

Rapid Racial Equity Impact Analysis

PURPOSE OF THIS TOOL

To facilitate consideration of racial equity, this tool should be used to examine how BIPOC communities will be affected, both short-term and long-term, by a proposed action or decision of the City.

INSTRUCTIONS

- Consider questions before a decision is made.
- Include staff with a variety of experiences, backgrounds, and skills at the decision-making table. Identify groups and individuals most likely to be impacted. If possible, involve them in the decision-making process.
- For resources and support in completing this analysis, visit the Office of Racial Equity, Inclusion, and Belonging REIA SharePoint site:
<https://portal.bloomingtonmn.gov/reat/REIA/SitePages/Home.aspx>

SUBJECT:

Murals Ordinance and Policy

WHO PARTICIPATED IN COMPLETING THIS ANALYSIS:

Nick Johnson, Senior Planner and Alejandra Pelinka, Director of Creative Placemaking

1. WHAT ARE THE RACIAL EQUITY IMPACTS OF THIS DECISION?

The racial equity impacts of this decision may affect individuals and communities of color by allowing for more opportunities of artistic expression within Bloomington. Public art can be effective visual means of celebration, storytelling, and expression that can be closely linked to individual and community identity. Creating greater opportunity for the installation of murals would allow more artists to communicate the messages and stories that represent their experiences. It should also be noted that policy expanding opportunity for murals would be supportive of artists and entrepreneurs, many of whom identify as persons of color.

2. WHO WILL BENEFIT FROM AND/OR BE BURDENED BY THIS DECISION?

Artists and related entrepreneurs will benefit from policy expanding opportunity for the installation of murals in Bloomington. Businesses, tenants, property owners, and other parties interested in hosting or installing murals on their buildings to increase vibrancy or support expression will also benefit. Finally, individuals or community groups with an interest in expressing or celebrating certain ideas, groups, individuals, or identities will benefit from this decision. It is possible that some audiences will not like individual murals for aesthetic or content-based reasons and could be burdened as a result. However, when policy is enacted that allows for greater levels or forms of expression visible within the public realm, one must anticipate that not all content will be universally appreciated or celebrated. This is a dynamic that exists with all artwork and other forms of expression.

3. ARE THERE STRATEGIES TO MITIGATE ANY UNINTENDED CONSEQUENCES OF THIS DECISION?

The policy does include a list of prohibited mural types that are intended mitigate potential threats to public safety, including murals that are directed to incite or produce imminent lawless action or convey threats of violence directed at a person or group. While the City's ability to regulate the content of artwork and other forms of expression is quite limited due to First Amendment considerations, the list of prohibited murals is consistent with current case law pertaining to expression. As proposed murals are reviewed through a permit process, staff will be cognizant of prohibited mural types to mitigate potential unintended consequences when constitutionally feasible.