

STRATEGIC PLAN 2010 → 2015 → 2025



CITY OF BLOOMINGTON

***Bloomington, Illinois
December 2009***

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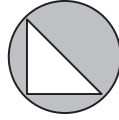


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STRATEGIC PLANNING FOR THE CITY OF BLOOMINGTON

Strategic Planning Model for the City of Bloomington

Value-based principles that describe the preferred future in 15 years

VISION

Destination
“You Have Arrived”

Strategic goals that focus outcome-base objectives and potential actions for 5 years

PLAN

Map
“The Right Route”

Focus for one year – a work program: policy agenda for Mayor and Council, Management agenda for staff; major projects

EXECUTION

Itinerary
“The Right Direction”

Principles that define the responsibility of city government and frame the primary services – core service businesses

MISSION

Vehicle
“The Right Bus”

Personal values that define performance standards and expectations for employees

CORE BELIEFS

Fuel
“The Right People”

BLOOMINGTON VISION 2025

City of Bloomington Vision 2025

Bloomington 2025 is a
BEAUTIFUL,^(A) FAMILY FRIENDLY^(B) CITY
with a **DOWNTOWN – THE HEART OF THE**
COMMUNITY^(C) and GREAT NEIGHBORHOODS.^(D)

The City has a **DIVERSE LOCAL ECONOMY^(E)**
and **CONVENIENT CONNECTIVITY.^(F)**

Residents enjoy **QUALITY EDUCATION**
FOR A LIFETIME^(G) and CHOICES FOR
ENTERTAINMENT AND RECREATION.^(H)

Everyone takes **PRIDE IN BLOOMINGTON.^(I)**

JEWEL OF MIDWEST CITIES

Bloomington Vision 2025

PRINCIPLE A

BEAUTIFUL CITY

- **Means**
1. Attractive, clean entrances and major corridors
 2. Incorporating sustainability concepts and respect for the natural environment in our designs, buildings, developments and policies
 3. Well-maintained parks and public green spaces
 4. Well-maintained homes, yards and neighborhoods
 5. Well-designed, attractive public buildings and facilities
 6. Preservation of buildings and homes with architectural significance/character
 7. Respect for the heritage of the community and neighborhoods

PRINCIPLE B

FAMILY FRIENDLY CITY

- **Means**
1. Hometown feeling
 2. Feeling safe throughout the city; in their neighborhoods and homes
 3. Attractive for all family generations, including retirees and young families; as well as single professionals
 4. Great place to raise children
 5. Residents working together and sharing responsibility for a sense of Bloomington community
 6. Access to affordable, family-oriented activities

PRINCIPLE C

DOWNTOWN – THE HEART OF THE COMMUNITY

- **Means**
1. Preservation of buildings with unique, historic significance
 2. Place residents and guests want to go – a community destination
 3. Community gathering place for events, cultural arts festivals, etc.
 4. Easy access and parking for pedestrians and bike friendly Downtown
 5. Seat of government with civic campus – Library, Police Headquarters, City Hall
 6. Growing and keeping successful businesses in Downtown

PRINCIPLE D

GREAT NEIGHBORHOODS

- **Means**
1. Well-designed, well-maintained and upgraded neighborhood infrastructure
 2. Range of choice of quality homes – type, price, size
 3. Emphasis infill development and redevelopment, less sprawl
 4. Balanced growth – less sprawl, protection of farmland, appropriate land uses
 5. Expanded home ownership
 6. Easy, safe access to parks
 7. Access to essential neighborhood businesses

PRINCIPLE E

DIVERSE LOCAL ECONOMY

- **Means**
1. Positive environment supporting the development and growth of small businesses, incubator businesses
 2. Technology infrastructure in place to support businesses and industries
 3. Higher education partnerships with businesses
 4. Home of State Farm, Country Financial Corporations
 5. Regional shopping destination for residents and non residents
 6. Job opportunities for residents – ability to work near home
 7. Home based businesses and offices with necessary support services and businesses

PRINCIPLE F

CONVENIENT CONNECTIVITY

- **Means**
1. State of the art technology infrastructure connecting businesses and individuals
 2. First class regional airport with services to multiple major hubs
 3. Communications networking connecting people to the world
 4. Well-maintained city streets, sidewalks
 5. Trails connecting the city and linked to a regional multiuse trail and bike system
 6. High speed rail link to Chicago
 7. Convenient access to a well maintained interstate system

PRINCIPLE G

QUALITY EDUCATION FOR A LIFETIME

► Means

1. Access to university and community college programs, degrees and adult education
2. Quality education from pre-school through high school
3. Strong partnership between the city and schools; schools and businesses
4. Vocational and career training programs available in the community
5. Appropriate collaboration for quality education and efficiency (K-12)

PRINCIPLE H CHOICES FOR ENTERTAINMENT AND RECREATION

► Means

1. Successful Coliseum for the community and local economy with a variety of sports activities, concerts, diverse entertainment, with low city subsidy
2. Cultural and arts programs, events and activities, including the Bloomington Performing Arts Center
3. Signature event for Bloomington
4. Activities for youth, especially at risk youth in partnership with businesses
5. Top-quality parks and athletic fields for tournaments, competition and recreational purposes
6. Community events and festivals with active participation and support
7. Private businesses providing a variety of entertainment venues and activities

PRINCIPLE I

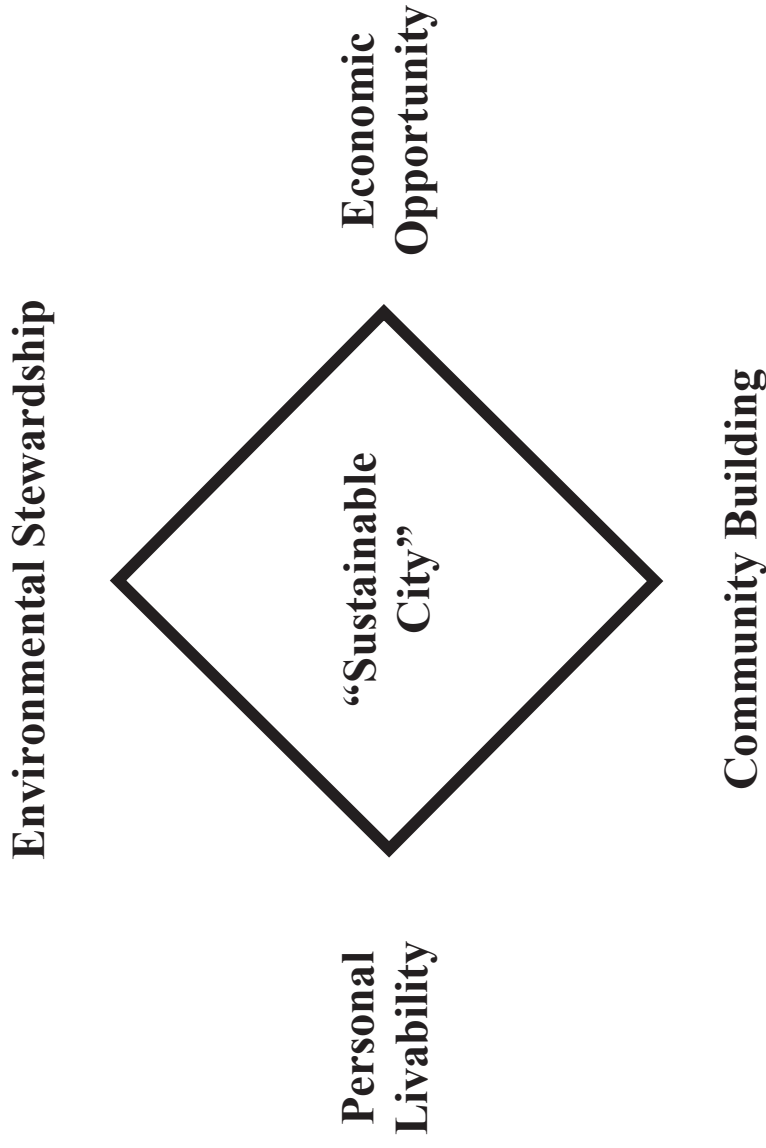
PRIDE IN BLOOMINGTON

► Means

1. Residents, community organizations and businesses taking ownership and contributing to a better community
2. Partnering with schools, McLean County, Town of Normal for a better regional community
3. Residents engaged in civic affairs and open governance process
4. Advocacy for the Bloomington community
5. Celebrating our community successes and assets
6. Maintaining the unique character and identity of Bloomington
7. Inclusive community welcoming diverse populations

BLOOMINGTON: A SUSTAINABLE CITY

Transforming to a “Sustainable City”: A Workable Model for City Leaders



Critical Factors Contributing to Personal Livability

Personal safety: perception and reality

Schools and quality of education

Cost, quality and reliability of city services

Affordable recreation opportunities

Park with variety of venues

Daily convenience

Choice of quality housing options

Shopping especially for daily necessities

Emergency preparation for response and recovery

Reputation with realtors, media

Critical Factors Contributing to Environmental Stewardship

Preservation of natural resources and beauty

Water quality

Air quality

Effectiveness of stormwater management

Open Space

Use of alternative and renewable energy

Development regulations and building standards

Pathways and trails

Residents understanding and taking responsibility

Effective solid waste management

Critical Factors Contributing to Economic Opportunity

Retention of existing businesses

Opportunities to start and grow a business

Business climate and reputation

Defined, focused cornerstones of the local economy

Workforce availability and preparation

Education: Vocational to professional

Availability of capital for investment and development

Public-private partnerships

Targeted business attraction

Land available and ready for business development

Jobs for residents

Critical Factors Contributing to Community Building

Civic engagement and involvement in governance

Access to town information

Feeling of inclusion – welcome

Working relationships: city, community organizations, schools, faith-based institutions, private sector

Contributions to community benefits

Gathering places throughout the town

Activities, events and festivals bring people together

Active homeowner associations

Residents partnering and sharing responsibility for some town services

Effective use of boards, commissions, task forces and committees

CITY OF BLOOMINGTON MISSION

City of Bloomington *Our Mission*

The Mission of the City of Bloomington
is to be FINANCIALLY RESPONSIBLE ⁽¹⁾
providing QUALITY, BASIC MUNICIPAL
SERVICES ⁽²⁾ AT THE BEST VALUE. ⁽³⁾
The City ENGAGES RESIDENTS ⁽⁴⁾
and PARTNERS WITH OTHERS ⁽⁵⁾
for community benefit.

City of Bloomington

Our Mission

PRINCIPLE 1

FINANCIALLY RESPONSIBLE

- **Means**
1. Maintaining reserves consistent with city policies
 2. Delivering services in the most cost-effective manner
 3. Focusing on core city services
 4. Maintaining and enhancing city's bond rating
 5. Partnering and contracting with the private sector
 6. Transparency and understanding of how the city and contractors spend tax payers dollars
 7. Growth paying for growth – services and infrastructure

PRINCIPLE 2

QUALITY, BASIC MUNICIPAL SERVICES

- **Means**
1. Understanding and evaluating the needs of City residents and businesses and the City's responsibilities
 2. Providing services in a timely, customer-friendly manner
 3. Professional, competent and dedicated workforce dedicated to serving the community
 4. Investing in maintaining city buildings, facilities and infrastructure
 5. Continuously improving city service delivery and management processes
 6. Providing resources to support defined services and service levels

PRINCIPLE 3

AT THE BEST VALUE

- **Means**
1. Residents feeling that they are receiving value for their taxes and fees
 2. Delivering services in the most efficient manner
 3. Leveraging city resources for community benefit, including grants and partnerships
 4. Delivering services at a comparable price to the community and the daily living of residents
 5. Services evaluated for their costs and benefits to the community and the daily living of residents
 6. Joint partnering with other governments to reduce the price of service delivery

PRINCIPLE 4

ENGAGES RESIDENTS

► Means

1. Keeping residents informed about city plans, programs and services by providing clear, understandable, open information
2. Seeking feedback from residents on city performance, services and new ideas
3. Residents participating and providing input in the governance processes
4. Maintaining a high level of residents' confidence and trust in city government
5. Common city brand and image used throughout the city organization

PRINCIPLE 5

PARTNERS WITH OTHERS

► Means

1. Working with Town of Normal on common goals and interests; service delivery
2. Working with McLean County on common goals and interests; service delivery
3. Working with School Districts and other governments on common goals and interests
4. Developing relationships, cooperating, facilitating with community organizations and institutions
5. Providing strong advocacy and lobbying and recognition for the interest of Bloomington including federal and state legislative delegations
6. Strong partnership with the business community and higher education
7. Council presence and representing the city in the community, at regional, state and national level

City of Bloomington

Basic Service Businesses

Govern (and Manage) the City

**Provide Reliable Utility Services (Water, Sewer Collection,
Storm Water – Fee Based)**

Manage Emergency: Prepare, Respond, Recover

Maintain a Safe Community

Design, Build and Maintain City Streets, Sidewalks, Trails

Facilitate and Support Growth in the Local Economy

Plan and Regulate Land Uses, Development, Buildings and Homes

Provide Solid Waste Management*

**Provide Parks*; Affordable Leisure and Recreation Opportunities
and Programs**

***Evaluation for Privatization**

CITY OF BLOOMINGTON CORE BELIEFS

City of Bloomington

Core Beliefs

BLOOMINGTON

Enjoy **S**erving Others

Produce Results

Act with **I**ntegrity

Take **R**esponsibility

Be **I**nnovative

Practice **T**eamwork

“Show the S-P-I-R-I-T”

Core Beliefs – Definition

BELIEF 1

SERVING

► Means

1. Listen and understand the needs, concerns, expectations of your customer
2. Define who is the customer and know your customer
3. Look for opportunities to educate the customer about City
4. Provide service with a smile; be courteous, respectful
5. Evaluate customer satisfaction, take the necessary steps to improve the service
6. Take time to explain your decisions, actions; especially when you are saying “no”
7. Work with your customer to set realistic expectations
8. Help the customer to help themselves

BELIEF 2

PRODUCE

► Means

1. Define the job, do it right the first time
2. Solve problems or personally connect with the individual who can
3. Look for ways to improve performance, to be more effective and efficient
4. Give 100% effort to complete a finished product
5. Plan your work activities with others in mind and to maximize resources
6. Do the work as if the tax payer was watching (and they are)
7. Strive to meet and, if possible, exceed expectations

BELIEF 3

INTEGRITY

► Means

1. Follow through and deliver on your promises
2. Be loyal to the City – Mayor and Council, City Management, Department, Employees
3. Communicate in an honest, direct and complete manner
4. Treat others with respect and dignity
5. Keep confidential and private information confidential
6. Act consistent with your professional standards
7. Act in an ethical manner

BELIEF 4

RESPONSIBILITY

► **Means**

1. Take ownership and pride in your work
2. Represent the city in a positive manner at all times
3. Empower employees to take action at the lowest possible level
4. Be accountable for your actions, the results
5. Take the initiative to continually develop and share with others your knowledge, skills and core competency
6. Take care of your equipment, yourself and City resources
7. Know, understand and use the vision, goals, mission and core beliefs of the City

BELIEF 5

INNOVATIVE

► **Means**

1. Recommend and implement ideas to be more efficient and effective
2. Be open to new ideas and change no matter where the idea comes from
3. Embrace change in a positive manner
4. Challenge traditional ways of operating
5. Know the “best practices” in your professional area and apply to the city
6. Be creative in serving others or solving problems
7. Embrace and use technology

BELIEF 6

TEAMWORK

► **Means**

1. Look for ways to help others to be successful
2. See the “big picture” – look beyond your department or work unit
3. Celebrate and reward successes
4. Have a positive, enthusiastic attitude
5. Mentor and develop others
6. Be an active team player by participating on teams
7. Communicate in an open, direct manner, keep others informed
8. Share the credit, recognize the contributions of others

CITY OF BLOOMINGTON PLAN 2010 – 2015

City of Bloomington

Goals 2015

Financially Sound City Providing Quality Basic Services



Upgrade City Infrastructure and Facilities



Strong Neighborhoods



Grow the Local Economy



Great Place to Live – A Livable, Sustainable City



Prosperous Downtown Bloomington

Goal 1

Financially Sound City Providing Quality Basic Services

OBJECTIVES

1. Budget with adequate resources to support defined services and level of services
2. Reserves consistent with city polices
3. Engaged residents that are well informed and involved in an open governance process
4. City services delivered in the most cost-effective, efficient manner
5. Partnering with others for the most cost effective service delivery

MEANS TO CITIZENS

1. Value for your tax dollars and fees.
2. City acting as a responsible steward of public resources.
3. City services delivered in a cost-effective manner.
4. City services responsive to citizens' needs.
5. Customer-friendly city services delivering by city employees committed to serving the public.

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Union contracts and City's financial obligations
2. Upgrading City financial systems
3. National recession and impact on City revenues
4. Developing effective performance measurement system
5. Ward mentality

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Potential for contract services and privatization
2. Methods for informing and engaging residents and developers
3. City's role and responsibilities
4. Determining service priorities
5. Residents' needs vs. wants
6. Defining "basic" municipal services

POLICY ACTIONS 2010

1. Reserve Policy (All Funds)
2. Property Tax Rate Policy
3. Coliseum Comprehensive Financial Analysis
4. Fees and Service Charges Policy and Schedules
5. Debt Policy and Restructuring

PRIORITY

- | |
|---------------|
| Top Priority |
| Top Priority |
| Top Priority |
| High Priority |
| High Priority |

MANAGEMENT IN PROGRESS 2010

1. Budget and Service Priorities
2. Total Compensation and Benefits Policy
3. Labor Negotiations and Contracts
4. Metric/Benchmark/Performance Measurement System
5. Take Home Vehicle Policy
6. Bidding for Professional Services Policy
7. City Survey: Direction
8. Self Insurance Fund: Direction

MANAGEMENT ACTIONS 2010

1. Analysis of Financial Obligations and Fiscal Impact
2. Managed Competition: Direction
3. 9-1-1/Communication Centers: Direction
4. Communications and Image Plan for City

PRIORITY

- | |
|--------------|
| Top Priority |
| Top Priority |
| Top Priority |
| Top Priority |

ON THE HORIZON

1. Town of Normal Strategy
2. Parks and Golf Maintenance Outsourcing; Evaluation, Direction
3. STARCOM 21/Digital Radio System: Evaluation, Direction, Funding
4. Vehicle Maintenance: Inventory of Fleet Evaluation, Direction
5. Health Insurance: Evaluation, Policy Direction (employee contribution) (Dental Plan Options)
6. Solid Waste Services: Evaluation, City's Role, Direction
7. Alternative Revenues: Evaluation, Report, Direction
8. Citizen Outreach and Engagement Strategy: Goals Direction, Development, Actions (Including Boards and Commissions/ Volunteerism)
9. City Owned Land: Complete Inventory, Direction
10. Long Rang Financial Plan with Projections: Development
11. School District 87 Strategy
12. Collections: Evaluation, Direction, Actions
13. Utility Tax: Evaluation, Direction
14. Property Direction (Sell, Repair, Demolish)
 - Snyder Parking Garage
 - Market Street Garage
15. Impact Fees: Evaluation, Direction, Comparison to McLean County, Town of Normal
16. Motorcycle Unit: Evaluation, Direction, Funding
17. Unit 5 Strategy
18. Highland Golf Course: Future Use Evaluation, Assessment of Benefits and Costs, Direction

Goal 2

Upgrade City Infrastructure and Facilities

OBJECTIVES

1. Better quality roads and sidewalks
2. Quality water for the long term
3. Functional, well-maintained sewer collection system
4. Well-designed, well-maintained City facilities emphasizing productivity and customer service
5. Investing in the City's future through a realistic, funded capital improvement program

MEANS TO CITIZENS

1. Reliable utility services necessary for daily life.
2. Efficient traffic flow throughout the city.
3. Smooth rides on quality, well-maintained streets.
4. Customer-friendly, easily accessible city facilities and buildings.
5. City investing in the future of the community.

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Aging city infrastructure and facilities
2. Determining capital project priorities
3. Needs vs. financial capacity of the City
4. Federal and state regulations, unfunded mandates and reduced funding level
5. Funding and capital needs and projects

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Older fleet with more maintenance
2. Who pays for projects
3. Defining the City's role and responsibilities
4. Growth vs. older areas of the City
5. Dealing with Union Pacific Railroad/Norfolk Southern
6. Working with IDOT

POLICY ACTIONS 2010

1. Capital Improvement Plan and Funding
2. Long Term Water Supply Plan: Update
3. Sewer Fund: Future Projects Direction, Fee Structure
4. Stormwater Management Fund: Future Projects Direction, Fee Structure

PRIORITY

Top Priority

High Priority

MANAGEMENT ACTIONS 2010

1. City Facilities Inventory

PRIORITY

High Priority

MANAGEMENT IN PROGRESS 2010

1. Eastside Highway Environmental Assessment
2. Fire Training Facilities: Direction

MAJOR PROJECTS 2010

1. City Hall Cooling System

ON THE HORIZON

1. Pavement Management Program (Road Resurfacing, Repairs, Reconstruction): Direction, Plan, Funding
2. Capital Bond Package: Evaluation of Needs, Direction Package
3. Neighborhood Infrastructure: Evaluation, Direction, Projects, Funding
4. Fire Station: Plan, Direction, Funding (Including Partnering with Town of Normal)
5. Sewer Plan for Old Neighborhoods: Evaluation, Plan
6. Inflow and Infiltration Reduction Program: Development
7. Sidewalk Plan and Repairs: Evaluation, Direction, Funding (Including ADA Accessibility)
8. Interim Well (in Production): Direction, Funding (Including Distribution Lines)
9. Fleet Utilization Study: Evaluation, Development, Direction, Funding
10. Police Station/Satellite: Evaluation, Direction
11. Public Services Yard: Evaluation, Direction, Plan, Funding, Travel Time
12. Brick Street Strategic Plan: Development, Policy Direction, Funding
13. Civic Campus Plan: Update

Goal 3

Strong Neighborhoods

OBJECTIVES	MEANS TO CITIZENS	SHORT TERM CHALLENGES AND OPPORTUNITIES
<ol style="list-style-type: none">1. Residents feeling safe in their homes and neighborhoods2. Upgraded quality of older housing stock3. Preservation of property/home valuations4. Improved neighborhood infrastructure5. Strong partnership with residents and neighborhood associations6. Residents increasingly sharing/taking responsibility for their homes and neighborhoods	<ol style="list-style-type: none">1. Protection of property values.2. Choices for quality homes.3. Opportunities to buy a home in a great neighborhood.4. Quality neighborhood infrastructure.5. Neighbors working together, helping each other, partnering with the city.6. Personal safety and security.	<ol style="list-style-type: none">1. Defining the city's role and responsibilities2. Irresponsible property owners and tenants3. Funding for neighborhood infrastructure4. Working with residents and neighborhood associations5. Traffic impacts on neighborhoods
		LONG TERM CHALLENGES AND OPPORTUNITIES
		<ol style="list-style-type: none">1. Changing perception of different neighborhoods2. Assessing neighborhood impact surrounding environment3. Noise or other nuisances in neighborhoods4. Older neighborhoods vs. new: priority

POLICY ACTIONS 2010

1. Rental Inspection Program: Direction
2. Code Enforcement (Excluding Rental): Evaluation, Direction, Actions
3. Nuisance Abatement and Enforcement: Evaluation, Direction, Actions

PRIORITY

High Priority

ON THE HORIZON

1. Comprehensive Zoning Review (Especially in Incompatible Land Uses)
2. Neighborhood Traffic Impact Analysis: Problem Identification, Options, STAC Evaluation
3. Neighborhood Infrastructure: Evaluation, Direction, Projects, Funding
4. Basic Neighborhood Business Attraction: City's Role, Strategy, Actions
5. Form Based Zoning Code: Direction
6. Annexation Policy: Evaluation, Direction
7. Neighborhoods; Goals, Direction, City's Role
8. "Affordable" Housing: Definition, Goals, City's Role
9. Alley Policy: Evaluation, Direction
10. CDBG: Analysis of Impact and Future Direction
11. Sidewalk Policy and plan: Evaluation, Direction, Plan, Funding

MANAGEMENT ACTIONS 2010

1. Neighborhood Assessment and Metric System
2. Housing Stock: Direction,

PRIORITY

Top Priority

High Priority

MANAGEMENT IN PROGRESS 2010

1. Focus Crime Area Strategy
2. West Bloomington Revitalization Partnership
3. Problem Oriented Policing Model: Redirection
4. Rail Yard Impact Analysis

Goal 4

Grow the Local Economy

OBJECTIVES

1. Retention and growth of current local businesses
2. Attraction of new targeted businesses that are “right” for Bloomington
3. Revitalization of older commercial areas
4. Expanded retail businesses
5. Strong working relationship among the city, businesses, economic development organizations

MEANS TO CITIZENS

1. Opportunities to work near home – more personal time.
2. More diverse local economy better insulated from economic trends.
3. More diverse tax base – less burden on residential tax payers.
4. Convenient services and shopping within the city.
5. Protection of property values.

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Diversifying the local economy
2. Working with and partnering for economic development
3. Illinois laws that impact on business attraction
4. Incubating and attracting new businesses in a competitive global economy
5. Marketing the area

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Commercial building property owners – no incentive to upgrade buildings
2. National economy and current recession
3. Business access to capital
4. Aging commercial buildings needing reuse or demolition
5. Lack of appropriate workforce
6. Competition from other communities

POLICY ACTIONS 2010

1. Economic Development Strategy
2. Major Corridors Revitalization Strategy
3. Vacant, Aging Commercial Centers and Buildings: Assessment, Direction, City's Role, Actions
4. TIF Policy: Evaluation Direction
5. Main Street Form Based Zoning Code: Direction

PRIORITY

- | |
|---------------|
| Top Priority |
| High Priority |

MANAGEMENT IN PROGRESS 2010

1. Prime Commercial Development: Legal Action

ON THE HORIZON

1. Business Registration Program: Direction, Development
2. Home Based Business: Evaluation, Direction
3. Eastland Mall: Assessment, Direction/Plans from Owners, City's Role, Actions

Goal 5 Great Place to Live – A Livable, Sustainable City

OBJECTIVES

1. Well-planned City with necessary services and infrastructure
2. City decisions consistent with plans and policies
3. Incorporation of “Green Sustainable” concepts into City’s developments and plans
4. Appropriate leisure and recreational opportunities responding to the needs of residents
5. More attractive city: commercial areas and neighborhoods

MEANS TO CITIZENS

1. Predictable future development consistent with plans.
2. Growth paying for growth.
3. City having the capacity to cost effectively serve new developments and residents and residents.
4. Making Bloomington your hometown for a lifetime.
5. City acting as an environmental steward.
6. Resources and staffing to implement programs.

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Sprawl development with high costs of City service delivery
2. Long term financial obligations for the City
3. City’s roles and responsibilities for parks, leisure opportunities
4. Determining direction on future growth

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Who pays for growth
2. Plans and policies vs. City decisions and actions
3. Defining “livable” and “sustainable”
4. Community benefits vs. individual interests

POLICY ACTIONS 2010

PRIORITY

1. Comprehensive Solid Waste Management and Recycling Program
2. Comprehensive Parks Plan: Direction, Funding

Top Priority

MANAGEMENT IN PROGRESS 2010

1. City Infrastructure Design Standards
2. CDBG 5 Year Consolidated Plan

ON THE HORIZON

MANAGEMENT ACTIONS 2010

PRIORITY

1. City Owned Land Inventory

High Priority

1. Youth Strategy: Problem/Needs Analysis, Goals, Direction Actions (in Collaboration with Schools, Other Organizations)
2. Bike-Pedestrian Friendly Community: Evaluation, City’s Goals, Direction
3. Form Based Zoning Code: Direction
4. “Greening” Bloomington: Goals, Direction, Actions
5. Community Center: City’s Participation, Direction, Actions
6. Annexation Policy: Evaluation, Direction
7. Lead Based Paint Program: Funding
8. Comprehensive Land Use Plan: Update

Goal 6

Prosperous Downtown Bloomington

OBJECTIVES	MEANS TO CITIZENS	SHORT TERM CHALLENGES AND OPPORTUNITIES
<ol style="list-style-type: none">1. More beautiful, clean Downtown area2. Downtown Vision and Plan used to guide development, redevelopment and investments3. Downtown becoming a community and regional destination4. Healthy adjacent neighborhoods linked to Downtown5. Preservation of historic buildings	<ol style="list-style-type: none">1. Traditional Downtown – the heart of the Bloomington Community.2. Choices for dining and entertainment opportunities.3. Reasons to go Downtown.4. Preservation of the City’s history and heritage.5. Downtown – a regional destination for entertainment, financial center, seat of government.	<ol style="list-style-type: none">1. Future direction of Downtown2. Diversity of stakeholders3. Upgrading City facilities in Downtown4. Defining City’s role in Downtown <p>LONG TERM CHALLENGES AND OPPORTUNITIES</p> <ol style="list-style-type: none">1. Residents thinking of Downtown as a destination2. Aging building and infrastructure in Downtown3. Main Street and couplet4. Attracting a hotel and restaurants

POLICY ACTIONS 2010

1. Downtown Special Service Area:
Direction
2. Downtown Strategy

PRIORITY

- | |
|---------------|
| Top Priority |
| High Priority |

MANAGEMENT IN PROGRESS 2010

1. Downtown TIF District: Direction

ON THE HORIZON

MANAGEMENT ACTIONS 2010

1. Coliseum Marketing Link to Downtown
2. Bar Impacts on Downtown Analysis
3. Collaborative Comprehensive Marketing and Calendar

PRIORITY

- | |
|---------------|
| Top Priority |
| High Priority |
| High Priority |

1. Hotel Attraction: Strategy, Actions
2. Downtown Plan: Assessment, Direction, Plan, Actions

CITY OF BLOOMINGTON ACTION AGENDA 2010

City of Bloomington Policy Agenda 2010

TOP PRIORITY

Reserve Policy (All Funds)

Property Tax Rate Policy

Coliseum Comprehensive Financial Analysis

Capital Improvement Plan and Funding

Economic Development Strategy

Comprehensive Solid Waste Management Recycling Program

Downtown Special Service Area: Direction

HIGH PRIORITY

Fees and Service Charges Policy and Schedules

Debt Policy and Restructuring

Long Term Water Supply Plan: Update

Rental Inspection Program: Direction

Major Corridors Revitalization Strategy

Downtown Strategy

City of Bloomington Management Agenda 2010

TOP PRIORITY

Analysis of Financial Obligations and Fiscal Impact

Managed Competition: Direction

9-1-1/Communication Centers: Direction

Communications and Image Plan for the City

Neighborhood Assessment and Metric System

Coliseum Marketing Link to Downtown

HIGH PRIORITY

City Facilities Inventory

Housing Stock: Direction

City Owned Land Inventory

Bar Impacts on Downtown Analysis

Collaborative Comprehensive Marketing and Calendar

City of Bloomington Management in Progress 2010

- Budget and Service Priorities**
- Total Compensation and Benefits Policy**
 - Labor Negotiations and Contracts**
- Metric/Benchmark/Performance Measurement System**
 - Take Home Vehicle Policy**
- Bidding for Professional Services Policy**
 - City Survey: Direction**
 - Self Insurance Fund: Direction**
- Eastside Highway Environmental Assessment**
 - Fire Training Facilities: Direction**
 - Focus Crime Area Strategy**
- West Bloomington Revitalization Partnership**
- Problem-Oriented Policing Model: Redirection**
 - Rail Yard Impact Analysis**
- Prime Commercial Development: Legal Action**
 - City Infrastructure Design Standards**
 - CDBG 5 Year Consolidated Plan**
 - Downtown TIF District: Direction**

City of Bloomington *Major Projects 2010*

City Hall Cooling System