CITY OF BLOOMINGTON
CITY COUNCIL COMMITTEE OF THE WHOLE
MEETING AGENDA
109 E. OLIVE – COUNCIL CHAMBER
MONDAY, MARCH 16, 2015, 5:30 P.M.

1. **Call to Order**
2. **Roll Call of Attendance**
3. **Public Comment** ***(5 minutes)***
4. **Recognition/Announcement**
5. **Committee of the Whole Minutes from November 17, 2014. (Recommend that the reading of the minutes of the Committee of the Whole Proceedings of November 17, 2014 be dispensed with and the minutes approved as printed.)** ***(5 minutes)***
6. **Items to be Presented:**
   - A. **Solid Waste Management Program – Fees and Services. (*Time: 35 minutes - Presentation 5 minutes, Question & Answer 30 minutes*)**
   - B. **Public Protection Classification (PPC) – City of Bloomington Fire Department. Presented by Brian Mohr, Fire Chief. (*Time: 25 minutes - Presentation 10 minutes, Question & Answer 15 minutes)***
   - C. **Uber. Presented by George Boyle. (*Time: 20 minutes - Presentation 10 minutes, Discussion 20 minutes)***
   - D. **Formation of Downtown Signage Committee.** ***(Time: 15 minutes - Presentation 5 minutes, Question & Answer 10 minutes)***
   - E. **My Bloomington Request Management System. Presented by Craig McBeath. (*Time: 25 minutes - Presentation 15 minutes, Question & Answer 10 minutes)***
7. **Adjourn**

COMMITTEE OF THE WHOLE
City Hall Council Chambers
November 17, 2014

Council present: Aldermen Judy Stearns, Mboka Mwilambwe, Joni Painter, Jim Fruin, Diana Hauman, Kevin Lower, Scott Black, Karen Schmidt and David Sage, and Mayor Tari Renner.

Staff present: David Hales, City Manager, Darren Wolf, Communication Center Manager and Tracey Covert, City Clerk.

Mayor Renner called the Committee of the Whole meeting to order at 5:30 p.m.

PUBLIC COMMENT

Mayor Renner opened the Public Comment section of the meeting. He added that there would not be a response from the Committee under the Public Comment portion of the meeting.

Alton Franklin, 508 Patterson Dr., addressed the Council. He claimed that he did not know what to say. He was disgusted and appalled. The Council has spent two (2) years discussing the expansion to McGraw Park. He questioned if no thought had been given. He cited Alderman Fruin's impassioned speech at the Council's November 10, 2014. He restated his disbelief. He had addressed the Council about integrity and honor. He cited creditability. Alderman Fruin's behavior was a heinous act of betrayal. He cited the role of Alderman. He recalled Mayor Stockton's tenure. He had called upon Mayor Stockton to resign based upon his lack of leadership and incompetence. He believed that Alderman Fruin needed to resign.

Phil Boulds, #1 Palm Ct., addressed the Council. He was the owner of Mugsy's Pub, located at 1310 N. Main St. He addressed a proposed Video Gaming Terminal (VGT) fee. He was opposed to same. He cited documents that were a part of the Committee of the Whole meeting packet. He noted the City's interest in user fees. He had attended the Liquor Commission's November 4, 2014 meeting. The Police Department's representative had stated that there had been no calls for service regarding VGT. He did not see any cost to the City regarding video gaming. He provided his estimate of revenue received from video gaming to date, (i.e. $700,000). He added that the City's Prepared Food & Beverage Tax netted the City over $2 million per year. He cited his concerns regarding action by the state addressing the minimum wage. The Affordable Care Act had impacted the cost of health insurance. He noted the Council's interest in gambling fees. He readdressed the Council's interest in user fees. He cited bicyclist as an example and their recent request for additional City services.

Gary Lambert, 3018 E. Oakland Ave., addressed the Council. He cited the publicity regarding the addition to McGraw Park. Those in support of this item cited that Central Catholic High School would only use a portion of the land during certain times of the year and during certain hours of the day. He cited a legal practice involving contracts, (i.e. four corners of the law). The enforcement of said lease would not include any verbal agreement. The lease as proposed would include the entire four (4) acres. There were no limitations based upon use.

Mayor Renner addressed McGraw Park. The $750,000 Department of Commerce and Economic Opportunity grant was part of a Capital Bill that was approximately five (5) years old. The Council has met in Executive Session regarding same. None of the documents from the Council's November 10, 2014 meeting have been signed. There would be a motion to reconsider this item on the November 24, 2014 meeting agenda.

CITIZENS ACADEMY

Mayor Renner introduced this item. Certificates would be presented to the individuals who participated in the Citizen's Academy.

David Hales, City Manager, addressed the Council. He expressed his opinion that the Citizen's Academy was a success. He recognized Nora Durkowitz's, Communication Manager, efforts.

Nora Durkowitz, Communication Manager, addressed the Council. It had been a pleasure and honor to facilitate the inaugural Citizen's Academy. This ten (10) week program had been a success. Based upon the feedback received, the participants found the program rewarding. She hoped that it would continue into the future.

Certificates were presented to the following: Tamika Matthews, Michael Gorman, Ann Sullivan, Gary Lambert, Josh Barnett, Belinda Trunell, Sue Feldkamp, Alicia Henry, Paula Stubblefield, Andrew Blumhardt, and Pastor Peter Weeks. The following individuals were unable to attend: Kenneth Sampen, Rhoda Massie, Jessielee Hinshaw, James "Ray" Rybarczyk, Denise Grazer-Geske, David Purlee and Karen Lester.

Mayor Renner expressed his appreciation to Mr. Hales, Ms. Durkowitz and the participants.

MINUTES

Motion by Alderman Schmidt, seconded by Alderman Black, that the reading of the minutes of the Committee of the Whole of October 20, 2014 be dispensed with and the minutes approved as printed.

Motion carried, (viva voce).

COMMUNICATION CENTER OPERATIONS REPORT

Mayor Renner introduced the topic.

David Hales, City Manager, addressed the Council. He introduced Mike Leaf, retired Police Patrol Officer. Mr. Leaf's second career was telecommunications/communication centers. He had a national profile. He was coauthor of the original 911 legislation in the State of Illinois. His strong second career addressed critical life safety communication centers. Mr. Leaf had been asked to address two (2) key questions: achievement of the City's communication center and possible reuniting with MetComm. This preliminary study was a high level, data gathering which addressed the value of the current arrangement. Mr. Leaf had the understanding and experience to address regionalization. The key was governance and funding, (i.e. cost allocation). The City was well served. Mr. Leaf performed an objective, external assessment. The topic was complex.

Mike Leaf, MLJ, Inc., addressed the Council. He planned to present the report highlights. He restated that this was a high level report. He addressed the project's objectives. He noted that the initial 911 legislation dated back to 1987/1988. Presentations were made throughout the state. McLean County showed interest in a telephone bill surcharge. The City initially showed no interest in same. He had met with the IL Commerce Commission, (ICC). The issue was revenue sharing with the ETSB, (Emergency Telephone Services Board). This was an autonomous board. The dollars are primarily to be used to fund technology, (i.e. support calls for service). The City left the ETSB. He had spoken with the ICC regarding revenue sharing.

He noted that there were two (2) communication centers in McLean County, (MetCom and City). There appeared to be two (2) options: City remains independent or City becomes part of MetCom. The City had an excellent communication center. It was well maintained and designed. It also served as a back up to MetCom. Both centers were part of the StarCom network. This provided interoperability as a common communication system was used. The City would be upgrading to the next generation of 911. The City's equipment would be upgraded and paid for by ETSB. The City had a nice equipment room which supported the technology.

Mr. Leaf compared calls for service – City versus MetCom.

Mayor Renner recalled his experience with this subject during his tenure on the County Board.

Mr. Leaf noted that all wireless calls went to MetCom first and were transferred to the City. The next generation of equipment would be more efficient. He cited redundancies. He compared call volume. MetCom would need to dedicate a staff member to handle the City's call volume. Funding was the issue. The City did not pursue this when it left in 2006. He noted that the ETSB and MetCom had a budget for 2014. A meeting was held with the ICC regarding 911 and options available to the City. The ETSB was an autonomous body. Funding was a choice. The City had not held a referendum. He cited the make up of the ETSB Board. The appointments were made by the McLean County Board. Historically, these were lifetime appointments.

MetCom and the City were back up centers for each other. Each system must have a backup PSAP. Metcom was the PSAP. The current set up was ideal. A single center would not be allowed, (part 725). McLean County and the City were too large, each center could back up each other and handle all call volume. Each center should continue to enhance each other. MetCom was a good facility. There was no place for the City at MetCom. The ETSB and McLean County would have to build a new center.

Mayor Renner expressed his opinion that the political leaders, (i.e. McLean County and Town of Normal), would not support the City's return to MetCom.

Mr. Leaf stated that operationally both centers worked well together. The best interest of the community was being served. In March, the ETSB purchased next generation 911. The transfer of data would be seamless. Call support would be expanded. The next generation 911 configuration was described as typical. Each CAMA trunk could be supported. Both systems would provide better service and support the entire County.

Mr. Leaf restated the legislation addressed payment for technology. He cited the following observations/recommendations: 1.) good working relationships; 2.) reasons for the separation were cited, (incompatible procedures, call volume, City's staff needs and physical space); and 3.) current configuration met back up requirements of the ICC, (i.e. case of failure at either PSAP). The bottom line the two (2) centers needed each other.

Mr. Hales made some final comments. He cited his six (6) year tenure with the City. He had a better understanding of the history. There had been change. There was a time when money was not an issue. Since 2009, money has been an issue. There was a need for collaboration. Citizens wanted good service and value. The City was working to rebuild relationships with the County and Town. Two (2) communication centers met the public safety needs of the community. He noted the funding inequity and the ETSB. Funding was an issue. City staff was looking for direction. The study had been valuable.

Mr. Leaf had seen consolidated versus diverse. There had to be a backup center. He cited his experience with New York City. The back up centers must be staffed. The legislation's purpose was to purchase technology.

Mayor Renner cited past history and mistrust.

Mr. Leaf noted the shared technology as a start. There had been shared training and some techniques. In addition, there had been some shared cost and increased use of technology.

Alderman Sage thanked Mr. Leaf for the presentation. He cited low hanging fruit, (i.e. training). He addressed ETSB appointments and best practices regarding appointments and planning. He believed that turnover was needed.

Mr. Leaf restated that once appointed to an ETSB, individuals remained. A fresh look was needed. He recommended that turnover occur at six to eight, (6 – 8), years of service. He noted that one's viewpoint was based upon experience. Boards can become myopic and routine. He restated that the County Board controlled the appointments to the ETSB. The key concern should be provision of good service, (i.e. fast, effective and quick).

Alderman Sage restated his belief that there needed to be systematic turnover. The $1.25 surcharge was charged County wide flowed to the ETSB. The City withdrew from MetCom. The revenue flow was not negotiated.

Mayor Renner believed that the City paid to leave. Mr. Leaf noted that there was no vehicle for same.

Alderman Sage stated that the citizens subsidized the ETSB.

Mr. Leaf noted that the ETSB had paid for technology. Personnel cost was not part of ETSB funding. The ETSB was autonomous. He cited cost sharing for CAD, mobile data in vehicles, shared technology cost for the good of all.

Alderman Schmidt questioned the percentage of the Comm Center budget that was for technology. Mr. Leaf stated that this question was not part of his report.

Alderman Schmidt believed that it would be a different world if the City had not separated from MetCom. She also cited the new standard. Mr. Leaf restated the City had an excellent Comm Center.

Alderman Schmidt addressed money and questioned what the budget would look like.

Mr. Leaf noted that a key issue addressed which citizens were served by which center. The big issue for the City was to work with the ETSB regarding funding. Comm centers addressed public safety. The key was good operations and working relationships between the two (2) centers.

Alderman Black cited Section 5. Next Generation 911 of the report. He specifically cited no call transfers. Mr. Leaf noted that to the end user the process would be transparent. The new systems would be efficient.

Alderman Black cited citizens' expectations that it be instantaneous. Section 2. Individual PSAP Overview, addressed funding mechanisms which he believed applied to land lines only. He questioned the stability of the funding source.

Darren Wolf, Communication Center Manager, addressed the Council. The wireless surcharge was set by the state at .73 per cell line per month. Mr. Wolf noted that these funds were divided amongst a variety of sources.

Mr. Leaf added that these dollars went to the ETSB.

Alderman Black believed that it was difficult to draw a line of sight. He restated his concern regarding the decline in land lines. He questioned if the City had remained with MetCom and noted that the City's Comm Center served as a back up.

Mr. Leaf noted that the functionality must be able to handle the call volume of both centers. Each must be the whole package.

Alderman Black cited potential cost savings with MetCom.

Alderman Lower addressed the hardware from the perspective of incoming calls. He questioned outgoing radio calls.

Mr. Leaf readdressed the purpose of the study. MetComm's system was different from the City. A cost effective study would have to be undertaken. The City had the capability to back up MetCom.

Alderman Lower questioned the ability to reach all agencies in the County. Mr. Wolf responded affirmatively. The City had everything needed, (i.e. police, fire, EMS/Emergency Medical Services).

Mr. Leaf believed that the City was in a better position.

Alderman Lower questioned the future, (i.e. hardware upgrade). Mr. Leaf stated that the City was on the cutting edge. NG 911 would grow with technology.

Alderman Stearns questioned the purpose of the study. It appeared that an additional study was warranted. Mr. Leaf responded negatively. The current configuration was optimal. ETSB/County had the control over fund distribution.

Alderman Stearns questioned the study's cost. Mr. Hales cited $5,000.

Alderman Stearns commented on the number of years since separation. She noted the City's investment in facilities and staff. She noted Mr. Leaf's public safety background. She questioned other specialist who could look at this issue. Mr. Leaf cited auditing firms that would run the numbers.

Alderman Stearns cited public safety and the City's ownership.

Alderman Mwilambwe thanked Mr. Leaf for the report. The arguments were political.

Mr. Leaf restated that the City's Comm Center was the best operationally and structure. The primary issue was funding. ETSB/County had control. Everyone in the community received the same benefits from MetCom/Comm Center.

Alderman Mwilambwe questioned approaching/negotiating with ETSB/County. The City had been a good neighbor.

Mr. Leaf cited long memories/emotions involved. The Council needed to be sensitive to the history. From day one the ETSB had ownership. Negotiations were key. He cited politics, people – nothing should be done formally.

Mayor Renner thanked Mr. Leaf for the presentation.

Mr. Hales restated that City staff needed Council direction, recommendations, etc.

Mayor Renner believed that the Council needed to absorb the information before beginning a conversation. He questioned the timeframe.

Mr. Hales noted that this was the inaugural public release of the report. City staff had had conversations with the Town and County. He questioned when the City would reach out to the ETSB, (i.e. next thirty/30 days). There would not be a Committee of the Whole Meeting in December 2014.

Mayor Renner informed the Council that he had had informal conversations with Mayor Chris Koos.

USER FEES, LIQUOR LICENSE AND VIDEO GAMING TERMINAL FEES

Mayor Renner introduced this topic.

David Hales, City Manager, addressed the Council. Discussions had continued regarding the topic of user fees, fees for service, etc. Initially taxes provided funding. Various Enterprise Funds charged fees, (i.e. water, sewer, etc.). Fees covered the cost of service. Fees/service charges were a main stay. He cited best practices. The Council had been provided with a copy of an Ordinance from West Jordan, UT. The City did not have same. He addressed the purpose of fees. The City needed to determine the service cost in order to avoid being arbitrary and capricious.

The City needed to develop a policy. A comprehensive review should be performed. The City needed to determine the percentage of cost recovery. These were Council decisions. The Council needed to see the costs and benefits. There would be an ongoing continuous program. It would include the impact of inflation in order to be kept up to date. As new fees were created, the City would have a foundation which would provide clarity. Fees needed to be fair and reasonable. The City would compare the cost for service and fee charged. Citizen engagement was needed. Stakeholders needed to be present at the discussion. Fees needed to be defensible.

The City did not have the personnel, expertise or funding to address this issue. This study needed to be established as a priority. This would involve a long process.

Mayor Renner provided a general background. The Liquor Commission had discussed liquor license fees for a number of years. The Commission had been unable to reach a consensus in order to make a recommendation to the Council. The Commission's discussion had been a dialogue which addressed cost recovery and sin taxes. Internal cost recovery would be difficult. Other communities had been looked at. The City had the lowest video gaming terminal fee, (zero). There had been no increase to liquor license fees in over thirty (30) years. He cited calls for service and video gaming.

He addressed a recent appeal of a Liquor Violation sanction. The Commission had spent over three (3) hours on the Liquor Violation hearing. There were other costs beyond public safety. Taxpayers were bearing the cost of liquor administration. Liquor sales/video gaming can be problematic. He cited a recent incident at the Lucky Garden located at 706 S. Eldorado Rd. There were costs, (i.e. police, equipment, corporation counsel, city clerk, outside legal counsel, etc.).

He restated that there was no agreement amongst the Commissioners. He expressed his interest in the Council's input.

Alderman Lower had spoken with license holders. A user fee might be palatable. He cited the expense to start a business and the cost structure. VGT were expensive. He questioned if the intention was to raise fees annually. How businesses could plan for same. He recommended phasing in any fee increase to accommodate costs incurred.

Alderman Sage noted that three (3) items were listed: user fees, liquor license fees and VGT fees. He believed that this evening there would be a general discussion.

Mayor Renner responded affirmatively. He restated that the Commission had attempted to address liquor license fees and VGT fees. The Commission's discussion became focused on Downtown issues.

Mr. Hales noted that this evening would be a high level discussion. City staff had not made a recommendation. Council had been provided with information regarding VGT.

Alderman Sage believed that he needed additional information in order to develop an informed opinion. He expressed interest in the front end cost to administer these fees. He wanted to resist the urge to adopt a VGT fee as it appeared to be a significant revenue source. He requested cost information. He was not in favor of a VGT fee at this time.

He questioned if liquor license fees were last increased in 1982. He requested a structured listing of all City fees charged today. The Downtown needed to pay for City services. He cited the Downtown hire back detail. Downtown bar owners needed to pay for this service. These costs could be addressed via a VGT fee and/or an increase to liquor license fees. The Downtown detail could operate on a call back system.

Mr. Hales reminded the Council of the April 2014 potential revenue raising items. VGT were on the list due to the fact that the Town of Normal had already implemented a VGT fee. Currently, City staff was not working on fee increases.

Alderman Stearns questioned this item. She addressed liquor licenses and VGT and the issue of fee fairness. She found the discussion strange as she did not believe that there was a way to quantity costs. The City did not ask the citizens to pay for 100% of all City services. She believed that liquor license fees should cover the administrative costs associated with same. There were a number of small restaurants and taverns. She cited the City's Prepared Food & Beverage Tax which is paid by these small businesses. The City had an employment base which consisted of service industry jobs. Employees of these small businesses represented the working poor. The City was taking away profits and would drive these establishments out of business. At a certain price point, people will stay home. Individuals were spending discretionary income. The Downtown consumed a large amount of City services. The City received some of the profits from VGT. Gambling was a social problem not a policing problem. She did not understand this item. User fees needed to be fair and not over burdensome.

Alderman Schmidt was glad that the Council was discussing user fees. The discussion was appropriate in her opinion. The City did not have the staff to address same. She recommended that the City use a student intern. Liquor license fees needed some adjustment which should be associated with the cost. She needed to understand the cost to the City regarding VGT. The City should not charge a fee just because it was able to. The City needed to make an effort to help the Council understand the cost.

Alderman Hauman had spoken with businesses that had VGT. She echoed Alderman Schmidt's comments regarding a VGT fee. She addressed negative effects of VGT. She questioned if this fee should be considered with liquor license fees. She suggested that license retention be linked to all taxes being kept current. VGT profits were being reinvested into the business/organization. She suggested that the City poll current liquor license holders with VGT to determine what would be fair.

Alderman Black suggested that the user fee study become an intern project. The City needed to create a line of sight regarding user fees and percentage of City service funded. He also addressed liquor licenses. Liquor Violations represented punitive issues. He noted that liquor license fees had not been increased since 1982. Any increase should be temperate. He expressed his sympathy to small businesses as they were not causing problems. He cited underage individuals in the Downtown taverns. The City needed to insure that these establishments were safe and responsible. He also addressed VGT. These machines were based upon losses. He encouraged the City to look to the free market.

Mayor Renner noted the video gaming was a lucrative business.

Alderman Black expressed his opinion that the City was overburdening small business.

Alderman Mwilambwe recommended that the Council have a philosophical discussion prior to the establishment of any new or increasing any existing fees. The City needed to determine what the fee(s) were being charged for. He specifically cited VGT. The City had not demonstrated that there was an issue with same. The City needed to educate the public regarding the negative effect of same. Resources were needed to move forward and one of those resources was time.

Mr. Hales believed that the City would benefit from taking action similar to McLean County. The County retained a firm to review all fees and review the service costs. The Council would be able to determine the percentage of subsidy. In addition, the City would know the resources needed to maintain services going forward. City staff was researching the budget to determine if the fee service/charge study was contain in this year's budget. This would determine the City's ability to start. He also addressed solid waste. Follow up discussion was needed.

Alderman Painter noted that liquor license fees had not been increased in thirty-two (32) years. Mayor Renner affirmed same. The dollar amount had remained the same. There had been no fee increase. He recalled conversations held with the Downtown bar owners.

Mr. Hales cited worker's compensation costs. The City was impacted by the Downtown taverns. There was not full cost recovery. He acknowledged that a study had not been undertaken but there was no resemblance between fees and costs.

Alderman Painter recommended that the Downtown taverns cover the cost of the Downtown hire back program.

Mr. Hales noted that incidents occur on the public right of way. The Liquor Commission can address behavior that occurs inside of an establishment. The DETF, (Downtown Entertainment Task Force), addressed occupancy loads. He added that minimal resources were available.

Alderman Painter questioned who was liable for activities that happen on the public right of way. Mr. Hales noted that Jeff Jurgens, Corporation Counsel, was absent.

Mayor Renner believed that the Police Department performed triage as it did not have the resources. He added that liquor violations were occurring outside of the Downtown. There were licensed establishments which were problem free. The Downtown was comparatively stable.

He added that this had been the Council's first discussion regarding these fees. He would provide the Council's feedback to the Liquor Commission. Fees, (establishing new and/or increasing existing) were a Council policy issue. The Commission would not make a recommendation to the Council.

Alderman Lower recommended that City staff poll other Central IL cities and question how they were addressing these issues/challenges.

Mr. Hales recommended that the DETF be revisited.

The meeting adjourned. Time: 7:45 p.m.

Respectfully submitted,

Tracey Covert
City Clerk

FOR IMMEDIATE RELEASE
March 5, 2015
Contact: Brian Mohr, Fire Chief, 309-434-2462

CITY OF BLOOMINGTON FIRE DEPT. EARNS PPC OF “2” FROM ISO
Up from previous “3” rating

BLOOMINGTON, IL–The City of Bloomington’s Fire department recently earned a Public Protection Classification (PPC) number of “2” from the Insurance Services Office (ISO), outranking its previous designation of “3.”

The ISO collects and evaluates information from communities in the United States on their structure fire suppression capabilities. The data is analyzed using ISO's Fire Suppression Rating Schedule (FSRS), and then a Public Protection Classification (PPC) number is assigned to the community. A PPC number can range from 1-9, with lower numbers representing better evaluations. Lower ISO rankings can result in lower fire insurance premiums.

In May 2012, Bloomington received 72.86 out of 100 possible points, earning a PPC of "3." In a recently received report, Bloomington was evaluated again and received 80.39, resulting in the “2” rating.

“This is a major accomplishment for the City of Bloomington, and is a joint effort between the Water department, Bloomington Communications Center and the Bloomington Fire department. This represents our commitment to providing high-quality customer service to the community,” says Bloomington Fire Chief Brian Mohr.

While ISO has been evaluating communities for many years, the evaluation criteria was recently revised, and Bloomington is only the second community to be revised with the new criteria. Only 18% of communities have ISO ratings of 1-3.

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February 23, 2015

Mr. David Hales, Manager
Bloomington
109 E Olive St
Bloomington, Illinois, 61701

RE: Bloomington, Mclean County, Illinois
Public Protection Classification: 02/2X
Effective Date: June 01, 2015

Dear Mr. David Hales,

We wish to thank you Mr. Craig Cummings and Chief Michael Kimmerling for your cooperation during our recent Public Protection Classification (PPC) survey. ISO has completed its analysis of the structural fire suppression delivery system provided in your community. The resulting classification is indicated above.

Enclosed is a summary of the ISO analysis of your fire suppression services. If you would like to know more about your community's PPC classification, or if you would like to learn about the potential effect of proposed changes to your fire suppression delivery system, please call us at the phone number listed below.
Please note that as part of our analysis it was determined that the following fire station(s) did not meet the minimum requirements for recognition: **Bloomington FS 5 fire** station.

ISO's Public Protection Classification Program (PPC) plays an important role in the underwriting process at insurance companies. In fact, most U.S. insurers – including the largest ones – use PPC information as part of their decision- making when deciding what business to write, coverage's to offer or prices to charge for personal or commercial property insurance.

Each insurance company independently determines the premiums it charges its policyholders. The way an insurer uses ISO's information on public fire protection may depend on several things – the company's fire-loss experience, ratemaking methodology, underwriting guidelines, and its marketing strategy.

Through ongoing research and loss experience analysis, we identified additional differentiation in fire loss experience within our PPC program, which resulted in the revised classifications. We based the differing fire loss experience on the fire suppression capabilities of each community. The new classifications will improve the predictive value for insurers while benefiting both commercial and residential property owners. We've published the new classifications as "X" and "Y" — formerly the "9" and "8B" portion of the split classification, respectively. For example:

- A community currently graded as a split 6/9 classification will now be a split 6/6X classification; with the "6X" denoting what was formerly classified as "9."
- Similarly, a community currently graded as a split 6/8B classification will now be a split 6/6Y classification, the "6Y" denoting what was formerly classified as "8B."
- Communities graded with single "9" or "8B" classifications will remain intact.

PPC is important to communities and fire departments as well. Communities whose PPC improves may get lower insurance prices. PPC also provides fire departments with a valuable benchmark, and is used by many departments as a valuable tool when planning, budgeting and justifying fire protection improvements.

ISO appreciates the high level of cooperation extended by local officials during the entire PPC survey process. The community protection baseline information gathered by ISO is an essential foundation upon which determination of the relative level of fire protection is made using the Fire Suppression Rating Schedule.

The classification is a direct result of the information gathered, and is dependent on the resource levels devoted to fire protection in existence at the time of survey. Material changes in those resources that occur after the survey is completed may affect the classification. Although ISO maintains a pro-active process to keep baseline information as current as possible, in the event of changes or questions, please call customer service at 1-800-444-4554, option 2 to expedite the update activity.

ISO is the leading supplier of data and analytics for the property/casualty insurance industry. Most insurers use PPC classifications for underwriting and calculating premiums for residential, commercial and industrial properties. The PPC program is not intended to analyze all aspects of a comprehensive structural fire suppression delivery system program. It is not for purposes of determining compliance with any state or local law, nor is it for making loss prevention or life safety recommendations.

If you have any questions about your classification, please let us know.

Sincerely,

Dominic Santanna

Dominic Santanna
Manager - National Processing Center

Encl.

cc: Mr. Craig Cummings, Water Resources Director, Bloomington Water Department
Chief Michael Kimmerling, Chief, Bloomington Fire Department
Mr. Darren Wolf, 911 Director, Bloomington Police Department

Public Protection Classification
Summary Report

Bloomington

ILLINOIS

Prepared by

**Insurance Services Office, Inc.
4B Eves Drive, Suite 200
P.O. Box 961
Marlton, New Jersey 08053-3112
(856) 985-5600**

February 2015

Background Information

Introduction

ISO collects and evaluates information from communities in the United States on their structure fire suppression capabilities. The data is analyzed using our Fire Suppression Rating Schedule (FSRS™) and then a Public Protection Classification (PPC™) number is assigned to the community. The surveys are conducted whenever it appears that there is a possibility of a classification change. As such, the PPC program provides important, up-to-date information about fire protection services throughout the country.

The Fire Suppression Rating Schedule (FSRS) recognizes fire protection features only as they relate to suppression of first alarm structure fires. In many communities, fire suppression may be only a small part of the fire department's overall responsibility. ISO recognizes the dynamic and comprehensive duties of a community's fire service, and understands the complex decisions a community must make in planning and delivering emergency services. However, in developing a community's Public Protection Classification, only features related to reducing property losses from structural fires are evaluated. Multiple alarms, simultaneous incidents and life safety are not considered in this evaluation. The PPC program evaluates the fire protection for small to average size buildings. Specific properties with a Needed Fire Flow in excess of 3,500 gpm are evaluated separately and assigned an individual classification.

A community's investment in fire mitigation is a proven and reliable predictor of future fire losses. Statistical data on insurance losses bears out the relationship between excellent fire protection – as measured by the PPC program – and low fire losses. So, insurance companies use PPC information for marketing, underwriting, and to help establish fair premiums for homeowners and commercial fire insurance. In general, the price of fire insurance in a community with a good PPC is substantially lower than in a community with a poor PPC, assuming all other factors are equal.

ISO is an independent company that serves insurance companies, communities, fire departments, insurance regulators, and others by providing information about risk. ISO's expert staff collects information about municipal fire suppression efforts in communities throughout the United States. In each of those communities, ISO analyzes the relevant data and assigns a Public Protection Classification – a number from 1 to 10. Class 1 represents an exemplary fire suppression program, and Class 10 indicates that the area's fire suppression program does not meet ISO's minimum criteria.

ISO's PPC program evaluates communities according to a uniform set of criteria, incorporating nationally recognized standards developed by the National Fire Protection Association and the American Water Works Association. A community's PPC depends on:

- **Needed Fire Flows**, which are representative building locations used to determine the theoretical amount of water necessary for fire suppression purposes.
- **Emergency Communications**, including emergency reporting, telecommunicators, and dispatching systems.
- **Fire Department**, including equipment, staffing, training, geographic distribution of fire companies, operational considerations, and community risk reduction.
- **Water Supply**, including inspection and flow testing of hydrants, alternative water supply operations, and a careful evaluation of the amount of available water compared with the amount needed to suppress fires up to 3,500 gpm.

Data Collection and Analysis

ISO has evaluated and classified over 48,000 fire protection areas across the United States using its Fire Suppression Rating Schedule (FSRS). A combination of meetings between trained ISO field representatives and the dispatch center coordinator, community fire official, and water superintendent is used in conjunction with a comprehensive questionnaire to collect the data necessary to determine the PPC number. In order for a community to obtain a classification better then a Class 9, three elements of fire suppression features are reviewed. These three elements are Emergency Communications, Fire Department, and Water Supply.

A review of the **Emergency Communications** accounts for 10% of the total classification. This section is weighted at **10 points,** as follows:

- Emergency Reporting 3 points
- Telecommunicators 4 points
- Dispatch Circuits 3 points

A review of the **Fire Department** accounts for 50% of the total classification. ISO focuses on a fire department's first alarm response and initial attack to minimize potential loss. The fire department section is weighted at **50 points,** as follows:

- Engine Companies 6 points
- Reserve Pumpers 0.5 points
- Pump Capacity 3 points
- Ladder/Service Companies 4 points
- Reserve Ladder/Service Trucks 0.5 points
- Deployment Analysis 10 points
- Company Personnel 15 points
- Training 9 points
- Operational considerations 2 points
- Community Risk Reduction 5.5 points (in addition to the 50 points above)

A review of the **Water Supply** system accounts for 40% of the total classification. ISO reviews the water supply a community uses to determine the adequacy for fire suppression purposes. The water supply system is weighted at **40 points,** as follows:

- Credit for Supply System 30 points
- Hydrant Size, Type & Installation 3 points
- Inspection & Flow Testing of Hydrants 7 points

There is one additional factor considered in calculating the final score – **Divergence.**

Even the best fire department will be less than fully effective if it has an inadequate water supply. Similarly, even a superior water supply will be less than fully effective if the fire department lacks the equipment or personnel to use the water. The FSRS score is subject to modification by a divergence factor, which recognizes disparity between the effectiveness of the fire department and the water supply.

The Divergence factor mathematically reduces the score based upon the relative difference between the fire department and water supply scores. The factor is introduced in the final equation.

Public Protection Classification Number

The PPC number assigned to the community will depend on the community's score on a 100-point scale:

PPC	Points
1	90.00 or more
2	80.00 to 89.99
3	70.00 to 79.99
4	60.00 to 69.99
5	50.00 to 59.99
6	40.00 to 49.99
7	30.00 to 39.99
8	20.00 to 29.99
9	10.00 to 19.99
10	0.00 to 9.99

The classification numbers are interpreted as follows:

- Class 1 through (and including) Class 8 represents a fire suppression system that includes an FSRS creditable dispatch center, fire department, and water supply.
- Class 8B is a special classification that recognizes a superior level of fire protection in otherwise Class 9 areas. It is designed to represent a fire protection delivery system that is superior except for a lack of a water supply system capable of the minimum FSRS fire flow criteria of 250 gpm for 2 hours.
- Class 9 is a fire suppression system that includes a creditable dispatch center, fire department but no FSRS creditable water supply.
- Class 10 does not meet minimum FSRS criteria for recognition, including areas that are beyond five road miles of a recognized fire station.

New Public Protection Classifications effective July 1, 2014

We're revising our Public Protection Classifications (PPC™) to capture the effects of enhanced fire protection capabilities that reduce fire loss and fire severity in Split Class 9 and Split Class 8B areas (as outlined below). This new structure benefits the fire service, community, and property owner.

New classifications

Through ongoing research and loss experience analysis, we identified additional differentiation in fire loss experience within our PPC program, which resulted in the revised classifications. We based the differing fire loss experience on the fire suppression capabilities of each community. The new classifications will improve the predictive value for insurers while benefiting both commercial and residential property owners. Here are the new classifications and what they mean.

Split classifications

When we develop a split classification for a community — for example 5/9 — the first number is the class that applies to properties within 5 road miles of the responding fire station and 1,000 feet of a creditable water supply, such as a fire hydrant, suction point, or dry hydrant. The second number is the class that applies to properties within 5 road miles of a fire station but beyond 1,000 feet of a creditable water supply. We have revised the classification to reflect more precisely the risk of loss in a community, replacing Class 9 and 8B in the second part of a split classification with revised designations.

What's changed with the new classifications?

We've published the new classifications as "X" and "Y" — formerly the "9" and "8B" portion of the split classification, respectively. For example:

- A community currently displayed as a split 6/9 classification will now be a split 6/6X classification; with the "6X" denoting what was formerly classified as "9".
- Similarly, a community currently graded as a split 6/8B classification will now be a split 6/6Y classification, the "6Y" denoting what was formerly classified as "8B".
- Communities graded with single "9" or "8B" classifications will remain intact.

Prior Classification	New Classification
1/9	1/1X
2/9	2/2X
3/9	3/3X
4/9	4/4X
5/9	5/5X
6/9	6/6X
7/9	7/7X
8/9	8/8X
9	9

Prior Classification	New Classification
1/8B	1/1Y
2/8B	2/2Y
3/8B	3/3Y
4/8B	4/4Y
5/8B	5/5Y
6/8B	6/6Y
7/8B	7/7Y
8/8B	8/8Y
8B	8B

What's changed?
As you can see, we're still maintaining split classes, but it's how we represent them to insurers that's changed. The new designations reflect a reduction in fire severity and loss and have the potential to reduce property insurance premiums.

Benefits of the revised split class designations

- To the fire service, the revised designations identify enhanced fire suppression capabilities used throughout the fire protection area
- To the community, the new classes reward a community's fire suppression efforts by showing a more reflective designation
- To the individual property owner, the revisions offer the potential for decreased property insurance premiums

New water class
Our data also shows that risks located more than 5 but less than 7 road miles from a responding fire station with a creditable water source within 1,000 feet had better loss experience than those farther than 5 road miles from a responding fire station with no creditable water source. We've introduced a new classification —10W — to recognize the reduced loss potential of such properties.

What's changed with Class 10W?
Class 10W is property-specific. Not all properties in the 5-to-7-mile area around the responding fire station will qualify. The difference between Class 10 and 10W is that the 10W-graded risk or property is within 1,000 feet of a creditable water supply. Creditable water supplies include fire protection systems using hauled water in any of the split classification areas.

What's the benefit of Class 10W?
10W gives credit to risks within 5 to 7 road miles of the responding fire station and within 1,000 feet of a creditable water supply. That's reflective of the potential for reduced property insurance premiums.

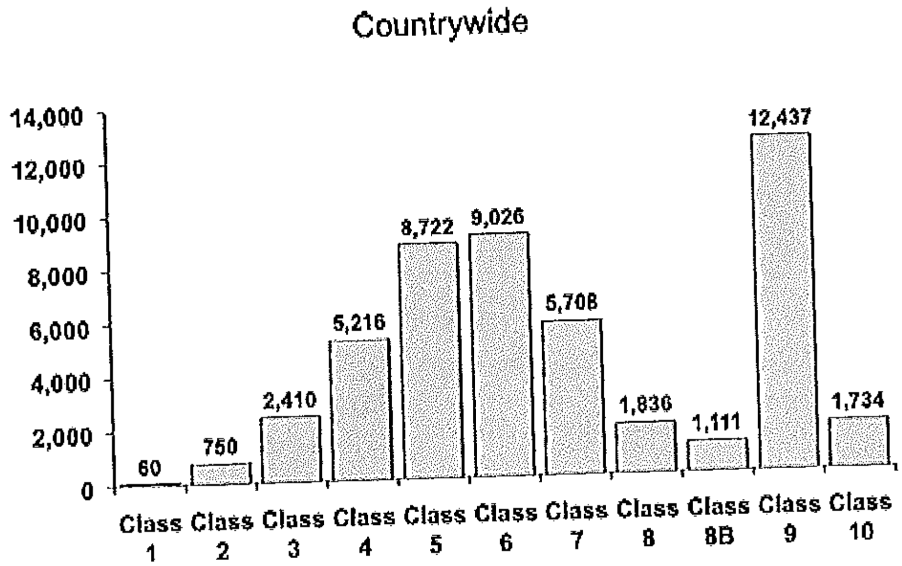
What does the fire chief have to do?
Fire chiefs don't have to do anything at all. The revised classifications will change automatically effective July 1, 2014*.

What if I have additional questions?
Feel free to contact ISO at 800.444.4554 or email us at PPC-Cust-Serv@iso.com.

*The new classifications do not apply in Texas.

Distribution of Public Protection Classification Numbers

The 2014 published countrywide distribution of communities by the Public Protection Classification number is as follows:



Assistance

The PPC program offers help to communities, fire departments and other public officials as they plan for, budget, and justify improvements. ISO is also available to assist in the understanding of the details of this evaluation.

ISO Public Protection representatives can be reached by telephone at (800) 444-4554. The technical specialists at this telephone number have access to the details of this evaluation and can effectively speak with you about your PPC questions. What's more, we can be reached via the internet at www.isomitigation.com/talk/.

We also have a website dedicated to our Community Hazard Mitigation Classification programs at www.isomitigation.com. Here, fire chiefs, building code officials, community leaders and other interested citizens can access a wealth of data describing the criteria used in evaluating how cities and towns are protecting residents from fire and other natural hazards. This website will allow you to learn more about ISO's Public Protection Classification program. The website provides important background information, insights about the PPC grading processes and technical documents. ISO is also pleased to offer Fire Chiefs Online — a special secured website with information and features that can help improve your ISO Public Protection Classification, including a list of the Needed Fire Flows for all the commercial occupancies ISO has on file for your community. Visitors to the site can download information, see statistical results and also contact ISO for assistance.

In addition, on-line access to the Fire Suppression Rating Schedule and its commentaries is available to registered customers for a fee. However, fire chiefs and community chief administrative officials are given access privileges to this information without charge.

To become a registered fire chief or community chief administrative official, register at www.isomitigation.com.

Public Protection Classification

ISO concluded its review of the fire suppression features being provided for Bloomington. The resulting community classification is **Class 02/2X**.

If the classification is a single class, the classification applies to properties with a Needed Fire Flow of 3,500 gpm or less in the community. If the classification is a split class (e.g., 6/XX), the following applies:

- The first class (e.g., "6" in a 6/XX) applies to properties within 5 road miles of a recognized fire station and within 1,000 feet of a fire hydrant or alternate water supply.
- The second class (XX or XY) applies to properties beyond 1,000 feet of a fire hydrant but within 5 road miles of a recognized fire station.
- Alternative Water Supply: The first class (e.g., "6" in a 6/10) applies to properties within 5 road miles of a recognized fire station with no hydrant distance requirement.
- Class 10 applies to properties over 5 road miles of a recognized fire station.
- Specific properties with a Needed Fire Flow in excess of 3,500 gpm are evaluated separately and assigned an individual classification.

Summary Evaluation Analysis

FSRS Feature	Earned Credit	Credit Available
Emergency Communications		
414. Credit for Emergency Reporting	2.40	3
422. Credit for Telecommunicators	4.00	4
432. Credit for Dispatch Circuits	1.95	3
440. Credit for Receiving and Handling Fire Alarms	8.35	10
Fire Department		
513. Credit for Engine Companies	5.77	6
523. Credit for Reserve Pumpers	0.48	0.50
532. Credit for Pump Capacity	3.00	3
549. Credit for Ladder Service	2.69	4
553. Credit for Reserve Ladder and Service Trucks	0.48	0.50
561. Credit for Deployment Analysis	6.00	10
571. Credit for Company Personnel	10.36	15
581. Credit for Training	4.69	9
730. Credit for Operational Considerations	2.00	2
590. Credit for Fire Department	35.47	50
Water Supply		
616. Credit for Supply System	27.26	30
621. Credit for Hydrants	2.50	3
631. Credit for Inspection and Flow Testing	7.00	7
640. Credit for Water Supply	36.76	40
Divergence	-4.19	--
1050. Community Risk Reduction	4.00	5.50
Total Credit	80.39	105.50

Emergency Communications

Ten percent of a community's overall score is based on how well the communications center receives and dispatches fire alarms. Our field representative evaluated:

- Communications facilities provided for the general public to report structure fires
- Enhanced 9-1-1 Telephone Service including wireless
- Computer-aided dispatch (CAD) facilities
- Alarm receipt and processing at the communication center
- Training and certification of telecommunicators
- Facilities used to dispatch fire department companies to reported structure fires

	Earned Credit	Credit Available
414. Credit Emergency Reporting	2.40	3
422. Credit for Telecommunicators	4.00	4
432. Credit for Dispatch Circuits	1.95	3
Item 440. Credit for Emergency Communications:	**8.35**	**10**

Item 414 - Credit for Emergency Reporting (3 points)

The first item reviewed is Item 414 "Credit for Emergency Reporting (CER)". This item reviews the emergency communication center facilities provided for the public to report fires including 911 systems (Basic or Enhanced), Wireless Phase I and Phase II, Voice over Internet Protocol, Computer Aided Dispatch and Geographic Information Systems for automatic vehicle location. ISO uses National Fire Protection Association (NFPA) 1221, *Standard for the Installation, Maintenance and Use of Emergency Services Communications Systems* as the reference for this section.

Item 410. Emergency Reporting (CER)	Earned Credit	Credit Available
A./B. Basic 9-1-1, Enhanced 9-1-1 or No 9-1-1 For maximum credit, there should be an Enhanced 9-1-1 system, Basic 9-1-1 and No 9-1-1 will receive partial credit.	20.00	20
1. E9-1-1 Wireless Wireless Phase I using Static ALI (automatic location identification) Functionality (10 points); Wireless Phase II using Dynamic ALI Functionality (15 points); Both available will be 25 points	25.00	25
2. E9-1-1 Voice over Internet Protocol (VoIP) Static VoIP using Static ALI Functionality (10 points); Nomadic VoIP using Dynamic ALI Functionality (15 points); Both available will be 25 points	10.00	25
3. Computer Aided Dispatch Basic CAD (5 points); CAD with Management Information System (5 points); CAD with Interoperability (5 points)	10.00	15
4. Geographic Information System (GIS/AVL) The PSAP uses a fully integrated CAD/GIS management system with automatic vehicle location (AVL) integrated with a CAD system providing dispatch assignments.	15.00	15
Review of Emergency Reporting total:	80.00	100

Item 422- Credit for Telecommunicators (4 points)

The second item reviewed is Item 422 "Credit for Telecommunicators (TC)". This item reviews the number of Telecommunicators on duty at the center to handle fire calls and other emergencies. All emergency calls including those calls that do not require fire department action are reviewed to determine the proper staffing to answer emergency calls and dispatch the appropriate emergency response. NFPA 1221, *Standard for the Installation, Maintenance and Use of Emergency Services Communications Systems,* recommends that ninety-five percent of emergency calls shall be answered within 15 seconds and ninety-nine percent of emergency calls shall be answered within 40 seconds. In addition, NFPA recommends that ninety percent of emergency alarm processing shall be completed within 60 seconds and ninety-nine percent of alarm processing shall be completed within 90 seconds of answering the call.

To receive full credit for operators on duty, ISO must review documentation to show that the communication center meets NFPA 1221 call answering and dispatch time performance measurement standards. This documentation may be in the form of performance statistics or other performance measurements compiled by the 9-1-1 software or other software programs that are currently in use such as Computer Aided Dispatch (CAD) or Management Information System (MIS).

Item 420. Telecommunicators (CTC)	Earned Credit	Credit Available
A1. Alarm Receipt (AR) Receipt of alarms shall meet the requirements in accordance with the criteria of NFPA 1221	20.00	20
A2. Alarm Processing (AP) Processing of alarms shall meet the requirements in accordance with the criteria of NFPA 1221	20.00	20
B. Emergency Dispatch Protocols (EDP) Telecommunicators have emergency dispatch protocols (EDP) containing questions and a decision-support process to facilitate correct call categorization and prioritization.	20.00	20
C. Telecommunicator Training and Certification (TTC) Telecommunicators meet the qualification requirements referenced in NFPA 1061, *Standard for Professional Qualifications for Public Safety Telecommunicator,* and/or the Association of Public-Safety Communications Officials - International (APCO) *Project 33.* Telecommunicators are certified in the knowledge, skills, and abilities corresponding to their job functions.	20.00	20
D. Telecommunicator Continuing Education and Quality Assurance (TQA) Telecommunicators participate in continuing education and/or in-service training and quality-assurance programs as appropriate for their positions	20.00	20
Review of Telecommunicators total:	100.00	100

Item 432 - Credit for Dispatch Circuits (3 points)

The third item reviewed is Item 432 "Credit for Dispatch Circuits (CDC)". This item reviews the dispatch circuit facilities used to transmit alarms to fire department members. A "Dispatch Circuit" is defined in NFPA 1221 as "A circuit over which an alarm is transmitted from the communications center to an emergency response facility (ERF) or emergency response units (ERUs) to notify ERUs to respond to an emergency". All fire departments (except single fire station departments with full-time firefighter personnel receiving alarms directly at the fire station) need adequate means of notifying all firefighter personnel of the location of reported structure fires. The dispatch circuit facilities should be in accordance with the general criteria of NFPA 1221. "Alarms" are defined in this Standard as "A signal or message from a person or device indicating the existence of an emergency or other situation that requires action by an emergency response agency".

There are two different levels of dispatch circuit facilities provided for in the Standard – a primary dispatch circuit and a secondary dispatch circuit. In jurisdictions that receive 730 alarms or more per year (average of two alarms per 24-hour period), two separate and dedicated dispatch circuits, a primary and a secondary, are needed. In jurisdictions receiving fewer than 730 alarms per year, a second dedicated dispatch circuit is not needed. Dispatch circuit facilities installed but not used or tested (in accordance with the NFPA Standard) receive no credit.

The score for Credit for Dispatch Circuits (CDC) is influenced by monitoring for integrity of the primary dispatch circuit. There are up to 0.90 points available for this Item. Monitoring for integrity involves installing automatic systems that will detect faults and failures and send visual and audible indications to appropriate communications center (or dispatch center) personnel. ISO uses NFPA 1221 to guide the evaluation of this item. ISO's evaluation also includes a review of the communication system's emergency power supplies.

Item 432 "Credit for Dispatch Circuits (CDC)" = 1.95 points

Fire Department

Fifty percent of a community's overall score is based upon the fire department's structure fire suppression system. ISO's field representative evaluated:

- Engine and ladder/service vehicles including reserve apparatus
- Equipment carried
- Response to reported structure fires
- Deployment analysis of companies
- Available and/or responding firefighters
- Training

	Earned Credit	Credit Available
513. Credit for Engine Companies	5.77	6
523. Credit for Reserve Pumpers	0.48	0.5
532. Credit for Pumper Capacity	3.00	3
549. Credit for Ladder Service	2.69	4
553. Credit for Reserve Ladder and Service Trucks	0.48	0.5
561. Credit for Deployment Analysis	6.00	10
571. Credit for Company Personnel	10.36	15
581. Credit for Training	4.69	9
581. Credit for Operational Considerations	2.00	2
Item 590. Credit for Fire Department:	**35.47**	**50**

Basic Fire Flow

The Basic Fire Flow for the community is determined by the review of the Needed Fire Flows for selected buildings in the community. The fifth largest Needed Fire Flow is determined to be the Basic Fire Flow. The Basic Fire Flow has been determined to be 3500 gpm.

Item 513 - Credit for Engine Companies (6 points)

The first item reviewed is Item 513 "Credit for Engine Companies (CEC)". This item reviews the number of engine companies, their pump capacity, hose testing, pump testing and the equipment carried on the in-service pumpers. To be recognized, pumper apparatus must meet the general criteria of NFPA 1901, *Standard for Automotive Fire Apparatus* which include a minimum 250 gpm pump, an emergency warning system, a 300 gallon water tank, and hose. At least 1 apparatus must have a permanently mounted pump rated at 750 gpm or more at 150 psi.
The review of the number of needed pumpers considers the response distance to built-upon areas; the Basic Fire Flow; and the method of operation. Multiple alarms, simultaneous incidents, and life safety are not considered.

The greatest value of A, B, or C below is needed in the fire district to suppress fires in structures with a Needed Fire Flow of 3,500 gpm or less: **5 engine companies**

a) **5 engine companies** to provide fire suppression services to areas to meet NFPA 1710 criteria or within 1½ miles.

b) **3 engine companies** to support a Basic Fire Flow of 3500 gpm.

c) **3 engine companies** based upon the fire department's method of operation to provide a minimum two engine response to all first alarm structure fires.

The FSRS recognizes that there are **5 engine companies** in service.

The FSRS also reviews Automatic Aid. Automatic Aid is considered in the review as assistance dispatched automatically by contractual agreement between two communities or fire districts. That differs from mutual aid or assistance arranged case by case. ISO will recognize an Automatic Aid plan under the following conditions:

- It must be prearranged for first alarm response according to a definite plan. It is preferable to have a written agreement, but ISO may recognize demonstrated performance.
- The aid must be dispatched to all reported structure fires on the initial alarm.
- The aid must be provided 24 hours a day, 365 days a year.

FSRS Item 512.D "Automatic Aid Engine Companies" responding on first alarm and meeting the needs of the city for basic fire flow and/or distribution of companies are factored based upon the value of the Automatic Aid plan (up to 1.00 can be used as the factor). The Automatic Aid factor is determined by a review of the Automatic Aid provider's communication facilities, how they receive alarms from the graded area, inter-department training between fire departments, and the fire ground communications capability between departments.

For each engine company, the credited Pump Capacity (PC), the Hose Carried (HC), the Equipment Carried (EC) all contribute to the calculation for the percent of credit the FSRS provides to that engine company.

Item 513 "Credit for Engine Companies (CEC)" = 5.77 points

Item 523 - Credit for Reserve Pumpers (0.50 points)

The item is Item 523 "Credit for Reserve Pumpers (CRP)". This item reviews the number and adequacy of the pumpers and their equipment. The number of needed reserve pumpers is 1 for each 8 needed engine companies determined in Item 513, or any fraction thereof.

Item 523 "Credit for Reserve Pumpers (CRP)" = 0.48 points

Item 532 – Credit for Pumper Capacity (3 points)

The next item reviewed is Item 532 "Credit for Pumper Capacity (CPC)". The total pump capacity available should be sufficient for the Basic Fire Flow of 3500 gpm. The maximum needed pump capacity credited is the Basic Fire Flow of the community.

Item 532 "Credit for Pumper Capacity (CPC)" = 3.00 points

Item 549 – Credit for Ladder Service (4 points)

The next item reviewed is Item 549 "Credit for Ladder Service (CLS)". This item reviews the number of response areas within the city with 5 buildings that are 3 or more stories or 35 feet or more in height, or with 5 buildings that have a Needed Fire Flow greater than 3,500 gpm, or any combination of these criteria. The height of all buildings in the city, including those protected by automatic sprinklers, is considered when determining the number of needed ladder companies. Response areas not needing a ladder company should have a service company. Ladders, tools and equipment normally carried on ladder trucks are needed not only for ladder operations but also for forcible entry, ventilation, salvage, overhaul, lighting and utility control.

The number of ladder or service companies, the height of the aerial ladder, aerial ladder testing and the equipment carried on the in-service ladder trucks and service trucks is compared with the number of needed ladder trucks and service trucks and an FSRS equipment list. Ladder trucks must meet the general criteria of NFPA 1901, *Standard for Automotive Fire Apparatus* to be recognized.

The number of needed ladder-service trucks is dependent upon the number of buildings 3 stories or 35 feet or more in height, buildings with a Needed Fire Flow greater than 3,500 gpm, and the method of operation.

The FSRS recognizes that there are **2 ladder companies** in service. These companies are needed to provide fire suppression services to areas to meet NFPA 1710 criteria or within 2½ miles and the number of buildings with a Needed Fire Flow over 3,500 gpm or 3 stories or more in height, or the method of operation.

The FSRS recognizes that there are **0 service companies** in service.

Item 549 "Credit for Ladder Service (CLS)" = 2.69 points

Item 553 – Credit for Reserve Ladder and Service Trucks (0.50 points)

The next item reviewed is Item 553 "Credit for Reserve Ladder and Service Trucks (CRLS)". This item considers the adequacy of ladder and service apparatus when one (or more in larger communities) of these apparatus are out of service. The number of needed reserve ladder and service trucks is 1 for each 8 needed ladder and service companies that were determined to be needed in Item 540, or any fraction thereof.

Item 553 "Credit for Reserve Ladder and Service Trucks (CRLS)" = 0.48 points

Item 561 – Deployment Analysis (10 points)

Next, Item 561 "Deployment Analysis (DA)" is reviewed. This Item examines the number and adequacy of existing engine and ladder-service companies to cover built-upon areas of the city.

To determine the Credit for Distribution, first the Existing Engine Company (EC) points and the Existing Engine Companies (EE) determined in Item 513 are considered along with Ladder Company Equipment (LCE) points, Service Company Equipment (SCE) points, Engine-Ladder Company Equipment (ELCE) points, and Engine-Service Company Equipment (ESCE) points determined in Item 549.

Secondly, as an alternative to determining the number of needed engine and ladder/service companies through the road-mile analysis, a fire protection area may use the results of a systematic performance evaluation. This type of evaluation analyzes computer-aided dispatch (CAD) history to demonstrate that, with its current deployment of companies, the fire department meets the time constraints for initial arriving engine and initial full alarm assignment in accordance with the general criteria of in NFPA 1710, *Standard for the Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments.*

A determination is made of the percentage of built upon area within 1½ miles of a first-due engine company and within 2½ miles of a first-due ladder-service company.

Item 561 "Credit Deployment Analysis (DA)" = 6.00 points

Item 571 – Credit for Company Personnel (15 points)

Item 571 "Credit for Company Personnel (CCP)" reviews the average number of existing firefighters and company officers available to respond to reported first alarm structure fires in the city.

The on-duty strength is determined by the yearly average of total firefighters and company officers on-duty considering vacations, sick leave, holidays, "Kelley" days and other absences. When a fire department operates under a minimum staffing policy, this may be used in lieu of determining the yearly average of on-duty company personnel.

Firefighters on apparatus not credited under Items 513 and 549 that regularly respond to reported first alarms to aid engine, ladder, and service companies are included in this item as increasing the total company strength.

Firefighters staffing ambulances or other units serving the general public are credited if they participate in fire-fighting operations, the number depending upon the extent to which they are available and are used for response to first alarms of fire.

On-Call members are credited on the basis of the average number staffing apparatus on first alarms. Off-shift career firefighters and company officers responding on first alarms are considered on the same basis as on-call personnel. For personnel not normally at the fire station, the number of responding firefighters and company officers is divided by 3 to reflect the time needed to assemble at the fire scene and the reduced ability to act as a team due to the various arrival times at the fire location when compared to the personnel on-duty at the fire station during the receipt of an alarm.

The number of Public Safety Officers who are positioned in emergency vehicles within the jurisdiction boundaries may be credited based on availability to respond to first alarm structure fires. In recognition of this increased response capability the number of responding Public Safety Officers is divided by 2.

The average number of firefighters and company officers responding with those companies credited as Automatic Aid under Items 513 and 549 are considered for either on-duty or on-call company personnel as is appropriate. The actual number is calculated as the average number of company personnel responding multiplied by the value of AA Plan determined in Item 512.D.

The maximum creditable response of on-duty and on-call firefighters is 12, including company officers, for each existing engine and ladder company and 6 for each existing service company.

Chief Officers are not creditable except when more than one chief officer responds to alarms; then extra chief officers may be credited as firefighters if they perform company duties.

The FSRS recognizes **29.00 on-duty personnel** and an average of **0.00 on-call personnel** responding on first alarm structure fires.

Item 571 "Credit for Company Personnel (CCP)" = 10.36 points

Item 581 – Credit for Training (9 points)

Training	Earned Credit	Credit Available
A. Facilities, and Use For maximum credit, each firefighter should receive 18 hours per year in structure fire related subjects as outlined in NFPA 1001.	9.10	35
B. Company Training For maximum credit, each firefighter should receive 16 hours per month in structure fire related subjects as outlined in NFPA 1001.	13.89	25
C. Classes for Officers For maximum credit, each officer should be certified in accordance with the general criteria of NFPA 1021. Additionally, each officer should receive 12 hours of continuing education on or off site.	9.69	12
D. New Driver and Operator Training For maximum credit, each new driver and operator should receive 60 hours of driver/operator training per year in accordance with NFPA 1002 and NFPA 1451.	5.00	5
E. Existing Driver and Operator Training For maximum credit, each existing driver and operator should receive 12 hours of driver/operator training per year in accordance with NFPA 1002 and NFPA 1451.	5.00	5
F. Training on Hazardous Materials For maximum credit, each firefighter should receive 6 hours of training for incidents involving hazardous materials in accordance with NFPA 472.	1.00	1
G. Recruit Training For maximum credit, each firefighter should receive 240 hours of structure fire related training in accordance with NFPA 1001 within the first year of employment or tenure.	5.00	5
H. Pre-Fire Planning Inspections For maximum credit, pre-fire planning inspections of each commercial, industrial, institutional, and other similar type building (all buildings except 1-4 family dwellings) should be made annually by company members. Records of inspections should include up-to date notes and sketches.	3.48	12

Item 580 "Credit for Training (CT)" = 4.69 points

Item 730 – Operational Considerations (2 points)

Item 730 "Credit for Operational Considerations (COC)" evaluates fire department standard operating procedures and incident management systems for emergency operations involving structure fires.

Operational Considerations	Earned Credit	Credit Available
Standard Operating Procedures The department should have established SOPs for fire department general emergency operations	50	50
Incident Management Systems The department should use an established incident management system (IMS)	50	50
Operational Considerations total:	100	100

Item 730 "Credit for Operational Considerations (COC)" = 2.00 points

Water Supply

Forty percent of a community's overall score is based on the adequacy of the water supply system. The ISO field representative evaluated:

- the capability of the water distribution system to meet the Needed Fire Flows at selected locations up to 3,500 gpm.
- size, type and installation of fire hydrants.
- inspection and flow testing of fire hydrants.

	Earned Credit	Credit Available
616. Credit for Supply System	27.26	30
621. Credit for Hydrants	2.50	3
631. Credit for Inspection and Flow Testing	7.00	7
Item 640. Credit for Water Supply:	36.76	40

Item 616 – Credit for Supply System (30 points)

The first item reviewed is Item 616 "Credit for Supply System (CSS)". This item reviews the rate of flow that can be credited at each of the Needed Fire Flow test locations considering the supply works capacity, the main capacity and the hydrant distribution. The lowest flow rate of these items is credited for each representative location. A water system capable of delivering 250 gpm or more for a period of two hours plus consumption at the maximum daily rate at the fire location is considered minimum in the ISO review.

Where there are 2 or more systems or services distributing water at the same location, credit is given on the basis of the joint protection provided by all systems and services available.

The supply works capacity is calculated for each representative Needed Fire Flow test location, considering a variety of water supply sources. These include public water supplies, emergency supplies (usually accessed from neighboring water systems), suction supplies (usually evidenced by dry hydrant installations near a river, lake or other body of water), and supplies developed by a fire department using large diameter hose or vehicles to shuttle water from a source of supply to a fire site. The result is expressed in gallons per minute (gpm).

The normal ability of the distribution system to deliver Needed Fire Flows at the selected building locations is reviewed. The results of a flow test at a representative test location will indicate the ability of the water mains (or fire department in the case of fire department supplies) to carry water to that location.

The hydrant distribution is reviewed within 1,000 feet of representative test locations measured as hose can be laid by apparatus.

For maximum credit, the Needed Fire Flows should be available at each location in the district. Needed Fire Flows of 2,500 gpm or less should be available for 2 hours; and Needed Fire Flows of 3,000 and 3,500 gpm should be obtainable for 3 hours.

Item 616 "Credit for Supply System (CSS)" = 27.26 points

Item 621 – Credit for Hydrants (3 points)

The second item reviewed is Item 621 "Credit for Hydrants (CH)". This item reviews the number of fire hydrants of each type compared with the total number of hydrants.

There are a total of 4900 hydrants in the graded area.

620. Hydrants, - Size, Type and Installation	Number of Hydrants
A. With a 6 -inch or larger branch and a pumper outlet with or without 2½ -inch outlets	2900
B. With a 6 -inch or larger branch and no pumper outlet but two or more 2½ -inch outlets, or with a small foot valve, or with a small barrel	1371
C./D. With only a 2½ -inch outlet or with less than a 6 -inch branch	629
E./F. Flush Type, Cistern, or Suction Point	0

Item 621 "Credit for Hydrants (CH)" = 2.50 points

Item 630 – Credit for Inspection and Flow Testing (7 points)

The third item reviewed is Item 630 "Credit for Inspection and Flow Testing (CIT)". This item reviews the fire hydrant inspection frequency, and the completeness of the inspections. Inspection of hydrants should be in accordance with AWWA M-17, *Installation, Field Testing and Maintenance of Fire Hydrants.*

Frequency of Inspection (FI): Average interval between the 3 most recent inspections.

Frequency	Points
1 year	30
2 years	20
3 years	10
4 years	5
5 years or more	No Credit

Note: The points for inspection frequency are reduced by 10 points if the inspections are incomplete or do not include a flushing program. An additional reduction of 10 points are made if hydrants are not subjected to full system pressure during inspections. If the inspection of cisterns or suction points does not include actual drafting with a pumper, or back-flushing for dry hydrants, 20 points are deducted.

Total points for Inspections = 4.00 points

Frequency of Fire Flow Testing (FF): Average interval between the 3 most recent inspections.

Frequency	Points
5 years	40
6 years	30
7 years	20
8 years	10
9 years	5
10 years or more	No Credit

Total points for Fire Flow Testing = 3.00 points

Item 631 "Credit for Inspection and Fire Flow Testing (CIT)" = 7.00 points

Divergence = -4.19

The Divergence factor mathematically reduces the score based upon the relative difference between the fire department and water supply scores. The factor is introduced in the final equation.

Community Risk Reduction

	Earned Credit	Credit Available
1025. Credit for Fire Prevention and Code Enforcement (CPCE)	**1.74**	2.2
1033. Credit for Public Fire Safety Education (CFSE)	**1.22**	2.2
1044. Credit for Fire Investigation Programs (CIP)	**1.04**	1.1
Item 1050. Credit for Community Risk Reduction	**4.00**	**5.50**

Item 1025 – Credit for Fire Prevention Code and Enforcement (2.2 points)	Earned Credit	Credit Available
Fire Prevention Code Regulations (PCR) Evaluation of fire prevention code regulations in effect.	10.00	10
Fire Prevention Staffing (PS) Evaluation of staffing for fire prevention activities.	4.59	8
Fire Prevention Certification and Training (PCT) Evaluation of the certification and training of fire prevention code enforcement personnel.	6.00	6
Fire Prevention Programs (PCP) Evaluation of fire prevention programs.	11.10	2
Review of Fire Prevention Code and Enforcement (CPCE) total:	1.74	40

Item 1033 – Credit for Public Fire Safety Education (2.2 points)	Earned Credit	Credit Available
Public Fire Safety Educators Qualifications and Training (FSQT) Evaluation of public fire safety education personnel training and qualification as specified by the authority having jurisdiction.	5.00	10
Public Fire Safety Education Programs (FSP) Evaluation of programs for public fire safety education.	17.27	30
Review of Public Safety Education Programs (CFSE) total:	1.22	40

Item 1044 – Credit for Fire Investigation Programs (1.1 points)	Earned Credit	Credit Available
Fire Investigation Organization and Staffing (IOS) Evaluation of organization and staffing for fire investigations.	8.00	8
Fire Investigator Certification and Training (IQT) Evaluation of fire investigator certification and training.	4.88	6
Use of National Fire Incident Reporting System (IRS) Evaluation of the use of the National Fire Incident Reporting System (NFIRS) for the 3 years before the evaluation.	6.00	6
Review of Fire Prevention Code and Enforcement (CPCE) total:	1.04	20

Summary of Public Protection Classification Review
Completed by ISO
for
Bloomington

FSRS Item	Earned Credit	Credit Available
Emergency Reporting		
414. Credit for Emergency Reporting	2.40	3
422. Credit for Telecommunicators	4.00	4
432. Credit for Dispatch Circuits	1.95	3
440. Credit for Receiving and Handling Fire Alarms	8.35	10
Fire Department		
513. Credit for Engine Companies	5.77	6
523. Credit for Reserve Pumpers	0.48	0.5
532. Credit for Pumper Capacity	3.00	3
549. Credit for Ladder Service	2.69	4
553. Credit for Reserve Ladder and Service Trucks	0.48	0.5
561. Credit for Deployment Analysis	6.00	10
571. Credit for Company Personnel	10.36	15
581. Credit for Training	4.69	9
730. Credit for Operational Considerations	2.00	2
590. Credit for Fire Department	35.47	50
Water Supply		
616. Credit for Supply System	27.26	30
621. Credit for Hydrants	2.50	3
631. Credit for Inspection and Flow Testing	7.00	7
640. Credit for Water Supply	36.76	40
Divergence	-4.19	--
1050. Community Risk Reduction	4.00	5.50
Total Credit	80.39	105.5

Final Community Classification = 02/2X

INSURANCE SERVICES OFFICE, INC.

HYDRANT FLOW DATA SUMMARY

City Bloomington

County Illinois(Mclean), State ILLINOIS (12) Witnessed by: Insurance Services Office Date: Apr 24, 2014

TEST NO.	TYPE DIST.*	TEST LOCATION	SERVICE	FLOW - GPM $Q=(29.83(C(d^2)p^{0.5}))$ INDIVIDUAL HYDRANTS			FLOW - GPM TOTAL	PRESSURE PSI STATIC	PRESSURE PSI RESID.	FLOW -AT 20 PSI NEEDED **	FLOW -AT 20 PSI AVAIL.	REMARKS***	MODEL TYPE
1		Morris & Perry	Bloomington Water Department, Main	930	930	0	1860	82	67	4500	4000		
10		Ferryman & Guiness	Bloomington Water Department, Main	890	890	0	1780	73	54	1000	3100		
11		Oakland & Olympia	Bloomington Water Department, Main	1550	0	0	1550	46	32	3000	2200		
12		Four Seasons Road & Willedrob Road	Bloomington Water Department, Main	1590	0	0	1590	61	42	5500	2400		
12a		Four Seasons Road & Willedrob Road	Bloomington Water Department, Main	1590	0	0	1590	61	42	5500	2400		
12b		Four Seasons Road & Willedrob Road	Bloomington Water Department, Main	1590	0	0	1590	61	42	2500	2400		
13		Evergreen & Hunter	Bloomington Water Department, Main	670	670	750	2840	52	35	3000	4000		
13a		Evergreen & Hunter	Bloomington Water Department, Main	670	670	750	2840	52	35	1500	4000		
14		Washington & St Joseph	Bloomington Water Department, Main	950	950	860	3620	65	57	4000	9200		
14a		Washington & St Joseph	Bloomington Water Department, Main	950	950	860	3620	65	57	3500	9200		
15		On Prospect, 1st S of Empire	Bloomington Water Department, Main	860	860	1750	3470	57	48	4000	7400		
15a		On Prospect, 1st S of Empire	Bloomington Water Department, Main	860	860	1750	3470	57	48	3500	7400		
16		East Port Dr & Slayton	Bloomington Water Department, Main	810	810	750	3120	61	47	7000	5600		
16a		East Port Dr & Slayton	Bloomington Water Department, Main	810	810	750	3120	61	47	2000	5600		
16b		East Port Dr & Slayton	Bloomington Water Department, Main	810	810	750	3120	61	47	1500	5600		
17		Ekstan & Cornelius	Bloomington Water Department, Main	1780	0	0	1780	65	44	1000	2700		

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*** (A)-Limited by available hydrants to gpm shown. Available facilities limit flow to gpm shown plus consumption for the needed duration of (B)-2 hours, (C)-3 hours or (D)-4 hours.

INSURANCE SERVICES OFFICE, INC.

HYDRANT FLOW DATA SUMMARY

City Bloomington

County Illinois(Mclean), State ILLINOIS (12) Witnessed by: Insurance Services Office Date: Apr 24, 2014

TEST NO.	TYPE DIST.*	TEST LOCATION	SERVICE	FLOW - GPM				PRESSURE PSI		FLOW -AT 20 PSI		REMARKS***	MODEL TYPE
				INDIVIDUAL HYDRANTS			TOTAL	STATIC	RESID.	NEEDED **	AVAIL.		
18		Towanda Barnes & GE Rd	Bloomington Water Department, Main	790	790	1590	3170	62	37	3000	4200		
19		Wisteria & Crimson	Bloomington Water Department, Main	920	920	920	3680	62	44	1000	5800		
1a		Morris & Perry	Bloomington Water Department, Main	930	930	0	1860	82	67	1500	4000		
2		Reading Rd & Parker Ave	Bloomington Water Department, Main	990	990	0	1980	82	64	1500	3900		
20		Airport Rd & Fort Jesse Rd	Bloomington Water Department, Main	860	860	750	3220	64	52	3500	6500		
21		On GE Rd, 1st W of Hershey	Bloomington Water Department, Main	1990	2260	0	4250	81	72	6000	11900		
21a		On GE Rd, 1st W of Hershey	Bloomington Water Department, Main	1990	2260	0	4250	81	72	2250	11900		
22		On Jumer, 1st E of Veterans	Bloomington Water Department, Main	1140	1140	1820	4100	79	70	5000	11300		
22a		On Jumer, 1st E of Veterans	Bloomington Water Department, Main	1140	1140	1820	4100	79	70	2500	11300		
23		Towanda & Orleans	Bloomington Water Department, Main	810	810	0	1620	72	38	4500	2000		
23a		Towanda & Orleans	Bloomington Water Department, Main	810	810	0	1620	72	38	3000	2000		
24		Mecherle Dr & Robinhood Ln	Bloomington Water Department, Main	750	750	790	3080	62	43	5000	4700		
24a		Mecherle Dr & Robinhood Ln	Bloomington Water Department, Main	750	750	790	3080	62	43	5000	4700		
24b		Mecherle Dr & Robinhood Ln	Bloomington Water Department, Main	750	750	790	3080	62	43	3000	4700		
25		Emerson & Sunset, East End	Bloomington Water Department, Main	240	240	340	1160	62	20	4500	1200		
25a		Emerson & Sunset, East End	Bloomington Water Department, Main	240	240	340	1160	62	20	2500	1200		

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INSURANCE SERVICES OFFICE, INC.

HYDRANT FLOW DATA SUMMARY

City Bloomington

County Illinois(Mclean), State ILLINOIS (12) Witnessed by: Insurance Services Office Date: Apr 24, 2014

TEST NO.	TYPE DIST.*	TEST LOCATION	SERVICE	FLOW - GPM				PRESSURE PSI		FLOW -AT 20 PSI		REMARKS***	MODEL TYPE
				INDIVIDUAL HYDRANTS			TOTAL	STATIC	RESID.	NEEDED **	AVAIL.		
26		Empire & Colton	Bloomington Water Department, Main	2310	720	0	3030	88	47	5000	4000		
26a		Empire & Colton	Bloomington Water Department, Main	2310	720	0	3030	88	47	4000	4000		
26b		Empire & Colton	Bloomington Water Department, Main	2310	720	0	3030	88	47	2500	4000		
27		On Croxton, W of Hannah	Bloomington Water Department, Main	750	750	750	3000	62	44	8000	4700		
27a		On Croxton, W of Hannah	Bloomington Water Department, Main	750	750	750	3000	62	44	6500	4700		
27b		On Croxton, W of Hannah	Bloomington Water Department, Main	750	750	750	3000	62	44	2500	4700		
28		Oakland & Robinson	Bloomington Water Department, Main	530	530	1670	2730	71	43	4500	3800		
28a		Oakland & Robinson	Bloomington Water Department, Main	530	530	1670	2730	71	43	3500	3800		
29		Center & Mill	Bloomington Water Department, Main	650	650	480	2260	84	62	4500	4000		
29a		Center & Mill	Bloomington Water Department, Main	650	650	480	2260	84	62	3500	4000		
3		Maple Hill & Wylie	Bloomington Water Department, Main	920	920	1820	3660	74	45	6000	5100		
30		Madison & Front	Bloomington Water Department, Main	820	820	710	3060	86	64	5000	5500		
30a		Madison & Front	Bloomington Water Department, Main	820	820	710	3060	86	64	4000	5500		
30b		Madison & Front	Bloomington Water Department, Main	820	820	710	3060	86	64	4000	5500		
30c		Madison & Front	Bloomington Water Department, Main	820	820	710	3060	86	64	2000	5500		
31		Ireland Grove & Mercer	Bloomington Water Department, Main	1850	590	0	2440	54	48	6000	6200		

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INSURANCE SERVICES OFFICE, INC.

HYDRANT FLOW DATA SUMMARY

City Bloomington

County Illinois(Mclean), State ILLINOIS (12) Witnessed by: Insurance Services Office Date: Apr 24, 2014

TEST NO.	TYPE DIST.*	TEST LOCATION	SERVICE	FLOW - GPM				PRESSURE PSI		FLOW -AT 20 PSI		REMARKS***	MODEL TYPE
				INDIVIDUAL HYDRANTS			TOTAL	STATIC	RESID.	NEEDED **	AVAIL.		
31a		Ireland Grove & Mercer	Bloomington Water Department, Main	1850	590	0	2440	54	48	2250	6200		
3a		Maple Hill & Wylie	Bloomington Water Department, Main	920	920	1820	3660	74	45	3500	5100		
4		Washington & Caroline	Bloomington Water Department, Main	1010	1010	2310	4330	105	64	2500	6400		
5		Binghamton & Scarborough	Bloomington Water Department, Main	1010	1010	0	2020	72	47	1000	3000		
6		Laesch & Goldenrod	Bloomington Water Department, Main	750	750	0	1500	58	37	1000	2100		
7		On Main, 2nd S of Southgate	Bloomington Water Department, Main	630	630	0	1260	72	26	4500	1300		
7a		On Main, 2nd S of Southgate	Bloomington Water Department, Main	630	630	0	1260	72	26	3500	1300		
8		On Veterans, 3rd E of Bunn	Bloomington Water Department, Main	650	650	0	1300	48	27	4500	1500		
8a		On Veterans, 3rd E of Bunn	Bloomington Water Department, Main	650	650	0	1300	48	27	3500	1500		
9		Hamilton & Hershey	Bloomington Water Department, Main	1990	2200	0	4190	67	60	3500	11700		

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Item 6C.

Uber Presentation

Presentation provided via Addendum

(5 minutes)

Question & Answer

(15 minutes)

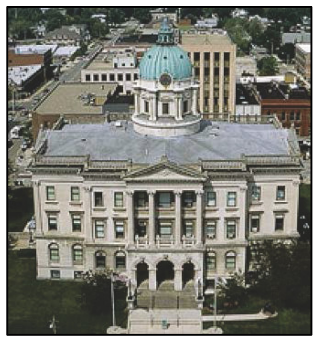
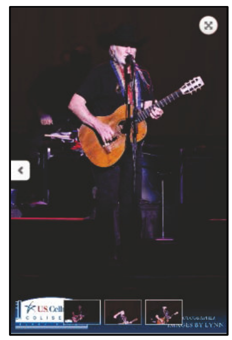
FOR COUNCIL: March 16, 2015

SUBJECT: Formation of a Downtown Signage Committee

RECOMMENDATION/MOTION: Recommend conceptual approval for formation of the Downtown Signage Committee and direct the City Manager to draft a resolution for establishment of an ad hock committee.

STRATEGIC PLAN LINK: Goal 6. Prosperous Downtown Bloomington.

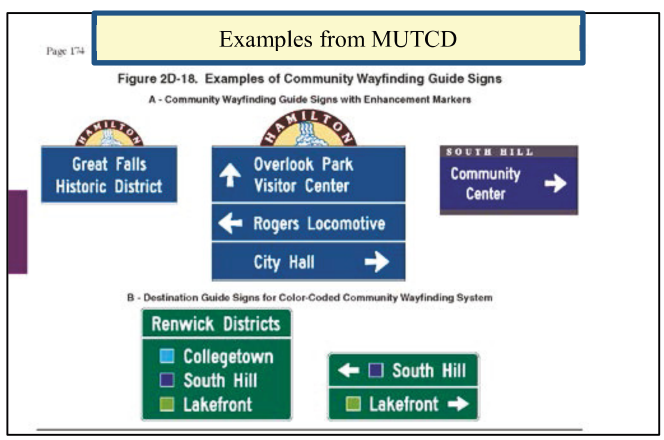
STRATEGIC PLAN SIGNIFICANCE: Objective 6c. Downtown becoming a community and regional destination.


BACKGROUND: The Downtown Traffic Committee recommends formation of the Committee to improve signage throughout Downtown promoting attractions and directing visitors. The Committee would be a composed of staff, active citizens and a representative of the Bloomington-Normal Area Convention and Visitors Bureau.

The Committee will be tasked with the following:

- Decide on sites that should be highlighted with signage. This could include signs for civic attractions, government buildings and parking areas.
- Choose a style of design. The decision on style should be limited to those recognized by the Manual On Uniform Traffic Control Devices (MUTCD)
- Decide on sign size and placement.
- Investigate cost.



Decisions should be returned to the Council and Administration in the form of recommendations.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: Downtown Traffic Committee.

FINANCIAL IMPACT: Cost is unknown at this time.

Respectfully submitted for Council consideration.

Prepared by: Stephen Arney, Public Works Administration

Reviewed by: Jim Karch, PE CFM, Director of Public Works

Reviewed by: Steve Rasmussen, Assistant City Manager

Financial & budgetary review by: Chris Tomerlin, Budget Analyst

Legal review by: Jeffrey R. Jurgens, Corporation Counsel

Recommended by:

David A. Hales
City Manager

Attachments: Attachment 1. Downtown Bloomington Strategy, excerpts.

Motion: Conceptual approval for formation of the Downtown Signage Committee and direct the City Manager to draft a resolution for establishment of an ad hock committee.

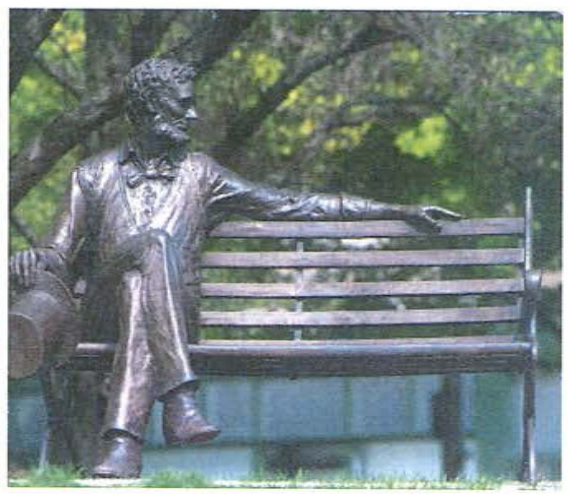
Motion: ______________________ Seconded by: ______________________

	Aye	Nay	Other		Aye	Nay	Other
Alderman Black				Alderman Painter			
Alderman Fruin				Alderman Sage			
Alderman Hauman				Alderman Schmidt			
Alderman Lower				Alderman Stearns			
Alderman Mwilambwe							
				Mayor Renner			

Downtown Bloomington Strategy

City of Bloomington, Illinois

Prepared for:
Downtown Bloomington Association



I. Project Overview

This report concludes that Downtown Bloomington, McLean County's greatest asset, is threatened by a failure of consensus on how to maintain, regulate, redevelop and generally manage this valuable and unique community asset. The work of this study builds on core insights and wisdom gained from Bloomington leaders, business folks, and residents, and also draws from successful communities and best practices nationally to propose a comprehensive approach to address these concerns.

Many recommendations made in this plan, such as those regarding streetscape improvements and parking management, can be undertaken immediately or in the short-term future, providing early benefits to Downtown merchants and residents. Others, such as zoning recommendations, will set the stage for future development when the real estate market regains strength.

No plan is without critics, but one does not have to agree with everything in this report to recognize its core strategies and insights. We believe that this plan has achieved a critical mass binding leadership to a specific and thoughtful plan for ongoing Downtown maintenance, improvement, and investment. Sustained leadership and guidance, over a long period of time, is required to implement the goals of this plan; however, in taking these necessary steps to improve Downtown, Bloomington will gain incredible social, economic, and aesthetic benefits.

Community Vision

Downtown Bloomington is one of the greatest assets in the Bloomington-Normal metropolitan area and has the potential to enhance its regional draw. Its abundant historic features and character, location on Illinois Route 51, a major commercial thoroughfare, and centralized position within the community give Downtown an advantage over other regional centers (see Figure I-1). However, in order to capitalize on this advantage, the City of Bloomington and its residents must recognize the importance of Downtown as a critical asset as well as the fundamental shi

It is recommended that those lots in the core of Downtown redevelop with context-sensitive mixed-use buildings, and the parking housed on those lots be transferred as needed to public parking decks. This will improve the built environment and provide more visual interest in the heart of Downtown without sacrificing parking needs.

Connectedness and Mobility

Bloomington developed as a traditional American downtown with a grid system of streets. This pattern is very functional, providing a high level of pedestrian and vehicular access into and out of the downtown. The plan includes recommendations on how these streets can be improved for access to the downtown by vehicles, busses, bicycles and pedestrians, with better amenities and wayfinding.

Conclusion

The ideas and recommendations expressed in this master plan are substantial tasks that will take a great deal of time, money and fund-raising, political will, and commitment to realize. The Implementation Matrix contained with this report identifies the parties responsible for each major recommendation made in the plan and also lists potential funding sources for these tasks. However, the goals of this plan will not come to life without the perseverance and work of those dedicated to improving Downtown, which will be an enormous asset if managed properly.

Study Area

The Downtown Bloomington Master Plan study area includes the area locally referred to as Downtown Bloomington (see Figure I-2), which is roughly bounded by Locust Street to the north, Prairie Street to the east down to Douglas Street, Gridley Street to the east from Douglas to Jackson Street, Jackson and Water Streets to the south, and Lee Street to the west. Section III, Warehouse District, focuses on the area depicted in orange in Figure I-2; this section of the report is the only section where the warehouse district to the south of Downtown is included.

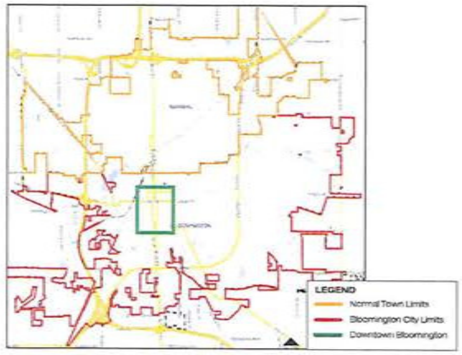


Figure I-1: Downtown Bloomington in Relation to Bloomington-Normal.
Source: McLean County GIS http://www.mcgis.org/

Figure I-2: Study Area Boundaries.

I. Project Overview

Community Involvement

The community input phase of this master plan project included several components. At the outset of the project, a public kick-off meeting was held to gather information from the community on what type of development they felt was most appropriate and needed in the Downtown. Next, a two-day charrette was held to create redevelopment scenarios for specific sites within the Downtown. At the end of the charrette, a public meeting was held to present drafts of the different scenarios. Near the end of the planning process, a public open house was held to present the master plan draft. The following describes the community input process in greater detail.

Kick-Off Meeting

The public kick-off meeting for the project was held on November 6, 2008 at the State Farm Insurance building in Downtown Bloomington. Roughly two hundred people attended the meeting, which consisted of a brief presentation covering an overview of the project and past planning initiatives, as well as an in-depth brainstorming session to gain feedback from the public on the existing conditions and potential future direction of Downtown. The following subsections describe the discussion at the kick-off meeting. There were several general themes and concerns for Downtown, including:

- Great desire for a vibrant, welcoming, beautiful, safe, clean, and fun Downtown
- Vision of Downtown as a tourist destination; Emphasis on preserving and enhancing the historic assets of Downtown
- Concern over economic competition with auto-oriented commercial areas in the region and need for economic development and improved assistance for small or start-up businesses
- Concerns with safety, vagrancy, and cleanliness
- Demand for Downtown to embrace pedestrian-orientation and alternative modes of transportation, especially bicyclists and pedestrians
- Frustration with parking availability
- Worry over a lack of leadership, management, and funding to carry out the goals of the plan

Participants at the project's kick-off meeting.

Participants were asked a series of questions to refine goals, strengths, weaknesses, opportunities, and threats to Downtown; responses included the following.

In a word, describe your hope for Downtown.
Responses included: sustainability; beautification; color; vibrant; community; collaboration; walkable; convenience; diversity; destination; lifestyle; commitment; cultural; hip; multipurpose; safe; preservation; cleanliness; center; 24/7; fun; green; energy; creative; hub; art; historic; vitality; neighborhood; genuine; personality; unique; welcoming; unintimidating; home; multifaceted; tourism; romantic; spatially convivial; hotel; accessible; occupied.

What are the Strengths of Downtown?
Responses included: Lincoln heritage; architecture; artistic community; venues; arts center; farmers' market; friendliness; Performing Arts Center; history museum; numerous colleges; professional community; law and justice center; county seat; surrounding neighborhoods; largest county in Illinois; highway access; residential; Coliseum; local retail base; Amtrak; decent public transportation; jobs; taverns; State Farm; churches; Route 66; Central Illinois Regional Airport; parks; library; Constitution Trail; independent restaurants; west side community garden; historic neighborhoods; strong neighborhood association; home of Dan Brady; Downtown Bloomington Association; good radio stations; technology; tourism potential; strong social services; Downtown Bar Association; people care.

What are the Weaknesses of Downtown?
Responses included: perception of failure; lack of wayfinding signage; 4-lane bypass; proximity of residents to entertainment; one-way streets; dirty; poorly lit; homeless people; perception of the poor; retail closes too early; surrounding neighborhoods; increased crime; too much rental; on-street parking regulations; not knowing or understanding past; lack of respect and economic opportunity for poor people; vandalism; need more gyms; navigation and visibility; failure to embrace college students; alcohol abuse; insufficient pedestrian and bicycle facilities; parking structures; garbage, recycling, and management; no water element; unhelpful city when a new business; lack of Downtown manager; lack of focus on environmental; ghost town on Sunday; sewer maintenance; missing services; bad public transit; inconsistent retail; streetscape lack; aesthetics.

What are Opportunities for Downtown?
Responses included: colleges and Downtown coexist; better promotion; more density and retail to be had; opportunity sites; larger range of housing prices; add night security presence; early morning cleanup; unify residents; bike link to Constitution Trail; cable car around the Courthouse; Lincoln history and tourism; Route 66; trolley/shuttle between Downtown and uptown Normal; move Visitors' Bureau to Downtown; green roofs; more bike racks and events; restructure the couplet; pedestrian-friendly features; "61704s" - shift retail from Veterans' Parkway; stoplights yellow after 10 pm; wi-fi; entertainment venues self-supporting; breakfast restaurant; kid-friendly destination; lack of holiday decor; movie or arts theater; hotel; resident services and retail; conventions; sell to business people; signs from highway pointing to Downtown; signage and murals by local artists; public art; outdoor concerts; reverse Jefferson.

What are the Threats to Downtown?
Responses included: sprawl and retail shift; lack of cooperation and support in government; community apathy; regulations (ie grease traps); current economic crisis; youngsters with nothing to do; funding for implementation; strip malls; perception of crime; plan for whole area - not just one part; Illinois Department of Transportation; opposition by uninformed citizens; lack of accountability for police; not welcoming of change; banks not supporting local development; free parking; city management doesn't understand Downtown; Uptown Normal; racism and lack of diversity; Normal willing to spend money; exploitation of poor; lack of retail competition; City doesn't help new businesses; corporations.

Pick Your Model Place: What Should Downtown Look/Feel Like?
Responses included: Omaha, NE; Fort Collins, CO; Saugatuck, MI; Madison, WI; Iowa City, IA; Burlington, VT; Decatur, IL; Dallas, TX; Santa Cruz, CA; Utica, IL; Galena, IL; Great Barrington, MA; Urbana, IL; Columbia, MO; Portland, ME; Ithaca, NY.

What does Downtown want to be?
Responses included: better; alive; vibrant; creative, artistic; hub of everything; connection; Downtown in motion; capitalize on travelers to metropolitan areas; diversified magnet

Downtown Redevelopment Charrette

A charrette is a public design workshop in which the consultant team, community stakeholders, developers, City officials, and residents collaborate to achieve a shared vision or set of goals for a project. The Downtown Redevelopment Charrette brought the consultant team together to brainstorm redevelopment ideas. Feedback and input was sought from the Steering Committee and Technical Advisory Committee, and the finalized ideas were presented to the public, where they were well supported. The redevelopment scenarios are summarized below; for more information, see Section II: Downtown Vision.

Redevelopment Scenario #1
Scenario 1 involved the redevelopment of several parcels along north Main Street, between Market and Mulberry, that are

Participants at the Downtown Redevelopment Charrette.

I. Project Overview

Goals and Objectives

The goals and objectives below were created, with input from the public as well as the Steering Committee and Technical Advisory Committee, to provide a vision and direction for Downtown Bloomington.

Leadership

Goal: Engage strong leadership and achieve consensus on how to maintain, regulate, manage, and redevelop Downtown.

Objectives:

1. Create transparency in the decision-making process to garner community support and to ensure that decisions made are in accordance with the recommendations set forth in this plan.
2. Hold local government and other organizations accountable for the responsibilities assigned to them to implement this plan.

Historic Preservation

Goal: Protect, preserve, and restore the historic resources in Downtown.

Objectives:

1. Preserve existing historic Downtown buildings and infill non-historic parcels with buildings of similar character and scale.
2. Promote the restoration of historic buildings through incentive programs.

Economic Development

Goal: Build a healthy Downtown economy that offers diverse employment, retail, cultural, and entertainment opportunities.

Objectives:

1. Provide a pedestrian-friendly shopping experience as an alternative to the auto-oriented experience offered by Veteran's Parkway and other regional shopping centers.
2. Develop the Downtown as a destination that will attract regular shoppers and investment.
3. Cultivate start-up businesses and entrepreneurs in the Downtown to keep an emphasis on local businesses and maintain a strong retail core.
4. Promote office and employment uses within Downtown to provide a strong economic base.
5. Build upon the presence of the Bloomington Center for the Performing Arts and the U.S. Cellular Coliseum, as well as various artist galleries, to further enhance the arts and cultural amenities within Downtown.
6. Create attractions within Downtown that will serve as a regional draw for tourism and further enhance interest and investment in the area.
7. Recognize the interdependence of Downtown with its surrounding neighborhoods and work towards the revitalization of those neighborhoods as well.

Land Use and Development

Goal: Create a successful mix of land uses, including residential, retail, office, service, and institutional, in the appropriate locations in the Downtown area.

Objectives:

1. Focus retail uses around existing nodes in the core of Downtown, defined as the area contained within Madison and East.
2. Utilize a mixed-use building type for the majority of the commercial core of Downtown, with retail or office space on the ground floor and office or residential space on the upper floors.
3. Preserve existing residential uses and promote new urban housing types.
4. Preserve existing industrial uses and buildings on the south end of Downtown and foster the development of new "craftsman" industrial uses in the area.

Urban Design and Aesthetics

Goal: Create a unified aesthetic vision for the Downtown that will encourage investment from developers and business owners and patronage from residents.

Objectives:

1. Implement streetscape and pedestrian and auto wayfinding signage improvements in the Downtown.
2. Create a zoning code overlay for Downtown to preserve and replicate desired physical characteristics.

Clean and Safe

Goal: Maintain a clean, attractive, orderly, and safe Downtown.

Objectives:

1. Manage noise, debris, and other negative externalities associated with Downtown businesses.
2. Create an inviting environment that is welcoming and safe.

Walkability

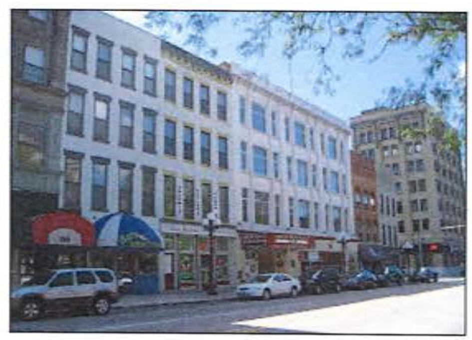
Goal: Develop an integrated transportation system that favors pedestrians and cyclists while also providing for the safe movement of people and goods via motor vehicle traffic and alternative transportation.

Objectives:

1. Reconfigure Center Street and Main Street to restore connectivity and ease of use.
2. Utilize the existing public transportation system and actively invest in improvements that will make the system more successful.
3. Incorporate crosswalks and dedicated bicycle facilities where possible to create a safer environment for pedestrians and bicyclists.

Historic buildings at Jefferson and Center Streets.

Inviting streetscape including benches, street trees, and wide sidewalks.



Mixed-use buildings south of the McLean County Museum.

Market Street Public Parking Garage.

An example of a historic building in the Warehouse District. Traditional industrial building elements like brick walls and large painted sign are common throughout the area.

A main goal for the Warehouse District includes providing property owners access to funds to stabilize and rehabilitate their buildings.

reinforcement, and brick tuckpointing. This program would not cover complete costs, but rather offer incentives for owners to invest in their property.

Recommendation: Educate property owners regarding other funding sources or tax benefits of rehabilitation

The DBA should identify additional funding sources like grants and tax credits for property owners to assist in the rehabilitation of Warehouse District structures that are salvageable. By educating property owners about these types of funding opportunities, Warehouse District properties could be rehabilitated or redeveloped with little expense to the DBA.

Recommendation: Cultivate the artist community as well as craftsman industrial uses in the area

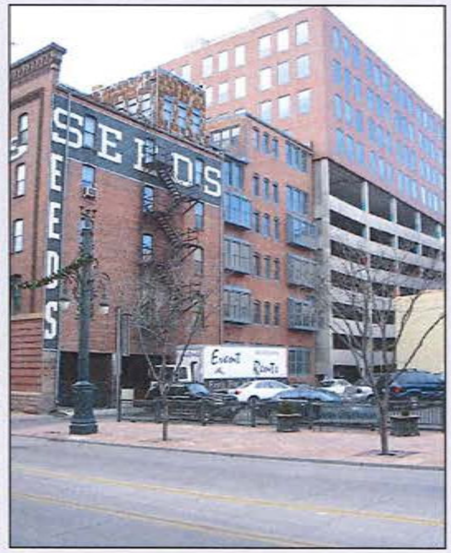
Downtown Bloomington has a flourishing artist community that is beginning to take advantage of the types of spaces available within the Warehouse District. In addition, "craftsman industrial" uses, which are small scale industrial uses with little to no noxious by-products, should be encouraged to locate in the Warehouse District. Craftsman industrial uses can often include a showroom or small retail outlet, and often include such businesses as commercial bakeries, wood shops, furniture and fixture manufacturing, and pottery studios. Art galleries and craftsman industrial businesses also may host special events that will help to bring people into the Warehouse District and further encourage investment.

Recommendation: Connect the Warehouse District with Madison Street

The Warehouse District is presently cut off from Downtown by the Main-Center overpass, making access to the area difficult and confusing. Reconnecting Madison Street through the existing parking lot (see Figure II-5 in Section III) would provide an easy route to access the area, improving its visibility and bringing more visitors. As the Warehouse District becomes more of an attraction to visitors, it is also recommended that wayfinding signage be installed to direct passers-by to the area.

Recommendation: Maintain the current manufacturing zoning classifications in the Warehouse District

Currently, much of the property within the Warehouse District is zoned M-1: Restricted Manufacturing District, which permits the types of structures and uses that exist in the area. This zoning designation should be maintained to further protect the businesses in this location. The City should discourage loft-style residential redevelopment in this area in order to contain development pressures as Downtown begins to redevelop.



This rehabilitated warehouse building shows its industrial past by retaining its loading bays, fire escape, and large painted sign.

LoDo District

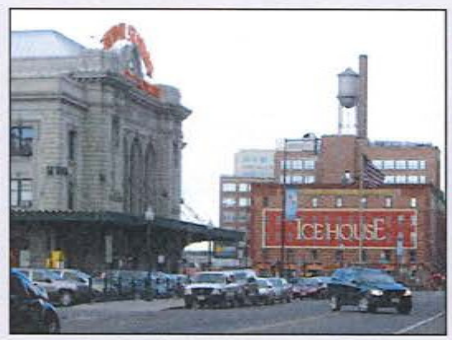
Denver, Colorado

LoDo (Lower Downtown) in Denver, Colorado is an example of successful reinvestment in a commercial warehouse district. Anchored by Denver Union Station and Coors Field, the district is comprised of the highest concentration of historic commercial buildings in the city, many of which are rehabilitated warehouse and industrial buildings.

Maintaining District Character

Preservation of LoDo District buildings was a main priority in redevelopment plans. In the City of Denver Lower Downtown Neighborhood Plan, the industrial past of the area was embraced and viewed as an asset. Design guidelines encourage the retention of elements unique to warehouse building design like loading bays, fire escapes, and large painted wall signs. These elements are highly valued and give the area its distinct sense of character.

The rehabilitated warehouse buildings now support a variety of uses in downtown Denver. Residential and office uses occupy the upper stories of structures, with restaurants and shops lining the ground floors. While this mixed use district is more suitable for Main Street than south of Downtown, an important example can be drawn from the treatment of the collection of historic warehouse buildings by the community in LoDo.



Historic Denver Union Station is a major civic anchor in the neighborhood.

A historic street wall creates a pleasant pedestrian experience.

Proposed Streetscape Improvements

5 Continue the Adopt-a-Pot Program

The primary reason that beautiful planters are prevalent around Downtown is the Adopt-a-Pot program, where local businesses, community groups, and families plant and maintain an assigned flowerpot. Currently, over one hundred people participate in the program, and the resulting planters add a lot of character to Downtown. This program should continue to be sponsored by the Downtown Bloomington Association, and new planters should be placed opportunistically around Downtown (see Figure V-25).

6 Continue to Install Benches

Benches add greatly to street life within Downtown, encouraging people to socialize and spend leisure time outdoors. Benches of the same style as those existing within Downtown should continue to be installed opportunistically as funding becomes available. Benches should first be installed at intersections and along Main Street, then along Center Street and the east-west side streets. To discourage vagrancy, benches may incorporate dividers or armrests at regular intervals.

7 Install Coordinated Wayfinding Signage

Wayfinding signage is signage installed in the public right-of-way that provides directions or courtesy information intended to assist the public in navigation. Wayfinding signage should be installed to direct visitors to such Downtown amenities as: public parking garages, shopping areas, U.S. Cellular Coliseum, Bloomington Center for the Performing Arts, the Law and Justice Center, City Hall, and the McLean County Museum of History. Additionally, signage identifying the area of the Bloomington Central Business Historic District (see Section I: Historic Amenities) and other key historic assets should be incorporated.

Wayfinding signage should be located at key intersections and could mimic the style shown in Figure V-26, which is ideal for pedestrians. Since this scale of signage may not be legible to motorists, it is also recommended that signage directed at automobiles should be put in place for public parking garages and larger attractions Downtown (see Figure V-27).

8 Create a Downtown Ambassador Program

To further assist with wayfinding, as well as help to control quality of life crimes such as aggressive panhandling and graffiti, it is recommended that a Downtown Ambassador Program be created. The farmers' market provides a de facto Downtown Ambassador Program on Saturday mornings through half of the year, but a more comprehensive program would benefit Downtown greatly. Such a program is quite common in cities across the country, including Seattle, Philadelphia, Washington, D.C., Madison, WI, and Dayton, OH.

Typically, for an area the size of Downtown Bloomington, an Ambassador Program should consist of two or three full-time Ambassadors or a few volunteers only in the spring, summer, and fall. Such programs typically have three areas of focus: hospitality (answering questions, directing visitors to parking or attractions), information (providing information to visitors or even providing social resources to panhandlers or homeless people), and assistance (helping residents and visitors with minor emergencies such as theft or vandalism as well as providing an extra set of eyes for crime). An Ambassador Program would help considerably in making Downtown a navigable and welcoming place for both visitors and residents.

9 Encourage Sidewalk Cafes

Sidewalk cafes greatly enhance the vibrancy of street life, making the street much more enjoyable both to people utilizing the cafes and those walking by (see Figure V-28). The City of Bloomington should continue to work with property owners and streamline the permitting process to facilitate the opening of sidewalk cafes within key areas of Downtown.

10 Continue Facade & Roof Improvement Grants

It is important to rehabilitate historic facades and roofs within Downtown. As facade rehabilitations are critical to improving the physical environment Downtown, it is recommended that programs, such as the Downtown Rust Grant, continue to assist property and building owners with improvements. Other programs, such as facade incentives, should be considered as funds become available.

11 Encourage Public Art

Public art is a great way to beautify and add character to a Downtown. There have been some public art installations in Downtown Bloomington in the past, such as the "Corn-on-the-Curb" pieces, and such installations should be continued as opportunities arise in the future.

Other potential opportunities for public art were recognized by the community during the public input process. One such opportunity would be "dressing up" the radio tower, locally called the "Eiffel Tower," at Madison and Mulberry Streets, one of the gateway entrances into Downtown. Local artists could create pieces to decorate the tower, such as signage or lighting, or could even decorate it as a Christmas tree during the holidays.

Figure V-25: Adopt-a-Pot with a historic context streetlight.

Figure V-26: Pedestrian-oriented informational signage relating to events within Downtown.

Figure V-27: Auto-oriented wayfinding signage.

Figure V-28: A sidewalk cafe in Downtown Bloomington.

form mutually-agreeable catalytic development concepts in an appropriately urban format and, if necessary, explore a public-private joint development partnership. A YMCA facility would bring a steady flow of visitors to Downtown during a wide range of hours, provide incentive for current workers to stay in Downtown after normal office hours, increase street life since it would be easy to walk to the YMCA from Downtown and Downtown-adjacent homes and offices, and provide a family-friendly destination.

Goal 3: Strengthen Business Recruitment and Retention Activities

Downtown Bloomington competes with centrally-managed shopping centers and malls that include staff and capacity to focus on business recruitment, retention, ideal tenant mix, and management of relations with the city. Downtown will more effectively compete in the Bloomington-Normal region if it is well-managed, provides strong business assistance, and has an ombudsman with the city.

3.1: Employ or contract with an economic development specialist

The DBA should collaborate with the Economic Development Specialist hired by the City of Bloomington. This individual will spend a portion of their time focused on duties including recruitment and retention of businesses, consideration of tenanting mix and strategy (insofar as the DBA is able to make recommendations to property owners), site location assistance, general business development needs, and facilitation of contact between business owners and the City. The current DBA includes some capacity to carry out these duties, but staff attention is divided among competing, time-consuming duties such as event programming/coordination, general administration, and marketing. It is recognized that hiring such a specialist may incur significant additional costs, making this item a longer-term priority.

3.2: Provide assistance for start-up businesses and entrepreneurs

The DBA provides some limited assistance currently to start-up businesses, and should continue to point newcomers to resources that are available in the community that will help in interpreting regulations, permits, and bureaucracy and potentially acquiring financial assistance, business advice, and mentorship. Such resources appear to be strong in Bloomington, and include the Economic Development Council, Circles of Seven mentoring program, and Central Illinois SCORE.

Goal 4: Market and Promote the Unique Brand and Image of Downtown Bloomington

The DBA has done well in marketing Downtown and creating/promoting new events. Marketing the entire Downtown area helps to establish its unique identity within the region, encouraging people to explore the entire area rather than visit a single store. In addition, the wide reach of the DBA greatly exceeds the advertising capacity of most Downtown businesses.

4.1: Expand the Downtown Bloomington Association's marketing efforts

The centralized marketing for Downtown must continue and expand, taking into consideration the retail market study's findings that most Downtown businesses draw from throughout the region, that many restaurants and bars see increases in business from major events at the cultural/performance anchors in Downtown, that there is a cohesive artist community, and that Downtown competes based on its urban environment and unique agglomeration or clustering of independent retailers. Funding for marketing efforts can continue to come from current DBA funding sources.

4.2: Continue and expand the event programming activities of the Downtown Bloomington Association

The DBA continues to be successful in its efforts to coordinate events in the Downtown area. These events, such as the farmer's market, First Fridays, etc. have successfully drawn visitors to Downtown. The DBA can also heighten the sense of community among Downtown residents and business owners through special discount and event nights for residents in or near Downtown. Funding can continue to come from the variety of sources currently available to the DBA, including the Friends group for project and program funding.

4.3: Continue support and coordination efforts for the Farmers Market

The DBA should continue its support for the Farmers Market as an irreplaceable asset to Downtown. The Farmers Market currently faces logistical issues and complex coordination with property owners. The DBA should provide assistance to the Farmers Market to resolve these issues and continue to support the market's efforts in the future. In addition, the City should work with DBA and the market in making infrastructure changes or recommendations, such as those related to parking, streetscape, and signage.

Strategy	Reference Page(s)	Action #	Action	Timing*	Funding Source	Responsible Party
ORGANIZATIONAL/PROCEDURAL GOALS AND ACTIONS						
Implement a Revised Tax Increment Financing Mechanism						
	64	1.1	Negotiate a new TIF structure with other taxing entities	Immediate	n/a	City
	64	1.2	Improve the ease of applying for funds and transparency of how funds are used	Short-term	n/a	City
BUSINESS DEVELOPMENT GOALS AND ACTIONS						
Develop a Catalyst Project that Can Serve as an Additional Downtown "Anchor"						
	27-31, 64	2.1	Pursue public-private development partnership and assistance opportunities	Ongoing	Varies by opportunity	City, DBA
Strengthen Business Recruitment and Retention Activities						
	65	3.1	Employ or contract with an economic development specialist	Mid-term	City	City, DBA
	65	3.2	Provide assistance for start-up businesses and entrepreneurs	Ongoing	n/a	City, EDC, DBA, Chamber
Market and Promote the Unique Brand and Image of Downtown Bloomington						
	65	4.1	Expand the Downtown Bloomington Association's marketing efforts	Ongoing	TIF, BN Visitors Bureau	DBA
	65	4.2	Continue and expand the event programming activities of the DBA	Ongoing	TIF	DBA
	65	4.3	Continue support and coordination efforts for the Farmers Market	Ongoing	DBA	DBA
PHYSICAL ENVIRONMENT GOALS AND ACTIONS						
Protect Downtown's Historic Character and Encourage Appropriate New Development						
	38	5.1	Adopt a zoning overlay that captures the scale and character of historic Downtown buildings and provides appropriate parameters for new development	Short-term	DBA, City	City, DBA
Improve the Perception of Downtown as a Clean and Safe Place						
	66	6.1	Systematize cleaning and maintenance activities	Mid-term	TIF	DBA
	66	6.2	Streamline communication with the City regarding infrastructure concerns such as potholes, cracked sidewalks/curbs, lighting, etc.	Ongoing	n/a	DBA
	56-61	6.3	Implement streetscape recommendations per the Proposed Streetscape Improvements section of the master plan	Ongoing	City	City, DBA
	60	6.4	Create a Downtown Ambassador Program to assist residents and visitors	Short-term	City	DBA
Improve Parking Conditions						
	50-52	7.1	Enact policies to encourage and enhance public parking supplies	Short-term	City	City
	50-52	7.2	Encourage shared private parking supplies through valets and private agreements	Ongoing	Businesses	DBA, Businesses
	52	7.3	Establish a parking broker	Ongoing	Varies	DBA
	51	7.4	Install parking meters in designated locations	Short-term	City	City
Improve Street Circulation and Access to Downtown						
	60	8.1	Install wayfinding signage for parking garages and attractions	Short-term	City/TIF	City, DBA
Connect Downtown to the Constitution Trail						
	55	9.1	Advocate for the connection of the Constitutional Trail to Downtown Bloomington	Ongoing	City, State	DBA, City
Stabilize the Condition of Buildings in the Warehouse District						
	40-41	10.1	Introduce and promote a targeted loan or grant program for the Warehouse District	Mid-term	TIF	City
	40-41	10.2	Educate property owners regarding other funding sources or tax benefits of rehabilitation that Warehouse District property-owners can use	Short-term	TIF	DBA
Continue Façade and Roof Improvement Grants						
	67	11.1	Continue to use TIF funds for façade and roof improvements	Ongoing	TIF	City
Reinforce the Connections Between Downtown and Adjacent Neighborhoods						
	27-31	12.1	Encourage development on sites that will link Downtown with surrounding neighborhoods	Ongoing	City	DBA, City
	67	12.2	Form organizational alliances between the DBA and organizations active in surrounding neighborhoods	Ongoing	DBA	DBA
	67	12.3	Pursue public-private development opportunities with major employers seeking employee housing near offices	Ongoing	City, Employers	DBA, City

*Short-term = 1-2 years, Mid-term = 2-4 years, Long-term = 5+ years; Immediate items must commence immediately, Ongoing items require continuous effort to move them forward

Table VI-1. Implementation Matrix.

Goal 5: Protect Downtown's Historic Character and Encourage Appropriate New Development

Downtown's historic building stock and small scale combine to create a unique look and feel that is unmatched anywhere else within the region. This character is a major competitive advantage, differentiating Downtown from other locations and providing an appeal for certain demographics of shoppers, business owners, and residents. Despite this value, Downtown has suffered from a history of teardowns that has left gaps in the street environment, and new developments that fail to integrate well with the existing buildings.

5.1: Adopt a zoning overlay that captures the scale and character of historic Downtown buildings and provides appropriate parameters for new development

The City should adopt the Downtown Master Plan's recommendations for a zoning overlay ensuring that future developments are compatible with Downtown's existing historic character. The Master Plan provides a detailed breakdown of the appropriate requirements and regulations for a zoning overlay; adoption can therefore be inexpensive, provided that property owners and the City are receptive to such a change. If not, the DBA must advocate for adoption by educating stakeholders as to the benefits of the changes. Upon adoption, planning staff will need to be vigilant in consistently and fairly reviewing new development proposals subject to the new overlay.

Goal 6: Improve the Perception of Downtown as a Clean and Safe Place

Downtown Bloomington continues to suffer from a regional perception as being unsafe, and residents of Downtown and adjacent neighborhoods have frequently complained of trash-strewn streets. As with any place, basic cleanliness, infrastructure, and safety issues and perceptions must be resolved before economic development activities will have maximum impact. Beyond these concerns, an improved street environment will further encourage pedestrian activity and the overall visitor, resident, and worker experience.

6.1: Systematize cleaning and maintenance activities

The DBA should pursue a more consistent approach for trash removal, and consider contracting out for additional sidewalk and street cleaning services. In particular, this could help address debris from revelers visiting Downtown's drinking establishments (a major complaint by business owners and residents alike) – is cleaned up quickly and that the costs are borne by the same Downtown businesses that benefit from the cleaner street environment. In addition, an effort to streamline and standardize trash removal for Downtown businesses could alleviate concerns raised by property owners regarding pickup days and inability to accommodate on-site dumpsters, etc. A similar approach can be taken to efficiently streamline snow removal.

6.2: Streamline communication with the City regarding infrastructure concerns such as potholes, cracked sidewalks/curbs, lighting, etc.

The DBA and City should work to identify consistent contact persons within city staff for addressing infrastructure concerns quickly and efficiently. Addressing infrastructure concerns is particularly important in the urban environment of Downtown, since the heavier pedestrian traffic results in greater notice of sidewalk and curb conditions, greater potential for injuries due to gaps and cracks, and increased need for effective, functional lighting.

6.3: Implement streetscape recommendations per Proposed Streetscape Improvements section of the master plan

The Proposed Streetscape Improvements section of this report recommends short-term street improvements, including the installation of street trees, expansion of distinctive lighting, installation of pedestrian crosswalk treatments, and other streetscape improvements. Such improvements will increase the pedestrian orientation of Downtown and encourage walking between locations. The DBA should advocate strongly for these improvements.

Goal 7: Improve Parking Conditions

Although Downtown Bloomington currently has sufficient parking space to meet needs, several parking management concerns must be addressed. Specifically, the consultant team heard complaints revolving around residents, customers, and employees competing for on-street spaces, unclear parking regulations, ineffective regulations that result in reshuffling of automobiles among spaces, and unclear direction to off-street parking options. The Downtown Bloomington Master Plan recommends a "park once" strategy that encourages a single automobile trip into and out of Downtown, with internal Downtown trips accomplished on foot. Implementation of this strategy requires the following action items, but the general emphasis is again on holistic management rather than a piecemeal approach.

7.1: Enact policies to encourage and enhance public parking supplies

The City should enact the Master Plan's policy changes regarding the provision and management of public parking supplies, including ensuring that public parking is positioned for access to multiple destinations, parking maximums are put in place, and that developments can pay in-lieu fees for development of public facilities rather than on-site private parking. The City will need to create firm parking regulations for the Downtown area, and follow-through will require collaboration by the departments of the City Manager, Planning, and Public Works.

7.2: Encourage shared private parking supplies through valets and private agreements

The DBA should proactively coordinate shared private parking arrangements, including the possible implementation of a valet. A shared valet service can serve multiple restaurants, stores, and drinking establishments along the Main Street commercial area; the DBA can coordinate and manage such a valet for the multiple stakeholders along these blocks. The DBA can also connect private parking owners with businesses to arrange specific agreements for sharing spaces.

7.3: Establish a parking broker

The DBA is the most logical organization to host a parking broker responsible for parking management duties in Downtown. This role could possibly be combined with the duties of the economic development specialist recommended in Action 4.1.

7.4: Consider the installation of parking meters in designated locations

The Downtown Master Plan's recommendations for parking meters and availability- and price-based demand management techniques are on the forefront of modern parking planning and will alleviate concerns over availability of parking or over-use by specific groups of users. Implementation will require up-front and ongoing maintenance investments by the City, but will also generate revenue that can be used to repay initial outlays and fund future parking improvements.

Goal 8: Improve Wayfinding Downtown

8.1: Install wayfinding signage for parking garages and attractions

The DBA and City should collaborate to provide wayfinding signage directing pedestrians and automobiles to attractions and parking garages within Downtown. Downtown Bloomington features sufficient parking and several attractions that draw visitors from throughout the region, yet is very confusing to drivers and pedestrians trying to find these attractions. The DBA should advocate for implementation, but primary funding and implementation should come from the City, with possible funding by some of the major attractions. The attractions in Downtown Bloomington draw both city residents and visitors from a wide area, and therefore bring money into the City; it is worth investing in their success by making them accessible, encouraging exploration of other attractions, and generally improving the visitor experience.

Goal 9: Connect Downtown to the Constitution Trail

The Constitution Trail currently consists of over 24 miles of paved trails throughout the Bloomington-Normal region. It began as a joint venture between Bloomington and Normal in the mid-1980s, and recent expansions have been partly funded by grants from the Illinois Department of Natural Resources. The trail currently bypasses Downtown Bloomington. A more robust connection will benefit Downtown by increasing recreational opportunities and alternative transportation modes. Strategic Economics' psychographic analysis of households in Downtown and adjacent areas found a sizable share of households that seek out "urban" lifestyles; such households are typically interested in recreational opportunities and are more willing to use transportation alternatives to the private automobile.

Connecting the Constitution Trail to Downtown, whether through comfortable on-street bicycle lanes or an actual trail extension, will help satisfy recreational demand, provide an inexpensive transportation alternative for households unable to afford an automobile, and transform Downtown into a weekend destination for trail users.

9.1: Advocate for the connection of the Constitutional Trail to Downtown Bloomington

The DBA should remain focused on advocating for the connection of the Constitution Trail to Downtown, with the City ultimately responsible for implementing the connection.

Artist Community
Downtown Bloomington features a vibrant community of artists, with a number of studios and galleries. This community has grown over a period of decades, with artists initially independently interested in the inexpensive spaces available in Downtown. Today there is much more cooperation and mutual support within this artist community, thus providing a unique asset with capacity to support beneficial programming. Artists have historically been drawn to Downtown by the lower rents and unique character, but today the largest draw is the existing base of artists that generates a creative atmosphere.

Studios and galleries are heavily concentrated near the intersection of Monroe Street and Main Street, with multiple artists at 101 West Monroe Street, 115 East Monroe Street, and no fewer than five studios and/or galleries on the immediately adjacent blocks. Most galleries have limited hours or operate by-appointment only, but availability is slowly improving. A recent positive development is the opening of Main Gallery 404, which shows the work of over 35 artists and maintains consistent business hours. Galleries that show the work of multiple or rotating artists can draw a wider array of people to Downtown more consistently by capturing those who are interested in art, but not loyal to particular artists.

Taverns
A cluster of drinking establishments exists along Main Street between Market Street and Locust Street, and others are scattered throughout Downtown. This cluster of taverns has been located in Downtown for decades, but interviewees stated that the clientele has increasingly shifted toward college students. Residential growth and success in Downtown events – such as the Saturday morning farmer's market – has led to increasing conflicts due to the noise, litter, and crime generated by the bar patrons.

The taverns are an important feature of Downtown and a unique business niche in the region that attracts visitors and helps move Downtown toward becoming a 24-hour destination. It must be understood that not all negative impacts can be mitigated, especially noise on blocks where drinking establishments are located. However, most impacts can be alleviated through a combination of increased law enforcement by owners and the city, clustering the taverns so patrons stay concentrated, and policies that ensure drinking establishments quickly clean up trash and other messes. Similar entertainment districts generally carry out this cleanup through bar or merchant associations; thus, owners of drinking establishments pay to reduce the negative impacts of their own businesses while helping to maintain good relations with the community.

DEMAND DRIVERS AND CONSTRAINTS

Sources of Demand
Demand in Downtown Bloomington is primarily generated by visitors, local residents, and employees, with visitors comprising the lion's share of business given the specialty nature of most businesses and the cultural/performing arts anchors nearby. Based on psychographic data, approximately 45 percent of Downtown Core residents are keenly interested in the urban environment and specialty shopping of Downtown, although their actual spending is likely focused on day-to-day amenities such as cafés, restaurants, and taverns. With the exception of some restaurants, most businesses derive minimal benefit from the employee population.

Downtown contains several existing features that help to capture and drive demand to retail businesses, but there are also barriers to upgrading and expanding retail sales. Stakeholder interviews, site visits, and other research identified the following critical drivers and constraints:

Demand Drivers
- Agglomeration of unique specialty destination retailers and eating/drinking establishments
- Existence of unique start-up businesses drawn by low rents and flexible leases
- Unique physical environment
- Tight-knit community atmosphere
- Special event programming at cultural anchors, festivals, etc.
- Central location in Bloomington
- Existence of the artist community

Demand Constraints
- Limited wayfinding signage and unclear pedestrian circulation connections between retail nodes
- Limited and uneven business hours
- Reduced willingness of pedestrians to walk between locations due to gaps in street environment (storefront offices, parking lots)
- Lack of well-developed pedestrian and automobile connections to areas outside of the Main Street / East Street couplet
- Limited availability of larger spaces in which successful businesses can expand; for example, A. Renée Wines has been highly successful and the owner has sought a larger location, but was unable to find suitable space in Downtown.
- Automobile parking confusion driven by unclear signage and policies, ineffective management and enforcement practices
- Poor perception of safety
- Slow response to infrastructure conditions (street and sidewalk repair)

CURRENT AND FUTURE RETAIL DEMAND
This section examines current and future retail demand from the perspective of a traditional demand and supply analysis, using sales leakage and spending potential data to determine regionally unmet demand that may be captured in Downtown Bloomington. However, demand alone is not the best determinate of retail potential for an area like Downtown Bloomington since there are physical and market limitations that restrict the types of establishments drawn to such an area. These restrictions are considered in the summary of retail findings and recommendations.

Demand-Based Analysis
The 2007 ZHA report, *Retail Market Assessment for the Main Street Corridor*, included an overview analysis of retail opportunities in Downtown Bloomington based on a comparison of the spending potential of employees, local residents, and regional residents, finding potential for 30,500 square feet of additional restaurants and retail. However, ZHA based this estimate on a population of 750, whereas the Study Area population is estimated to approach 1,400. As a result, it is estimated that the Study Area can potentially capture a total additional 38,000 square feet of retail, though a portion of this can be accommodated in already-vacant storefronts.

The demand estimate does not account for visitor spending generated by the various cultural/performance anchors and presence of large places of worship; there is insufficient data available on visitor numbers and their highly variable spending habits to predict their impact with reasonable certainty. However, the additional influence of visitors means that 38,000 square feet is the low end of current unmet retail demand in Downtown.

Item 6E.

My Bloomington Request Management System Presentation

Presentation provided via Addendum

(15 minutes)

Question & Answer

(10 minutes)

CITY OF Bloomington ILLINOIS

ADDENDUM I

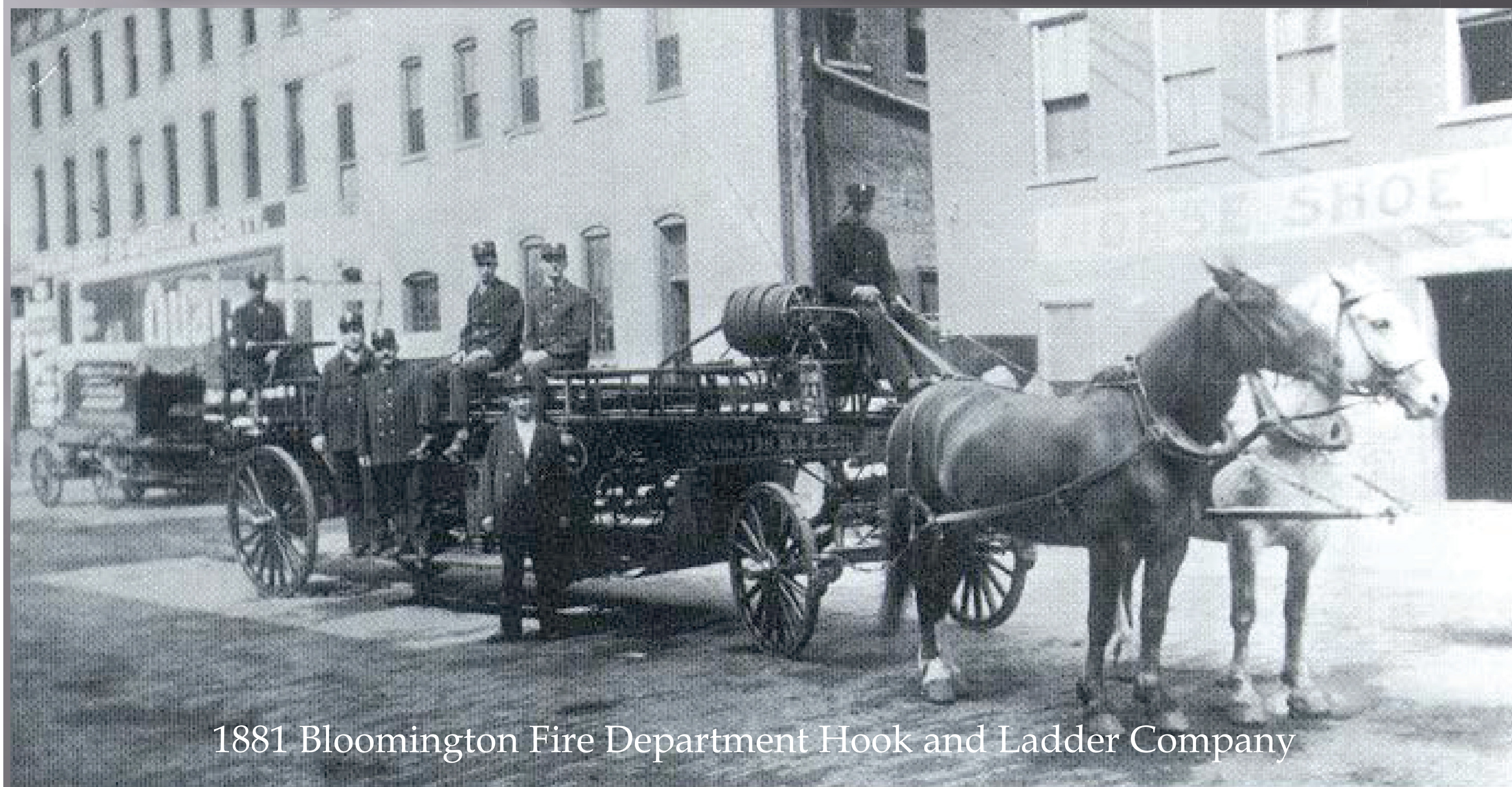
COMMITTEE OF THE WHOLE AGENDA

MARCH 16, 2015

ADDITION TO AGENDA

Item 6B. Public Protection Classification (PPC) – City of Bloomington Fire Department. Presented by Brian Mohr, Fire Chief. – *Power Point*

Bloomington Fire Department
ISO
Public Protection Classification Number



1881 Bloomington Fire Department Hook and Ladder Company

What is ISO

- Insurance Services Office
  - Data collected is analyzed using their Fire Suppression Rating Schedule
  - Public Protection Classification Number
    - Ratings of 1-9
    - 1-highest level
    - 9-lowest level
  - Affects Insurance premiums for the community
    - Up to 8% reduction for residential fire Insurance

History

- 1970's – ISO Rating Class 5
- 1992 - Upgraded to Class 4
  - Opening Station # 4 – 1705 Morris Ave.
  - Increase in staffing
- 2009- Upgraded to Class 3
  - 1997- Opening Station #2 – 1911 E. Hamilton
    - Increase Staffing Levels
  - 2008 –Initiated current Deployment Model
    - Dedicated Fire Companies w/ 3 Staff
  - Initiated Hydrant Inspection Program

- ❑ Achieved an ISO class 2 rating
  - ✓ Hydrant Testing Program
  - ✓ All Hazards Training Facility
  - ✓ Command Training Center
  - ✓ Developed Probationary Firefighter Task Manual
  - ✓ Fire Priority Dispatch System

Maintain ISO Rating # 2

- NFPA 1710
  - Continue to improve 6 minute response times
  - Support current Fire department deployment model
  - Maintain minimum staffing requirements
  - Maintain current training hours
  - Continue hydrant inspection program

Future Needs

- Increase Fire response capabilities (Ichiefs)
- Increase minimum staffing (Ichiefs)
- Increase training hours

CITY OF Bloomington ILLINOIS

ADDENDUM II

COMMITTEE OF THE WHOLE AGENDA

MARCH 16, 2015

ADDITION TO AGENDA

Item 6E. My Bloomington Request Management System. Presented by Craig McBeath. (*Time: 25 minutes - Presentation 15 minutes, Question & Answer 10 minutes)*
Power Point

myBloomington
ILLINOIS

Citizen Request Management

City-to-Citizen Communication

What is myBloomington?

myBloomington is a digital communications system for improving access to city services.

Why myBloomington?

myBloomington makes is simpler and more rewarding for citizens to improve their community, and provides the City with an efficient method to communicate with residents and resolve issues.

Why myBloomington?

Transparency

Build trust in the community
Be part of the conversation
Inform public on policies

Customer Service

Get information out quickly
Answer resident concerns
Increase collaboration

Public Relations

Reinforce brand
Drive traffic to City website
Attract new residents/tourists

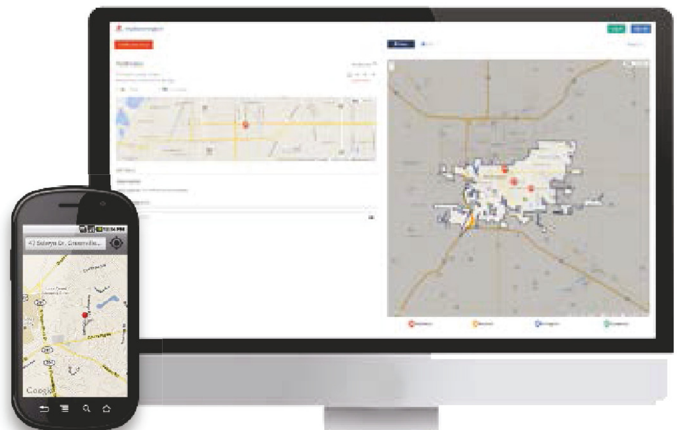
Services for Residents

Report Issues

Examples:

- **Potholes**
- **Garbage Issues**
- **Street Light Out**
- **Clogged Inlets**

Access Information



Examples:

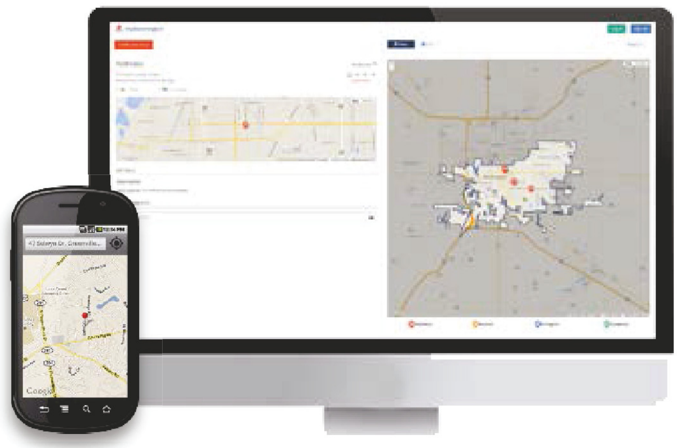
- **Request Status**
- **Knowledge Base**
- **City News**
- **Contact Information**

Services for Residents

Knowledge Base

- Provide easy access to commonly asked questions
- Updated by department staff to maintain the most current information

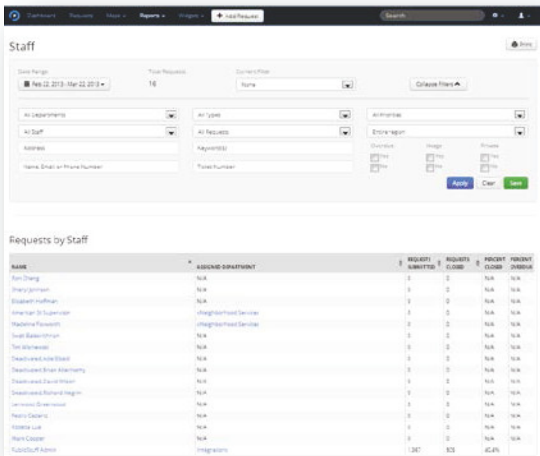
Instant Translation



- Ensuring access to everyone, including non-English speaking residents
- Utilizes Google Translate

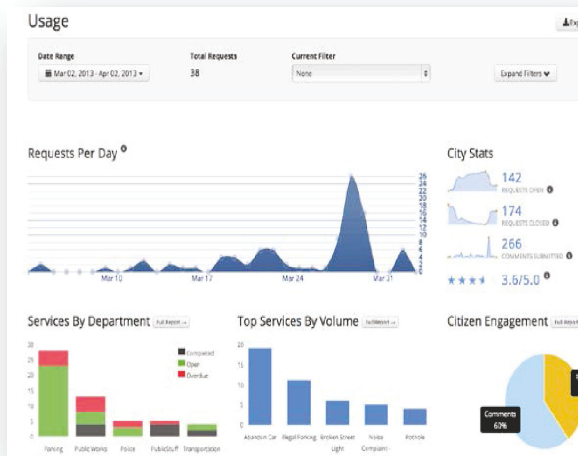
Tools for Staff

Workflow Tools



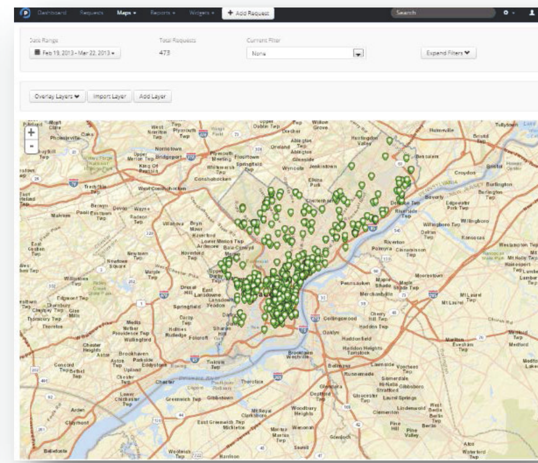
- Notify citizens on request status
- Delegate workflow & tasks to your staff
- Connect with residents to collect additional details

Data & Analytics



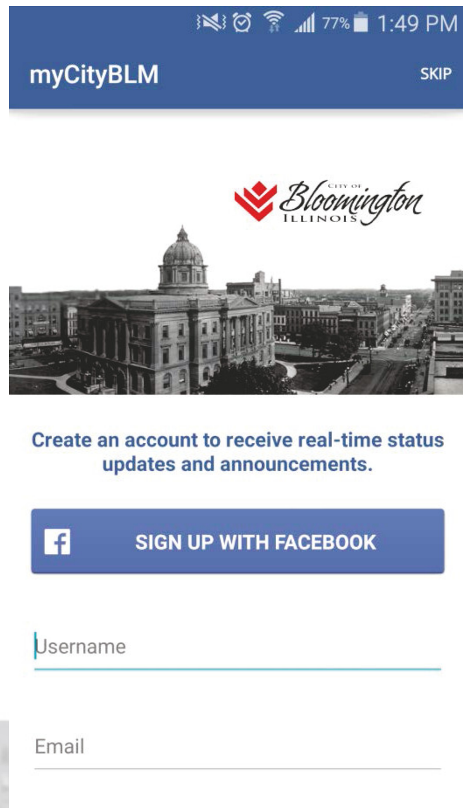
- Custom reporting tools
- Report resident engagement levels or city staff response times
- Accurate and relevant data

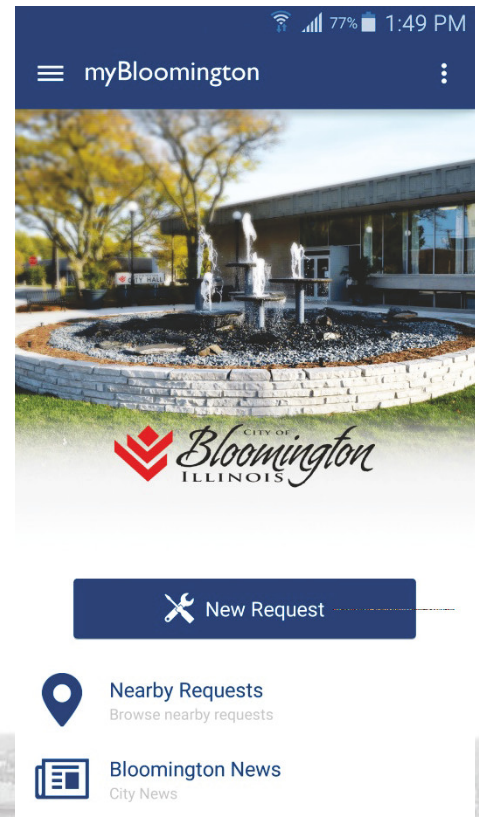
Mapping



- Custom reports allow for data driven decision making
- ESRI integration
- Import and sync multiple mapping layers

myBloomington (Mobile)





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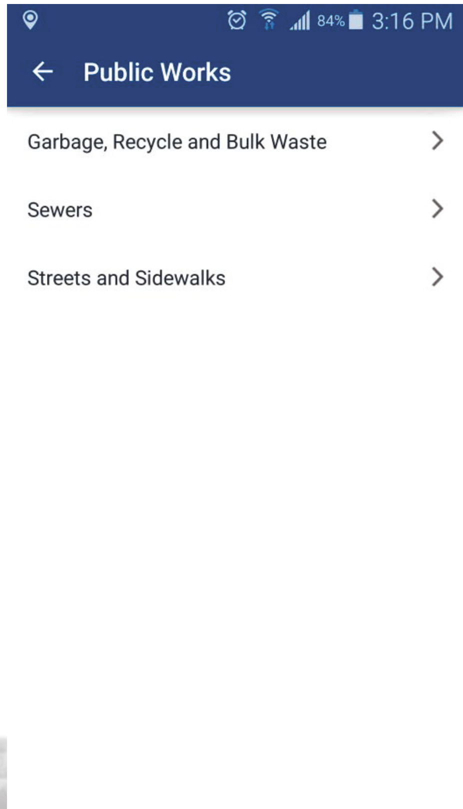

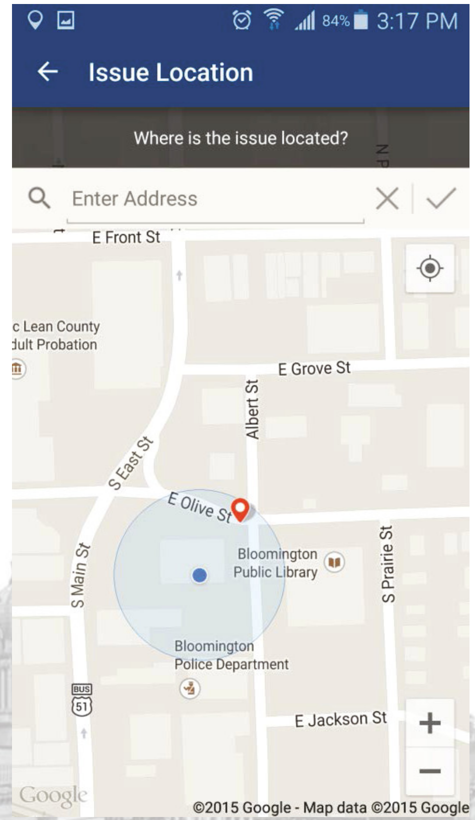

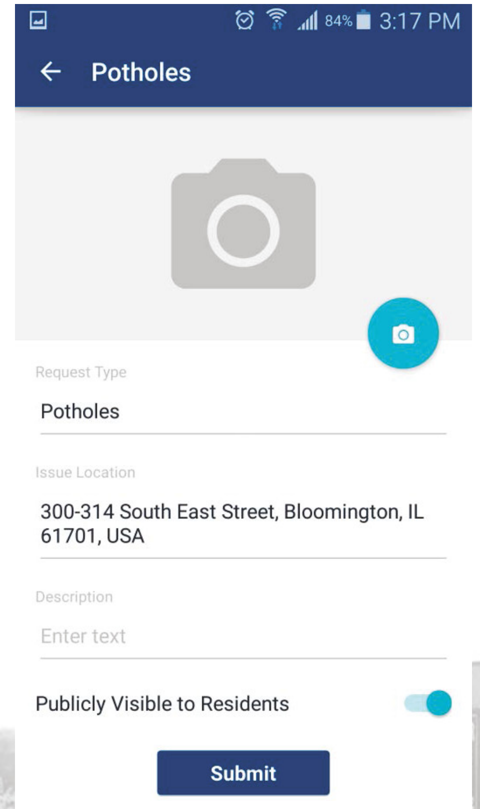

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