

STRATEGIC PRIORITY	2 ND QUARTER PROGRESS (APRIL-JUNE 2017)	ANTICIPATED 3 RD QUARTER ACTIVITIES (JULY-SEPTEMBER 2017)	STATUS
COMMUNITY AMENITIES			
Comprehensive funding strategy for capital needs	<ul style="list-style-type: none"> The Executive Leadership Team established a process to engage a wide range of staff to identify and prioritize long-term facilities needs including existing structures, needed upgrades/expansions and anticipated new facilities. An outcome of this process will be more accurate long-term cost estimates for the CIP. 	<ul style="list-style-type: none"> Staff will submit facilities needs across the organization for the next ten years. A Facilities Committee will review City facilities, prioritize projects and determine future funding. Work will be completed on facilities prioritization in early fall 2017, with a report to the City Council in October. 	On track
Community center decision	<ul style="list-style-type: none"> Started negotiations on a draft Memorandum of Understanding for a potential community center collaboration with the YMCA of the Greater Twin Cities. Conducted due diligence on other potential community center partners as directed by Council. City Council narrowed down the list of potential community center sites to seven locations. 	<ul style="list-style-type: none"> Update the Memorandum of Understanding (MOU) with the YMCA based on feedback from the City Council on July 24. Present the updated MOU to the City Council on August 14. Following Council approval of the MOU, establish stakeholder working group and complete third quarter milestone tasks. 	Needs attention
Strong support for City-owned amenities and park/recreation facilities	<ul style="list-style-type: none"> Collected preliminary data for the staff-driven process to identify and prioritize facilities needs based on objective criteria. Secured City Council approval for \$2.5 million in playground equipment replacement at 14 parks and improvements at Wright's Lake Park. Launched a successful online engagement campaign that won Bloomington Ice Garden second place in the Kraft Hockeyville contest and generated significant media attention. Received City Council approval for reconstruction of West Bush Lake parking lot at a cost of \$1.3 million funded by grant dollars. 	<ul style="list-style-type: none"> Start equipment demolition and installation for the 14 park equipment replacements. Launch work on playground improvements and mural at Wright's Lake Park as part of the Neighborhood Support Program Present recommendations for improvements at Bloomington Ice Garden to the City Council on August 7. 	On track

COMMUNITY IMAGES

One Bloomington

- Attracted more than 70 applicants to serve on one of three One Bloomington Action Groups – Community Amenities, Community Image and Equity and Inclusion.
- 81% of residents reported that Bloomington’s image was excellent or good on the 2017 National Citizen Survey™, up from 76% in 2016.
- Debuted a One Bloomington web page: <https://www.bloomingtonmn.gov/cob/one-bloomington>
- Integrated the One Bloomington theme into Assessing’s annual report in addition to the Corporate Report to the Community and all of the City’s major financial documents.
- Continued to devote a page and the Mayor’s Memo column to One Bloomington in the Briefing to inform residents and provide updates on progress.

- Launch the One Bloomington Action Groups at a kick-off meeting and develop action plans for each group on August 15.
- Incorporate the One Bloomington theme into Business Day at City Hall and the Human Services annual report.

On track

Positive image of Bloomington
1: Develop comprehensive media strategies

- Began tracking media impressions through Google Alerts to follow stories about Bloomington.
- Increased social media engagement by posting relevant news and information.
- Added 568 Facebook followers, 265 Twitter followers and 262 YouTube subscribers and reached 9,686 members on Nextdoor.
- Supported City services by expanding Police use of Nextdoor and Facebook and launching a Farmers Market Facebook page.
- Conducted a Briefing survey to assess the newsletter as a community building tool.
- Included a custom question on the 2017 National Citizen Survey™ regarding residents’ main sources of information about the City.

- Carry out new media goals to develop better relationships with the media and pitch stories that will enhance community image.
- Begin drafting news releases that read more like stories for better effect.
- Monitor positive story results through weekly media mentions.
- Continue to leverage social media to spread positive messages and look for opportunities to better engage online.

On track

<p>Positive image of Bloomington 2: Develop art and placemaking plan</p>	<ul style="list-style-type: none"> Disseminated a news release with stories and articles about creative placemaking projects in the Briefing and Bloomington Today for cable television, Facebook and YouTube. Bloomington’s placemaking efforts were featured in LMC’s Minnesota Cities July/August issue. 	<ul style="list-style-type: none"> Work with Springboard for the Arts and their “Ready Go” mobile engagement tools on a series of 6 artistic engagement activities to raise awareness of the South Loop brand and creative placemaking efforts, build connections with the community and get more input and direction about potential future projects/ events. Artistic engagement events are planned from July 27 through October 14. 	<p>On track</p>
<p>Joint marketing with the School District</p>	<ul style="list-style-type: none"> Conducted a Realtors Forum in collaboration with the School District on April 26. Created a “House Hunters” flyer with highlights of Bloomington amenities that was unveiled at the Realtors Forum. Promoted the School District’s centennial celebration via the City’s communications vehicles. Produced 5 videos promoting the School District and student achievements that appeared on cable TV, YouTube and Facebook. 	<ul style="list-style-type: none"> Continue promotion of the School District’s centennial via the Briefing and Bloomington Today. Begin sharing history facts about Bloomington Schools on Facebook and Twitter Continue creating standalone videos highlighting School District activities that both the City and School District can share. 	<p>On track</p>
<p>ENVIRONMENTAL SUSTAINABILITY</p>			
<p>Reduce citywide carbon footprint</p>	<ul style="list-style-type: none"> As part of its 2017 workplan, the Sustainability Commission began the process of enrolling Bloomington in the Minnesota GreenStep Cities program offered by the Minnesota Pollution Control Agency. GreenStep assists communities in identifying their sustainability goals and evaluating progress based on industry best practices, with a focus on energy use and planning. 	<ul style="list-style-type: none"> The City Council will be asked to vote to formally join GreenStep Cities in August. The Mayor will consider whether to sign on to the Paris climate agreement. 	<p>On track</p>
<p>Improve surface water quality</p>	<ul style="list-style-type: none"> Signed a contract with Watershed Partners, a group of Minnesota agencies including Nine Mile Creek Watershed District, to participate in their Adopt a Storm Drain program. 	<ul style="list-style-type: none"> The Sustainability Commission, as part of its 2017 workplan, will assist with the public outreach aspects of the Adopt a Storm Drain program. 	<p>On track</p>

<p>Reduce volumes delivered to landfills/incinerators</p>	<ul style="list-style-type: none"> • All waste was redirected to the county incinerator in downtown Minneapolis with the start of the City's new garbage and recycling program in October 2016. • The Sustainability Commission, as part of its 2017 workplan, started working to develop organics drop-off sites to allow interested residents to remove organics, the next largest recyclable item, from the waste stream. • The Sustainability Commission has preliminarily identified four sites for organics recycling and resolved most of the zoning and code issues related to siting these facilities. 	<ul style="list-style-type: none"> • Select the final group of organics recycling sites in early fall 2017. • Develop program details and construct sites planned for service in spring 2018. 	<p>On track</p>
<p>FOCUSED RENEWAL</p>			
<p>More affordable housing</p>	<ul style="list-style-type: none"> • Received the remainder of the financing for Knox and American (third phase of redevelopment in the Penn-American District) from Hennepin County and Minnesota Housing. • Finished inventory of potential sites for multi-family affordable housing. • Facilitated multi-agency meetings to identify local strategies for preserving existing affordable housing. • Contacted affordable housing property owners to assess property owner interest and scope of improvements they want to implement. 	<ul style="list-style-type: none"> • Work toward two additional projects for HRA funding for affordable home ownership projects with Habitat for Humanity and West Hennepin Affordable Land Trust. 	<p>On track</p>
<p>Renew priority neighborhood commercial nodes</p>	<ul style="list-style-type: none"> • Conducted meetings with priority center owners to identify one or two feasible rehabilitation or redevelopment projects by the end of 2017. 	<ul style="list-style-type: none"> • Develop a project based on owner interest. 	<p>On track</p>
<p>Successful neighborhood renewal innovation</p>	<ul style="list-style-type: none"> • Created the Curb Appeal loan program for neighborhood support in 2017 with 35 loans committed to date, the full amount budgeted. • Selected the TH77 retaining wall project artist. • Public Works started identifying projects and engaging property owners for the 2017 round of neighborhood improvements. 	<ul style="list-style-type: none"> • Engage the neighborhood in development of the TH77 retaining wall mural design. 	<p>On track</p>

HIGH QUALITY SERVICE DELIVERY

Financial sustainability of all funds	<ul style="list-style-type: none"> Reviewed the first draft of a 10-year General Fund and property tax levy forecast with the City Council on April 24. 	<ul style="list-style-type: none"> Refine the initial General Fund and property tax forecast throughout the 2018 budget process. 	On track
Meet customer expectations	<ul style="list-style-type: none"> Trained 79 employees in the High Performing Organization (HPO) model during two in-house sessions in May. Conducted HPO follow-up discussions within individual departments and divisions. Met the strategic plan goal of 85% satisfaction for customer service on the 2017 National Citizen Survey™, up from 79% in 2016 and the highest rating ever for this area. 	<ul style="list-style-type: none"> Launch a multi-year review of City departments to ensure they are delivering services that are desired and necessary, explore potential cost savings and efficiencies and identify opportunities for service improvements or changes. Divisions and services undergoing review in 2017 are Human Services, Public Health and the Print Shop. 	On track
Improved customer service	<ul style="list-style-type: none"> Conducted 8 focus groups on the resident survey questions with targeted segments of the community. Polled 3,000 households for the 2017 National Citizen Survey of Bloomington residents in May – June. Received higher ratings in the 2017 resident survey for services provided by Bloomington, customer service, value of services for taxes paid, overall direction, welcoming citizen involvement, confidence in City government, acting in the best interest of Bloomington, being honest, and treating all residents fairly. 	<ul style="list-style-type: none"> Present the results of the 2017 National Citizen Survey and the focused conversations to the City Council on July 31 and City staff on August 1. Send 40 employees through HPO training in September. 	On track

INCLUSION AND EQUITY

More diverse advisory boards	<ul style="list-style-type: none"> Attracted 44 applicants for the Bloomington Learn to Lead (BLLI) program, with 36 community members accepted into the program that started in May. Participant demographics varied in age, gender, ethnic background and community experience. 	<ul style="list-style-type: none"> Continue leadership sessions for BLLI through November when participants will present their learnings to the City Council and community. 	Needs attention
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<p>More diverse workforce 1: Marketing to underrepresented populations</p>	<ul style="list-style-type: none"> Forwarded Police openings to the Multicultural Advisory Committee and asked its members to distribute them through their networks. 	<ul style="list-style-type: none"> Hire a culturally-diverse Community Outreach Coordinator to expand usage of the City’s parks by underrepresented populations. Expand the network of subscribers for the job openings page of the City’s website. Educate partners from the Minnesota WorkForce Center, School District and other organizations about the City’s job application process. 	<p>Needs attention</p>
<p>More diverse workforce 2: Pathways and internship programs</p>	<ul style="list-style-type: none"> In discussion with School District, Hennepin County and other stakeholders on a career/employment pathways program. Police hired three new employees through the pathways program. Developed a pathways employee position for strategic use in classifications or career paths where the City wants to develop a more diverse field of qualified individuals than the labor market provides. 	<ul style="list-style-type: none"> Secure City Council approval for the new pathways employee type and begin implementation. 	<p>On track</p>
<p>More diverse program participation 1: Train staff on diversity</p>	<ul style="list-style-type: none"> In addition to the “Beyond Diversity: Courageous Conversation” training provided in first quarter 2017, continued participation in the Government Alliance on Race and Equity (GARE). Launched “Diversity and Inclusion in Government” (DIG), with training for City staff on implicit bias in May and Transgender 101 and “gray area thinking” during Pride month in June. Four GARE team members attended a train the trainer session to prepare for wider training of City staff. City leaders were invited to present Bloomington’s work to neighboring city councils, at local and national conferences and on interview panels of key leaders in other cities. Bloomington was one of 16 jurisdictions recognized for its work in GARE; presented with the League of Minnesota Cities President’s Award at the annual conference in June for work on advancing racial equity. 	<ul style="list-style-type: none"> Conduct DIG sessions on immigration and aging in September and disability in October. Send 30 staff to a two-day diversity training in partnership with the cities of Richfield and Minnetonka in September and October. 	<p>On track</p>
<p>More diverse program participation 2: Equity toolkit</p>	<ul style="list-style-type: none"> Formed a subcommittee of team members from GARE 1 and 2 to develop a racial equity toolkit for the City. 	<ul style="list-style-type: none"> Finalize the City’s racial equity toolkit by the end of 2017 for application in 2018. 	<p>Needs attention</p>