

An Innovative Approach to Community Outreach



Community Engagement Initiative

Community members, city staff and elected officials working together
to make Brooklyn Park a better community.
Diversity • Youth • Resources



*Brooklyn Park, a thriving community inspiring
pride where opportunities exist for all.*



Join us in shaping the future of Brooklyn Park
763-493-8154 • www.brooklynpark.org/CEI

Elizabeth Tolzmann, Community Engagement Coordinator

“Brooklyn Park, a thriving community inspiring pride where opportunities exist for all”

Themes from Business Forward Café Conversations

- *Businesses in Brooklyn Park are hindered because of perception in the community (crime, lower income, neighborhood, etc.)*
- *Business would like help in marketing (such as a welcome packet and resources guide)*
- *Promote and Celebrate the Diversity in Brooklyn Park*

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Snapshot of our Community

- Highly diverse population – nearly **48% minority** and **20% foreign-born**
- Highest number of **foreclosures** (**739** in 2010 – next closest city is Maple Grove – **312**)
- **One-third** of Brooklyn Park children live in **poverty**
- **318** of documented **homeless youth** in school district
- **Crime** is the greatest concern of our residents in our community

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Mission:

Brooklyn Park, a thriving community inspiring pride where opportunities exist for all

By 2015, 90% of our community members express pride in being part of Brooklyn Park; that it is a thriving community; and that opportunities exist to be successful.

We will not adopt any program or service unless it is consistent with our values and mission.

We will not make decisions with soliciting and understanding the points of view of those affected.

Delimiters

Delimiters

Strategic Objectives

Strategies

Engage and leverage Resources
Engage our Diverse community
Ensure the success of all of our Youth

Core Values

- Everyone has equal intrinsic value.
- Diversity enriches community.
- Trust is the foundation for building a healthy community.
- Community thrives when each individual takes responsibility to contribute.
- When a community supports all its members it thrives.

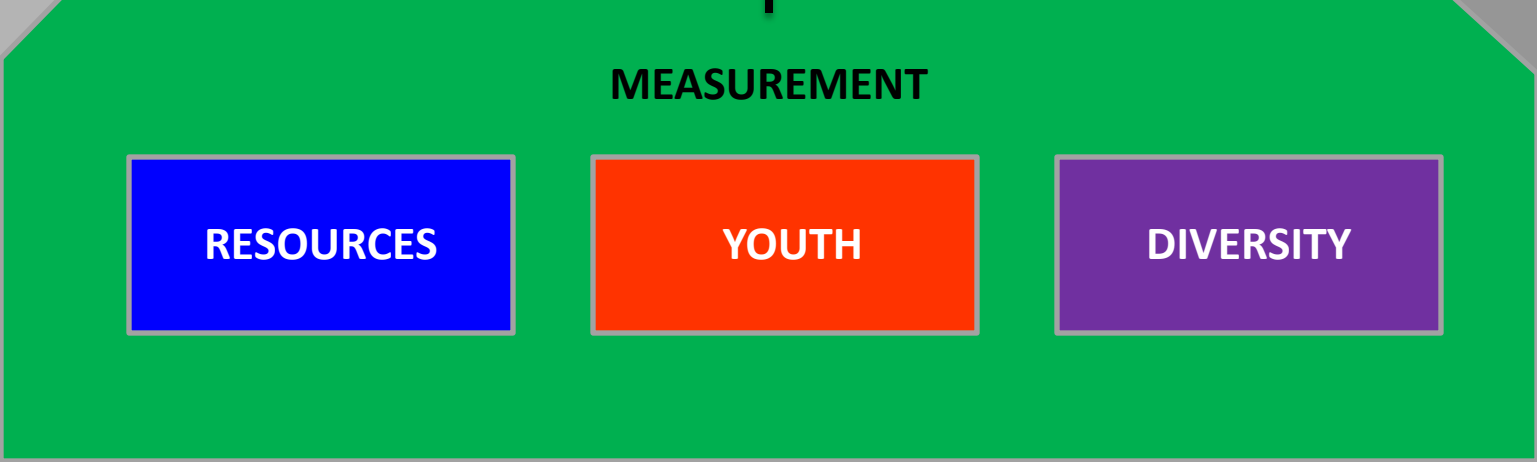
CITY COUNCIL



CORE PLANNING TEAM
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GO BP COALITION



COMMUNITY

STAFF

MEASUREMENT



CHOOSING THREE 'KEY DIMENSIONS' FOR EACH CATEGORY:

- ECONOMIC VITALITY
- SAFETY
- EDUCATION
- HOUSING
- SENSE OF COMMUNITY
- AMENITIES
- ACCESS
- APPEARANCE
- EXTERNAL PERCEPTIONS

**MEET WITH OTHER TEAMS SUCH AS
GOAL TEAM 4 AND NEIGHBORHOOD
ACTION PLANNING TEAM TO
DEVELOP MEASUREMENT
INDICATORS FOR EACH GROUP'S
SPECIFIC PROJECTS**



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DIVERSITY



CULTURAL AWARENESS TRAINING

- Cultural Training “on the road”
- Target groups, organizations, or departments which would “host” the event
- Alternate “types” of organizations
- Custom theme, qualified speakers, food, presentations, food, or music



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RESOURCES



RESOURCE GUIDE:

- Community, faith-based, schools, athletics, and activity groups/organizations
- Standardized list of inputting and sharing data
- Work with Business Forward Initiative to compile, collect, and organize data



BUSINESS FORWARD INITIATIVE

- Healthcare
- Personal services
- Industrial/Manufacturing
- Construction
- Lodging
- Automotive
- Retail
- Professional Services
- Food/Beverage
- Religious Institutions
- Social Services
- Public Facilities
- Day Care
- Youth/Adult Education
- Arts, Entertainment, and Recreation

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RESOURCES



MARKETING AND BRANDING OF MISSION STATEMENT

THRIVING **COMMUNITY PRIDE**
inspiring
WHERE
OPPORTUNITIES EXIST FOR all



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RESOURCES



- Business Coupons
- Guides
- Coffee mugs
- Youth activities
- Park/Recreation brochure
- Events
- Homemade treats
- Crime watch info
- Calendar
- Business lists/info
- Churches
- Phone numbers (City/public)
- City council member info
- Magnets
- Severe weather info
- School District info
- DMV office
- Vacant home owners
- Utility companies

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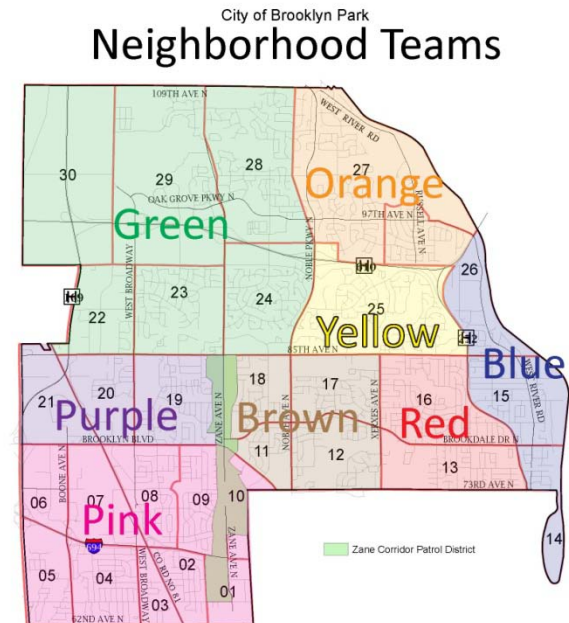
RESOURCES



NEIGHBORHOOD IDENTITY AND FORMATION



- Neighborhood Action Plan
- Resources and Diversity Team
- Community connectors/crime watch captains
- University of MN students



Map printed on November 5th, 2008

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GREAT FUTURE YOUTH

1. Brooklyn Bride Alliance
www.brooklynsyouth.com
2. Internal City Youth Services
3. Community Organizations
4. Focus on all youth, particularly **at-risk** with a need to focus on **effective and alternate means of truancy** (out of school time, family, and mentorship)



GREAT FUTURE YOUTH



[welcome](#)

[browse](#)

[search](#)

[directory](#)

[map](#)



Bostonnavigator



The place to search for youth programs in Boston.

Welcome

Information about our mission and upcoming events

Find a Program

Looking for a program? Search by keyword, location, program type and more.

Review a Program

Find a program you participated in and tell us what you thought.

List Your Program

Program providers: Setup an account and list your programs.
[Contact Us >](#)

Welcome to BOSTONavigator

We have over 1,500 programs that run after school, before school, on weekends, and during the summer. Find sports, academic support, youth organizing, and many other programs here!

Help

Need help finding a program or event? Please call the Mayor's Youth Line at 617-635-KIDS.

Feedback

We want to hear from you! [Send feedback](#) with questions or suggestions.



City of Boston
Mayor Thomas M. Menino



Powered by a collaboration of the [City of Boston](#) and [Boston After School & Beyond](#).

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As a result of community engagement.....

- Increase in minority volunteers and engagement by **400%**
- **Food shelf** located at Champlin Park (CEAP), Brooklyn United Methodist (near Park Center High School), and other potential churches in Brooklyn Park, Maple Grove, and Osseo
- Churches collaborating to form options for **homeless youth** including host families, shelters, and temporary stays
- Fourth straight year in **declining crime (-4%)** and third straight year in **declining violent crime (-5%)**

SURVEY SAYS.....



Survey Results:

- Proud to live in Brooklyn Park (80%)
- Opportunities to succeed in Brooklyn Park (72%)
- Brooklyn Park is a thriving community (74%)
- Sense of Community (72%) Good/Excellent
- Recommend Brooklyn Park to others (79%)
- Acceptance within the community (87%)
- Quality of Life (81%)
- Feel connected to their neighborhoods (85%)



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How Businesses can play an effective role in community engagement?

- Employment (Internships, Volunteer, mentorship)
- Expertise, Skills, Teaching, and Training (colleges, certifications)
- Sponsorships (youth, events, fairs)
- *Beyond the Yellow Ribbon*
- Feedback and “Community Voice”

