Welcome to the Office of the Mayor

The Office of the Mayor (OOTM) provides leadership, management, communication and strategic direction to the City of Bloomington government, overseeing a Cabinet of 17 department heads, 800 full-time employees, and a total budget of approximately $168 million (including Bloomington Transit and Bloomington Housing Authority). This is accomplished through public engagement, in cooperation with the City Council and the City Clerk, to determine and implement the priorities of our community's 85,000 residents and 2 million annual visitors.

Activity Descriptions and Highlighted Goals for FY2022

Policy and Administration: Provide strategic leadership to the City of Bloomington government. Responsibly lead City programs, policies, initiatives and services. Transparently engage with and respond to residents, businesses and community partners to efficiently provide services to the community.

Manage progress on City initiatives and provide efficient delivery of City services by conducting regular meetings with Cabinet.

Conduct regular meetings with key staff focused on topical areas (Affordable Housing, Public Safety, etc.) to coordinate and advance City priorities.

Review semiannual goal updates from all departments as a management tool to accomplish and monitor progress. Publish semiannual department goal updates to support transparency and accountability.

Conduct annual budget and/or strategic planning retreat with department heads to set goals and develop the City's annual budget.

Coordinate the scheduling of legislation that goes before the City Council with weekly meetings of Council/administration scheduling team.

Present regular reports from the administration to City Council on topics of mutual interest.

Support build-out of the civil infrastructure for Phase 1 of the Bloomington Hospital Redevelopment project, with site construction beginning Q2.

Identify options for potential future Convention Center expansion plan.

Replace and repair capital infrastructure in the Police, Fire, Public Works, Planning & Transportation, Parks & Recreation and Utilities departments.

Deliver a public safety report to the community to measure success of ongoing public safety initiatives.

Commence any appropriate annexation-related planning for future expansion and development, dependent upon outcome of City Council hearings of annexation ordinances in Fall 2021.

Oversee coordination and distribution of American Rescue Plan Act funds as requested by departments in 2022 budget requests.

Prepare requests for final American Rescue Plan Act fund disbursement through the 2023 budget process.

Conceptualize and plan for potential future performing arts center, in conjunction with ESD.

Oversee work and progress on city's Climate Action Plan, in conjunction with ESD, by leading internal Climate Action Team meetings.

Attract additional federal support for our programs by working with federal lobbyist.

Communications: Serve as the voice of the City of Bloomington government, transmitting information about City programs, policies, events, initiatives and services to Bloomington residents and visitors.

Expand public awareness of policies, events and programs by writing, coordinating, editing and distributing both OOTM-generated and department-generated press releases.

Coordinate opportunities for the mayor to interact with the press in real time, whether in person or virtual press conferences.

Communicate the City's advocacy of or opposition to larger policy issues by creating guest editorials for local and other media.

Honor local people and initiatives through the creation of proclamations.

Connect community members to local government news by scheduling weekly radio interviews (WGCL, WFHB, WFIU) for both the mayor and deputy mayor.

Ensure reach and accurate information of value by monitoring all City-affiliated social media accounts daily.

Improve resident and community experience for social media customers by creating effective social media posts through regular collection of social media analytics.

Create a Social Media 101 class for City employees to increase public engagement across all City social accounts.

Produce social media policy and procedure guide.

Launch citywide social media management software to streamline scheduling posts, monitoring messages and comments, and reporting on engagement.

To ensure continuity of messaging, develop and implement basic branding guidelines for City employee use.

Ensure accuracy on the City website and improve the overall website experience for users by meeting with City website editors regularly.

Public Engagement: Enhance engagement and responsiveness with the community by leading efforts to educate, improve transparency and the customer service experience, and address residents' ideas, questions and issues with City departments.

Ensure internal communication and collaboration to accomplish priorities and goals by regularly meeting with the administration.

Ensure external communication and collaboration by meeting with Town/Gown group quarterly as well as additional interactions with IU Health public relations teams, IU media teams and the IU Dean of Students.

Invest at least $25,000 in the sponsorship of activities or events benefiting the community and supporting the goals of the administration.

Track changes in the perception of city service delivery by preparing for the 2023 community survey, including review of past survey results (2021, 2019 and 2017).

Support community priorities by coordinating with lobbying firm during legislative session.

Ensure a vacancy rate below 5% for mayoral board and commission appointments.

Hold annual board and commission appreciation event and increase participation over 2019.

Improve transparency and address residents' ideas, questions and issues with City departments by conducting outreach to group/neighborhood meetings.

Serve as higher level resource for resident concerns.

Encourage regular community feedback by creating and disseminating community engagement surveys via online public engagement tool.

Innovation: Serve as a catalyst for innovation and experimentation in city government, developing new processes, spurring creativity, and improving services for Bloomington residents and visitors.

➢ Integrate innovation into every department by conducting an Innovation Bootcamp for all department directors.

➢ Lead Innovation Training Cohort #3 consisting of representatives from 5 departments working together on one cross-departmental project that aligns with mayoral priorities, has high value to residents, and engages residents in the process.

➢ Coach graduates from Innovation Training Cohorts #1 and #2 on their spinoff projects.

➢ Nurture a culture of innovation by featuring new success stories of departmental innovation on the city website. Conduct annual "Innovation@Work" celebration of the newly documented innovations.

➢ Increase performance awareness by creating internally-facing performance dashboards in 3 departments and structure quarterly Cabinet report-outs from these departments.

➢ Increase organizational effectiveness by evaluating existing public-facing dashboards created to determine what has been helpful to the public, what needs improvement, and which topics or departments should be targeted next.

➢ Implement the recommendation from 2021's expanded Leaf Management pilot by creating a change management plan.

➢ Represent the City in the Uplands Lean Network and engage Innovation Bootcamp graduates (department directors) in continuous learning on Lean process improvement through active participation in this group.

➢ Structure agreements with MCCSC, Ivy Tech, and Indiana University that would formalize relationships whereby the City supplies projects and/or data to these entities in exchange for their exploration of the data, and process improvements and alternate perspectives on challenges identified by departments.

➢ Continuously improve the Director's knowledge and network through one training and one conference annually.

Affordable Housing

This refers to housing serving those whose income is up to 130% of Bloomington's median range of $28,660 (adjusted for family size) and encompasses all types of housing from special needs to workforce to senior housing. The administration has made substantial progress over the last several years in enhancing housing opportunities for lower income and special needs residents, using already available tools such as tax abatements, Low Income Housing Tax Credits, PILOT (Payment in Lieu of Tax Agreement), and the development review process.

Art Thrives Here

The conservation and development of the city's artistic resources are essential to its social, educational, and economic growth, contributing to the quality of life.

Bloomington: A Safe, Civil, and Just City

The Safe and Civil City Program works to ensure that Bloomington is a welcoming, valuing, and respecting community for all visitors and residents. The program focuses on public safety, civility, diversity, civic engagement, domestic violence and conflict resolution by supporting community and grassroots activities that address these issues.

Bloomington Hospital Site Redevelopment

The city is working with community leaders, stakeholders and others to consider redevelopment possibilities for Bloomington Hospital and the 24-acre hospital site, completing a master plan during 2020. Design is beginning in 2021 on civil infrastructure on Phase 1 of the site in.

CDFI (community development financial institution) Friendly City

Bloomington is the first "CDFI-Friendly City" in the nation, to include local capital investment earmarked to attract and leverage financing from CDFIs and private and public state, regional, and national partners.

Investing in Infrastructure

Investment in our city's infrastructure doubled during the first three years of Mayor Hamilton's administration in comparison to the previous three years, including capital expenditures for the basic facilities and equipment that keep the city working at top capacity, from fire trucks to sidewalks to water treatment facilities.

The 7-Line

Building on the success and transformative effect of the B-Line Trail, the 7-Line will provide a protected east-west bicycle lane and improved bus corridor to connect the B-Line, downtown, Indiana University campus, and eastside neighborhoods. The project will enhance and expand the conventional bike lane that already exists along parts of 7th Street by adding physical separation

between bicyclists and auto traffic to improve comfort, safety and efficiency for all road users. The project is expected to be complete by winter 2021-2022.

Sustainable Bloomington

The City addresses sustainability through careful attention to environmental, economic, and social equity issues, and looks for linkages among those issues. Sustainability and livability are guiding principles and the foundations of quality, long-lasting economic and community development.

Switchyard Park

This largest city park that opened in late 2019 includes:
- A pavilion of 11,000 square feet of rental banquet and festival indoor/ outdoor space.
- Outdoor performance stage and Grand Lawn that can accommodate 5,000-8,000 people
- Community gardens, with 39 raised garden beds available for rent
- Four pickleball, three bocce ball, and one basketball court plus nine fitness stations
- Splash pad of water spray features with shaded seating and a restroom/changing area/picnic shelter nearby
- Playground with hillside slides, climbing net, balance beam, interactive music play equipment, and face-to-face parent/child swings
- A 12,580 square foot skate park with 30 different obstacles/events
- Two fenced dog park areas (for large and small dogs) totaling 4.7 acres
- 600 trees and 2,000 reforestation seedlings

Trades District

This Certified Technology Park encompasses 65 acres of downtown Bloomington and is home to many technology and professional businesses. The district has been activated by The Mill, a coworking and business incubator space, and will support the growth of high-tech businesses and promote technology transfer opportunities.