



City of Hopkins 2015

MISSION

Inspire ~ Educate ~ Involve ~ Communicate

VISION

Creating a spirit of community where...

People are treated with respect.

People feel safe, support outstanding schools, and celebrate cultural heritages.

Business growth throughout the city is supported while a vibrant city center is maintained.

People enjoy quality, sustainable public services, parks, and housing.

GOALS

Preserve the Small Town Feel of Hopkins

Urban Design: Do It Right

Take It *There it takes 5 years* To Them

STRATEGIES

Create a More Vibrant Business Community

Improve Walking and Biking Infrastructure in the City

Involve Diverse Populations

Promote and Enhance City Events

Build and Cultivate Environmental Responsibility

Engage the Rental Community of Hopkins

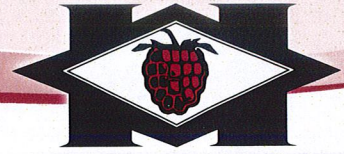
Provide Accessible and Friendly City Services

Promote Healthy City Initiatives

*Inspire Community and Citizen Engagement

Embrace and Strengthen Partnerships

Engage in LRT Planning and Transit-Oriented Development



GOALS

continued

Preserve the Small Town Feel of Hopkins

- » Strengthen image of arts community
- » Promote shopping local
- » Continue to promote the Open to Business program
- » Install directional signage at entry to Hopkins
- » Work with “Think Hopkins” on business recruitment efforts
- » Promote city events large and small (Raspberry Festival, Mainstreet Days, Tree Lighting, Music in the Park, etc) and have a City booth at events when possible
- » Explore improved service delivery through e-commerce
- » Promote interactive park, trails, and facilities directory on website
- » Encourage volunteers and expand volunteer opportunities
- » Continue to grow partnerships with:
 - » Joint recreation with Minnetonka
 - » Hennepin County
 - » Hopkins School District
 - » Watershed Districts
 - » Met Council
 - » Three Rivers Park District
 - » Surrounding Cities

Urban Design: Do It Right

- » Implement the sidewalk and trail master plan and partner with other agencies to improve and update paths, trails and crossings in the community
- » Explore local transportation opportunities
- » Support “Complete Streets” initiatives
- » Explore pedestrian/bike overlay, pursue bike friendly city designation, and explore bike share opportunities
- » Promote annual events and activities that support wellness in our city
- » Develop a schedule for rezoning properties to the mixed-use zoning classification and begin implementation
- » Partner with Hennepin County and SWLRT cities to maximize benefit and reduce conflict of SWLRT line
- » Work with Minnetonka and Hennepin County to develop a vision and implementation strategies for the Shady Oak LRT Station
- » Work with all stakeholders to implement and build on recommendations of the Blake Road Corridor plans
- » Continue to explore and promote sustainability programs and initiatives in our community
- » Explore a Mainstreet design and facade improvement program
- » Explore joint development with the Blake Station

Take It To Them

- » Promote cultural celebrations
- » Maintain JCPP Program
- » Promote diversity on boards and commissions
- » Explore partnerships with the rental community
- » Implement a program to provide city information to new renters
- » Cultivate volunteerism
- » Engage residents by conducting community meetings at alternative locations
- » Conduct presentations with different groups throughout the community on City goals and initiatives as well as SWLRT
- » Educate the community in the area of emergency preparedness
- » Expand Yellow Ribbon opportunities to businesses
- » Continue to recognize youth at Council meetings
- » Engage youth through police and fire with safety camps, Operation Recess, and youth empowerment programs
- » Identify opportunities to engage youth, businesses, faith-based organizations and schools

ACTION STEPS