

**ITEM 2**  
6:34 p.m.

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**APPLICANT:** City of Bloomington  
**REQUEST:** Forward 2040 forecasts for population, households and employment

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**DISCUSSION:**

Schmidt gave a brief background on the Forward 2040 forecasts:

- Who uses the forecasts?
  - o City staff, consultants, and Met Council use the forecasts to determine pipe and road sizing, transit ridership, Comprehensive Plan updates, environmental review documents and in the regional roadway model.
- Forecasting models
  - o Met Council prepares their forecasts by using a top-down methodology, utilizing forecasts for the state, metro area and then dividing up the metro allotment to the cities.
  - o Bloomington prepares their forecasts by using a bottom-up methodology, based on parcel by parcel development projections.
- Forecast Tracker
  - o Staff uses a model that plugs in forecasts from developers or through approved plans to track forecasts
- Covered employment
  - o 86,000 employees in 2010
  - o Projecting to rise to 115,000 employees by 2040
  - o 2040 - City projection: 115,110 employees; Met Council projection: 109,700 employees (4.9% higher)
- Housing unit annual growth
  - o 283 units from 2011-2015 (mostly multi-family developments)
  - o Projecting to average 213 units from 2016-2040
  - o 2040 - City projection: 42,435 units; Met Council projection: 41,250 units (2.9% higher)
- Population comparison
  - o 2040 - City projection: 95,258 people; Met Council projection: 93,300 people (2.1% higher)

Solberg asked the difference between population and household.  
Schmidt stated household is based on residents per housing unit. The City used the following assumptions: single family is 2.56 persons per household, duplexes is 1.8 persons per households, townhomes is 2.5 persons per household and multi-family homes is 1.7 persons per household. That is assumed to remain constant through 2040.
- Bloomington development
  - o Industrial land use has the greatest square footage allotment in 2016
  - o Projections show industrial land use will decrease and office will have the greatest square footage allotment by 2040
- Hotels
  - o Today, there is a total of 42 hotels which equates to 9,217 rooms. Hotel rooms are projected to increase to 13,771 by 2040.  
Solberg asked how does that compare to Eagan and Plymouth?  
Schmidt stated there are more hotels in Bloomington than downtown Minneapolis and St. Paul combined.
  - o Projections show that the majority of hotel rooms will be located in the South Loop with an average of 153 rooms per year in the South Loop and 187 rooms City wide.
- District growth rates
  - o Majority of the City's growth will be occurring within the three development districts, with South Loop accommodating most of that growth by 2040
  - o Schmidt displayed three maps depicting where growth is projected to occur within the City.

**ITEM 3**  
6:49 p.m.

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**APPLICANT:** City of Bloomington  
**REQUEST:** Progress update on Forward 2040 comprehensive plan update

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**DISCUSSION:**

Farnham gave a brief update on the comprehensive plan:

- Schedule overview
  - o 2016: public outreach and data gathering
  - o 2017: topic specific issues and draft policies and priorities
  - o 2018: public review and final draft by December 31, 2018
- Progress to date
  - o Town hall meetings, surveys, community events, webpage, advisory committee
- Town hall meetings
  - o Facilitated discussions focusing on three topics: sustainability, diversity and engagement and community amenities
  - o Attendance of 140+ people
  - o Compiled a data book that compares statistics from 1970 to today
- Community events
  - o Farmers market, Summer Fete, Creekside, Music in the Parks, Heritage Days, Assumption Church (will be conducted in Spanish)
- Survey
  - o The survey was open from June 10 – Aug 19
  - o 13 questions
  - o 258 responses
  - o Staff handed out a draft compilation of the survey results.
- Social media input
  - o Questions about what people value about Bloomington were posted on social media for public comment; staff compiled the responses in word clouds
  - o Questions asked included: In 20 years, how do you hope to describe Bloomington? Where do you like to take out-of-town visitors in Bloomington? When you visit other communities, have you found something that made you say, “we need that in Bloomington?” If so, what was it?
- Advisory committee
  - o Comprised of 14 members: 7 general citizenry and 7 board/commission representatives
  - o Term is 12-14 months
  - o 62 applications received for the general citizen members.
- Next steps in 2016
  - o Appoint and convene Advisory Committee
  - o Compile trends and existing conditions information
  - o Engage staff focus groups related to Plan elements
- Steps to complete
  - o 2017 – define vision, identify opportunities, draft policies and priorities, public review
  - o 2018 – refine policy recommendations based on public input, compile draft plan, distribute draft for review, finalize plan and submit to Met Council by December 31, 2018.

Solberg asked about the number of survey respondents and town hall participants. He asked if there is an overarching goal to engage people of diversity. Farnham said yes, that is a goal and noted it has been a challenge. She noted staff has met with leaders of some underrepresented groups and has plans to hold a facilitated discussion in Spanish at Assumption Church and attend educational sessions at Potters Church. ...

Schmidt said staff has reached out to places of assembly to gather input from people of color. Staff has also reached out to Dar Al Faroq to engage their community.

Solberg went through the same process through MNDOT's state plan and suggested engaging underrepresented groups to match population data. Farnham said that hasn't been a goal but can certainly look at the possibility to set a quantifiable goal. Snyder noted the changing demographic by 2040. The pastors may be key figures to bring people forward.

Schmidt said the survey is still live on the website. Staff is distributing surveys to local congregations and will continue to receive information from the community. Farnham added that staff will continue to gather input from social media throughout the plan update process. Solberg asked if social media was used in the last comprehensive plan update. Farnham said there was a webpage created, but social media was not routinely used at that time. With the current update, it is important to use social media and gather input from underrepresented groups in the community particularly because of the changing demographics. Because Bloomington is fully-developed the focus isn't so much on identifying new infrastructure systems and land uses; the implications related to outcomes like sustainability and equity, plus the much broader scope of outreach is the big difference from the last update.

Swanson asked if the survey information is distributed to various City departments so they know what the citizens want. Farnham stated staff is working closely with other departments but agreed that sharing the survey is a great idea.