

City Stories: Equity *Bloomington*

Metropolitan Council
Committee of the Whole

April 20, 2022

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◦ • Bloomington – Who
we are today

Bloomington Profile

- Fourth largest city in Minnesota
- Population = 89,987
(2020 Decennial Census)
- Households = 35,064
(2020 Decennial Census)
- Employment ~ 80,250
(2021 Quarterly Census of Employment and Wages)



We're diversifying

- Bloomington is becoming more diverse at about the same rate as the Metro
- Bloomington's youngest residents are more diverse than the whole population

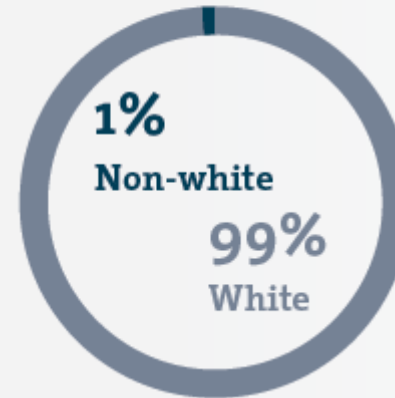
Our diversity is even more pronounced among our youngest residents.

36%
of residents under age 18 are not white.

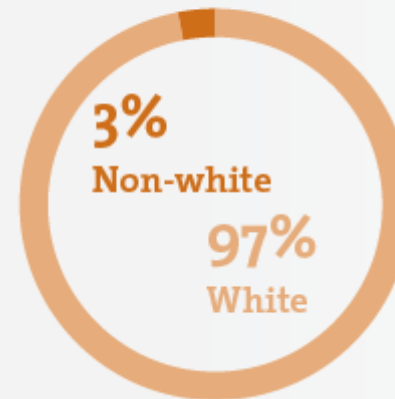
48%
of the Bloomington kindergarteners in 2015 are not white.

1970 Diversity

Bloomington



Metro*

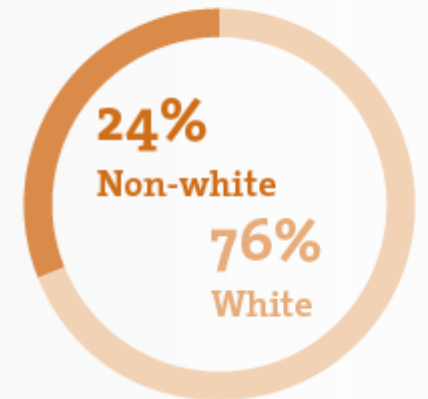


2010 Diversity

Bloomington

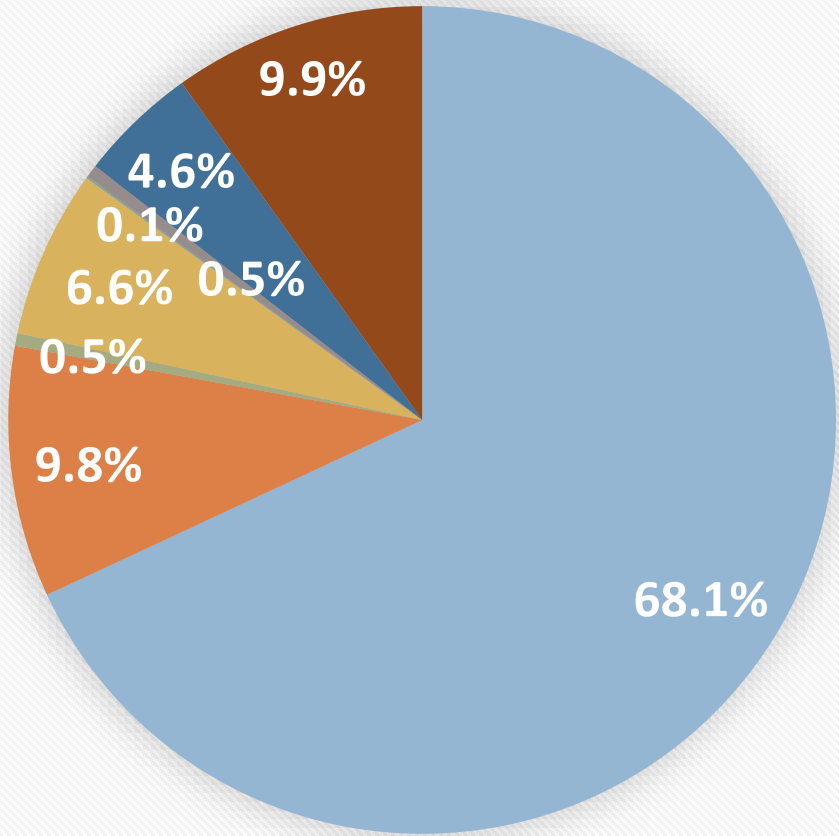


Metro*



We're diversifying

Race and Ethnicity - 2020

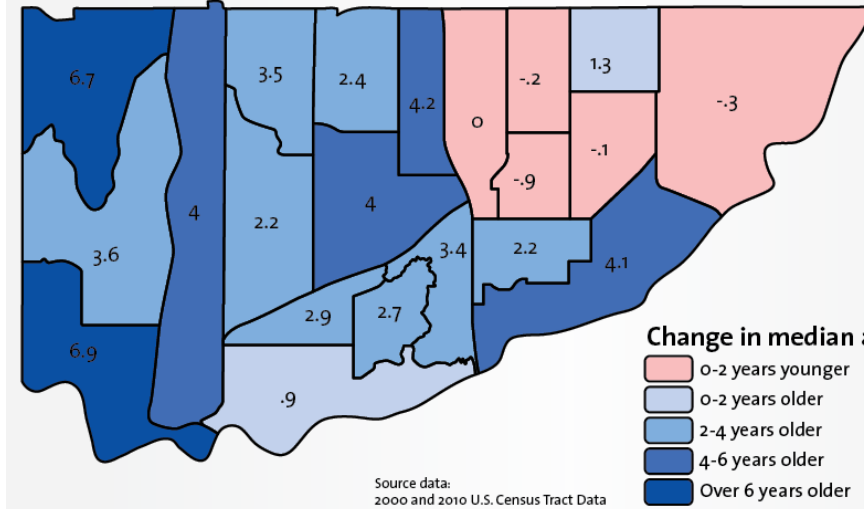


- White Not Hispanic
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races
- Hispanic

Geography of Change

- Residents in east are younger
- Residents in west are older
- HH size increasing in east
- HH size decreasing in west

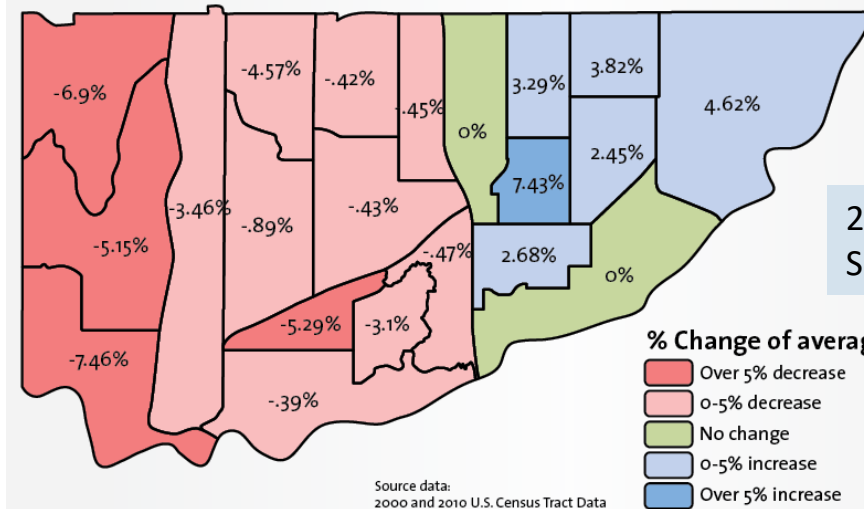
City of Bloomington change in median age 2000-2010



2020 Median Age = 42

Average household size is increasing in Bloomington east of I-35W and decreasing in Bloomington west of I-35W.

City of Bloomington percent change of average household size 2000-2010

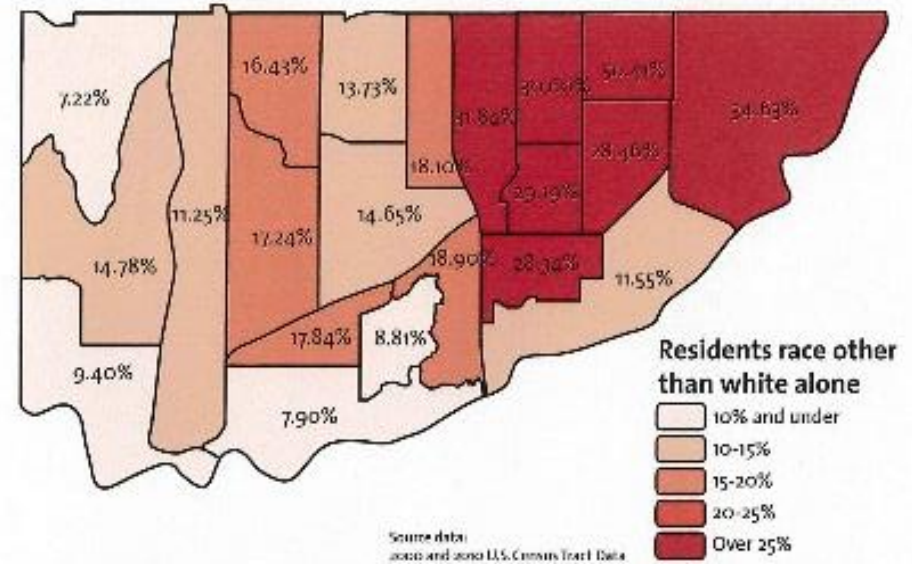


2020 Average HH Size = 2.3 persons

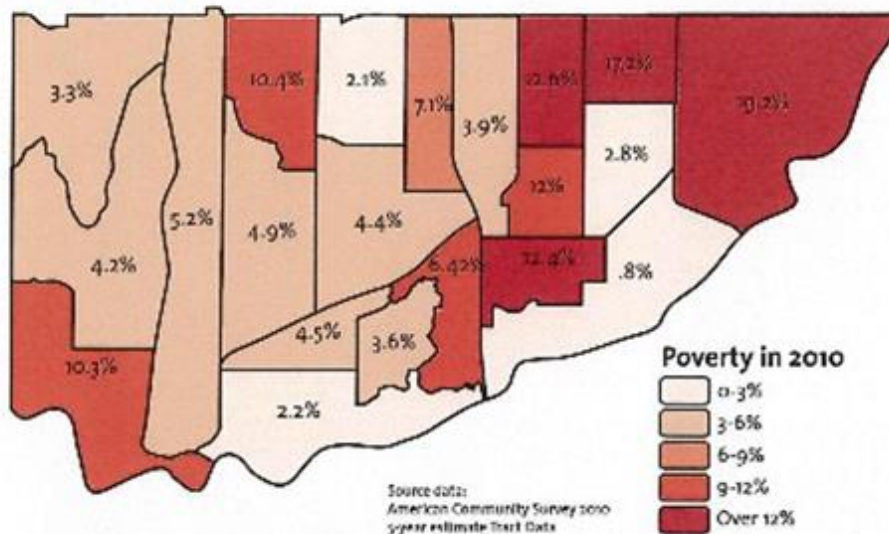
Geography of Change

- Poverty higher in east
- More non-white in east
- Higher number of non-English speaking in east

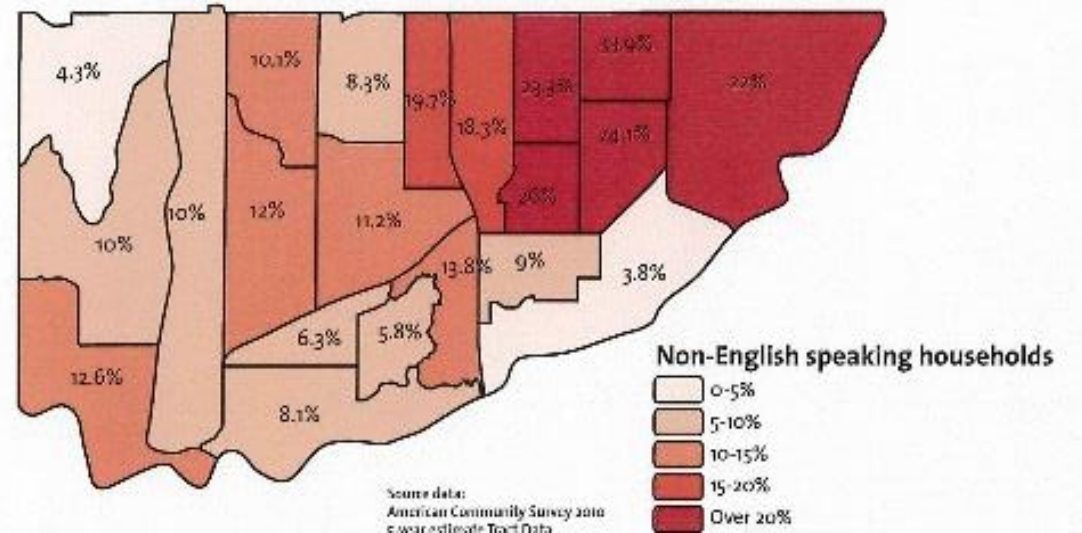
Residents Race other than White Alone (2010)



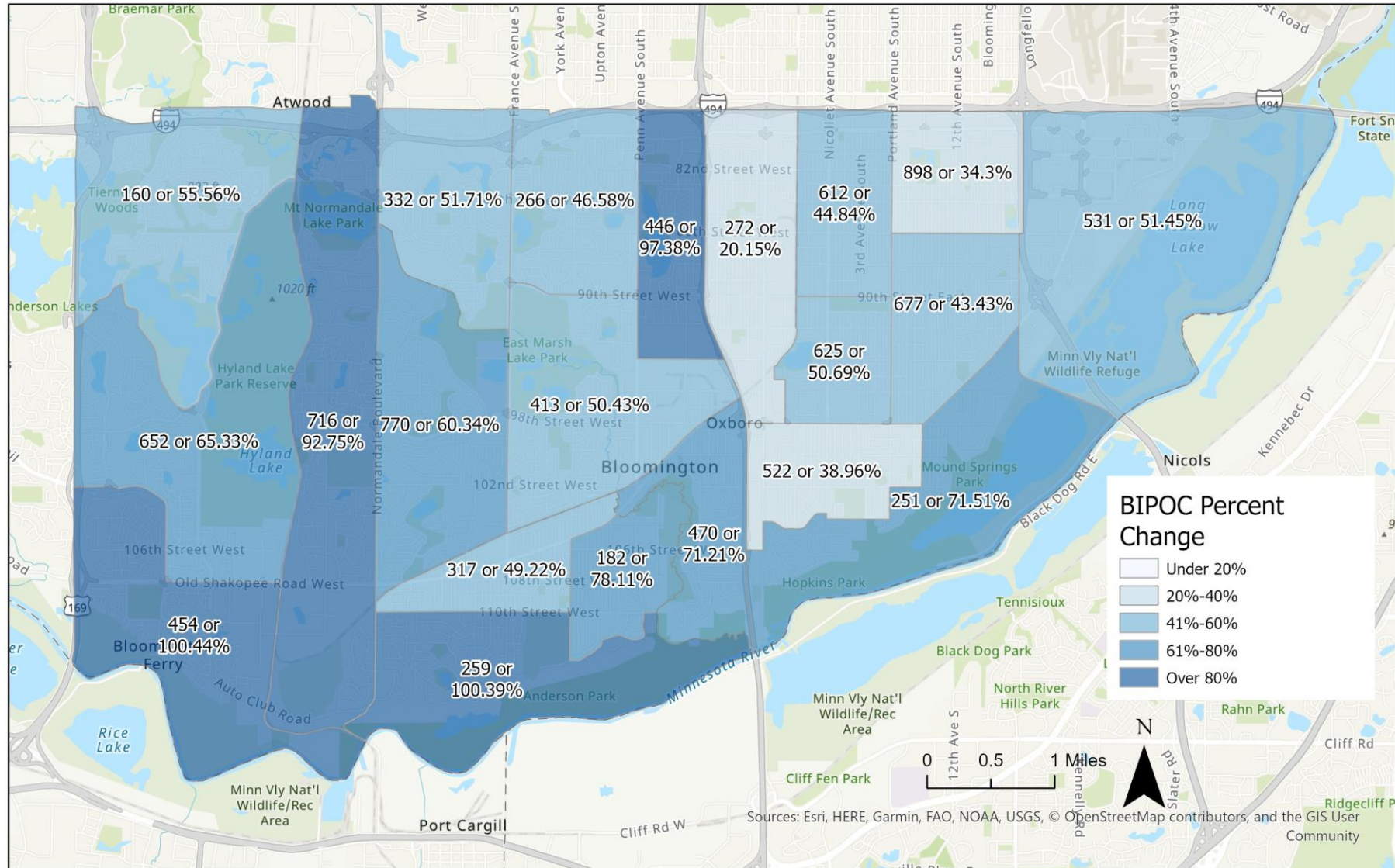
Poverty (2010)



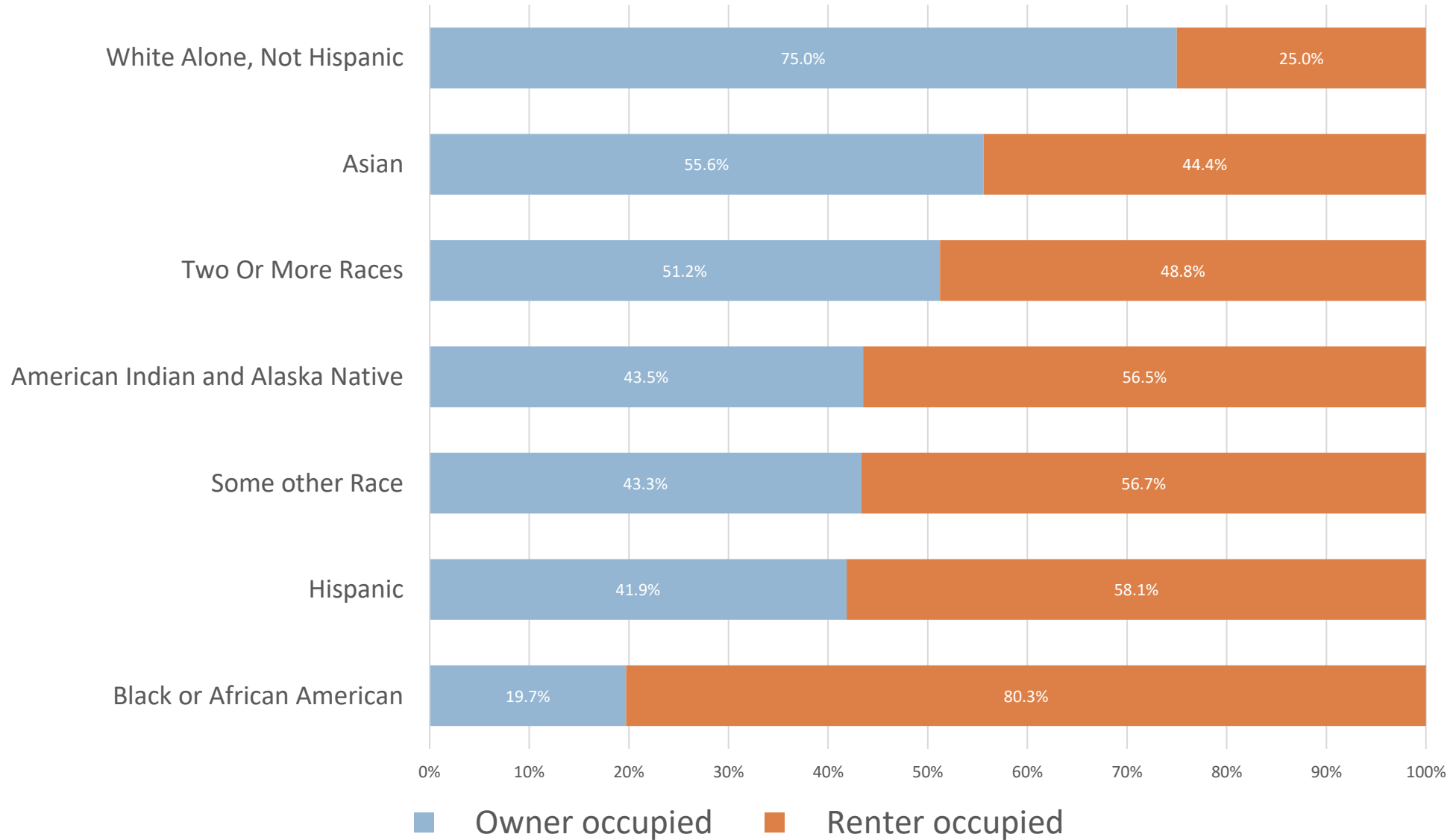
Primary Language not English (2010)



Change in Black Indigenous People of Color Population 2010 to 2020 Total and Percentage



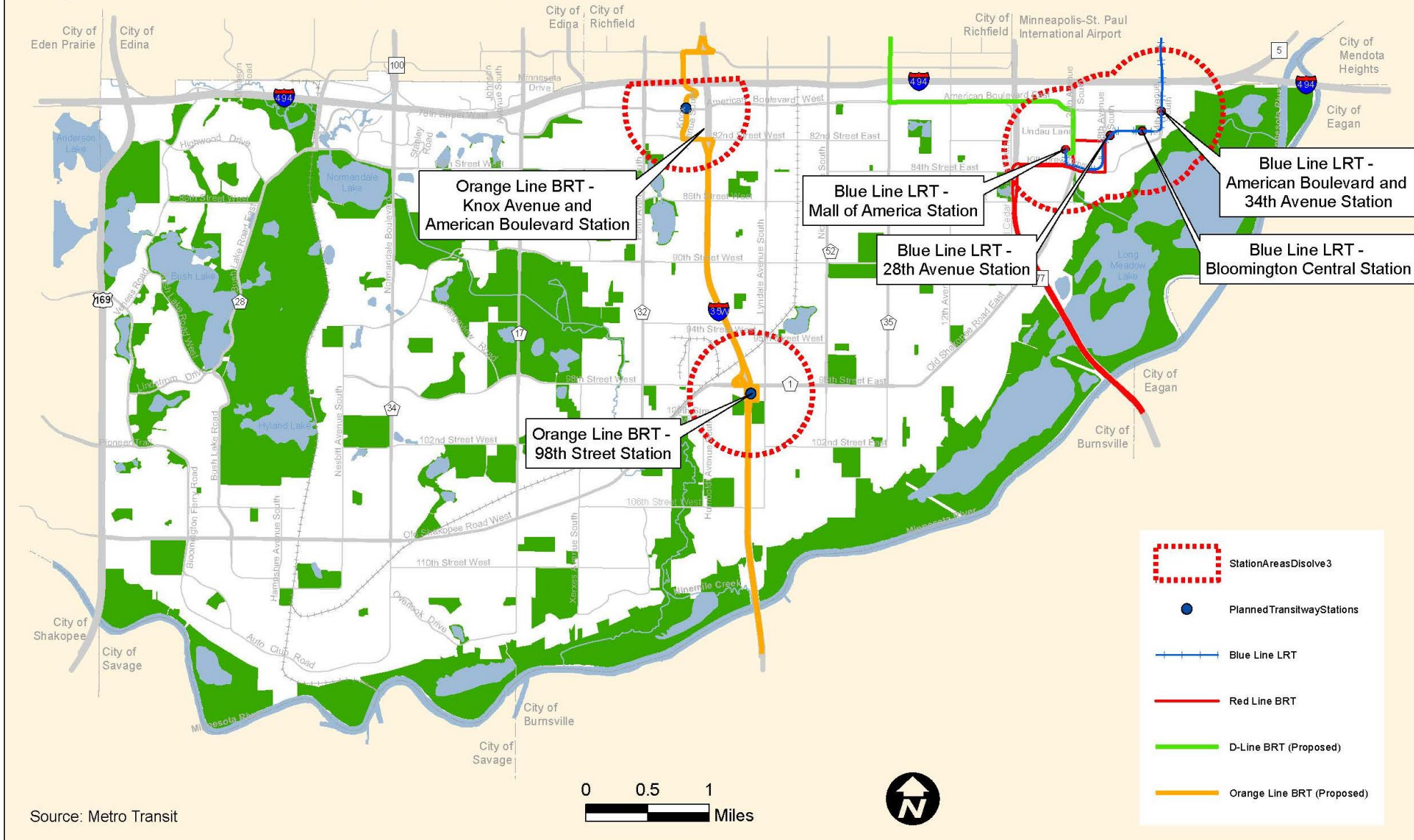
Tenure by Race/Ethnicity



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Highlights

Regional transit connections

Figure 2.9 Transit Station Area Map



National & Regional Destinations

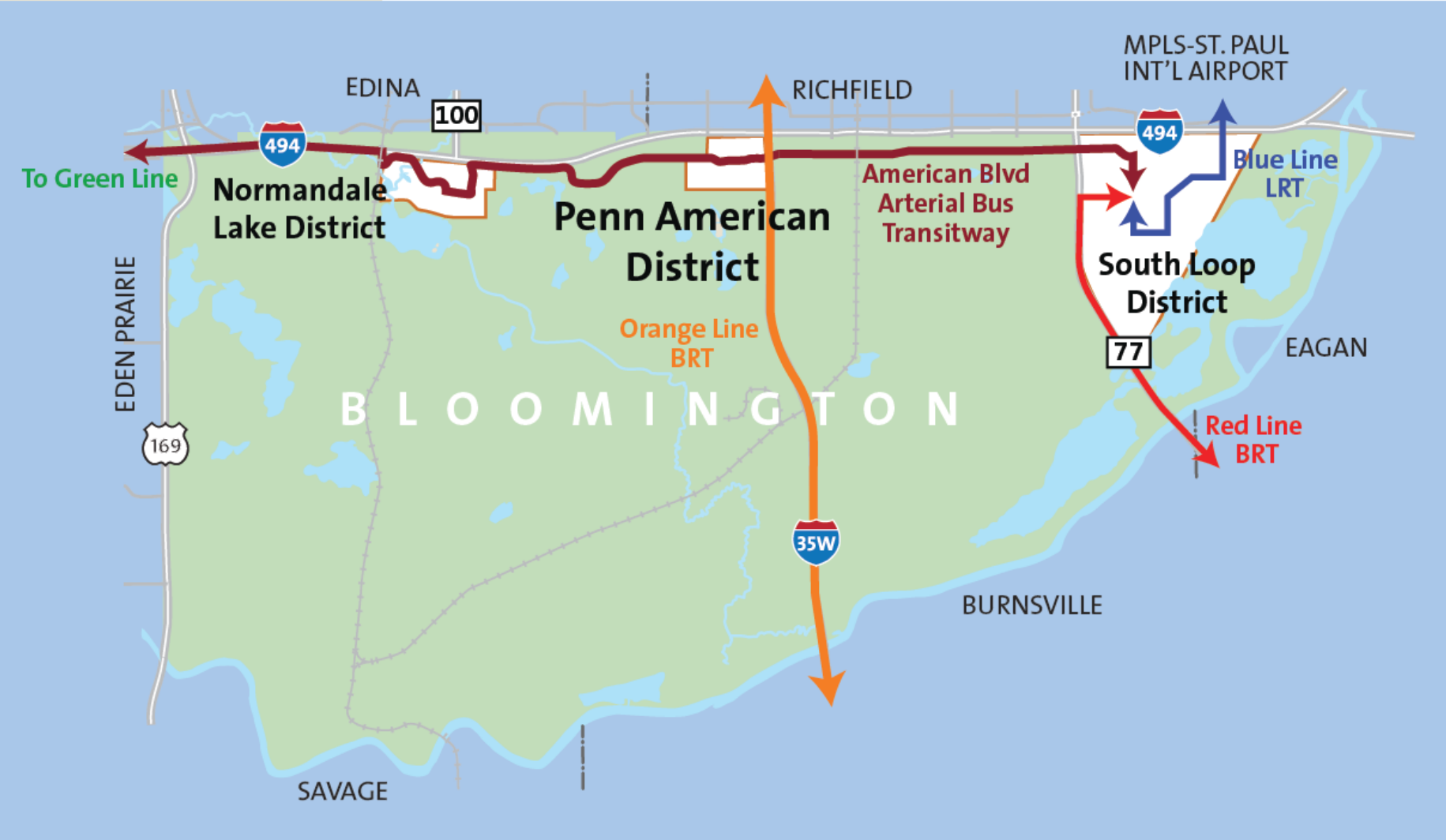
- Minnesota Valley National Wildlife Refuge
- Regional parks and trails
- Mall of America



Focused Redevelopment

Future Growth Potential

- *Normandale Lake* – 15%
- *Penn American* – 5%
- *South Loop* – 65%



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 - • Concurrent and Aligned Efforts

City Council Strategic Priorities

Community
Amenities

Community
Image

Environmental
Sustainability

Focused
Renewal

High Quality
Service
Delivery

Inclusion and
Equity

Efforts around Equity

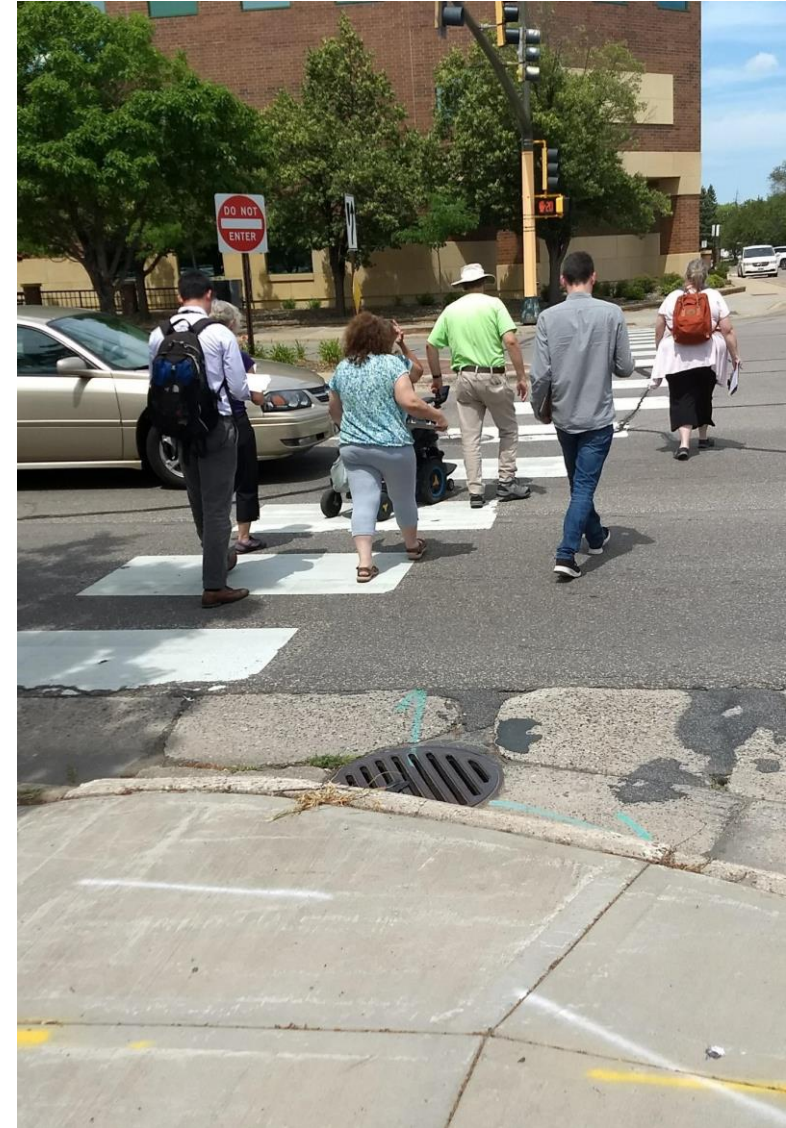
- GARE participation 2016 & 2016
- Racial Equity Vision Statement (2017)
- Ongoing staff DEI trainings (began 2018)
- Identifying and eliminating barriers to diversify City work force
- Hired Racial Equity Coordinator (2019)
- Established departmental Racial Equity Action Teams (REATs)
- Developed and adopted a Racial Equity Business Plan (2020)
- Staff directed to participate in Just Deeds coalition

Racial Equity Vision Statement

“The City of Bloomington will act courageously to advance Racial Equity. We will be a vibrant, safe, and healthy place where people of all races thrive.”

Community Engagement and Outreach Division (COED)

- Established in 2018
- Staff intentionally focused on internal and external outreach and engagement efforts



Parks Master Plan Update



BE EQUITABLE

- Prioritize equity throughout the system to support all residents, celebrate diversity, and provide inclusiveness
- Strengthen all neighborhoods through diverse parks and trails that reflect surrounding neighborhoods
- Build relationships and prioritize community engagement
- Eliminate accessibility issues throughout the system including physical, financial, and social barriers



DEMOGRAPHIC ANALYSIS

A key component of this Master Plan is a Demographics Analysis which provides a thorough understanding of the current demographic makeup and projected shifts in the local population. Bloomington's parks need to serve the residents and should reflect the neighborhoods that surround them. This analysis helps staff and planners understand what those neighborhoods look like.

The Demographic Analysis describes the population within Bloomington's service area. This assessment is reflective of Bloomington's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis. This could have a significant bearing on the validity of the projected figures.



Figure 1-4: Demographic Analysis. Information Obtained from: U.S. Census Bureau and ESRI

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 - Approach to Equity in 2040 Plan

Extensive Outreach & Engagement

