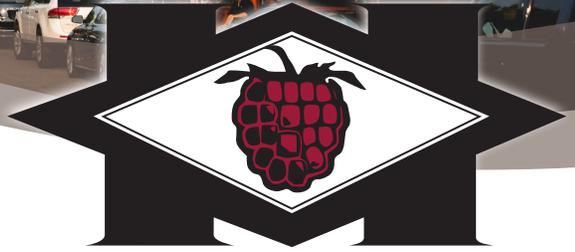


City of Hopkins 2016



MISSION

Inspire. Educate. Involve. Communicate.

VISION

Creating a spirit of community where...

People feel safe, are treated with respect, and cultural heritages are celebrated.

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

People enjoy accessible government services, quality parks and housing, and outstanding schools.

GOALS

Preserve the Home Town Feel of Hopkins

Urban Design: Do It Right

Take It To Them

STRATEGIES

Create a more vibrant business community

Promote and enhance city events

Provide accessible and friendly city services

Embrace and strengthen partnerships

Improve walking and biking infrastructure in the city

Practice environmental responsibility

Promote healthy city initiatives

Engage in light rail transit planning and 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 arts community
- » Promote shopping local
- » Continue to promote the Open to Business program
- » Develop wayfinding plan for community
- » Work with “Think Hopkins” on business recruitment efforts
- » Promote city events large and small (Raspberry Festival, Mainstreet Days, Old Fashioned Holiday, 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
- » Continue to 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

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
- » 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 implement 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
- » Refine Mainstreet design and façade improvement program and secure funding
- » Cross-department collaboration in design of key public spaces

Take It To Them

- » Promote cultural celebrations
- » Explore methods to involve Multicultural Advisory Committee in community building
- » Seek out diversity on boards and commissions
- » Intentionally engage rental communities
- » Implement a program to provide city information to new renters
- » Encourage volunteers and expand volunteer opportunities
- » 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
- » Identify opportunities to engage and recognize youth, businesses, faith-based organizations and schools

