

Brooklyn Park Community Plan:

Jewel of the North

1. **Inclusive & Engaged Community** – Brooklyn Park is a thriving community, defined by a positive identity and image.
 - a. Brooklyn Park is unified with a strong reputation across the region.
 - b. Our community’s activities, events, and services are inclusive, multicultural, and accessible.
 - c. We have connected neighbors who understand and celebrate our unique cultures.
 - d. The City pursues strategic partnerships with community members and organizations.
 - e. The City fosters meaningful engagement opportunities for community members.
2. **Safe Community** – Comprehensive and transparent public safety services create a sense of safety throughout the community.
 - a. First responders are equipped to respond to all types of emergencies.
 - b. Public safety professionals build legitimacy with the community in every interaction.
 - c. The City is a leader in innovative public safety approaches.
 - d. Prevention and intervention strategies for youth are of the utmost importance.
 - e. The City is a catalyst for systems and policy change in public safety.
 - f. The City engages all residents to contribute to public safety.
3. **Equitable Outcomes** – The City maintains a focus on equity to remove barriers, address opportunity gaps, and build more just systems.
 - a. The City’s decisions and policies are guided by a racial equity lens to remove barriers.
 - b. Quality recreation facilities and responsive programming for youth and families inspire activity for all interests and abilities.
 - c. Aging adults have services and amenities to thrive and age in place.
 - d. The City supports its emerging workforce to obtain the training and support needed to get and keep a living wage job.
 - e. Community members have access to quality food, employment, healthcare, housing, and education to overcome life challenges.
4. **Beautiful Places** – Unique amenities, art, and quality infrastructure make Brooklyn Park a community of choice.
 - a. Brooklyn Park residents and business owners do their part to maintain clean and attractive neighborhoods, corridors, and commercial destinations.
 - b. The City maintains and invests in quality green space, amenities, and natural resource preservation.
 - c. Residents and visitors are served by reliable utilities, transportation network, and infrastructure.
 - d. The City maintains and develops robust transportation options of all types.

- e. We are a leader in environmental sustainability, increasing the community's resilience to a changing climate.
5. **Thriving Economy** – Brooklyn Park is home to an inclusive economy where people and businesses can prosper.
- a. Our rich diversity is showcased through our vibrant arts, food, entertainment, and retail offerings.
 - b. Aging neighborhoods and commercial centers are revitalized through continuous investment.
 - c. The City capitalizes on opportunities to expand and diversify Brooklyn Park's tax base and workforce.
 - d. Businesses and organizations of all types, sizes, and specialties start, stay, and grow here.
 - e. Neighborhoods are well-maintained with quality housing for all ages and incomes integrated throughout the community.
6. **Innovative & Responsive Government** – The City continuously seeks creative solutions to drive effective service delivery.
- a. Elected officials, commissions, and City staff reflect the diversity and values of the community.
 - b. The City effectively manages its resources.
 - c. City information is clear, and accessible to all.
 - d. The City is innovative, and recognized as a great place to work.
 - e. City staff are responsive to community needs and strive for an excellent customer experience.