City of Bloomington- Strategic Plan Summary 2017-20

Strategic Priority	Desired Outcome	Key Outcome Indicator	Performance Target	Strategic Initiatives
Community Amenities- Maintain and Expand	Comprehensive funding strategy for capital needs	- Executive Summary Project Status -Funding analyses	Adopted Q2 2018	a) Expand CIP to include all capital needs. The CIP financial reports should only include the project financial portion of the City, Port and HRA. b) Develop plan based on recommendations of community center taskforce c) Create customized, community engagement strategies for city-owned amenities and park/recreation facilities
	Community Center decision	-Community support analysis -Task force feedback	Following task force input, series of City Council decisions on whether to move forward, and if so, site options, funding strategies, etc., starting in January 2017	
	Strong support for city-owned amenities and park/recreation facilities	Feedback/survey	Majority of survey responses indicate strong support for facilities and parks	
Community Image	One Bloomington	- Surveys - Feedback stmts. - Soc. media posts	One Bloomington marketing campaign adopted by Q3 2017	a) Create a #OneBloomington branding and marketing campaign b) Develop comprehensive media strategies c) Establish joint marketing strategy with school district d) Develop art and placemaking plan for entire city
	Positive Image of Bloomington	-Stories – all media - Survey/feedback	85% of residents report favorable image	
	Joint marketing with school district	Annual report on joint marketing	3 marketing activities with school district	
Environmental Sustainability	Reduce city-wide carbon footprint	Total CHG per capita regional indicator index	Reduce Bloomington's tons per capita every year	a) Establish an environmental sustainability commission b) Maintain and update water reports c) Create a solid waste diversion plan
	Improve surface water quality	List of compliance reports	Meet adopted standard for each water body	
	Reduce volumes delivered to landfills/incinerators	Tonnage	10% reduction in tonnage	
	More affordable housing	Annual affordable housing report to City Council	Meet Met Council 2030 affordable housing target	a) Create a developer & stakeholder engagement plan, including strategies to meet targets

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Focused Renewal	Renew priority neighborhood commercial nodes	Node renewal process reports	Meet adopted schedule	b) Adopt a strategy and funding for neighborhood commercial renewal d) Establish resident engagement on neighborhood innovation and improvement
	Successful neighborhood renewal innovation	Renewal project reports	Council & neighborhood agree on successful project innovation	
High Quality Service Delivery	Financial sustainability of all funds	All Council approved budget should have long-term financial plans (5-15 year projections)	Each of the approved budgets should include working capital goals and actual/projected working capital balances. The actual/projected working capital balances should be at 80% or better of the working capital goal.	a) Establish financial sustainability targets and standards b) Implement High Performing Organization (HPO) training and incorporate five service areas for targeted customer service improvement
	Meet customer expectations	-Customer feedback - Surveys -Feedback using community engagement tools (focus groups, etc.)	85% satisfied customers	
	Improved customer service	Tracking reports—five service areas	Meet targeted improvement levels in five areas as determined by survey results, staff analysis and community/customer feedback	
Inclusion and Equity	More diverse advisory boards	Board rosters	Composition of boards is reflective of the community	a) Create a leadership cohort program for underrepresented populations b) Expand marketing and outreach program to underrepresented and underserved populations c) Adopt pathways and internship programs that target underrepresented populations d) Create a hiring and retention strategy for people of color e) Train city staff on diversity f) Create a racial equity toolkit
	More diverse workforce	Annual reports, rosters	Workforce is reflective of the community	
	More diverse program participation	Program rosters	Increase in share of program participants who identify as racial or ethnic minorities	