

ImagineBloomington Vision Input Analysis

Summary

The visioning phase of ImagineBloomington was held between February and April, 2012. The focus of this phase was for members of the public to describe Bloomington as they see it today, as well as the things about Bloomington that they would like to see change in the future.

This report provides an overview of the outreach methods used, a participation rate summary, a methodology to categorize all input received, and a general comparison of analysis from the kickoff phase, the Steering Committee visioning exercise, and the vision statement from the 2002 Growth Policies Plan. The categories identified will be used to establish a framework that provides a starting point in developing a draft vision statement. The intent of the categories is to further refine the many broad themes received into a workable format to further the dialogue into drafting a vision statement.

Outreach Methods and Participation Rates

Members of the community had several means available to participate with ImagineBloomington. Opportunities included: community workshops; an online survey; community tabling events; and UserVoice, an interactive online forum. Each method offered participants a range of time to participate (approximately between 10 minutes to 90 minutes), an option for anonymity, and the possibility to participate using all of the participation methods.

All of the input received, regardless of the method used, was treated equally – one method was not favored over another. More detailed summaries of the input received and word clouds that provide thumbnail visuals are posted on the ImagineBloomington website:

<http://www.bloomington.in.gov/imaginebloomington>

Surveys

Citizens were invited to take a survey at workshops, online, and at tabling events. The survey asked two general demographic questions. Survey takers were then asked to list up to 5 words/short phrases that describe Bloomington as they see it today and to list up to 5 things that they would like to change about Bloomington. The purpose was to get citizens thinking about Bloomington in the present and Bloomington in the future to help identify a vision. All survey responses were analyzed together, regardless of how they were submitted.

Workshops

Workshop participants took the survey described above individually. Each person then shared from his or her survey one or two words or phrases about Bloomington today with the group. After every person shared, the group worked together to identify and list three common themes from the words shared that describe Bloomington today. The same group exercise was then repeated for things to change about Bloomington in the future. The purpose of this exercise was for participants to identify the top priorities and issues from their group's combined ideas.

UserVoice Online Forum

A UserVoice website was created for ImagineBloomington to solicit citizen comments through an online forum. Users could respond to one or both of the questions posted on the site:

- If you were to visit Bloomington, Indiana in 20 years, what would you want to see?
- What do you like about Bloomington, Indiana today?

Users were also provided a total of 10 votes that they could use to vote on their own submissions or the submissions of others. They could be distributed however the user chose. The purpose of the UserVoice site was to provide an additional venue for input and discussion outside of a traditional in-person community workshop.

Steering Committee Meeting

In preparation for the visioning public workshops and input, the Steering Committee was asked to provide feedback about the existing 2002 Growth Policies Plan vision statement and policy guidance at a November, 2011 meeting. The 25 Steering Committee members represent a broad spectrum of interested community groups and will provide direction and feedback to Planning Department staff throughout the process. Members were asked three questions:

- What topics have been done well?
- Have any of the topics been only partially accomplished? Or not at all?
- Are there topics that aren't addressed, but really should be?

The purpose of this exercise was to discover and understand the interests and opinions of community members and also anticipate the feedback that would be received in the larger public visioning outreach effort to come.

Outreach Summary

Public participation was robust. As the process continues, it is important to keep current participants engaged and to broaden the participation by others throughout the community. Total figures for the visioning process were:

- Total public workshops: 11
- Total public workshop attendance: 109 people, organized into 25 total groups
- Total community tabling events: 6 (and presented at 6 City boards/commissions)
- Total UserVoice ideas: 8 for “Bloomington Today” and 24 for “Bloomington Tomorrow”
- Total Surveys submitted via all methods (workshops, tabling events, USPS mail): 402

Survey Response: Demographic Overview

Relationship to Bloomington	Totals
“Local”	251
“Commuter”	20
“Transplant”	128
“Visitor”	2
“Personal”	1
Total Surveys Received	402
Generation	Totals
“Pre-Bay Boomer”	50
“Baby Boomer”	141
“Generation X”	106
“Generation Y”	105
“Personal”	0
Total Surveys Received	402

Methodology

Staff reviewed all input received and developed twenty six visioning categories based on this review. The visioning categories are defined below. Input was weighted equally regardless of the means utilized. Each individual response was assigned between 1 and 3 visioning categories that best fit the nature of the input. In many instances, it was necessary to place the input into more than one category.

Staff analyzed the workshops, online surveys, community tabling events, the Steering Committee visioning exercise, and the vision statement from the 2002 Growth Policies Plan using the visioning categories and assignment process described. The following analysis comparison provides highlights of the categories prevalent with each method of input. A summary of the prevalent themes discussed at the outreach events (and those found in the 2002 Growth Policies Plan vision statement) are also included to provide additional context to this analysis.

Visioning Category Definitions

Amenities: Services, places or features that already exist, are currently lacking or should be provided in the future

Architecture: Architecture, design, or materials of buildings

Arts: Music, art, theatre, performances, artisans, etc

Beautification: Trees, greenspace, appearance, building maintenance, blight, graffiti, litter

College: Indiana University or Ivy Tech students and staff, cooperation between town and gown

Culture: General comments about Bloomington's identity and uniqueness

Development: Zoning, redevelopment, design features, land use, density, sprawl, growth

Diversity: Diversity in culture, people, thoughts, lifestyles

Downtown: Anything related to downtown businesses, housing, architecture, amenities

Economy: Jobs, wages, employment, businesses, cost of living, economic inequality

Education: K-12 education, children's education, adult education (outside of college)

Environment: Energy, resources, water, green building, recycling, composting

Food: Community gardens, local food, food security, urban agriculture

Government: City services or facilities (non-park), taxes, governmental cooperation, political parties

Health: Healthcare issues

Historic: Historic preservation issues

Housing: Types of housing, housing affordability, students, senior citizens, mixed use

Infrastructure: General comment about infrastructure

Miscellaneous: Anything that didn't fit into any particular category

Noise: Noise pollution, Quiet Nights

Parks: City parks facilities, services, programs

Safety: Crime, crime prevention, street lights, drugs and alcohol issues, natural disasters

Senior Citizens: Aging in place, senior housing, senior programs, transportation

Social Services: Homelessness, poverty, criminal justice, rehabilitation, mental health

Sustainability: General comment about sustainability

Transportation: Walking, biking, transit, automobiles, parking, transportation infrastructure

Analysis Comparison: Survey Responses (received via Workshops, Online, Tabling Events, Mail, etc)

Bloomington “Today” Is:

Visioning Category	Total Number of Responses*
Culture	883
Diversity	144
Government	137
Beautification	136
Transportation	122
College	117
Arts	86
Development	81
Amenities	73
Environment	73
Economy	32
Downtown	30
Parks	26
Safety	22
Social Services	20
Education	18
Food	15
Miscellaneous	13
Housing	13
Sustainability	11
Health	10
Architecture	10
Historic	9
Senior Citizens	8
Infrastructure	4
Noise	1

* Each survey response could be assigned 1-3 visioning categories

Analysis Comparison: Survey Responses (Continued)

Bloomington Tomorrow “Change” Ideas:

Visioning Category	Total Number of Responses*
Transportation	452
Economy	183
Amenities	148
Housing	129
Development	122
Government	116
Environment	102
College	82
Social Services	77
Beautification	76
Culture	73
Safety	47
Arts	43
Food	43
Downtown	42
Senior Citizens	41
Education	40
Diversity	37
Parks	37
Miscellaneous	31
Architecture	29
Sustainability	24
Historic	22
Infrastructure	12
Health	11
Noise	3

* Each survey response could be assigned 1-3 visioning categories

Analysis Comparison: Workshops

Bloomington “Today” Is:

Visioning Categories: amenities, arts, beautification, college, culture, diversity, education, government, historic, infrastructure, transportation

Major Workshop Group Themes:

- Vibrant local arts, culture and events
- Diversity in population, ages, lifestyles and ideas
- Progressive, active, engaged and socially-conscious community
- Bicycle friendly community, but crowded transportation network
- A College town that is well educated and values educational achievements
- A Small town, but with ‘big city’ amenities – (i.e. greater medical care, commercial/retail, arts/culture, entertainment, and sports opportunities, but while still having a small town feel, atmosphere and being a family friendly place)
- An attractive and beautiful community that has a high quality of life

Bloomington Tomorrow “Change” Ideas:

Visioning Categories: amenities, architecture, beautification, college, culture, development, downtown, economy, education, environment, food, government, greenspace, historic, housing, infrastructure, parks, senior citizens, social services, sustainability, transportation

Major Workshop Group Themes:

- Improve transportation connectivity and safety for bicycles, cars, pedestrians, transit (and potentially light rail or other forms of mass public transportation)
- Provide more affordable housing types and options for multi-generational residents, located within dense mixed-use and accessible neighborhoods
- Increase opportunities for good jobs, educational attainment, recreational pursuits and economic growth for residents of all ages and abilities
- Provide strong support for local businesses and social service networks
- Focus future development activity and energy not only on the downtown, but throughout all of the community, while also limiting urban sprawl
- Increase cooperation and coordination between the City of Bloomington, Monroe County and Indiana University
- Aggressively strengthen local sustainability and environmental initiatives – to include urban agriculture, local food production and security, alternative energy sources, environmental resource conservation, etc.

Analysis Comparison: UserVoice Online Forum

Bloomington “Today” Is:

Visioning Categories: amenities, arts, college, culture, development, diversity, downtown, economy, food, government, historic, sustainability

Major UserVoice Themes:

- A diverse, creative, socially conscious and progressive community – a small “college town” that has “big city” amenities
- Home to a beautiful downtown and core area that has significant historic resources
- Redevelopment focus is needed for areas outside of the downtown area
- A green-focused community that is home to very strong local food production and distribution market (food security)
- Continues to support the arts, local businesses and events (especially the Farmer’s Market)

Bloomington Tomorrow “Change” Ideas:

Visioning Categories: amenities, architecture, beautification, college, culture, development, downtown, economy, environment, food, government, historic, housing, infrastructure, parks, sustainability, transportation

Major UserVoice Themes:

- More bicycle and pedestrian facilities (paths and separate lanes) to connect to all parts of the community, existing trails (i.e. Jackson Creek, Clear Creek, etc.), schools, parks, and Indiana University campus/core neighborhoods.
- Increase transit options for Bloomington Transit (i.e. frequency, routes, days of service, etc.) and explore other future transit opportunities, such as light rail.
- Historic preservation tools can be the focus for future economic development (i.e. local designation of Courthouse Square and Showers buildings, use of tax credits)
- Continued local concerts, shows and events for community gathering opportunities; look to further unite campus and city through these opportunities.
- More options for housing, especially dense and walkable development (to include multi-generations, income levels, abilities, locate within downtown area, etc.); look to redeveloping surface parking lots for new developments.
- Improve city facilities and programs – focus on future ice rink improvements, a dog park, wi-fi service, clean-up of environmentally contaminated areas, beautify the city overall.
- Local food security via sustainable food production, farmer’s market, etc.
- Encourage development of professional and good paying jobs that can help keep higher educated people from leaving Bloomington once they graduate college
- Bloomington to be a model of renewable/sustainable energy use methods and production (esp. by city/IU) – renewable energy can be a major future economic development tool.

Analysis Comparison: Steering Committee Visioning Exercise (11/30/2011)

Visioning Categories: amenities, culture, development, economy, environment, government, historic, infrastructure, senior citizens, social services, sustainability, transportation

Major Steering Committee Themes

- Transportation/infrastructure - modern/comprehensive
- Historic character
- Context, sense of place, place-making, architecture
- Sustainability (social, economic, environmental themes identified)
- Agency coordination, public private partnerships
- Economic diversity, employment base, regional center
- Public amenities for all ages
- Senior housing/ affordable housing
- Environmental stewardship

Analysis Comparison: 2002 Growth Policies Plan Vision Statement

Visioning Categories: amenities, beautification, college, culture, development, downtown, economy, education, environment, government, housing, transportation

Major 2002 GPP Vision Statement Themes:

- Physical appearance that maintains the historic beauty of our community
- Respect and adherence to environmental quality
- User-friendly and efficient urban transportation network
- Mixed-use neighborhoods
- Thriving city center that offers diverse housing, government services, specialized shopping, community-centered activities, and entertainment
- An economic base that offers employment opportunities for a well trained and educated workforce
- Integration of Indiana University
- Cultural and intellectual environment (education system) that meets the aspirations, needs, and potential of our citizens
- Growth Management
- Natural Resource Conservation
- Public Facilities Planning
- Transportation
- Community Character
- Economic and Cultural Vibrancy
- Intergovernmental Cooperation