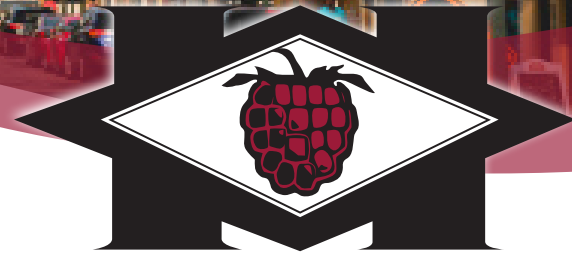




City of Hopkins 2021



MISSION

Inspire. Educate. Involve. Communicate.

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

Urban Design: Do It Right

Take It To Them

STRATEGIES

Support a vibrant business community

Promote and enhance city events

Provide accessible, friendly and efficient city services

Embrace and strengthen partnerships

Adoption of New Zoning Code

Improve walking and biking infrastructure in the city

Practice environmental responsibility

Support a range of housing options

Support transit-oriented development

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
- » Launch re-branding of “Think Hopkins” to focus on visitor and business recruitment
- » Promote city events large and small (Raspberry Festival, Mainstreet Days, Old Fashioned Holiday, Summerfest, etc.) and have a city booth at events when possible
- » Continue to improve online platforms for service delivery
- » Continue to look for ways to make parks, trails and facilities accessible and approachable
- » Work to set up Laserfiche, Permit Works, and Cartegraph software to provide quicker and more assessable services
- » Continue to identify opportunities for document translation
- » Continue to identify opportunities for simplifying processes for residents and businesses
- » Grow partnerships with Minnetonka, Hennepin County, Hopkins School District, Watershed Districts, Met Council, Three Rivers Park District, Surrounding Cities, Faith and community-based organizations, and business communities.
- » Aim to preserve the home town feel

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
- » Set specific sustainability goals as identified through discussions between staff and City Council
- » Complete the adoption of a new zoning code to conform with the City’s comprehensive plan
- » Implement the vision as described in Cultivate Hopkins, the City’s comprehensive plan
- » 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
- » Continue to explore ways to enhance the Mainstreet experience from 5th Avenue to Shady Oak Road

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
- » Monitor and track data on racial disparities where applicable to work towards systemic changes to produce equitable outcomes
- » Continue to build relationships with members of our diverse community
- » Intentionally engage rental communities
- » Implement a program to provide city information to new renters
- » 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

