

City of Brooklyn Park Community Engagement Summary

Summary report prepared by Emergent Evaluation Group (EEG)



Acknowledgements

This report represents the voices of hundreds of respondents, the majority, residents of the City of Brooklyn Park who took the time to contribute their perspective to the future of the City. Without the engaged and caring respondents of the City, this report and the

information it represents would not be possible. In addition, while EEG prepared this report, the work of this community engagement was led by the staff of the City. Staff conceived of the idea that any planning for the future must be led by priorities of its respondents. Staff cared deeply about building a community engagement experience that allowed as many respondents to share their voice as possible. Staff led all of the community engagement events, built the Survey123 survey, and recorded, and coded over 4,000 pieces of data representing ideas shared by the respondents of the City. This report reflects something special and somewhat unique-what happens when staff and respondents work together to shape the future of a City and its people that they each are deeply committed to.

Community Engagement Process

The questions for the community engagement process were designed within a framework called Appreciative Inquiry. Within Appreciative Inquiry, the goal is to get to improvement through identifying first what is working well and what a vision of the City could be if it were at its best. The questions were intentionally designed to elicit from community members hope for the future of the City and a motivation to engage with others to invest in its future. A list of questions were developed in collaboration with EEG and the city staff supporting the project. The questions were then brought to the steering committee. Steering committee members chose the questions they most resonated with before pairing off and interviewing each other. The questions chosen for the engagement sessions and the online survey were those questions most selected by the steering committee members. Those questions included:

- If you had three wishes what would you wish for the City of Brooklyn Park in order for it to be its best?
- What is the City of Brooklyn Park doing really well?
- What strengths do you, your family, and your community bring to the City of Brooklyn Park?

The preliminary codes developed for organizing the results were based on the responses from the engagement session with the steering committee.

The community engagement process led by the City of Brooklyn Park in 2024 consisted of three methods of data collection: In person engagement sessions, an online survey and in-person door knocking to complete paper versions of the survey. Due to low responses to the online survey and attendance to the community engagement sessions, the city pivoted to door knocking and using paper copies of the survey to gather data. The three questions cited above were asked in each format: in person, online, and paper survey.

A total of 849 respondents shared their input with the city with the online survey yielding the vast majority of the responses (n=580). The table below provides a snapshot of who participated. The vast majority of residents that engaged with the city were women (n=514), White (n=449) and between the ages of 40-49 (n=226). The vast majority of the responses were from residents of the city. However, 63 of the survey responses were from non-residents with 43 being local employees. The goal of the engagement process was to gather the voices of residents, visitors to the city, employees within the city, partners and those who have a vested interest in a thriving Brooklyn Park. Note, we did not capture demographics data from the middle managers group.

Table 1: Demographic variable of respondents who engaged with the city via mode of engagement

Demographic variables	Community engagement sessions (n=172)	Paper copies (n=72)	Online surveys (n=581)
Gender Identity			
Women*	115	34	369
Men*	41	38	146
Prefer not to answer			64
Race/ethnicity			

White	107	17	325
Black or African American	16	38	58
Asian	12	13	57
Latino/a	2		15
American Indian	1		15
Other		3	15
Prefer not to answer			93
Age			
Less than 20	2	23	6
21-39	7	17	79
40-59	9	16	201
60-79	67	12	137
80 or more	32	3	8
No response			150

*Due to the small number of responses, sexual minority variables were not disclosed to protect respondents' privacy.

Findings

A total of **4,763** comments were shared by respondents of the City of Brooklyn Park, representing **849** people.

- 581 people participated via the online survey
- 172 people participated in the in person events
- 72 people took a paper survey
- 24 people participated from a Middle Manager staff group

Online or in person

- 3/4s of the comments came from the online survey and 1/4 came from in person events

Participation type by comment	Count	%
In person	1221	25.64%
Online	3542	74.36%
Grand Total	4763	100.00%

In person participation

The most comments were collected via the paper version of the survey and the least amount of comments were collected from the BrookLynk community event.

Physical location of in person events	Count	%
Paper Survey	232	19.00%
Joint Council Commission	226	18.51%
Middle Manager's Meeting	186	15.23%
Realife	151	12.37%
Aug 27 Zanewood	114	9.34%
Aug 20 BP Library	83	6.80%
Aug 15 Park Center	80	6.55%
SummerCrest	68	5.57%
Waterford Estates	41	3.36%
CAC Elder Listening Session	32	2.62%
BrookLynk	8	0.66%

Grand Total	1221	100.00%
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Participation by neighborhood

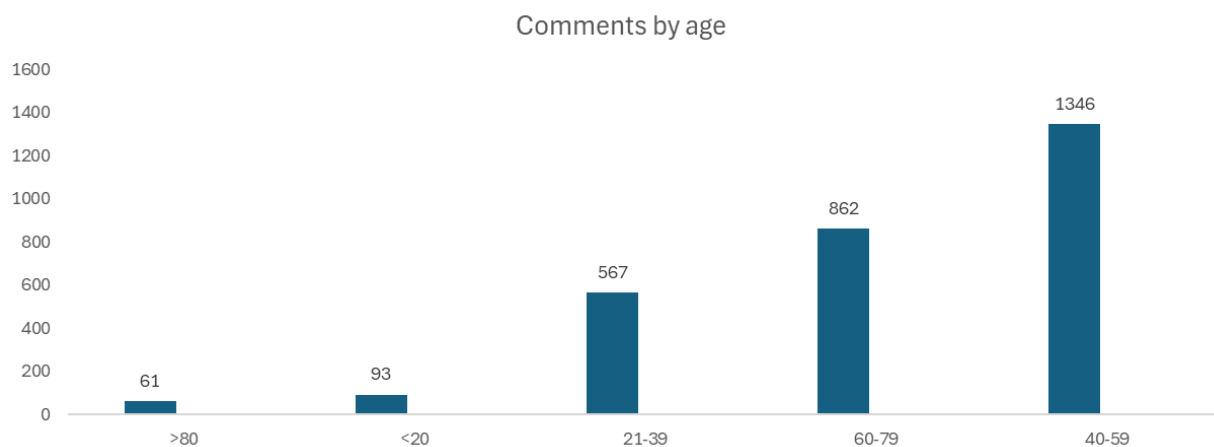
- Almost 1/5 of **comments** from those who answered the question reported their neighborhood as Edinburgh. The next highest number of comments came from Trinity Garden at around 7%.

Neighborhood	Count	%
Edinburgh	692	19.07%
Trinity Gardens	234	6.45%
Tessman	195	5.37%
Norwood	182	5.02%
Eidem	171	4.71%
Central	149	4.11%
River View	139	3.83%
Sunny Lane	137	3.78%
Birch Grove	133	3.67%
Hartkopf	132	3.64%
River Park	125	3.45%
Brookdale Park	111	3.06%
Founders	111	3.06%
College Park	107	2.95%
Orchard Trail	105	2.89%
Oak Grove	93	2.56%
Park Center	90	2.48%
Northwoods	86	2.37%

Pinebrook	86	2.37%
Willowstone	86	2.37%
Shingle Creek	84	2.32%
Monroe	71	1.96%
Candlewood	66	1.82%
Palmer Lake	66	1.82%
River North	45	1.24%
Bass Creek	41	1.13%
Greenhaven	33	0.91%
Lakeland Park	33	0.91%
Village Creek	25	0.69%
Grand Total	3628	100.00%

Participation by age

Most comments came from people ages 40-59, the next largest group was 60-79, and the group after that was 21-39. Very few comments came from people under the age of 20 and over the age of 80.



Participation by race/ethnicity

A little over half of respondents to the survey identified as white, followed by 15% saying they preferred not to answer. Around 8% identified as Black or African American and a similar amount identified as Asian or Indian. The remaining 32% were a range of race and ethnic groups.

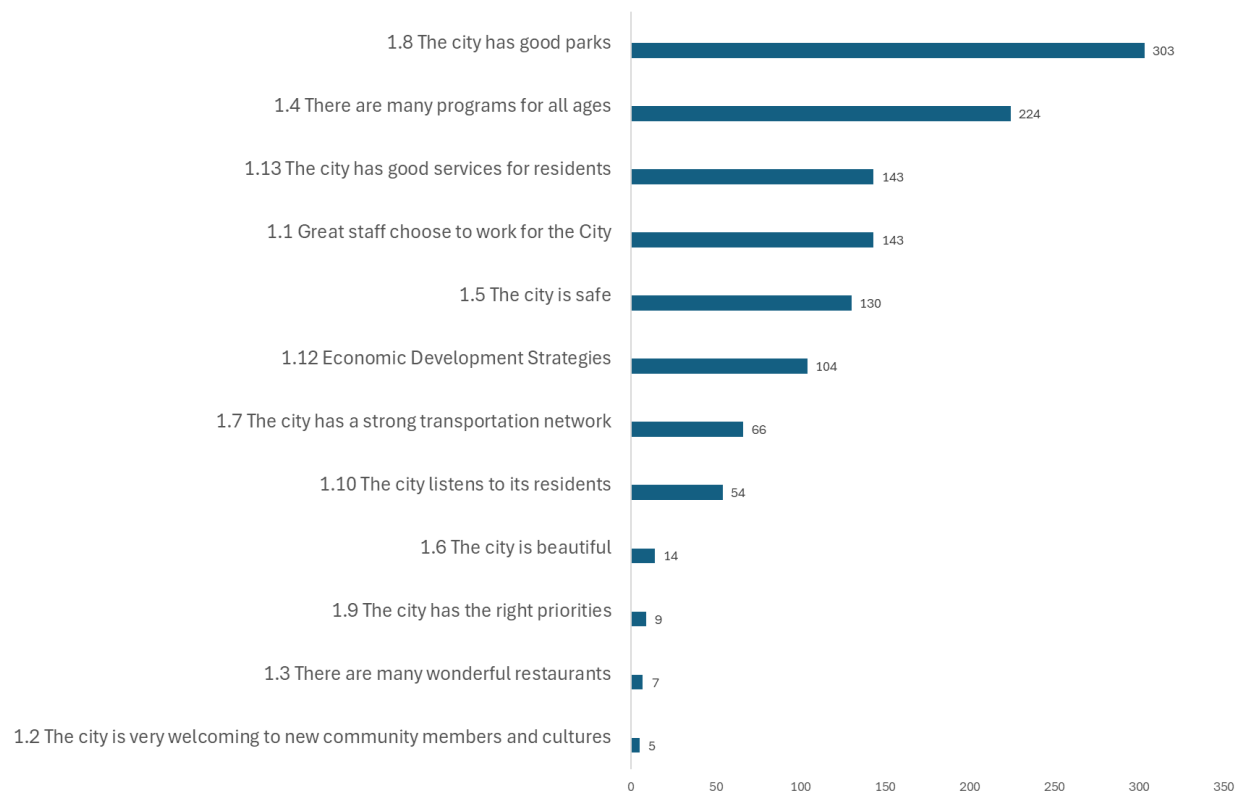
Compared to the US Census data for Race/Ethnicity for the city, the engagement data over sampled from white respondents (51.9% compared to 41.9%), under-sampled from Black or African American participants (12% compared to 30.1%), over-sampled people of Asian descent (10% compared to .2%) and seems right on track for rate of response from the American Indian and Alaskan Native communities.

Race/ethnicity	Count	%
White	1957	51.90%
Prefer not to answer	546	14.48%
Black or African American	440	11.67%
Asian/ Indian	328	8.70%
Other	114	3.02%
Hispanic Latino/Spanish	63	1.67%
American Indian/ Alaskan Native and White	44	1.17%
Asian	42	1.11%
Asian/Indian and White	41	1.09%

Hispanic Latino/Spanish and White	35	0.93%
American Indian/Alaskan Native	29	0.77%
Black or African American and White	22	0.58%
White and other	18	0.48%
Black or African American and Hispanic Latino Spanish and White	18	0.48%
Black or African American and other	15	0.40%
Additional mixed race/ethnicity identities under 10 participants reporting for each group	59	1.56%
Grand Total	3771	100.00%

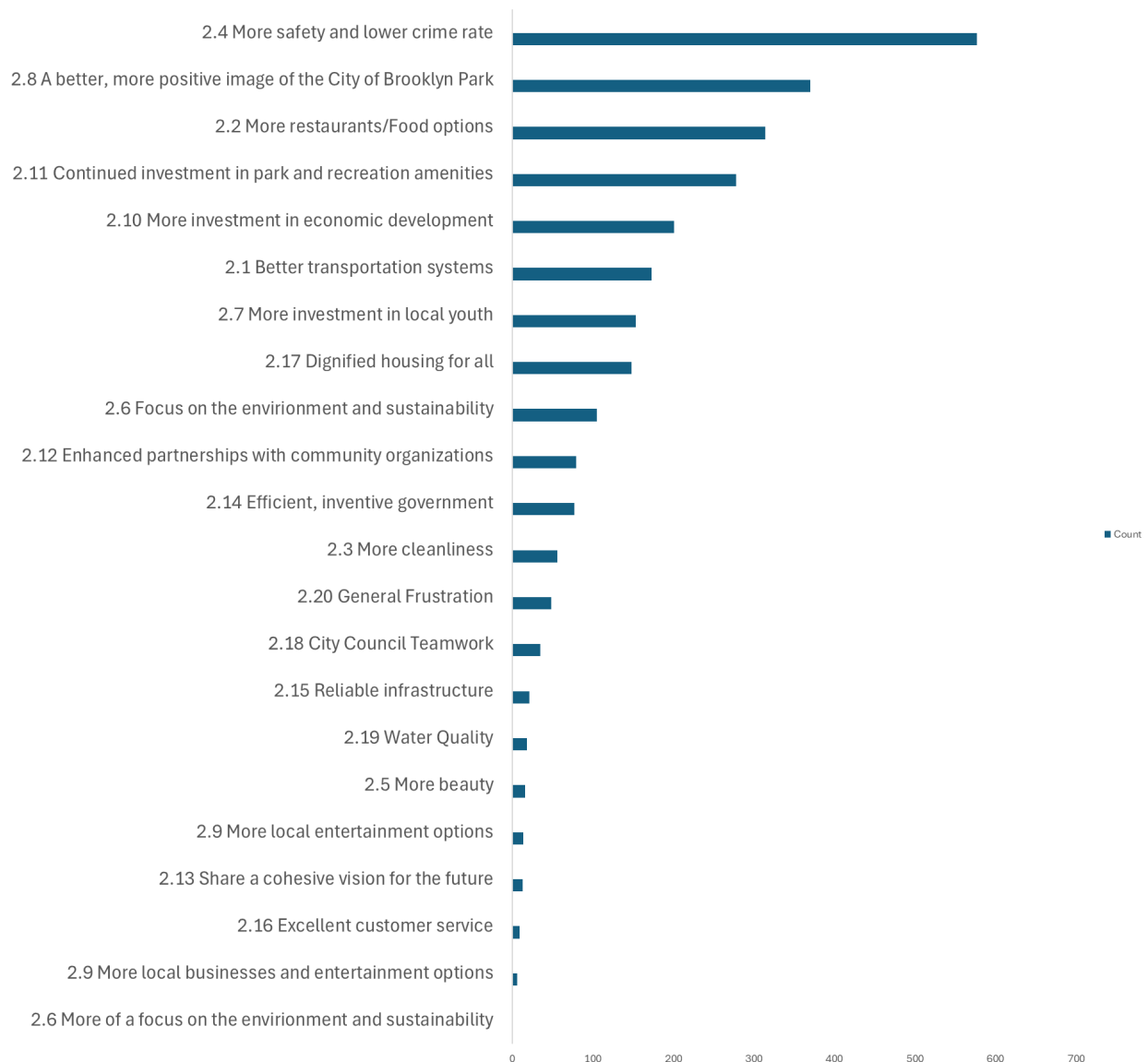
Responses to the data

The city has many great programs and services. A quarter of respondents described the city as having good parks, followed by 1 in 5 (19%) saying there are many programs for all ages, followed by approximately 1 in 10 saying the city has great staff, the city has good services for respondents, and the city is safe. Less than 10% of the comments were associated with the remaining items of Economic Development Strategies, the city has a strong transportation network, the city listens to its respondents, the city is beautiful, the city has the right priorities, there are many wonderful restaurants, and the city is very welcoming to new community members and cultures.

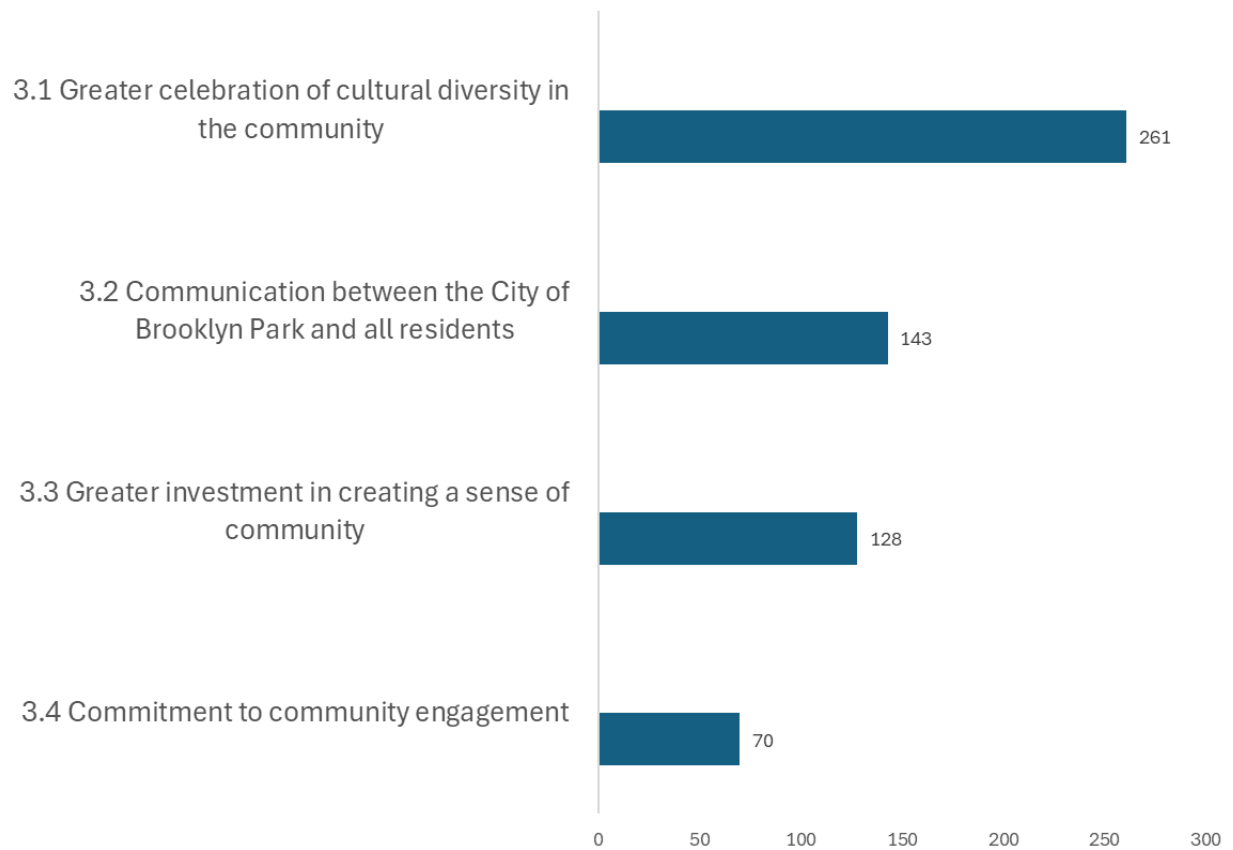


We want to promote a positive impression of the City of Brooklyn Park. The responses with 10% or more of comments were: More safety and lower the crime rate (21%, 1 in 5); a better, more positive image of the City of Brooklyn Park (14%); more restaurants, food

options (12%), and continued investments in park and recreation amenities (10%).



The city is very diverse and welcoming to diverse families and communities. This creates many opportunities and a need to ensure that all communities are benefitting from the City's programs and services. The most common response to this prompt was the need for a greater celebration of cultural diversity in the community, followed by approximately equal numbers of responses about improved communication between the City of Brooklyn Park and all respondents and a greater investment in creating a sense of community, followed lastly by a commitment to community engagement. Note: The sample had far fewer (almost half) the number of responses related to this topic as to the first two themes.



The respondents of the city bring many strengths to the community. This theme had the smallest number of responses (n=249). Almost $\frac{1}{3}$ said we support local businesses, around $\frac{1}{4}$ said we take care of our surroundings, almost $\frac{1}{5}$ said we care about the city and making it better. The remaining responses represented 10% or less of the overall responses.

