional items for future events and promotional activities.
- Evaluation: Reviewed and discussed the initial equity assessment report with staff and the Creative Placemaking Commission.
- Creative Placemaking Commissioners participated in a Practical Visioning Session to guide their work for the next three years.
- Supported the veterans' memorial selection process and panel.
- 106th Street Bridge Underpass Mural/Lighting Installation: Developed a request for proposals for finalists, conducted a site visit with finalists, and finalists began proposal development. Note: Funding has been eliminated.
- South Loop Sculpture: Continued painting and developing the lighting system; install in summer 2021.
- South Loop Mural: Finalize contracts with Xcel for wall use, and Ua Si for the mural. Mural design finalization and engagement process will begin. Install in summer 2021.
- Fire Station #3: Begin to develop the call for art timeline and process for benches and native landscape design.
- Artbox: Conduct a panel review process and select five designs.
- Creative Sparks: Finalize the request for proposals and application, and release and promote it; a webinar is scheduled for February 11, with the deadline for proposals on March 1.
- Creative wayfinding project: Receive notification for National Endowment for the Arts Our Town grant funding, and begin to develop project scope.
- Old Cedar Ave Bridge Celebration: Display the commissioned painting at Civic Plaza; meet with partners to determine a potential event date.
- Otocast Public Art Tour App: Finalize the South Loop page and begin to promote it.
- Neighborhood focus area, creative projects at 86th/Nicollet Avenue: Develop the vendor and call for art timeline and process for projects.

On track

<p>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</p>	<p>Outcomes:</p> <ul style="list-style-type: none"> A total of 91 Minnesota artists applied to the Artbox request for proposals; Facebook post reached 14,439 people, with 579 reactions, comments and shares. Old Cedar Avenue Bridge Augmented Reality Tour statistics: <ul style="list-style-type: none"> 16,574 views, 6,694 plays and 526 shares from October 15, 2020 – January 19, 2021. Views are up 9% since October 7, 2020. 	<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. 	On track
<p>Joint marketing with the School District</p>	<ul style="list-style-type: none"> Featured a local high school and Normandale graduate who is taking a gap year to work with AmeriCorps. Produced a video on Darringer Funches, who was honored with a 2020 Omar Bonderud Award for his work mentoring and supporting youth and leading anti-racism conversations in Bloomington Public Schools. Promoted the October flu shot clinic at Oak Grove Middle School. Promoted the state's COVID-19 testing site at Ridgeview Elementary. 	<ul style="list-style-type: none"> Continue promotion of the School District in the <i>Briefing</i> and through video. 	On track

ENVIRONMENTAL SUSTAINABILITY

Reduce citywide carbon footprint

- Continued developing a time of sale energy disclosure policy for Bloomington to focus on greenhouse gas reductions in single-family residential buildings.
 - Continued work on a commercial benchmarking ordinance to drive greenhouse gas reductions in the energy sector.
 - Held the second 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.
 - Continued to gather greenhouse gas emissions data to inform goal progress and strategy development.
 - Continued to promote Home Energy Squad visits to residents to compete in the Intercity Home Energy Squad Challenge; Bloomington came in third for Home Energy Squad visits per capita in the challenge.
 - Met with community partners and staff to discuss 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.
- 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.
- Get City Council feedback on Time of Sale energy disclosure and large building benchmarking; begin community engagement and finalize a racial equity impact assessment.
 - Complete equity foundation training sessions 3-5 with Sustainability Commissioners to better understand how Black, Indigenous and People of Color communities are affected by climate change.
 - Gather and submit 2020 data for Minnesota GreenStep Cities Step 4 annual metrics submission.
 - Engage the community to inform the 2021 residential air sealing and insulation pilot.
 - Attend peer cohort sessions to discuss sustainable building ordinance best practices.
 - Research solar options for the roofs on Civic Plaza and Public Works.
 - Update the Sustainability Commission's purpose to specifically include climate change.
 - Promote the Energy Assistant Program and Weatherization Assistance Program through a partnership with VEAP, distributing outreach materials through food boxes.

Needs attention

<p>Improve surface water quality</p>	<ul style="list-style-type: none"> • Completed 14 reviews of irrigation systems for high consumption commercial irrigation properties as part of the Commercial Irrigation Program. • Awarded the contract for the 2020-902 Pond and Storm Sewer Maintenance Project. • Initiated design work on the 2021-902 Oxboro Lake Maintenance Project. • Continued to promote the Adopt-a-Drain program. • Awarded a contract and completed abandonment of the Bush Lake augmentation well with assistance from a Minnesota Department of Health grant. • Completed the annual fall MS4 activity including a full city sweep and maintenance of 148 rain garden inlet structures and 70 trap manhole structures. • Completed infrastructure inspection of the Penn-American stormwater project after the first year of service; video was posted on the City's YouTube channel. <p>Outcomes:</p> <ul style="list-style-type: none"> • Adopt-a-Drain: <ul style="list-style-type: none"> • In 2020 there were 65 new users who adopted 133 new drains. • There were 630 total drains adopted by 346 participants, who reported 13,444 pounds of debris removed during 2020 (data provided by Hamline University.) 	<ul style="list-style-type: none"> • Continue to work with commercial properties to upgrade irrigation systems (smart controllers, sprinkler heads) through the Commercial Irrigation Program. • Complete 60% plans for 2021-902 Oxboro Lake Maintenance Project. • Continue to promote the Adopt-a-Drain program. • Initiate design work on the 2021-901 Storm Sewer Maintenance Project. • Complete the 2020-902 Pond and Storm Sewer Maintenance Project. • Present the City Council with an updated storm water pond aeration ordinance to provide more opportunities for implementation, with minimal City related expense. • Prepare the MS4 Part II permit application for the re-issued NPDES MS4 General Permit. • Complete the Richfield-Bloomington Watershed Management Organization annual report and hold an annual meeting.
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On track

Reduce volumes delivered to landfills/incinerators

- Completed a baseline waste sort for City facilities (Civic Plaza, Public Works) prior to implementation of organics collection.
- Implemented the roll-out of organics recycling within City buildings, including education for employees.
- Began discussions with the Bloomington Haulers, LLC for the residential curbside collection of organics.
- Created a draft charter for the transition to curbside collection of organics.
- Continued developing plans for a public outreach campaign related to the transition from the current Curbside Cleanup Program.
- Continued operation of the organics drop-off sites with the new hauler.
- Ordered additional kitchen organics collection bins for promoting the organics program.
- Negotiate an agreement with Bloomington Haulers, LLC for collection of curbside organics.
- Secure an agreement with an organics processing facility for processing Bloomington's residential organic material.
- Implement a community engagement process for the transition from the current Curbside Cleanup Program.
- Implement new contract arrangements with Bloomington Haulers, LLC for the collection of garbage and recycling materials.
- Continue operation of the organics drop-off sites.
- Continue public education about the importance of organics recycling.

Barriers/obstacles:

- COVID-19 continues to make typical outreach activities difficult.
- Ballot initiatives slowed implementation of a curbside organics collection program.

On track

FOCUSED RENEWAL

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.
- Finalized Development Assistance Priorities, and incorporated them into the Affordable Housing Trust Fund application, policies and procedures.
- Received City Council input on "All Things Housing III" at the October 26 study meeting.
- Finalized agreements and issued building permit approvals for Lyndale Flats, with the financial closing completed by year-end 2020.
- Received approval for the developer's application for Minnesota Housing Tax Credits and finalized agreements and building permit approvals for Lyndale Flats; construction will begin mid-January 2021.
- Performed inspections as construction continued 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 senior independent, assisted and memory care unit with 20% of the units affordable at 50% AMI.
- Continue to implement tools to assist developers in evaluating Opportunity Housing Ordinance incentives (ongoing).
- Continue to expand the web presence for Opportunity Housing resources (ongoing).
- Bring forward Opportunity Housing Ordinance improvements and prepare recommended revisions for consideration at public hearings.
- Incorporate City Council suggestions from the "All Things Housing III" study meeting into the 2021 workplan
- Continue to pursue TIF and other forms of assistance to advance multiple affordable housing projects currently in the discussion stages (ongoing).
- Continue to meet with affordable housing developers to identify potential sites, projects and applications for public assistance.
- Process entitlement applications for projects with affordable housing components, including temporary pandemic response housing.
- Prepare a resolution related to temporary pandemic response housing that will go to the City Council on February 1.
- Process multiple development applications that include affordable housing.
- Continue analyzing financial information and the number and level of affordable units at The Quinn to bring a financial package for consideration before the Port Authority.

On track

More affordable housing (continued)

- 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 and worked on implementing strategies identified to advance preservation and the creation of affordable housing.
- Issued building permits for Lyndale Flats, with 81 units affordable at 60% AMI.
- Created a Housing TIF District and approved a Port Authority grant to financially assist the 183-unit Rosa apartment development on the Park N Fly site, with 37 units affordable at 50% AMI.
- Created a Housing TIF District to capture the increment from 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, and prepared a resolution for City Council consideration to provide zoning flexibility for temporary pandemic housing.
- Presented at multiple study sessions to the City Council and HRA.
- The Development Review Committee (DRC) performed a review of a redevelopment proposal at Springside Lane that would include 150 units of multi-family and 12 townhome units with 33 units affordable at 50% AMI.
- Performed a DRC review on a redevelopment proposal at 8131 34th Ave. S. that would include 146 independent senior units with 9% affordable at 60% AMI.
- Continue analyzing and preparing grants to assist the 183-unit Rosa apartment development on the Park N Fly site, with 37 units affordable at 50% AMI.

On track

Renew priority neighborhood commercial nodes	<ul style="list-style-type: none"> Continued the Lyndale Avenue Retrofit Strategy with consulting firm Stantec; fourth quarter 2020 efforts focused on finalizing the strategy as well as public engagement through Let's Talk Bloomington. Met with developers on multiple potential projects. 	<ul style="list-style-type: none"> Finalize and begin public hearings on the Lyndale Avenue Retrofit Strategy; contract with Stantec was extended to bring the draft plan to the Planning Commission and City Council in March and April of 2021. 	On track
Successful neighborhood renewal innovation	<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. Continue to provide information and assistance to developers interested in innovative housing and commercial development in the Gateway District (ongoing). 	On track

HIGH QUALITY SERVICE DELIVERY

Financial sustainability of all funds

- The City's three triple A's were reaffirmed by the credit agencies in October.
- In December, General Obligation Bonds for the Pavement Management Program were sold at a .91%, the lowest rate in over 20 years.
- Created a cross-departmental credit card policy and convenience fee team.
- The final special assessment reports on certified unpaid special assessments were sent to Hennepin County by the end of November.
- The Community Budget Advisory Committee (CBAC) met almost every week in October.
- The CBAC reported its final recommendations to the City Council in October; staff made its final 2021 budget and property tax levy recommendation at the November 30 study session and December 7 public hearing.
- The City Council adopted a final 2021 budget and property tax levy on December 7.
- Sent the updated property tax levy information to Hennepin County on December 10.
- Invested in a new certificates of deposit program.
- Tracked work activities related to three Bloomington hotels that were eligible for CARES Act funding passed through Hennepin County; the City will receive \$15,398.24 from Hennepin County for this work.
- Select a PCI compliance vendor, which determines the security of the credit card data that is processed through various City software applications.
- Submit a new credit card policy to the City Council in second quarter 2021.
- Finalize expenditure data with appropriate supporting documentation on the \$6.7 million CARES Act funding and file reports with the state.
- 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.
- Discuss the 2022 budget process and timeline at the City Council meeting on February 22.
- Conduct the preliminary audit in mid-January.
- Complete the PCI compliance update.
- Prepare and submit the 2021 budget book to the Government Finance Officers Association by March 1 for the Distinguished Budget Award program.
- Monitor and communicate to the Executive Leadership Team and City Council the variables affecting the budget and tax levy such as lodging and admission taxes, potential for additional coronavirus relief funds, property tax collection, and assessing valuations.

On track

Financial sustainability of all funds (continued)		<ul style="list-style-type: none"> Collaborate with the Parks and Recreation Department to determine cost recovery goals for recreation programs and facilities. 	On track
Meet customer expectations	<ul style="list-style-type: none"> Completed the report, findings and recommendations of the Fire Department service assessment conducted by CityGate Associates. Provided expanded hours for early in-person voting at Civic Plaza during the week before the General Election, and took additional steps to ensure a safe, accessible experience for voters. Completed the 2020 National Community Survey, a random sample, scientific poll of Bloomington residents; 86% of respondents rated the customer service provided by City employees as excellent or good, exceeding the City Council's goal for this category. Polled Bloomington businesses for the National Business Survey™ in November; a total of 195 businesses responded to the poll. BerryDunn completed deliverables for a project management framework for management of City technology projects and activities. Continued to implement recommendations for consolidation and efficiency of software applications used by the City. Utilized the City's Complete Count Committee and network of community partners to boost Bloomington's responses from 2010 rates in all census tracts; Bloomington's self-response rate was 83.7% compared to the state's total of 75.1%. 	<ul style="list-style-type: none"> Following up on the Fire Department's service assessment, work on addressing staffing and response time issues to develop a standard. Present the results of the Police Dispatch service assessment to the City Council on February 22. Launch the scoping of the Facilities Maintenance service assessment at the City Council meeting on February 22. Complete an audit of the City's current network systems and develop a list of known vulnerabilities of current software, hardware, and physical security; prioritize a remediation list to tackle the most critical vulnerabilities first. Implement a best-practice portfolio, program, and project management framework to include all City technology projects and activities. Convene a Data Governance Council in February to implement recommendations on launching a data governance framework in the City. Reopen the Center for the Arts and Ice Garden to the public within the protocols and guidance of the Minnesota Department of Health and governor's executive order. 	On track

Meet customer expectations (continued)	<ul style="list-style-type: none"> Collaborated with Bloomington Public Schools and the Minnesota Department of Health to bring additional capacity for COVID-19 testing to Bloomington, with a testing site located at Rideview Elementary in November; the testing clinic moved to Creekside Community Center in January. Environmental Health continued to provide outreach to hospitality businesses, including in-person visits, phone calls and E-Subscribe messages, to ensure they received necessary information to implement COVID-19 operational plans to keep employees and customers safe. Posted a COVID-19 vaccine FAQ resource page on the City's website. 	<ul style="list-style-type: none"> Pivot Public Health's response to COVID-19 to focus on vaccinations, starting with individuals in Phase 1a including emergency medical responders and public safety personnel. 	On track
Improved customer service	<ul style="list-style-type: none"> Distributed \$843,000 to 86 small businesses and 66 self-employed/independent contractors through the Small Business Emergency Assistance Loan Program in collaboration with the MCCD, Alliance for Metropolitan Stability, New American Development Center and Black Women Wealth Alliance. The Police Department created a new "Report a Traffic Concern" form on the City's website to allow the community to share concerns and suggestions; forms are sent to the Traffic Investigations Unit for follow-up. Presented a draft resolution declaring racism as a public health crisis for City Council input on November 30. Public Health partnered with the Minnesota Department of Health and the Minnesota National Guard to offer free COVID-19 testing September 29-October 1 at Normandale Community College; a total 1,435 individuals were tested over the three-day event. 	<ul style="list-style-type: none"> Implement a new City Council meeting time and process, moving to a 6 p.m. start time and shifting the public comment period to the front of the meeting to increase public participation and engagement. Launch a data dashboard in Police to provide real-time crime and arrest data to the public; the dashboard will be published on Wednesdays for the previous Sunday – Monday. Continue to work with the Center for Policing Equity to analyze disparities in police data. Implement ranked choice voting, with a significant public information and education effort; formal ranked choice voting policies and procedures will be brought forward for City Council consideration and adoption in late winter/early spring. 	On track

**Improved customer service
(continued)**

- Launched 12 winter recreational programs under Project P.L.A.Y., exhausting the \$363,000 Hennepin County CARES Act grant funding in advance of its year-end 2020 expiration.
- Received an invitation from the Minnesota Department of Transportation to submit an application for grant funding for development of a “Suburban Toolkit” for advancing clean transportation technology.
- Continued to develop a data dashboard to provide increased transparency through real-time crime and arrest data to the public; made necessary changes with the assistance of LOGIS and worked with the City’s web coordinators to finalize the dashboard’s content and design.
- Secure City Council adoption of a resolution declaring racism as a public health crisis, and begin implementing initiatives to address the issue.
- Establish a new COVID-19 vaccination information line to assist with an anticipated increase in calls related to vaccinations.
- Host meetings with BIPOC community leaders to share information about the COVID-19 vaccines and solicit their concerns about vaccination; their feedback will be incorporated into communications to the BIPOC community.
- Parks and Recreation will continue to offer fun activities that residents and families can do on their own via the Recreation Experience Center, also known as REC Online.

On track

INCLUSION AND EQUITY

More diverse advisory boards

- Designed and implemented proactive advisory board/commission recruitment strategies.
- Community Outreach and Engagement Division staff conducted a facilitated conversation with City Council on November 30 to determine process changes to the current appointment process for boards and commissions.

- Incorporate feedback from the City Council into recommendations for increasing the appointment of diverse candidates.
- Continue recruiting racially diverse applicants for the City’s boards and commissions for terms starting March 1, 2021.

On track

More diverse workforce 1: Marketing to underrepresented populations	<ul style="list-style-type: none"> Continued updating job descriptions across the organization. Continued a review of the recruitment process to remove unintentional roadblocks to employment with the City. 	<ul style="list-style-type: none"> Start bi-weekly meetings with the Racial Equity Coordinator to review Human Resources' processes for marketing to underrepresented populations, with additional meetings with Human Resources staff to move the work forward. Update racial demographic information in MUNIS and NEOGOV. Implement a diversity recruitment plan for all recruitment processes. 	Needs attention
More diverse workforce 2: Pathways and internship programs	<ul style="list-style-type: none"> The new officers in the Pathways to Policing Program finished up, or will finish shortly, their field training. 	<ul style="list-style-type: none"> The 2021 Pathways to Policing Program is moving forward, with background checks of five candidates. A conditional offer is anticipated for up to three candidates. 	On track
More diverse workforce 1: Train staff on diversity	<ul style="list-style-type: none"> Completed "Introduction to Racial Equity Training" for all Police Department employees. Revisited organizational assessment and reviewed progress from 2019 to 2020. Assigned executive leads to many of the projects identified in the Racial Equity Business Plan; project-specific reports are forthcoming Started standardizing racial demographic classifications. <ul style="list-style-type: none"> This process improvement initiative addresses inconsistencies in collecting/reporting racial demographic data. The final recommendation reflects feedback received from local community members/ regional influencers and the most common cultural communities as identified by MN Compass. 	<ul style="list-style-type: none"> Initiate a racial equity strategic planning process, bringing together residents, community organizations, nonprofits, businesses, and City employees, to create a shared vision for how we work together to address inequities in social determinants of health. Individuals/organizations will meet bi-weekly with City staff for four to six months to develop a five-year strategic plan. Solicit proposals from consultants to facilitate the strategic planning process and recruit planning team members. 	On track

<p>More diverse workforce 1: Train staff on diversity (continued)</p> <ul style="list-style-type: none"> Added inclusive marketing strategies to the City's purchasing process to ensure BIPOC vendors are made aware of contract opportunities with the City. Sent police officers to training hosted by Fair and Impartial Policing to equip them to become in-house trainers on implicit bias. 	<ul style="list-style-type: none"> Launch a racial equity speaker series every third Thursday of the month in 2021, inviting staff to experience and learn from remarkable individuals from a wide range of disciplinary backgrounds working to eliminate racial disparities and advance social justice. Introduce a mandatory 2021 racial equity training series for all staff, moving from one training a year to one per quarter. <ul style="list-style-type: none"> First training highlights racial disparities with the City (organization and community) and discusses underlying causes and opportunities to disrupt disparities. The training series addresses the results of a staff survey where 46 percent of respondents indicated that they were not aware of racial disparities in Bloomington. 	On track
<p>More diverse program participation 2: Equity toolkit</p> <ul style="list-style-type: none"> The Community Budget Advisory Committee utilized 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. 	Needs attention

ENGAGEMENT AND TRANSPARENCY

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| <ul style="list-style-type: none">Conducted 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.Created a Zoom 101 video in English and Spanish to increase virtual engagement by older adults and the Spanish-speaking community.The Police Department hosted Lights On/National Night Out on October 6.Police partnered with Southtown Kohl's to host a "Pencil Pop-up" event in October, handing out color changing pencils, water bottles and light up bracelets to youth and families.Sponsored an informational open house at Oak Grove Middle School on October 7 to show concepts for the West 106th Street improvement project.Hosted a Senior Fall Fun Fair at Creekside Community Center's parking lot on October 29, attracting 174 older adults to the event sponsored by Public Health and Parks and Recreation.Converted Parks and Recreation's annual Halloween event into the "Halloween Drive-Thru Boo!" on October 31 at Northwestern Health Sciences University; the event was cosponsored by the Bloomington Optimists Club and Northwestern Health Sciences University.Collaborated with Bloomington-Eden Prairie Meals on Wheels to present "Drive-thru Meal and a Mask," featuring free meals supplied by Meals on Wheels and face masks donated by Rocketman Face Masks. | <ul style="list-style-type: none">Develop a timeline and plans for the community-based strategic planning process.Sponsor the National Day of Racial Healing on January 19 and 20, offering Bloomington residents the opportunity to participate in healing circles and engage with local leaders who are leading efforts to advance racial equity.Establish a project page on Let's Talk Bloomington regarding the proposed partnership with Three Rivers Park District for operation and management of Hyland Greens Golf and Learning Center; distribute a bilingual (English/Spanish) flyer and conduct a community input survey on the proposed partnership.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. |
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Needs attention

- The Police Department donated bikes to more than 30 children in need in October, along with helmets, locks and water bottles.
- Conducted neighborhood informational meetings for the 2021 Pavement Management Program on October 28 and 29, in advance of a public hearing on November 9.
- Partnered with Northwestern Health Sciences University to provide goody bags to more than 300 Bloomington military veterans in lieu of the annual Veterans Day recognition event.
- Sponsored a virtual community conversation on addressing homelessness in Bloomington on November 18.
- The Police Department distributed 50 Thanksgiving meals donated by the Minnesota Vikings and UnitedHealth Group on November 24.
- Conducted the “Creekside Carside Holiday Giveaway” drive-thru event on December 17, sharing a free sandwich and small gift to each attendee provided by sponsors.
- Launched a partnership between Police and Meals on Wheels to have police officers deliver meals around the community every other Friday.
- Police officers delivered 400 toys and gift cards donated by City staff and the community to children in Bloomington.
- Collected \$2,650 in gift cards from area donors to support 55 BIPOC families in need over the holidays.
- Sent out weekly “COVID-19 Resources and News” each Friday to the BIPOC community.
- Continued to host 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.
- 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.

Barriers/obstacles:

- Opportunities for in-person engagement activities will continue to be limited due to COVID-19.

Needs attention

- 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.

Needs attention