

STRATEGIC PRIORITY	2ND QUARTER PROGRESS (APRIL-JUNE 2021)	ANTICIPATED 3RD QUARTER ACTIVITIES (JULY-SEPTEMBER 2021)	STATUS
<b>COMMUNITY AMENITIES</b>			
<b>Comprehensive funding strategy for capital needs</b>	<ul style="list-style-type: none"> <li>Conducted monthly or more frequent meetings between Purchasing staff and stakeholders of the 2021-2022 Capital Improvement Plan (CIP) to ensure timely awareness of project issues and costs.</li> <li>Updated the revised prioritization criteria for the 2022-2031 CIP and distributed it to CIP preparers.</li> <li>Updated the Dashboard Quarterly Report.</li> <li>Met twice with the Executive Leadership Team to discuss CIP debt projects and levy impact.</li> <li>Engaged the University of Minnesota’s Extension Office to update the Local Option Sales Tax (LOST) analysis through 2019.</li> <li>Received approval from the City Council on a resolution requesting state bonding for the Bloomington Ice Garden modernization project and construction of a Public Health building.</li> </ul>	<ul style="list-style-type: none"> <li>Review each CIP project with the new prioritization criteria.</li> <li>Receive the Local Options Sales Tax report.</li> <li>Continue discussions about funding options for debt-related CIP items with the Executive Leadership Team.</li> <li>Discuss CIP bonding projects and their impact on the tax levy with the City Council.</li> </ul>	<b>On track</b>
<b>Community center decision</b>	<ul style="list-style-type: none"> <li>No progress was made on planning for a new community center.</li> </ul>	<ul style="list-style-type: none"> <li>The need for facility and park investments will be addressed in the Park System Master Plan, scheduled for completion in late summer 2021; the plan will include a comparison with benchmark communities and national standards for recreation facilities.</li> </ul>	<b>Stalled</b>

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

- Received City Council approval on the construction manager contract for a replacement building for Fire Station #4; made progress on the building design and planned community engagement events in conjunction with design work.
- Presented the draft Park System Master Plan highlighting the capital planning framework to the City Council on May 17.
- Received City Council direction on May 10 regarding a preferred option for the Bloomington Ice Garden modernization project to add to the governor's 2022 capital budget for state bonding in 2022.
- Submitted capital bonding requests to the state on June 17 to help fund the Bloomington Ice Garden modernization project and construction of a new Public Health building.
- Selected a playground vendor and awarded a contract for new playgrounds at Washburn and Normandale Hills elementary schools.
- Completed public review and gathering of input on the draft Park System Master Plan.
- Received City Council approval on a contract for installation of the Dred Scott lighting phase 1 project.
- Completed design of new electronic signs for Dred Scott Playfields, Normandale Lake, and Valley View Park.
- Continue design work on the replacement building for Fire Station #4.
- Request City Council approval of the Park System Master Plan on August 30.
- Complete construction of new playgrounds at Normandale Hills and Washburn elementary schools, in partnership with Bloomington Public Schools.
- Release bids for best value procurement for the Public Works roof replacement project on July 8, with proposals due on August 19.
- Begin the Civic Plaza door replacement project, with additional concrete work expected at the entrance to the Police Department.
- Continue to explore options for repairs to the Lyndale Avenue clock tower by gathering input from additional City departments.
- Install new electronic signs at Dred Scott Playfields and Normandale Lake Bandshell.
- Begin the Public Works truck wash project, with the replacement of the wash equipment and doors.
- Accept quotes for air condensing unit replacement at Public Works through July 16; installation will occur after the roof replacement.
- Accept quotes through July 16 for replacement of four roll-up doors at Public Works.

On track

**Strong support for City-owned amenities and park/recreation facilities (continued)**

- Prepared best value procurement documents for construction of the Public Works roof replacement project.
- Received bids for new material upgrades for the exterior Civic Plaza door replacement project.
- Started improvements to the Black Box Theater at the Center for the Arts to allow for a more versatile, multipurpose space that can accommodate a variety of uses.
- Bloomington Remembers Veterans, Inc., purchased marketing materials and started attending community events to promote the veterans memorial project.

**COMMUNITY IMAGE**

**One Bloomington**

- Featured an article on new and updated trail areas on the cover of the April Briefing, highlighting quality of life and community amenities.
- Highlighted six of Bloomington’s parks in a full-page spread with images and a map in the April Briefing.
- Featured a full page of sustainability articles in the April and May Briefings.
- Wrote a feature on the Pavement Management Program and the maintenance of City infrastructure in the May Briefing.
- Featured the Park System Master Plan in the April and May Briefings.
- Showcased Pride and the adoption of the conversion therapy ordinance in the June Briefing, highlighting the Council’s inclusion and equity strategic pillar.
- Produced video features including:
  - Volunteer appreciation event.
  - Notable Neighbor: Mark and Mary Schwartz.
  - Bloomington students showing they care with 1,000 paper cranes.
- 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 volunteers doing good things in the community.
- Set up regular meetings with South Loop businesses focused on public safety concerns.

On track

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

- Continued featuring employees in *At Your Service* articles in the April and May Briefings.
- Recognized volunteers and promoted volunteerism for National Volunteer Appreciation Week in the April Briefing.
- Featured residents who volunteer with the Medical Reserve Corps in the May Briefing's *Notable Neighbor* segment.

**Outcomes:**

- Gained 62 Facebook likes on the main City page, 157 likes on the Parks and Recreation page and 546 on the Police Department page.
- Gained 23 Twitter followers.
- Signed up 123 new subscribers on E-Subscribe.

- Continue the *Notable Neighbor* segment in the Briefing to highlight diverse community members and their contributions to Bloomington.

On track

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

- South Loop mural: Ua Si Creative conducted research/ outreach and selected artists to paint the mural.
- Artbox: Contracts were finalized, and six designs were finalized and printed.
- Creative Sparks: Undertook a panel review process to select five sculptures; one artist had to drop out due to moving out of state. Developed agreements for the four remaining artists.
- Fire Station #3: Developed an agreement with the adjacent property owner for use of parking and access.
- Creative wayfinding project: Did not receive funding for the project from a National Endowment for the Arts Our Town grant.
- Old Cedar Avenue Bridge celebration: Continued meeting with partners at the Minnesota Valley Wildlife Refuge, and determined the date and scope of the event.
- Otocast Public Art Tour app: Launched the South Loop Public Art guide, and promoted an incentive that the first 20 people to visit 20 sites will receive a South Loop prize package.
- Cancelled the August 6 Friday Night Live event in partnership with Parks and Recreation; will discuss pop-up farmers markets for 2022.
- Creative Placemaking Commission participated in an action planning session as a follow-up to their practical visioning session. Discussed “Grand & Colorful Places to Play” theme with a focus on a pocket park and Native American art that highlights the history of the South Loop area.
- Continued promotion of creative placemaking on monthly e-news blasts, social media, ads/postcards/ promotion, and website.
- South Loop sculpture: Finalize the lighting system and landscaping; install in August or September.
- South Loop mural: Finalize the mural design and install in August – September; Sunset Block Party is planned for September.
- Artbox: Install six designs.
- Creative Sparks: Four artists will develop final design for sculptures and begin fabrication; installation in September 2021 or early spring 2022.
- Fire Station #3: Sign an agreement with the adjacent property owner and finalize the scope of work for the site; develop the site for a garden in 2022.
- Creative wayfinding project: Begin to develop the project scope.
- Old Cedar Ave Bridge celebration: Plan and promote pre-registered activities during the week and performances and activities for the weekend. The event date is September 27 – October 3.
- Otocast Public Art Tour app: Continue promotion of the app.
- Provide 20 free workbooks to Bloomington artists and culture bearers – *Work of Art: Business Skills for Artists* curriculum and the *Handbook for Artists Working in Community* by Springboard for the Arts.
- Complete the South Loop history report by historian Peter DeCarlo.
- Neighborhood focus area and creative projects at 86th Street and Nicollet Avenue: Revisit the original scope and develop a timeline and process.

On track

<p><b>Positive image of Bloomington 2: Develop art and placemaking plan (continued)</b></p>	<p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Creative Sparks: Three out of four artists selected by panel are Black, Indigenous or People of Color (BIPOC).</li> <li>• Augmented Reality Tour on Old Cedar Avenue Bridge: <ul style="list-style-type: none"> <li>• 22,538 total views, with 36% growth since January.</li> <li>• Reached a younger audience with the project: 21% of users are 13-17 years old; 19% are 18-20; 18% are 21-24; 23.5% are 25-34; and 19.5% are 35 years and older.</li> </ul> </li> </ul>	<p><b>Barriers/obstacles:</b></p> <ul style="list-style-type: none"> <li>• COVID-19 may continue to affect the supply chain and delay fabrication and installation of projects.</li> </ul>	<p>On track</p>
<p><b>Joint marketing with the School District</b></p>	<ul style="list-style-type: none"> <li>• Highlighted Bloomington schools through videos such as: <ul style="list-style-type: none"> <li>• “Hillcrest Community School: Connect + Reflect” art project.</li> <li>• “Bloomington students show they care with 1,000 paper cranes.”</li> </ul> </li> <li>• Produced a video in the Bloomington Pioneers and Changemakers series on Bloomington School District’s Director of Educational Equity Dinna Wade-Ardley.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue promotion of the School District in the <i>Briefing</i> and through video.</li> </ul>	<p>On track</p>

**Enhance natural resources**

- The Sustainability Commission hosted tours of natural resources restoration projects for City Council members.
- Sponsored an Earth Day celebration on April 22 that highlighted natural areas in Bloomington and the importance of preservation and restoration; partners included the League of Women Voters and the Minnesota Valley National Wildlife Refuge. Earth Day activities included a garlic mustard pull with approximately 20 participants and a park cleanup with approximately 15 students.
- Initiated the annual Bush Lake buffer management project in collaboration with Nine Mile Creek Watershed District.
- Set up a Let's Talk Bloomington page on how residents can improve surface water quality.
- Produced videos highlighting sustainability topics including:
  - Prescribed burns in Bloomington.
  - Bloomington celebrates Earth Day.
  - Turtles on the move.
  - Control of garlic mustard.
  - The City's gravel bed nursery.
  - Water testing in city ponds.
- The Park System Master plan will include a natural resource section and will make recommendations on organizational and commission responsibility and budget.
- Complete the Natural Resource Management Plan in 2021; staff from the Parks and Recreation, Public Works and Community Development departments will participate in this plan, which will address community participation and grants.
- The Sustainability Commission and Parks, Arts and Recreation Commission will consider recommendations for community-led natural resource projects based on previous work by the Sustainability Commission.
- Perform evaluation of cattails on Bush Lake, research potential management strategies and scope a future management project.

Needs attention

## Reduce citywide carbon footprint

- Received City Council direction on developing ordinances for Time of Sale Energy Disclosure and Large Building Benchmarking; began preparing for implementation of both programs.
- Completed equity foundation training session #5 with Sustainability Commissioners to better understand how Black, Indigenous and People of Color (BIPOC) communities are affected by climate change.
- Achieved Steps 4 and 5 of the Minnesota GreenStep Cities program.
- Continued to attend peer cohort sessions to discuss sustainable building and site design ordinance best practices through Hennepin County's Efficient Buildings Collaborative.
- Began work on energy assistance program video(s) to increase awareness of resources that can help lower residents' energy bills.
- Conducted four focus groups to further identify perceived barriers and benefits for City staff to carpool, telework, bike, walk, or use public transportation to get to work.
- On June 4, staff received the results of the Energy Design Assistance Program for the City's Fire Station 4 project; EDA is free to the City and provided through CenterPoint Energy and Xcel Energy.
- Purchased the first hybrid patrol squad car in Police to start moving toward the department's environmental stability goal.

### 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.

- Bring a memorandum of understanding to the City Council to participate in Xcel Energy's and CenterPoint Energy's Community Code Pilot, that provides free technical assistance for commercial energy code compliance.
- Continue to prepare for 2022 launch of Time of Sale Energy Disclosure and Large Building Benchmarking.
- Develop recommendations for keeping or selling renewable energy credits (RECs) produced from solar arrays on City facilities.
- Begin to set quantifiable transportation goals for greenhouse gas reduction and vehicle miles traveled reduction in Bloomington.
- Complete energy assistance program video(s) to increase awareness of resources that can help lower residents' energy bills.
- Hold four community listening sessions in census tract 245.01 around transportation and home energy.
- Share recommendations for reducing greenhouse gas emissions from City staff commutes through the Minnesota GreenCorps member's final service presentation.

Needs attention



**Improve surface water quality**

- Fifteen multi-family properties made arrangements for irrigation system reviews through the Commercial Irrigation Program.
- 2020-902 Pond and Storm Sewer Maintenance Project: Completed restoration work and punchlist items.
- 2021-901 Storm Sewer Maintenance Project: Completed plans and awarded the project.
- 2021-902 Oxboro Lake Maintenance Project: Initiated preparation of environmental assessment requirements
- Ecosystem Enhancement Project: Awarded a contract for native vegetation restoration enhancements at 98th Street and Nesbitt Avenue and Bogen Pond near West Bush Lake Road and 86th Street.
- Submitted the 2020 Municipal Separate Storm Sewer System annual report to the Minnesota Pollution Control Agency.
- Completed updates to the stormwater pond aeration ordinance.
- Published Briefing articles on water quality including:
  - Use of phosphorus-free fertilizers
  - Ecosystem enhancement project update
  - Carp in Normandale Lake
  - Keeping goldfish out of water bodies.
- Published Let's Talk Bloomington pages for Oxboro Lake Maintenance project and surface water quality.
- Completed annual spring MS4 maintenance activity, including street sweeping and rain garden inlet structure cleaning.
- Continue to work with multi-family properties (townhomes, condos, apartments) to upgrade irrigation systems (e.g., smart controllers, sprinkler heads) through the Commercial Irrigation Program.
- 2021-901 Storm Sewer Maintenance Project: Begin construction activities.
- 2021-902 Oxboro Lake Maintenance Project: Complete environmental work.
- Richfield-Bloomington Watershed Management Organization Youth Education Program: Implemented watershed education curriculum for 2021 Bloomington Public Schools' summer school.
- Continue to promote water quality best management practices to residents and businesses in the Briefing.
- Update the City's Storm Water Pollution Prevention Program.
- Produce a video in collaboration with Communications on meadow lawns and goldfish.
- Continue to format the Penn Lake management framework and wellhead protection initiative.

On track

**Improve surface water quality  
(continued)**

- Fifteen multi-family properties made arrangements for irrigation system reviews through the Commercial Irrigation Program.
- 2020-902 Pond and Storm Sewer Maintenance Project: Completed restoration work and punchlist items.
- Initiated an annual surface water monitoring program, including monthly surface water samples and deployment of automated monitoring equipment.
- Continued plan review of redevelopment projects to ensure compliance with City policies and applicable watershed district rules.
- Produced videos on how residents can help turtles and on the City's surface water sampling program.
- Initiated the creation of an updated Penn Lake Management Framework and Penn Lake wellhead protection initiative.

**Reduce volumes delivered to landfills/incinerators**

- Negotiated terms for an agreement with Bloomington Haulers, LLC for collection of curbside organics; the negotiated terms were accepted by City Council on June 7.
- Received notification that the Minnesota Pollution Control Agency will place a Minnesota GreenCorps member in Bloomington next year to focus on solid waste issues.

**Barriers/obstacles:**

- Conducted a broad community engagement process for transition of the Curbside Cleanup Program that generated:
  - 4,600 visits to the Let's Talk Bloomington project page.
  - 2,200 visitors read at least some of the project documents.
  - 1,400 responses to the Bulky Item Management Survey.
  - 66 participants in citywide listening sessions.
  - Focused conversations with BIPOC community leaders and Creekside Community Center seniors.
- Organics drop-off sites:
  - Approximately 1,700 households are registered to use the organics drop-off sites.
  - An estimated 11 tons of organics per month are recycled through the drop-off sites.

- Finalize the contract language with Bloomington Haulers, LLC for collection of curbside organics.
- Implement a community engagement process for the roll-out of the curbside organics program.
- Participate in Bloomington Farmer's Market to promote organics recycling.
- Refine proposed changes to the Curbside Cleanup Program in response to resident feedback.
- Continue operation of the organics drop-off sites.
- Continue the organics collection program within City facilities.

On track

FOCUSED RENEWAL

Home ownership opportunities

- Received City Council direction to:
  - Research home ownership programs in other cities and evaluate their applicability to Bloomington.
  - Develop/enhance a marketing program.
  - Follow the research of the Federal Reserve Bank of Minneapolis on home ownership; approach the Federal Reserve Bank as a possible demonstration community for tools/ programs related to that research.
  - Study flexible zoning and land use policies regarding R-1 districts.
  - Assign the home ownership opportunities initiative to someone on staff.
  - Explored home ownership options for residential multi-family projects in South Loop and identified cost and liability as barriers.
- Staff compared and contrasted peer cities’ down payment assistance programs as well as current market conditions in Bloomington through a lens of equity.

- The 2021-22 CDBG draft budget includes a request for funding the Homes Within Reach program for two homes in Bloomington to sell to low/moderate income households.
- HRA staff will continue working with the Minnesota Homeownership Center for foreclosure prevention and homebuyer counseling and education services.
- Draft a policy and program recommendations for a City-sponsored down payment assistance program and bring recommendations back to the HRA Board and City Council by the end of fourth quarter, with suggestions for administration and cost analysis. Staff has requested \$250,000 of American Rescue Plan funds to support this initiative.

On track

DIVERSIFY

Diversify local economy

- Reviewed City Council direction to:
  - Assess staff/organizational capacity for traditional economic development activity.
  - Research establishment of an Economic Development Authority.
- Worked to close the SICK Phase 1 project (July 1 closing).
- Met with existing Bloomington management companies currently providing office space on the challenges of securing tenants and methods in how the City can assist.

- Debut the Citywide Business Retention and Expansion Strategy.
- Launch a Revolving Loan Fund initiative in third or fourth quarter 2021.
- Close on Phase 1 of the SICK project on July 1, and complete a successful groundbreaking.
- Determine if the City and Port Authority should move forward with the South Loop Waterpark project.

On track

**Diversify local economy  
(continued)**

- Engaged the services of Morris Leatherman Company to perform a randomized survey of 400 businesses to identify the needs of the small business community.
- Meet with new and existing Bloomington businesses to identify expansion possibilities that might lead to new development.
- Create a public relations campaign about what makes Bloomington “cool” to assist with attracting tenants and entrepreneurs.
- Use the results of the business survey conducted by Morris Leatherman Company to learn more about the needs of Bloomington’s business community, to identify ways the City can serve the business community’s needs, and to prioritize City efforts to attract and retain local businesses.
- Identify potential incubator sites for emerging entrepreneurs.
- Adopted a new ordinance that creates and defines a new use designation, Cultural Campus, in the Zoning Code (Chapters 19 and 21 of the City Code) and designates this as a conditional use in the FD-2 zoning district.
- Allocate American Rescue Plan funds to engage a Neighborhood Development Center and/or other non-profits to build capacity and develop an infrastructure that will provide the following services to Bloomington small business and entrepreneurs: Entrepreneur training, business services and incubator and real estate.

On track

## Neighborhood commercial nodes

- Received City Council direction to spur redevelopment with economic development expansion/diversification ideas.
- Conducted Planning Commission review and discussion on the Portland Gateway Report prepared by the Congress for New Urbanism.
- Adopted the Lyndale Avenue Retrofit Strategy after public hearings by the Planning Commission and City Council.
- Featured an update on the Lyndale Avenue Retrofit Strategy on the front page of the May Briefing.
- Continued to meet with developers on multiple potential projects.
- Successfully sought and saw the passage of legislation for Redevelopment TIF Districts at 700 American Boulevard and 98th Street at Aldrich Avenue.
- Meet with a landowner at 90th Street and Penn Avenue to explore partnership opportunities.
- Previous commercial corridors that have been identified include: Old Shakopee Road and Old Cedar Avenue, Nicollet Avenue and 98th Street, and American Boulevard and Portland Avenue, as well as opportunities that exist at 90th Street and Penn Avenue and France Avenue and Old Shakopee Road.
- Concentrate on initial implementation resources, including revisiting the use of HUD Section 108 funds, and pursue additional funding through the Minnesota Department of Employment and Economic Development's Main Street Economic Revitalization Program.

On track

## More affordable housing

- Continued implementation of the Opportunity Housing Ordinance, including meeting with developers and presenting to interested parties.
  - Engaged in a follow-up discussion with the City Council in June regarding Opportunity Housing Ordinance amendments adopted in March 2021 to further encourage housing in the 50% and 30% area median income (AMI) bands.
  - 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.
  - Incorporated the City Council's suggestions from the "All Things Housing III" study meeting into the 2021 workplan.
  - Finalized development assistance priorities, and incorporated them into the Affordable Housing Trust Fund application, policies and procedures.
  - Conducted extensive work on homeless housing issues and pandemic response housing including updates to the City Council and HRA.
  - Approved two permits for Temporary Pandemic Housing.
  - Performed inspections as construction continued on additional housing at Blooming Meadows Apartments (formerly known as Village Club), with 172 affordable units on site.
  - Performed inspections and issued certificates of occupancy on the Penn American III development ("The District"), with 248 units of rental housing including 50 units affordable at 50% AMI.
  - Continued lease up of 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).
  - Continue coordination with service providers on addressing the needs of the unhoused.
  - Continue to pursue TIF and other forms of assistance to advance 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.
  - Conduct zoning review, building permit review and/or inspections of the various projects discussed in the previous column.

On track

**More affordable housing  
(continued)**

- Continued to meet with multiple affordable housing developers on potential future projects; requests for meetings are beginning to slow, in part due to rising construction prices.
- Continued meetings with the Bloomington Housing Action Team and worked on implementing strategies identified to advance preservation and the creation of affordable housing.
- Performed inspections as construction continued on Lyndale Flats, with 81 units affordable at 60% AMI.
- Reviewed building permit applications for the 183-unit Rosa apartment development (SoLo Apartments) on the Park N Fly site, with 37 units affordable at 50% AMI; due to elevated construction costs, the developer is planning to delay construction by 9-12 months.
- Continued to meet with the developers of 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.
- Continued to meet with multiple affordable housing developers on potential future projects; requests for meetings are beginning to slow, in part due to rising construction prices.
- Continued meetings with the Bloomington Housing Action Team and worked on implementing strategies identified to advance preservation and the creation of affordable housing.

On track



<p><b>Renew priority neighborhood commercial nodes</b></p>	<ul style="list-style-type: none"> <li>• Received City Council direction to spur redevelopment with economic development expansion/diversification ideas.</li> <li>• Conducted Planning Commission review and discussion on the Portland Gateway Report prepared through the Congress for New Urbanism</li> <li>• Adopted the Lyndale Avenue Retrofit Strategy after public hearings by the Planning Commission and City Council.</li> <li>• Featured an update on the Lyndale Avenue Retrofit Strategy on the front page of the May Briefing.</li> <li>• Continued to meet with developers on multiple potential projects.</li> <li>• Successfully sought and saw the passage of legislation for Redevelopment TIF Districts at 700 American Blvd and 98th Street at Aldrich Avenue.</li> </ul>	<ul style="list-style-type: none"> <li>• Pursue funding for an interchange study at 98th Street and I-35W to set the stage for air rights development on the transit station/park and ride site.</li> <li>• Obtain City Council review and acceptance of the Portland Gateway Report prepared through the Congress for New Urbanism.</li> <li>• Meet with a 90th Street and Penn Avenue landowner to explore partnership opportunities.</li> <li>• Previous commercial corridors that have been identified include: Old Shakopee and Old Cedar avenues, Nicollet Avenue and 98th Street and American Boulevard and Portland Avenue, as well as opportunities that exist at 90th Street and Penn Avenue and France Avenue and Old Shakopee Road. Staff will concentrate on initial implementation resources including revisiting the use of HUD Section 108 funds.</li> </ul>	<p>On track</p>
<p><b>Successful neighborhood renewal innovation</b></p>	<ul style="list-style-type: none"> <li>• Provided information and assistance to developers interested in innovative housing and commercial development in the Gateway District.</li> <li>• Collaborated with Stantec on approaches under consideration in the Lyndale Avenue Retrofit Strategy.</li> <li>• Published an article on the cover of the May Briefing about what's happening in the Gateway Development District and the Lyndale Avenue corridor.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to look at models for creation of a development subsidiary and continue discussions with the Twin Cities LISC and others as potential partners.</li> <li>• Continue to provide information and assistance to developers interested in innovative housing and commercial development in the Gateway District (ongoing).</li> </ul>	

Staff innovation/ boldness

- Received approval from City Council on a resolution to remove discriminatory racial covenants from properties owned by the City, Port Authority and HRA; additionally, education and resources will be provided to help homeowners to remove racial covenants from their property.
- The City Council voted on April 26 to prohibit the sale of all flavored tobacco products, including menthol, and to sunset the availability of new tobacco retail licenses in the city, effectively reducing the number of retailers over several years; the flavoring changes go into effect on January 1, 2022, and the licensing changes go into effect on June 30, 2022.
- Received City Council approval on June 14 for an ordinance defining “cultural campus” as a conditional use in the FD-2 zoning district; a “cultural campus” is an interrelated collection of at least three uses including business incubator, makerspace, and indoor recreation and entertainment that assist in cultural development.
- The City Council appointed a task force charged with developing a draft ordinance on the provision of paid earned sick and safe leave to individuals working in Bloomington; the first task force meeting was held on June 23.
- Launched a microbusiness team on equitable contracting to analyze the City’s purchasing procedures through a racial equity lens.
- Set up a charter for a Health in All Policies Committee to assure the consideration of multiple aspects of health and health equity in public policy made by the City.
- Debut a registration page on the City’s website for homeowners interested in working with a volunteer lawyer to retrieve copies of discriminatory racial property covenants and file a discharge form against the property’s legal title as part of the Just Deeds project.
- Conduct a survey on Let’s Talk Bloomington and host conversations with tobacco retailers on August 5 and 9 to gather input on incentives that might encourage retailers to turn in their tobacco licenses early.
- Continue the work of the Earned Sick and Safe Leave Task Force, with presentation of a draft ordinance to the City Council expected in late 2021/early 2022.
- Continue to advance a Health in All Policies approach to City policymaking, bringing the charter to the Executive Leadership Team for review.
- Carry out a pilot program for mechanical duckweed removal from ponds.
- Prepare for the launch of Time of Sale Energy Disclosure and Large Building Benchmarking in 2022.
- Share the work of the Racial Equity Action Teams with the City Council on July 26 and August 2; the teams are charged with identifying opportunities to advance racial equity in the programs, practices, and policies of the City’s departments.

On track

**Staff innovation/ boldness  
(continued)**

- Began preparations for implementation of Time of Sale Energy Disclosure and Large Building Benchmarking after receiving City Council direction.
- Initiated the planning process for a pilot program to mechanically remove duckweed from ponds.

On track

**Financial sustainability of all funds**

- PCI compliance has been evaluated and is now complete and certified for one year.
- Finance and Parks and Recreation collaborated to create total and variable cost recovery calculation reports to analyze the operations and management of the four recreation facility enterprise funds.
- Determined the 2022 budget approach with the Executive Leadership Team and City Council, with a communication plan for educating the public on property tax valuation and a public engagement plan for the 2022 budget process.
- Conducted the 2022 budget kick-off with City staff on May 27, with guidance and instructions to departments for 2022 budget requests.
- Attended webinars regarding specifications for spending American Rescue Plan funding
- Received \$5.7 million of \$11.4 million in American Rescue Plan funding in June.
- MMKR conducted the final audit of the 2020 financials from mid-April to the beginning of May; the audit resulted in an unmodified opinion with no deficiencies in the City's internal controls or noncompliance and one finding related to HRA funds being under-collateralized by \$25,000 on December 31, 2020.
- Submit a new credit card policy to the City Council in third quarter 2021; met with the Executive Management Team in second quarter to obtain guidance and buy-in.
- All departments and divisions will meet in person with the City Manager and Finance staff to review and discuss 2022 budget requests.
- 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.
- Finance and Parks and Recreation will expand the newly-created total and variable cost recovery calculation reports for the recreation facility enterprise funds to include separate analyses of Dwan and Hyland Greens in the Golf Fund, and Bush Lake Beach and the Bloomington Family Aquatic Center in the Aquatics Fund; a cost recovery analysis report will also be added for Creekside Community Center.

On track

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

- A team from Assessing, Finance, and Communications will work on a series of short videos for Bloomington Today that will educate the public on assessing valuations, property taxes, and the impact of assessed values on property tax statements.
- Conduct virtual and in-person public information sessions on the City's budget in August.
- Work with the Executive Leadership Team and City Council to communicate qualifying uses and to prioritize requests for American Rescue Plan funds.
- Submit an interim report by the due date of August 31, 2021, for obligations and expenses incurred as of July 31, 2021, utilizing American Rescue Plan funding.

On track

**Meet customer expectations**

- Conducted polling for the 2021 National Community Survey of Bloomington residents in collaboration with Polco/National Research Center, a random sample, scientific poll of Bloomington residents that gauges satisfaction with City services and activities.
- Made plans to reopen recreational facilities and restart activities and programs that were closed to the public due to COVID-19, including Creekside Community Center, Bloomington Center for the Arts, Bloomington Family Aquatic Center, Summer Fete, Arts in the Parks and Summer Adventure Playgrounds.
- Returned to normal operations with no restrictions or masking requirements at the Farmers Market, adult sports leagues, Bush Lake Beach, Bloomington Ice Garden and Dwan Golf Course.
- Following up on the Fire Department’s service assessment, a working group examined staffing and response issues and the best ways to address them.
- Swore in four new police officers who have completed the academy and will start field training.
- Implemented a public safety statement for use during critical incidents.
- Completed training City staff in a project management framework for technology and other projects, and implemented changes required for adoption.
- Continued work on a data inventory of the most used software applications in the City that will be used toward implementing a best-practice framework for data governance to improve the City’s business intelligence, records management, and interaction with residents.
- Continue to work to address gaps in COVID-19 vaccine coverage and lower vaccination rates by race, ethnicity and geography in Bloomington; efforts will include ongoing outreach and engagement, and promotion of vaccine clinics in Bloomington and the metro area.
- Conduct pop-up COVID-19 vaccination clinics in collaboration with community partners to serve hard-to-reach populations.
- The Fire Department staffing and response working group will conclude its work and present its recommendations.
- Receive notification on the City’s application for a Staffing for Adequate Fire and Emergency Response (SAFER) grant award from the Federal Emergency Management Agency; the grant would pay for 18 full-time firefighter positions over three years.
- Implement a configuration management database that contains information about the various components of the City’s information systems in order to manage the relationships of those various components.
- Finalize the reports and present the findings of the 2021 National Community Survey to the City Council on August 2.
- Reopen Creekside Community Center to regular programming on July 8.

On track

**Meet customer expectations  
(continued)**

- Conducted an online survey via Polco to explore residents' thoughts about the COVID-19 vaccine; the survey was available in English, Spanish and Somali.
- Public Health expanded its vaccination clinics to individuals eligible to receive the vaccine in Minnesota but didn't have access to the vaccine elsewhere.
- Transitioned from holding large COVID-19 vaccination clinics at Civic Plaza to deploying a multilevel approach that included holding smaller clinics at the Public Health building and mobile "strike" teams that provide vaccinations at community sites.
- Public Health partnered with the Minnesota Department of Health on a pop-up COVID-19 vaccine clinic at Masjid Al Rahman, vaccinating more than 200 members; staff taped interviews with leaders for a video to address vaccine hesitancy.

**Outcomes:**

- By the end of June, Public Health had administered more than 19,600 COVID-19 vaccine doses to individuals across Bloomington, Edina and Richfield.
- Approximately 77% of Bloomington residents ages 12 and older had received at least one dose of COVID-19 vaccine, and 73% were fully vaccinated.

**Barriers/obstacles:**

- Fire Department staffing and deploying an effective response force for structure fires is still an identified issue with significant challenges and recognized deficiencies.
- Fire Department staffing is down to 108, with six currently on leave for a total of 102 active personnel.

On track

<p><b>Meet customer expectations (continued)</b></p>	<ul style="list-style-type: none"> <li>• Fire Department command staff dropped to four with the retirement of a long serving Battalion Chief, increasing the response load on the remaining command staff further.</li> <li>• Racial disparities continued to occur with COVID-19 vaccinations, with lower percentages vaccination rates in younger individuals, Bloomington’s Black and Hispanic populations, and residents in the 55425 ZIP code.</li> </ul>		<p>On track</p>
<p><b>Improved customer service</b></p>	<ul style="list-style-type: none"> <li>• Signed a memorandum of understanding with the Center for Policing Equity to analyze disparities in Police data.</li> <li>• Continued promoting online engagement tool Let’s Talk Bloomington to receive feedback on a variety of City projects and initiatives.</li> <li>• Prepared for the launch of the revamped City website, updating the content management system to improve security and provide significant performance and functionality for users; a new feature on the home page called “I want to” will help users apply for, pay for, find, report, connect with and schedule various services.</li> <li>• Added a link to Crime Stoppers of Minnesota on the City’s website for residents to provide anonymous information about crime and fugitives.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to refine the data dashboard on the Police website; add use of force and refine the traffic stops section.</li> <li>• Continue to conduct a significant public information and education effort for ranked choice voting throughout 2021.</li> <li>• Launch the revamped City website in July and continue to refine the site’s functionality after its debut based on user feedback and observations of the site in use.</li> <li>• Prioritize contacting building owners of parking ramps that are more than ten years old in order to obtain copies of any private inspection that has been completed on their ramps in the past two years to help determine if any additional action is needed in order to maintain the ramps under Minnesota state building code requirements for existing structures.</li> </ul>	<p>On track</p>

INCLUSION AND EQUITY

<p><b>More diverse advisory boards</b></p>	<ul style="list-style-type: none"> <li>Invited staff to meet with Terri Thao, director of the Nexus program responsible for the Boards and Commissions Leadership Institute (BCLI) which trains and places participants on publicly appointed boards or commissions, with the goal to advance equity in the Twin Cities region; Ms. Thao met with staff to discuss strategies for diversifying boards and commissions.</li> <li>The Racial Equity Coordinator met with the Port Authority to discuss the City’s racial equity goals and commitments.</li> <li>Reached out to the most recent group of City board and commission applicants to seek feedback on the application experience for future improvements; 50% of applicants responded.</li> <li>Recruit applicants and finalize plans for the 2021 Bloomington Leadership Program; the eight-session program promotes civic engagement and develops leaders in the community.</li> </ul>	<ul style="list-style-type: none"> <li>The sustainability environmental justice workgroup will present its 2022 equity work plan considerations to City Council.</li> <li>Continue racial equity training with the Port Authority.</li> <li>Present a draft plan to the City Council in August on improvements to the recruitment, application, appointment and orientation process for new members to City boards and commissions.</li> <li>Select members of the 2021 cohort and conduct the Bloomington Leadership Program on September 14 - October 28.</li> </ul>	<p>On track</p>
<p><b>More diverse workforce 1: Marketing to underrepresented populations</b></p>	<ul style="list-style-type: none"> <li>From April 1, 2021, to June 30, 2021, the City hired 19 new full-time employees.             <ul style="list-style-type: none"> <li>11 identified as White (58%).</li> <li>8 identified as BIPOC (42%).</li> </ul> </li> <li>From April 1, 2021, to June 30, 2021, the City hired 5 regular part-time employees.             <ul style="list-style-type: none"> <li>3 identified as White (60%).</li> <li>2 identified as BIPOC (40%).</li> </ul> </li> <li>From April 1, 2021, to June 30, 2021, the City hired 3 limited part-time employees.             <ul style="list-style-type: none"> <li>3 identified as White (100%).</li> <li>0 identified as BIPOC (0%).</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Create a recruitment video that highlights the City’s equity and inclusion goals and the benefits of working for the City of Bloomington.</li> <li>Begin revisions to Human Resources’ external website.</li> <li>Make workforce demographic data available on Esri’s Racial Equity GIS Hub, a resource for helping organizations work to address racial inequities.</li> <li>Develop and roll out inclusive hiring supervisor training.</li> </ul>	<p>Needs attention</p>



<p><b>More diverse workforce 1: Marketing to underrepresented populations (continued)</b></p>	<ul style="list-style-type: none"> <li>• From April 1, 2021, to June 30, 2021, the City hired 169 limited part-time/temporary/seasonal employees (72 were returning employees.) <ul style="list-style-type: none"> <li>• 141 identified as White (83%).</li> <li>• 28 identified as BIPOC (17%).</li> </ul> </li> <li>• Continued to build relationships with professional associations and nonprofit organizations that can help the City recruit diverse candidates.</li> <li>• Human Resources' racial equity microbusiness made several enhancements to incorporate equity and inclusion into the City's recruitment efforts, including: <ul style="list-style-type: none"> <li>• A search committee for each job opening to encourage more active and strategic outreach.</li> <li>• Planning meetings with search committees at the start of the hiring process.</li> </ul> </li> </ul>		<p>Needs attention</p>
<p><b>More diverse workforce 2: Pathways and internship programs</b></p>	<ul style="list-style-type: none"> <li>• The two candidates hired for the 2021 Pathways to Policing Program have been undergoing 22 weeks of training at Hennepin Technical College.</li> </ul>	<ul style="list-style-type: none"> <li>• The Pathways to Policing candidates will start working at the Police Department in August.</li> </ul>	<p>On track</p>

<p><b>More diverse workforce 1: Train staff on diversity</b></p>	<ul style="list-style-type: none"> <li>• Launched a monthly racial equity speaker series every third Thursday in 2021, inviting staff to experience and learn from individuals from a wide range of disciplinary backgrounds working to eliminate racial disparities and advance social justice; second quarter speakers included Marquez Trapero, Executive Director of LatinoLEAD and Terri Thao Program Director of Nexus Community Partners.</li> <li>• Hosted the second Equity at the Center meeting, gathering division managers and Racial Equity Action Team leaders with the Executive Leadership Team to discuss how to improve the City’s workforce diversity.</li> <li>• Completed implicit bias and procedural justice training for non-sworn Police staff; the same training was completed for the four new policy officers. The Police Department has a newly-trained instructor, Officer Erika Brown.</li> <li>• Concluded training on The Shift, a joint venture between the Police Department and African American community members.</li> <li>• Included implicit bias and diversity training for seasonal Parks and Recreation staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue the racial equity strategic planning process to develop a five-year strategic plan.</li> </ul>	<p>Needs attention</p>
<p><b>More diverse program participation 2: Equity toolkit</b></p>	<ul style="list-style-type: none"> <li>• The Racial Equity Impact Assessment Microbusiness began meeting in February; the team has utilized the racial equity impact assessment on several pilot projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Present the recommendations of the Racial Equity Impact Assessment Microbusiness to the Executive Leadership Team and begin implementing an all-staff rollout.</li> </ul>	<p>Needs attention</p>

- Conducted the 2021 National Community Survey of Bloomington residents, an annual random sample survey of 3,600 households to gauge satisfaction with City services and activities.
- Presented a framework and timeline for a community-based strategic planning process to the City Council on May 3 and started the planning process for community engagement events and planning teams.
- Launched a randomized survey of 400 Bloomington businesses in June to learn about their needs and how to attract and retain businesses.
- Continued the Equity at the Center YouTube series that provides monthly updates on the City racial equity work; second quarter episodes offered updates on the racial equity business plan, racial equity strategic planning committee, and introduced the City's racial equity action teams.
- Started wrapping up the Racial Equity Strategic Planning Committee's work of developing a shared vision and identifying collaborative policy and operational strategies needed to achieve the City's racial equity goals.
- The Police Department met with local faith leaders who signed a letter to Chief Potts last year to give them an update on steps taken to increase transparency and reduce disparities in police work.
- Transition from virtual to more in-person engagement activities across the city.
- Host a "Re-Open House" on July 7 to welcome residents back to Creekside Community Center ahead of its reopening on July 8.
- Sponsor an open house on July 14 to discuss an increase to the franchise fee rate on utilities to preserve and expand the City's Pavement Management Program; a public hearing is scheduled for the July 26 City Council meeting.
- Complete data analysis and report the results of the 2021 National Community Survey to the City Council on August 2.
- Host National Night Out on August 3 to promote community-police partnerships and neighborhood camaraderie.
- Share the draft vision prepared by the Racial Equity Strategic Planning Committee at a community showcase event on August 10; the public will be able to review the draft plan and share their thoughts on Let's Talk Bloomington.
- Host the Bloomington Pride event on the east side of Civic Plaza on August 14.

Needs attention

- Produced Q&A with BPD videos on the following topics:
  - Bias crime investigations.
  - Telecommunications/dispatch.
  - Community conversations.
  - Property control.
- Held a number of community engagement events in the Police Department, including Community Conversations, Coffee with a Cop and Cops and Cones.
- Implemented plans for National Night Out on August 3.
- Began the shift to in-person City Council meetings in the Council Chambers on June 14.
- Conducted a volunteer appreciation drive-thru event at Creekside Community Center on April 24 that attracted 133 volunteers.
- Installed a closed-captioning tool to make City videos more accessible, starting with the City Council meeting on June 14.
- Included articles about Let's Talk Bloomington and active projects on the site in the April and May Briefings, showing the City's efforts to further engagement and transparency.
- Wrote, designed and distributed an eight-page Corporate Report that presented the annual budget in plain language and highlighted the City's progress on its strategic plan.
- Produced a four-page Water Quality Report, highlighting Bloomington's award-winning water, Utilities staff and the Water Treatment Plant.
- Utilized social media and the City's website to continue informing the public about vaccination sites and health information related to COVID-19.
- Launch the 2021 cohort of the Bloomington Leadership Program, scheduled for September 14 - October 23; twenty residents will be selected to participate in the program.
- Finalize plans and start marketing for the community-based strategic planning community café engagement events in October; recruit candidates for the Core Planning, Measurement and Action Planning teams.
- Conduct community outreach and education in the community on ranked choice voting, including a mock election kickoff event at the Farmers Market on July 31 followed by mock election voting on August 2-6 in which voters are asked to rank their favorite Bloomington parks and recreational facilities.
- Start reusing the Bloomington Engagement Vehicle (BEV) for outreach events across the community.

Needs attention

- Launched a Spanish version of the Bloomington Leadership Program application.
- Continued producing weekly Council Minute video updates and sharing them on social media.
- Added interactive project pages on Let's Talk Bloomington for franchise fees, tobacco ordinance, advisory boards and commissions and racial equity strategic planning.

**Outcomes:**

- The City was one of seven recipients of an award of excellent from the Government Finance Officers Association for public engagement during last year's budget process.

Needs attention