**MISSION**


**VISION**

Creating a spirit of community where...

- All people feel safe and respected, and diversity is celebrated.
- Business growth is supported and a vibrant downtown is maintained.
- People enjoy exceptional government services, neighborhoods and outstanding schools.

**GOALS**

Preserve the Home Town Feel of Hopkins
- Support a vibrant business community
- Promote and enhance city events
- Provide accessible, friendly and efficient city services
- Embrace and strengthen partnerships

Urban Design: Do It Right
- Improve walking and biking infrastructure in the city
- Practice environmental responsibility
- Support a range of housing options
- Support transit-oriented development

Take It To Them
- Involve diverse populations
- Engage the rental community of Hopkins
- Inspire community and citizen engagement
GOALS: ACTION STEPS

Preserve the Home Town Feel of Hopkins

» Strengthen image of Hopkins as an arts community
» Promote shopping local
» Promote business assistance programs
» Work through “Think Hopkins” on business recruitment efforts
» Promote city events large and small (Raspberry Festival, Mainstreet Days, Old Fashioned Holiday, Summerfest, etc.) and have a city booth at events when possible
» Improve service delivery through e-commerce
» Promote interactive park, trails, and facilities directory on website
» Support History Center transition to Mainstreet
» Grow partnerships with:
  » Joint Recreation with Minnetonka
  » Hennepin County
  » Hopkins School District
  » Watershed Districts
  » Met Council
  » Three Rivers Park District
  » Surrounding cities
  » Faith and community-based organizations
  » Business community

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, supporting “Complete Streets” initiatives
» Explore local transportation opportunities
» Develop a schedule for rezoning properties to conform to Comprehensive Plan guidance
» Partner with Hennepin County and SWLRT cities to maximize benefit and minimize disruption during construction
» Work with Minnetonka and Hennepin County to implement the vision 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 initiatives in our community
» Explore ways to strengthen the edges of downtown
» Continue to explore ways to enhance the Mainstreet experience

Take It To Them

» Promote cultural celebrations
» Explore methods to involve Multicultural Advisory Committee in community building
» Continue to seek out diversity on boards and commissions
» Intentionally engage rental communities
» Encourage volunteerism and expand volunteer opportunities
» Conduct community meetings at alternative locations
» Educate the community in the area of emergency preparedness
» Identify opportunities to partner with youth, schools, businesses and faith-based organizations
» Promote opportunities to raise awareness and understanding of race, equity and diversity
» Creatively engage and market the community using technology and unique platforms