

STRATEGIC PRIORITY	1ST QUARTER PROGRESS (JANUARY-MARCH 2021)	ANTICIPATED 2ND QUARTER ACTIVITIES (APRIL-JUNE 2021)	STATUS
COMMUNITY AMENITIES			
Comprehensive funding strategy for capital needs	<ul style="list-style-type: none"> Printed and distributed the approved 2021-2030 Capital Improvement Plan document in January. Created and maintained a dashboard displaying project status for the 2021-2022 Capital Improvement Plan projects. 	<ul style="list-style-type: none"> 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"> No progress was made on planning for a new community center. 	<ul style="list-style-type: none"> The need for facility and park investments will be addressed in the Park System Master Plan, scheduled for completion in summer 2021; the plan will include a comparison with benchmark communities and national standards for recreation facilities. 	Stalled
Strong support for City-owned amenities and park/recreation facilities	<ul style="list-style-type: none"> Submitted the Fleet Maintenance site study to the City Council on January 25. Presented the guiding principles, vision, mission, and Capital Improvement Plan framework for the Park System Master Plan to City Council on January 11. Presented the proposed equity framework for the Park System Master Plan to guide capital investments to the City Council on March 22. 	<ul style="list-style-type: none"> Bring the construction manager contract to the City Council for Fire Station #4; begin design development following Council approval. Present the draft Park System Master Plan highlighting the capital planning framework to the City Council on May 10. 	On track

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

- Presented modernization options for the Bloomington Ice Garden to the City Council on March 22.
- Received City Council approval on the terms of a three-year agreement for Three Rivers Park District to manage Hyland Greens Golf and Learning Center beginning with the 2021 golf season.
- Bloomington Remembers Veterans, Inc., explored design tweaks and fundraising opportunities for the veterans' memorial with designer LEO A DALY.
- Secured 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.
- Solicited proposals for playground replacements at Normandale Hills Elementary and Washburn Elementary in partnership with Bloomington Public Schools.
- Complete public review of the draft Park System Master Plan.
- Bring the Bloomington Ice Garden modernization project back to the City Council at the May 10 meeting to select the preferred option; the City will add this project to the governor's 2022 capital budget for state bonding.
- Select a playground vendor and award the contract for new playgrounds at Normandale Hills Elementary and Washburn Elementary.
- Submit a contract to the City Council for fall installation of the Dred Scott lighting phase 1 project.
- Complete design of new electronic signs for Dred Scott Playfields, Normandale Lake, and Valley View Park.
- Complete design and bid documents for replacement of the tennis court at Dred Scott Playfields
- Prepare best value procurement documents for summer or fall construction of the Public Works roof replacement project.
- Bids are due with new material upgrades for the exterior Civic Plaza door replacement; material availability and safe working conditions will determine the schedule.
- Explore options for repairs to the Lyndale Avenue clock tower.

On track

COMMUNITY IMAGE

One Bloomington

- Communicated the outcomes and impact of the ranked choice voting ballot question, and linked to a comprehensive list of FAQs on the website, in video and in the January Briefing.
- Included a two-page center spread about housing development, affordable housing and renter/homeownership assistance programs in the March Briefing, highlighting the work the City is doing in the area of focused renewal and high-quality service delivery.
- Produced a first-ever State of the City virtual event on March 24 that premiered on YouTube.
- Featured an article on changes coming to Curbside Cleanup on the cover of the February Briefing and on Bloomington Today, and produced a video seeking input on the future of the program.
- Highlighted organics recycling coming to City facilities and the potential addition of curbside organics recycling in the February and March Briefings and on Bloomington Today.
- Promoted the City’s annual Arbor Day tree sale in the February, March and April Briefings to help strengthen Bloomington’s urban forest.
- Produced a video on clearing invasive species at Nord Myr Park.

- 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.

On track

Positive image of Bloomington 1:
Develop comprehensive media strategies

- Explained the City Council’s decision behind the adoption of the 2021 budget and property tax levy in the January Briefing.
- Devoted a full page in the February Briefing to a new Pioneers and Changemakers series, celebrating Black History Month by recognizing BIPOC residents serving the community in a variety of ways.

- Continue the *Notable Neighbor* segment in the Briefing to highlight diverse community members and their contributions to Bloomington.
- Continue providing information regarding COVID-19 safety and vaccine updates via the Briefing, social media, website and video.

On track

**Positive image of Bloomington 1:
Develop comprehensive media
strategies (continued)**

- Provided information to media inquiries related to development projects.
- Included a full-page spread with a map and images of hiking trails in Bloomington in the January Briefing.
- Continued featuring employees in At Your Service articles in the January, February and March Briefings.

Outcomes

- Gained 88 Facebook likes on the main City page, 120 likes on the Parks and Recreation page and 2,148 on the Police Department page.
- Gained 119 Twitter followers.
- Signed up 1,076 new subscribers on E-Subscribe.

On track

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

- South Loop Sculpture: Continued painting; conducted a site visit with the artist.
- South Loop Mural: Signed an agreement with Xcel Energy for use of the wall; finalized development of an agreement for the selected artist, Ua Si (formerly known as ArtCrop).
- Fire Station #3: Continued ongoing conversation with the adjacent property owner for use of the parking lot and garden access through their property.
- Artbox: Conducted a panel review process and selected six designs.
- Old Cedar Avenue Bridge celebration: Met with partners and decided on a potential event in September.
- Creative Sparks: Finalized the request for proposals and application, released and promoted it; provided an informational webinar on February 11. The deadline for proposals was March 1.
- South Loop Sculpture: Determine the lighting system and landscape plan; install in August 2021.
- South Loop Mural: Sign an agreement with Ua Si for the mural and begin the mural design finalization and engagement process; install in summer 2021.
- Fire Station #3: Develop an agreement with the adjacent property owner; finalize the scope of work for the site.
- Artbox: Finalize six designs and install.
- Creative Sparks: Conduct a panel review process to select five sculptures; develop agreements for the five artists.
- Creative wayfinding project: Receive notification from the National Endowment for the Arts regarding Our Town grant funding; begin to develop the project scope.
- Old Cedar Avenue Bridge celebration: Meet again with partners to determine the scope and date of the event.

On track

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

- Otocast Public Art Tour App: Worked with an app developer to finalize audio clips for the South Loop Guide.
- Continued promotion of creative placemaking on social media, website, and e-news blasts.

Outcomes

- Artbox applicants:
 - ✓ 41% Bloomington residents, 30% BIPOC.
 - ✓ Six selected artists: Three are Bloomington residents, four are BIPOC.
- Creative Spark Sculpture:
 - ✓ 35 artists responded to the Creative Spark Sculpture request for proposals.
 - ✓ Facebook post with call for art information reached 13,055 people, with 632 reactions, comments, and shares.

- Promote Friday Night Live event in South Loop scheduled to take place August 6.
- Otocast Public Art Tour App: Launch the South Loop Guide and promote an incentive in which the first 20 people to visit 20 sites will receive a South Loop prize package.
- Provide 20 free workbooks to Bloomington artists and culture bearers: *Work of Art: Business Skills for Artists* curriculum and *Handbook for Artists Working in Community* by Springboard for the Arts.
- Complete South Loop history report by historian Peter DeCarlo.
- Neighborhood focus area, creative projects at 86th Street/Nicollet Avenue: Revisit the original scope and develop timeline and process.
- The Creative Placemaking Commission will participate in an action planning session as a follow up to their practical visioning session.

Barriers/obstacles

- COVID-19 may continue to delay fabrication and installation of projects and cause cancellation or postponement of future events.

On track

Joint marketing with the School District

- Promoted the state’s COVID-19 testing site at Ridgeview Elementary School, which moved to Creekside Community Center in January.
- Highlighted the School District in the State of the City video.
- Produced videos related to Normandale Community College’s events and programs.

- Continue promotion of the School District in the Briefing and through video.

On track

Enhance natural resources
New!

- Received City Council direction to:
 - ✓ Identify a list of projects for resident participation/partnership.
 - ✓ Identify grant-funding resources and other interagency/foundation funding opportunities; look at management structures.
 - ✓ In terms of alignment, explore whether there are ways the City could knit “community” together for these projects (e.g., Isaac Walton League, schools, Minnesota River Valley National Wildlife Refuge, etc.)
- 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.
- Host an Earth Day celebration on April 22 focused on the exploration and preservation of natural resources within Bloomington, co-hosted by the Sustainability Commission and the League of Women Voters Bloomington.
- Support Earth Day of Action on April 24, encouraging residents to get out and take action in Bloomington’s natural areas; activities will include a garlic mustard pull and parks cleanup.
- Coordinate with Park Maintenance and Nine Mile Creek Watershed District on the annual Bush Lake buffer management project.
- Continue restoration of Parker’s Picnic Area in collaboration with Xcel Energy.
- Publish a Let’s Talk Bloomington page on surface water quality.

Reduce citywide carbon footprint

- Received City Council feedback on Time of Sale Energy Disclosure and Large Building Benchmarking; completed community engagement for proposed ordinances and racial equity impact assessments.
- Completed equity foundation training sessions 3-4 with Sustainability Commissioners to better understand how Black, Indigenous and People of Color (BIPOC) communities are affected by climate change.
- Gathered and submitted 2020 data for Minnesota GreenStep Cities Step 4 annual metrics submission.
- Attended peer cohort sessions to discuss sustainable building and site design ordinance best practices.
- Researched solar options for the roofs of Civic Plaza and Public Works.
- Promoted the Energy Assistance Program and Weatherization Assistance Program through a partnership with VEAP, distributing outreach materials via food boxes; produced 500 outreach packets each in English, Spanish, and Somali.
- 51% of City staff completed a voluntary survey on commuting habits to help identify barriers, benefits, and the likelihood of adopting more sustainable commuting methods in non-pandemic years.

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.

- Seek City Council direction on developing ordinances for Time of Sale Energy Disclosure and Large Building Benchmarking; pending approval, begin preparing for implementation of both programs.
- Complete equity foundation training session 5 with Sustainability Commissioners to better understand how Black, Indigenous and People of Color communities are affected by climate change and summarize the recommendations.
- Achieve Steps 4 and 5 of the Minnesota GreenStep Cities program.
- Continue to attend peer cohort sessions to discuss sustainable building and site design ordinance best practices through Hennepin County's Efficient Buildings Collaborative.
- 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.
- Begin work on energy assistance program video(s) to increase awareness of resources that can help lower residents' energy bills.
- Conduct 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.

Needs attention

Improve surface water quality

- Substantially completed the 2020-902 Pond and Storm Sewer Maintenance Project.
- Initiated design on the 2021-901 Storm Sewer Maintenance Project.
- Completed the 60% plans and initiated the environmental assessment process for the 2021-902 Oxboro Lake Maintenance Project.
- Secured a \$30,000 grant for the Richfield-Bloomington Watershed Management Organization's Youth Education Program.
- Held the annual meeting of the Richfield-Bloomington Watershed Management Organization on March 9 and completed the annual report.
- Finalized the MS4 Part II permit application for the re-issued NPDES MS4 General Permit and TMDL application.
- Updated the stormwater pond aeration ordinance.
- Promoted water quality best management practices including removal of pet waste and meadow lawns in the Briefing.

- Work with multifamily properties (townhomes, condos, apartments) to upgrade irrigation systems (e.g., smart controllers, sprinkler heads) through the Commercial Irrigation Program.
- Finish restoration work and punchlist items to complete the 2020-902 Pond and Storm Sewer Maintenance Project.
- Finalize plans and award the contract for the 2021-901 Storm Sewer Maintenance Project.
- Continue environmental assessment work for the 2021-902 Oxboro Lake Maintenance Project.
- Award a contract for native vegetation restoration enhancements at 98th Street and Nesbitt Avenue and Bogen Pond near West Bush Lake Road and 86th Street as part of the Ecosystem Enhancement Project.
- Continue to work with Bloomington Public Schools to implement a watershed education curriculum for 2021 summer school as part of the Richfield-Bloomington Watershed Management Organization's Youth Education Program.
- Continue to promote water quality best management practices for residents and businesses in the Briefing.
- Initiate an update of the Storm Water Pollution Prevention Program.

On track

Reduce volumes delivered to landfills/incinerators

- New contract arrangements with the Bloomington Haulers are in place and operating per the newly-amended garbage and recycling contract, including a missed pickup number for Friday misses.
- Secured an agreement with SMSC and Hennepin County to process organics material collected at the curb in the curbside collection program.
- Developed a scope of service to be used in negotiations with Bloomington Haulers, LLC for implementation of the Curbside Organics Program.
- Continued to operate organics drop-off sites.
- Rolled out organics collection containers to office spaces in Civic Plaza, Public Health and Public Works; an estimated 1.3 ton per month of organics are recycled.

Outcomes

- Conducted a broad community engagement process for transition of Curbside Cleanup Program that included:
 - ✓ 4,942 visits to the Let's Talk Bloomington project page.
 - ✓ 1,419 responses to the Bulky Item Management Survey.
 - ✓ 60 participants in community listening sessions and focused small group discussions.
 - ✓ Features in the Briefing, Council Minute, and several social media posts.
- 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.

- Continue negotiations for an agreement with Bloomington Haulers, LLC for collection of curbside organics.
- Implement a community engagement process for the roll-out of the curbside organics process.
- Further refine the Bulky Item Management Program based on community feedback.
- Continue operation of the organics drop-off sites.
- Continue public education about the importance of organics recycling.
- Continue organics collection program within City facilities.
- Apply for a GreenCorps member to assist with the Organics and Bulky Item Management Programs.

On track

FOCUSED RENEWAL

Home ownership opportunities
New!

- 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.

- 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.
- Engage the Minnesota Homeownership Center about network and research information.
- Review zoning standards for single- and two-family residential uses; consider amendments to expand opportunities.

On track

Diversify local economy
New!

- Received City Council direction to:
 - ✓ Assess staff/organizational capacity for traditional economic development activity.
 - ✓ Research establishment of an Economic Development Authority.

- Determine an action plan and timeline for this initiative as part of the new Community Development Director’s workplan by the end of April.
- Engage the services of Morris Leatherman Company to conduct a survey to identify the needs of the small business community.
- Debut the Citywide Business Retention and Expansion Strategy in second or third quarter 2021.
- Launch a Revolving Loan Fund initiative in third or fourth quarter 2021.
- Move toward closing of the SICK project.
- Explore Bloomington business retention and expansion opportunities.

On track

<p>Neighborhood commercial nodes New!</p>	<ul style="list-style-type: none"> Received City Council direction to spur redevelopment with economic development expansion/diversification ideas. 	<ul style="list-style-type: none"> Determine an action plan and timeline for this initiative as part of the new Community Development Director's workplan by the end of April. 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. Adopt the Portland and American Congress for New Urbanism small area plan. 	<p>On track</p>
<p>More affordable housing</p>	<ul style="list-style-type: none"> Continued implementation of the Opportunity Housing Ordinance, including meeting with developers and presenting to interested parties. Continued work on additional Opportunity Housing Ordinance improvements. Received City Council approval for numerous amendments to the Opportunity Housing Ordinance 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, and prepared a resolution adopted by the City Council to provide zoning flexibility for temporary pandemic housing. 	<ul style="list-style-type: none"> 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. Issue two temporary pandemic housing permits in April. Continue coordination with service providers on addressing the needs of the unhoused. 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. 	<p>On track</p>

**More affordable housing
(continued)**

- Developed a term sheet for City Council and Port Authority approval for the fourth phase of residential at Bloomington Central Station, which would include a grocery store and 9% of the units affordable at 60% AMI.
- 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 as construction continued on the Penn American III development (“The District”), with 248 units of rental housing including 50 units affordable at 50% AMI; occupancy began on the eastern portion of the project.
- 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.
- Continued to meet with multiple affordable housing developers on potential future projects; many residential projects are in the 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.
- 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.
- Continued to meet with multiple affordable housing developers on potential future projects; many residential projects are in discussion stages.
- Process entitlement applications for projects with affordable housing components, including temporary pandemic response housing.
- 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.
- Celebrate the grand opening of Hayden Grove Senior Living in April.
- Conduct zoning review of the redevelopment of 8012 Old Cedar Avenue South as a four-story, 68-unit apartment building with all units affordable at 30%-60% AMI.
- Conduct zoning review of the proposed six-story, 405-unit BCS4 mixed use building, which includes 36 units affordable at 60% AMI.
- Conduct zoning review of the conversion of a portion of the Crowne Plaza Hotel to The Aire Apartments, with 35 units affordable at 50% AMI and 11 units affordable at 60% AMI.
- Conduct zoning review, building permit review and/or inspections of the various projects discussed in the previous column.

On track

<p>More affordable housing (continued)</p>	<ul style="list-style-type: none"> 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. 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 working with developers proposing redevelopment at Springside Lane that would include 150 units of multi-family and 12 townhome units with 33 units affordable at 50% AMI. Approved a redevelopment proposal at 8131 - 34th Avenue S. that would include 146 independent senior units with 9% affordable at 60% AMI. 		<p>On track</p>
<p>Renew priority neighborhood commercial nodes</p>	<ul style="list-style-type: none"> Finalized the Lyndale Avenue Retrofit Strategy in preparation for public hearings at the Planning Commission and City Council. Conducted a public hearing at the Planning Commission and adopted the Lyndale Avenue Retrofit Strategy on March 11. Continued to meet with developers on multiple potential projects. 	<ul style="list-style-type: none"> The City Council will conduct a public hearing on the Lyndale Avenue Retrofit Strategy on April 5. Convene a working group to advance recommendations from the Lyndale Avenue Retrofit Strategy following the plan's adoption by the City Council. Feature an update on the Lyndale Avenue Retrofit Strategy on the front page of the May Briefing. 	<p>On track</p>

Successful neighborhood renewal innovation

- 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 Avenue Retrofit Strategy.

- Continue to look at models for creation of a development subsidiary and continue discussions with the Twin Cities LISC and others as potential partners.
- 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

Staff innovation/boldness
New!

- Received City Council direction to encourage rapid prototyping that focuses on refinement while implementing.

- Using resources developed by the Golden Valley through an initiative called “Just Deeds,” Legal will be working with Hennepin County to remove racial covenants from properties owned by the City, Port Authority and HRA; additionally, the Human Rights Commission and Planning Commission will host a joint meeting on May 6, to discuss the racial covenants found on Bloomington parcels and next steps for providing education, resources and tools to homeowners.
- Submit plans to the City Council in April to approve a 68-unit apartment building at 8012 Old Cedar Avenue that will offer a number of units at various affordability levels, satisfying and exceeding the City’s opportunity housing requirements.
- Develop ordinances for Time of Sale Energy Disclosure and Large Building Benchmarking; pending City Council approval, begin preparing for implementation of both programs.

On track

**Staff innovation/boldness
(continued)**
New!

- Submit an ordinance to the City Council on April 26 amending Chapter 14 of the City Code related to tobacco retail licenses and the sale of flavored tobacco products, restricting the sale of menthol and flavored tobacco products including e-cigarettes and setting a cap on tobacco licenses in Bloomington at zero.
- Set up a committee and charter for a Health in All Policies Committee is to assure the consideration of multiple aspects of health and health equity in public policy made by the City.
- Advance the work of the Racial Equity Action Teams, charged with identifying opportunities to advance racial equity in the programs, practices, and policies of the City's departments.
- Launch a microbusiness team on equitable contracting to analyze the City's purchasing procedures using a racial equity lens.

On track

**Financial sustainability of
all funds**

- Finalized expenditure data with appropriate supporting documentation regarding the \$6.7 million CARES Act funding.
- Attended seminars on how CARES Act funding will be audited to ensure the City meets the compliance requirements; these funds were audited in mid-February by MMKR.
- Conducted the preliminary audit in mid-January.
- Finalized and closed out all financial activity for 2020 in Munis.
- PCI compliance has been evaluated and is now complete and certified for one year.
- Submit a new credit card policy to the City Council in second quarter 2021.
- Determine 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.
- Conduct the 2022 budget kick-off with City staff on May 27, with guidance and instructions to departments for 2022 budget requests.

On track

Financial sustainability of all funds (continued)

- 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.
- 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.
- A team from Assessing, Finance, and Communications will work on a series of short videos for Bloomington Today to educate the public on assessing valuations, property taxes, and the impact of assessed values on property tax statements.
- Attend webinars regarding specifications of spending American Rescue Plan funding
- Receive an anticipated \$5.7 million of \$11.4 million in American Rescue Plan funding in May.
- Work with the Executive Leadership Team and City Council to prioritize requests for American Rescue Plan funds.
- MMKR will conduct the final audit of 2020 financials mid-April to beginning of May.
- Explore multiagency sharing of digital forensic equipment in the Police Department.

On track

Meet customer expectations

- Presented the results of the Police Dispatch service assessment to the City Council on February 22.
- Following up on the Fire Department's service assessment, a working group was convened to examine staffing and response issues and the best ways to address them; the working group will examine firefighter service credits in conjunction with staffing and response issues to identify solutions that address the issues.
- Applied for a SAFER grant for 18 firefighters; grants will be awarded July through September.
- Public Health started its vaccination campaign against COVID-19 on January 5, beginning with individuals in Phase 1a including public safety personnel and emergency medical responders and health care providers.
- Introduced a new COVID-19 Vaccine Information Line to assist with an anticipated increase in calls.
- Contracted with Polco/National Research Center to conduct the annual National Community Survey, a random sample, scientific poll of Bloomington residents to gauge satisfaction with City services and activities; polling will start in April.
- Took delivery of a new fire engine at Fire Station 1; two more engines are scheduled for delivery this fall.
- Convened a Data Governance Council in February to provide guidance on implementing best practices for managing the City's data assets.
- Reopened 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.
- Highlighted City staff, specifically Public Health, in the State of the City presentation to emphasize the outstanding work staff have been doing in response to the pandemic.
- Conduct the annual National Community Survey of Bloomington residents via a hybrid print/online format, saving the City approximately \$2,500 in 2021; the random sample, scientific poll will take place from late April until mid-June.
- Continue to conduct vaccination clinics for priority groups identified by the Minnesota Department of Health, with a focus on assuring underserved communities have equitable access to vaccine.
- Highlight vaccine information and connect residents to news and sources about COVID-19.
- Implement a project management framework for management of City technology projects and activities in April.
- Launch a phishing education campaign for all City employees, and explore options for ongoing network monitoring.

On track

Improved customer service

- The City Council adopted a resolution on January 25 declaring racism a public health crisis and committing to work to address racial disparities in the underlying social determinants of health.
- Implemented 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.
- The City Council adopted the necessary administrative rules for implementing ranked choice voting.
- Launched a data dashboard in Police to provide real-time crime and arrest data to the public.
- Recruited an additional 149 volunteers for the Bloomington, Edina and Richfield Medical Reserve Corps to assist with the City's vaccination efforts.
- Hosted meetings with BIPOC community leaders to share information about the COVID-19 vaccines and solicit their concerns about vaccination; their feedback was incorporated into communications to the BIPOC community.
- During the Park Master Plan presentation to City Council on March 22, viewers had the opportunity to provide real-time feedback on two questions related to the plan via a new online survey tool called Polco Live; this was the first time the live polling tool was used during a City Council meeting in the U.S.
- 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.
- Utilize the Center for Policing Equity to analyze disparities in Bloomington Police data.
- Conduct implicit bias and procedural justice training for non-sworn police staff.
- Present a framework and timeline for a community-based strategic planning process to the City Council on April 26.
- Complete improvements to the City's website to improve the site's structure and functionality, including optimizing the home page view so that site visitors can get what they need faster.
- Advance a Health in All Policies approach to City policymaking, starting with development of a charter for the process.
- Conduct a significant public information and education effort for ranked choice voting throughout 2021.

On track

**Improved customer service
(continued)**

- Recruited an additional 149 volunteers for the Bloomington, Edina and Richfield Medical Reserve Corps to assist with the City’s vaccination efforts.
- Hosted meetings with BIPOC community leaders to share information about the COVID-19 vaccines and solicit their concerns about vaccination; their feedback was incorporated into communications to the BIPOC community.
- During the Park Master Plan presentation to City Council on March 22, viewers had the opportunity to provide real-time feedback on two questions related to the plan via a new online survey tool called Polco Live; this was the first time the live polling tool was used during a City Council meeting in the U.S.

On track

INCLUSION AND EQUITY

More diverse advisory boards

- Implemented proactive recruitment strategies that attracted 84 applicants for the City’s boards and commissions.
 - The City Council appointed commissioners for terms starting March 1.
 - Reached out to the most recent group of applicants to seek feedback on the application experience in order to help make improvements in the future.
- Outcomes**
- 17 of the 84 applicants (20%) self-identified as a race or ethnicity other than White.
 - Of the 18 applicants who were appointed to a board or commission, eight (44%) self-identified as a race or ethnicity other than White.
- The Racial Equity Coordinator will meet with the Port Authority to discuss the City’s racial equity goals and commitments.
 - Continue developing an introduction to racial equity training for incoming board and commission members.
 - Seek applicants for the Planning Commission and youth members for the Human Rights Commission, Parks Arts and Recreation Commission and Sustainability Commission; applications are due May 9, with City Council appointments expected on June 7.

On track

**More diverse workforce 1:
Marketing to underrepresented
populations**

- From April 1, 2020, to March 31, 2021, the City hired 20 new full-time employees.
 - ✓ 14 identified as white (70%).
 - ✓ Six identified as BIPOC (30%).
 - From April 1, 2020, to March 31, 2021, the City hired 54 part-time/seasonal employees.
 - ✓ 50 identified as white (93%).
 - ✓ Four identified as BIPOC (7%).
 - ✓ 27 of the 54 part-time hires were brought on in late March to work at the golf course.
 - ✓ Next quarter will see a significantly larger number of part-time hires, reflecting the hiring of seasonal employees for Parks and Recreation and Public Works.
 - Started biweekly 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.
 - Implemented a diversity recruitment plan for pilot positions.
 - Efforts to expand the City's advertising and recruitment for open jobs have been underway for several years in order to achieve the City's goal of a workforce reflective of the community. Human Resources took this a step forward in first quarter to use a more structured approach that includes a written advertising and recruitment plan for individual job postings in order to detail and document efforts to encourage BIPOC applicants.
 - Human Resources is now producing a demographic report of applicants for each job posting, to be reviewed at the time applicants are selected for interviews.
- Build relationships with professional associations and nonprofit organizations that can help the City recruit diverse candidates.
 - Roll out a diversity recruitment plan for more positions across the organization.
 - Create a recruitment video that highlights the City's equity and inclusion goals and benefits of working for the City of Bloomington.
 - Begin revisions to Human Resources' external website.

Needs
attention

<p>More diverse workforce 2: Pathways and internship programs</p>	<ul style="list-style-type: none"> • Two candidates have been hired for the 2021 Pathways to Policing Program. • The two candidates began their 22 weeks of training at Hennepin Technical College. 	<ul style="list-style-type: none"> • The Pathways to Policing candidates will start working at the Police Department in August. 	<p>On track</p>
<p>More diverse program participation 1: Train staff on diversity</p>	<ul style="list-style-type: none"> • Launched a racial equity strategic planning process, bringing together residents, community organizations, nonprofits, businesses, and City employees to create a shared vision for how the community works together to address inequities in social determinants of health; selected the United Health Group Equity Innovation Lab as the facilitator for this process. • Facilitated racial disparities training with all City staff. • Kicked off Equity at the Center meetings, designed to bring together department, division, and Racial Equity Action Team leaders to collectively problem solve and advance the work items identified in the City’s Racial Equity Business Plan (REBP). <ul style="list-style-type: none"> ✓ Team members will be instrumental in designing, coordinating, and organizing equitable systems change, and play a leading role in operationalizing the commitment to equity throughout the City. ✓ At each quarterly meeting, team members will dive deep into a specific REBP strategy. 	<ul style="list-style-type: none"> • Continue the racial equity strategic planning process, with members of the strategic planning team meeting biweekly with City staff throughout the spring/early summer to develop a five-year strategic plan. • Launch a racial equity speaker series every third Thursday of the month 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. • Make implicit bias and procedural justice training part of the Police Department’s new officer academy for all new hires (Pathways for Policing and traditional). • Participate in “The Shift,” a joint venture between the Police Department and African American community members. • Utilize the Police Department’s Multicultural Advisory Committee for the promotional process for sergeant. 	<p>On track</p>
<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. 	<p>Needs attention</p>

Engagement and transparency

- Sponsored 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.
- Debuted the 2021 State of the City presentation – “2020, A Year Like No Other: Stories of Hope, Challenges and Resilience” – on March 24 to a live online peak audience of 104 viewers on YouTube Premiere, which allowed viewers to watch and experience the prerecorded video together in real time, with the look and feel of a live stream; in its first five hours the video had nearly 270 total views and a total of 315 views within 20 hours.
- Exceeded 30,000 subscribers to E-Subscribe, a free email notification service for City news.
- Hosted Coffee with a Cop COVID-style at the McDonald’s drive-through window at Southtown Center in January and the McDonald’s on Bloomington Ferry Road in March.
- Hosted virtual meetings with Black, African, and Latino/Latinx leaders to hear their concerns about COVID-19 and provide information about the vaccines.
- Produced videos highlighting how the Police Department operates, including:
 - ✓ What to do if you get pulled over by police.
 - ✓ Q&A on the Derek Chauvin trial, the Police Department’s data dashboard and the embedded social worker program.
- Created videos about how the City’s vaccine clinics work and revisiting police officers who received vaccines after having COVID-19.
- Start including the race of drivers in data collection during police traffic stops.
- Prepare communication plans in the Police Department for critical incidents.
- Restart monthly community conversations with Interim Police Chief Mike Hartley.
- Continue the bimonthly Q&A with BPD series.
- Install a closed-captioning tool to make City videos more accessible by the end of June.
- Conduct a vaccine readiness survey using the online Polco tool to help inform the City’s vaccine planning and distribution efforts; the survey will be available in English, Spanish and Somali.
- Continue planning for the 2021 cohort of the Bloomington Leadership Program, which will be conducted in September and October.
- Conduct the 2021 National Community Survey of Bloomington residents, a random sample survey of 3,600 households gauging satisfaction with City services and activities.
- Undertake a collaboration between Public Health and HRA to conduct a survey to help understand health issues and tobacco concerns in naturally occurring affordable housing properties.
- Plan for how to attract community engagement in the City’s community-based strategic planning process.

Needs attention

**Engagement and transparency
(continued)**

- Released the 2020 Racial Equity Recap to highlight the City's efforts to integrate race and equity principles into all operations, projects and services.
- Launched the BPD Data Dashboard to provide the community with access to public police data on a weekly basis, including calls for service, accident and crash reports, citations and warnings, and arrests.
- Created a catalytic converter theft webinar to provide prevention tips.
- Conducted two virtual community listening session in March for interested residents to hear about proposed changes to the Curbside Cleanup Program and offer feedback.
- Launched interactive project pages on Let's Talk Bloomington for Curbside Clean-up program changes, time of sale energy disclosures, ranked choice voting, large building benchmarking, Hyland Greens and other projects; registered users of Let's Talk Bloomington increased by 47% from February to March.
- Hosted "Tumble into Spring," a drive-thru event for older adults at Creekside Community Center on March 29, drawing an estimated 200 participants.
- 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.
- 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.

- Host Coffee with a Cop on at Caribou Coffee, Mall of America, on April 13.
- Continue to sponsor 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.
- 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 in second quarter due to COVID-19.

Needs attention