



City of Hopkins 2020



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

- 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
- » 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

