



# Introduction



Karla Henderson

Community Development  
Director



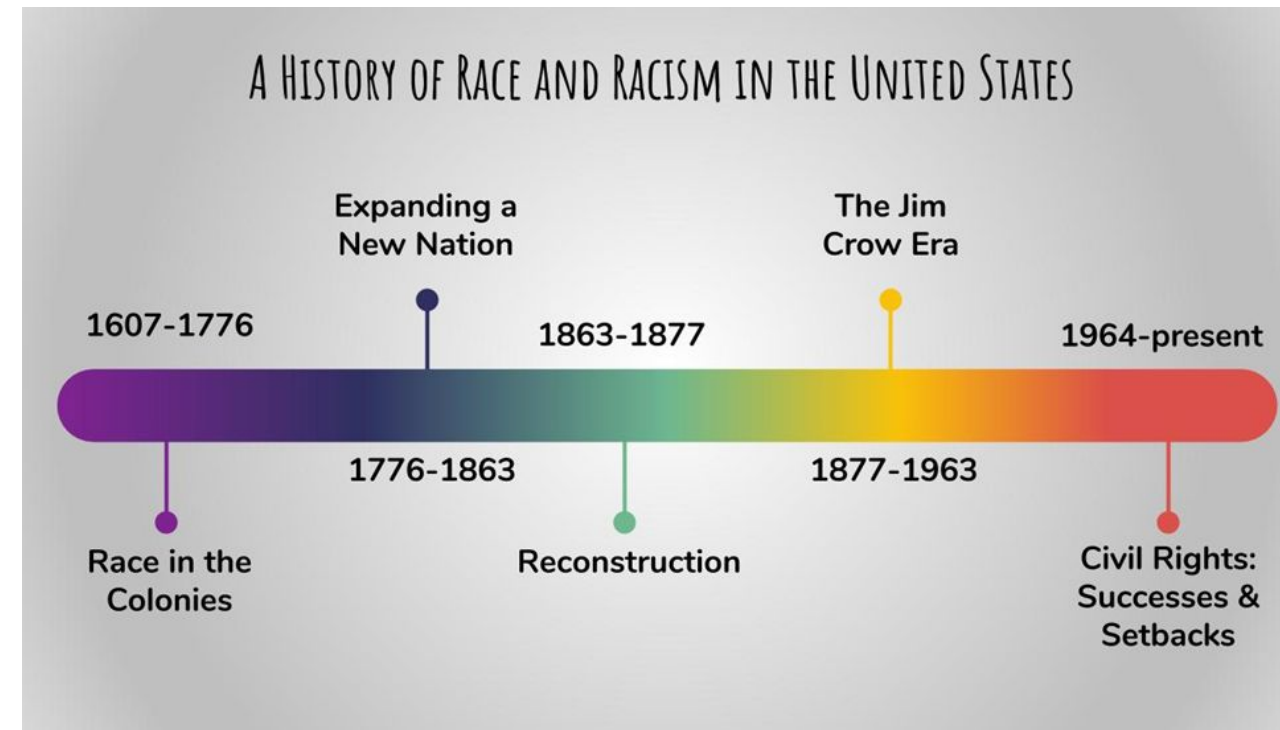
Jenna Carter

Bloomington City  
Council

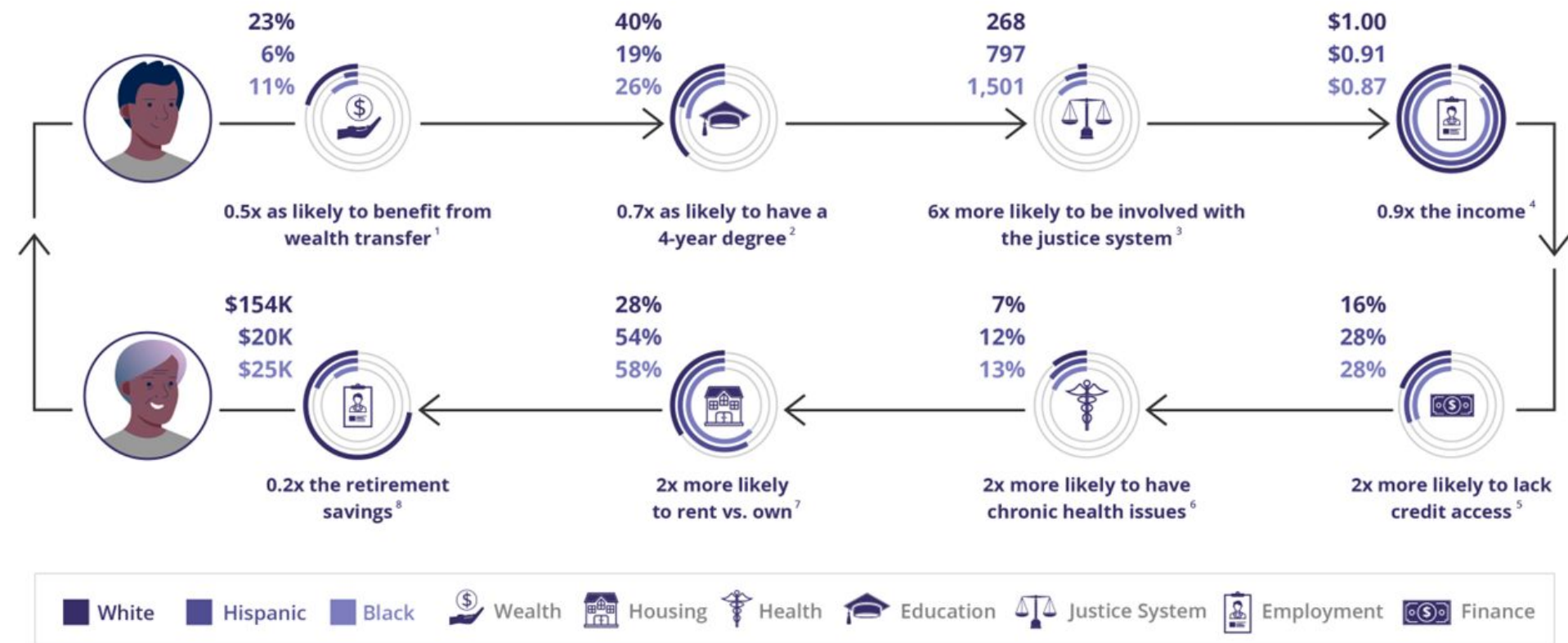
# Government - part of the problem?

Government passed and enforced laws that determined who could vote, who could be a citizen, who could own property, who was property, whose land was whose, where you could live, who could marry whom.

Government-sanctioned segregation, exploitation, and neglect exacerbated racial inequality in the United States.



Racial disparities impact each step of a person's life, limiting one's ability to access resources, grow wealth and pass-on assets to one's family and community





Government - part of the  
problem?

Yes, but it doesn't  
have to be....

***“Explicitly addressing racial inequities while maintaining a class-conscious approach will maximize impacts on both racial and income inequities. Local and regional government can implement policy change at multiple levels and across multiple sectors to drive larger systemic change.” - Government Alliance on Race and Equity***



# About Bloomington

- 4th largest city in Minnesota, population of 90k
- Home of the Mall of America and MSP Airport
- Thanks to the Mall of America, several large company headquarters like International Dairy Queen, Toro, Ceridian, HeathPartners, Best Buy, and a booming hospitality network, the city of Bloomington has more jobs per capita than either St. Paul or Minneapolis
- In 1970, 1% of the population identified as non-white, today 32% of population is non-white
- Majority BIPOC students in local school district
- 2020 census population shift yielded increases in all races and ethnicities, except white





# About Bloomington

- 2017**
- The City Council adopted a Racial Equity Vision Statement that reads: “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.”

- 2018**
- Racial Equity Training with Consultants

- 2019**
- Council desire to develop staff awareness, competency and confidence to identify, evaluate, and incorporate equity issues in the regular conduct of their work.
  - Hired Racial Equity Coordinator

- 2020**
- Racial Equity Business Plan
  - Racial Equity Action Teams

- 2021**
- January 2021, City Council declares racism as a public health crisis affecting the well-being of its Black, Indigenous, and People of Color (BIPOC) residents
  - Convened RESPC

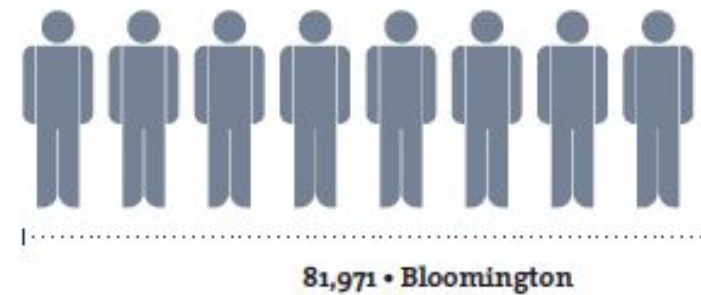
- 2022**
- Hired Equity and Inclusion Program Specialist
  - Established Office of Racial Equity Inclusion and Belonging

## Bloomington's evolution over 50 years

While the overall size of Bloomington's population has remained stable since 1970, there have been notable shifts in the demographics of its residents.

Bloomington's total population in 2020 was relatively similar to its population 50 years ago.

### 1970 Population



### 2020 Population



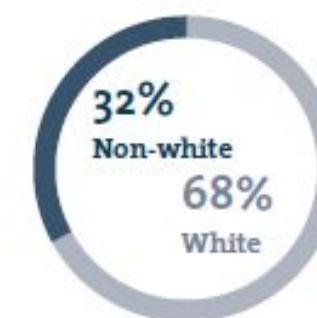
Two major demographic shifts have shaped Bloomington over the past fifty years – the aging and diversification of the city's population.

The percentage of Bloomington's non-white population is 32 times what it was in 1970.

### 1970 Population

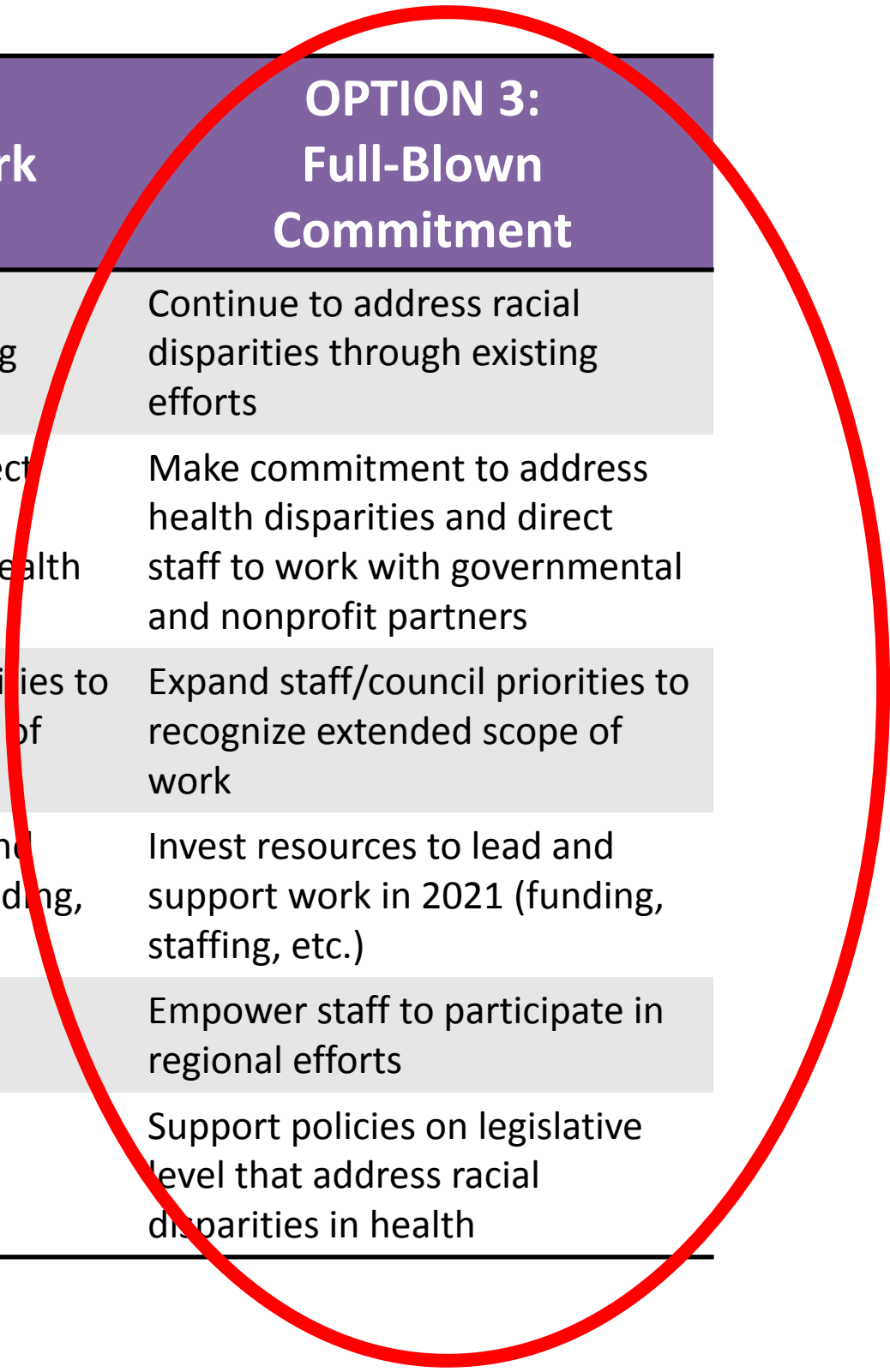
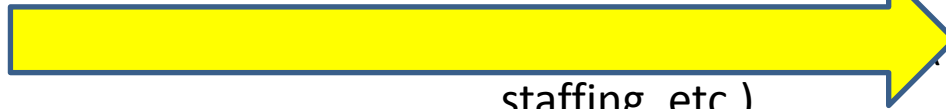


### 2020 Population



In January 2021, the Bloomington City Council declared racism a public health crisis. City Council member Jenna Carter and Racial Equity Coordinator Faith Jackson challenged the City to go beyond a resolution and transfer power to the community to create solutions and allocate resources to fund their solutions.

OPTION 1: Status Quo	OPTION 2: Expand the Work	OPTION 3: Full-Blown Commitment
Continue to address racial disparities through existing efforts	Continue to address racial disparities through existing efforts	Continue to address racial disparities through existing efforts
Forego new commitment or investment until more progress internally	Make commitment to direct staff to work across departments to address health disparities	Make commitment to address health disparities and direct staff to work with governmental and nonprofit partners
	Expand staff/council priorities to recognize extended scope of work	Expand staff/council priorities to recognize extended scope of work
	Invest resources to lead and support work in 2021 (funding, staffing, etc.)	Invest resources to lead and support work in 2021 (funding, staffing, etc.)
		Empower staff to participate in regional efforts
		Support policies on legislative level that address racial disparities in health



# About the

## Composition

- Residents, nonprofits (including Cornerstone, VEAP, and Bridging)
- Employers
- Financial and lending institutions
- Cultural and community advocacy organizations
- Bloomington Public Schools' staff and students
- City staff and City Council representative

## Commitments

### Public participation goal

- We respect your expertise and appreciate your willingness to serve in this capacity. We recognize that we cannot solve this problem alone and invite your help.

### Promise to the public

- We trust your wisdom in generating prototypes for disrupting racial disparities.
- We will raise concerns, seek to find common ground, and incorporate your advice into the final decisions as much as possible.





# Priority Prototypes

## 2022 Priorities

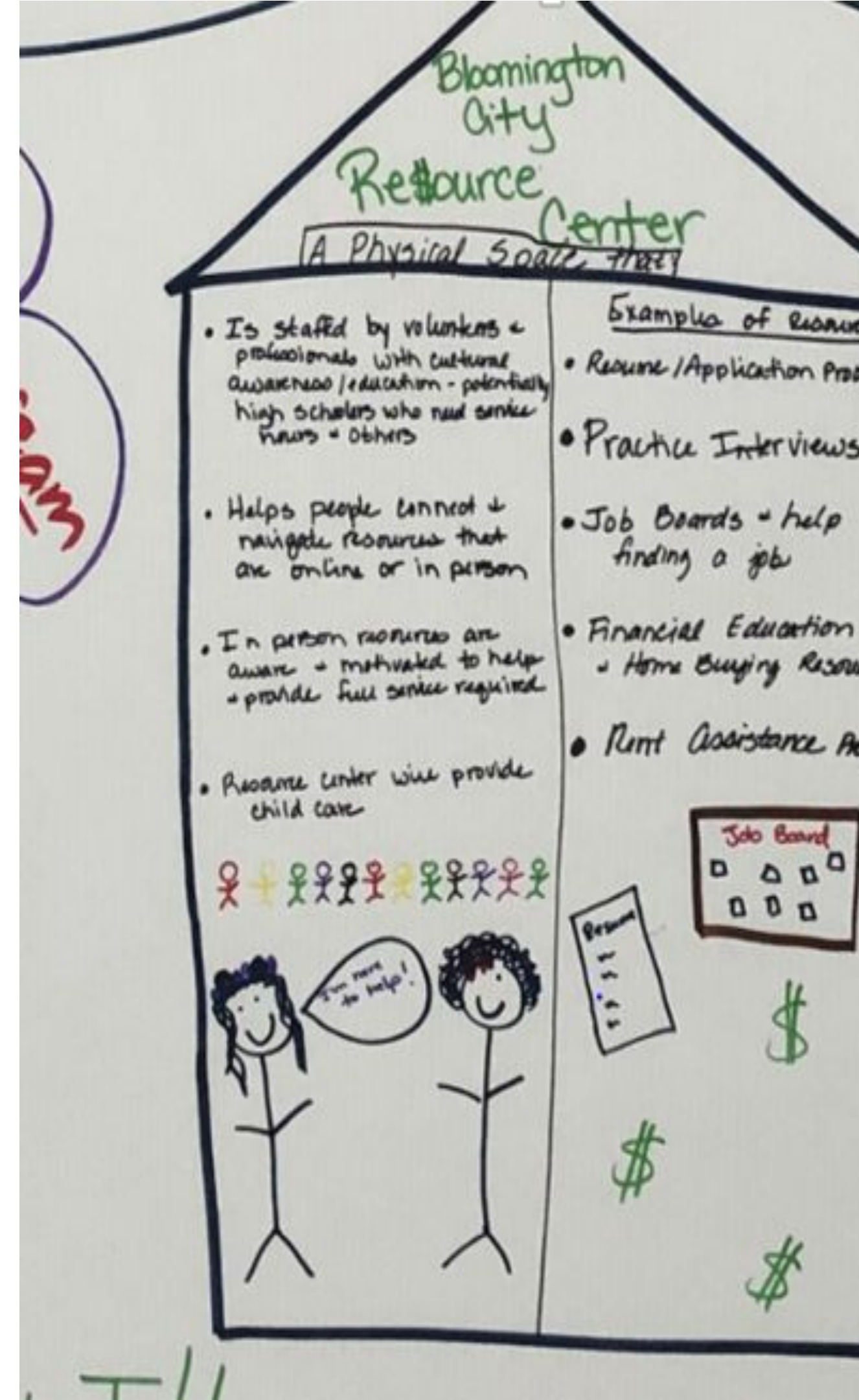
- Down Payment Assistance
- Business Resource Center
- Joint City and School Board Meetings
- Expanding Role of Embedded Social Workers
- Community Health and Wellness Center





# Spotlight: Business Resource Center

- Committee created a visual illustration of a business resource center that would support entrepreneurs and small businesses
- Community Development Director adopts project, engages staff, and requests ARPA funds
- City staff designates unused fire station as center location
- City hires Black owned consultant firm to complete feasibility study
- Council and Planning Committee approve request to seek federal funds (requires 20 year commitment by the organization)
- Awarded McKnight Foundation funds
- Recruiting racially diverse advisory committee (including high school students and artists)
- Doors open in 2023 - We will be able to say you dreamed, we delivered.





# Investing in Community Driven Solutions



**\$40,000**

**RESPC FACILITATOR**



**\$250,000**

**BUSINESS RESOURCE  
CENTER RESEARCH**



**\$250,000**

**DOWN PAYMENT  
ASSISTANCE  
PROGRAM**



**\$500,000**

**BUSINESS RESOURCE  
CENTER**



**\$2+MILLION\***

**BUSINESS RESOURCE  
CENTER *(Applied)***



**SOURCES:**

**ARPA  
GRANTS  
GENERAL FUND**

# Lessons Learned

Actions speak louder than words.

Prioritize the voices of those most directly impacted by the issues.

People support what they create.

The work continues.



The image features a solid blue background. In the top right corner, there are three overlapping hexagonal shapes: a light blue one on the left, a purple one in the middle, and a white one on the right. In the bottom left corner, there are three overlapping hexagonal shapes: a white one on the left, a purple one in the middle, and a light blue one on the right. The word "Questions?" is centered in the middle of the page in a white, sans-serif font.

Questions?



# Thank

LET'S STAY CONNECTED  
**you!**

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<https://www.bloomingtonmn.gov/equity/racial-equity-and-inclusion>

