

Brooklyn Park SHIP Community-Based Participatory Evaluation Report

City of Brooklyn Park Recreation and Parks, Brooklyn Bridge Alliance
for Youth, Hennepin County SHIP

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Background

The Hennepin County Statewide Health Improvement Partnership (SHIP) has provided key investment in the City of Brooklyn Park Recreation and Parks Department's (BP Rec) efforts to increase equitable access through efforts to identify and change policy, process, and programming. The City's partnership with the Brooklyn Bridge Alliance for Youth (BBAY) garnered a new approach for this fifth year's work to center community perceptions and experiences to help inform a strategic plan for moving equity forward in years to come.

The overarching department goal:

Increase equitable access to health, wellness, recreation programs and services.

In partnership with the City's Recreation and Parks Department, BBAY conducted the Community-Based Participatory Evaluation (CBPE) by gathering a Community Advisory Group to help guide and implement the evaluative work. The Advisory Group consisted of recreation staff, community members focusing on historically marginalized communities, youth, and elders. Members of the Advisory Group were compensated for their work supporting the design, implementation and evaluation of the comprehensive CBPE.

Purpose

This Community-Based Participatory Evaluation (CBPE) was conducted to gather direct input from community members regarding the department's services, priorities, and areas for improvement. While traditional evaluations often rely on internal assessments or quantitative metrics, engaging the community in this process is uncommon and can be time-consuming. Recognizing the value of firsthand perspectives, the SHIP initiative between the City and BBAY sought to actively involve community members to ensure their voices and experiences helped inform decision-making within their community.

The primary objectives of this evaluation were to assess the community's needs and perceptions of the City's Recreation and Parks, identify gaps in service or areas of improvement, and explore effective strategies to address these needs. By fostering an inclusive and participatory approach, this evaluation aimed to strengthen the relationship between BP Rec's team and the community it serves, promote transparency, and support the development of programs and services that are responsive to the community's priorities.

Evaluation Question

Primary Outcome Question

The main goal of this evaluation was to understand the impact of BP Rec's recent equity efforts. Specifically, the evaluation sought to answer:

What are the community's needs and perceptions regarding Brooklyn Park Recreation and Parks, and how should those needs be addressed?

This question focused on both users and non-users of BP Rec's services, with particular attention to equity, inclusion, and access. The aim was to capture authentic community perspectives to guide improvements in programming, outreach, and service delivery.

Secondary Questions

To provide more detailed insights, the evaluation also explored several secondary themes of:

- Interests
- Costs
- Barriers
- Inclusion
- Support
- Marketing

These themes guided the collection of both quantitative and qualitative data throughout the CBPE process alongside the Community Advisory Group.

Methodology

Approach

This evaluation followed a Community-Based Participatory Evaluation (CBPE) approach, emphasizing collaboration and shared ownership with community members throughout all stages. This process was designed to ensure that evaluation activities were relevant, culturally appropriate, and beneficial to the community. The methodology consisted of three main phases: (1) formation of the Community Advisory Group, (2) exploration of evaluation methods, and (3) implementation of the evaluation with analysis of data collected.

1. Gathering a Community Advisory Group

To guide the evaluation design and ensure community perspectives were central, a Community Advisory Group (CAG) was established. Members were recruited through internal networks, outreach through networks and newsletters, and community leaders to ensure representation across demographics, interests, and lived experiences. From those recruited, the CAG members consisted of 2 Brooklyn Park Recreation staff, 3 youth, and 3 adults.

The Advisory Group met regularly to hone their evaluation skills, co-develop the evaluation plan, review data collection methods, implement the evaluation, and analyze data collected. Their input shaped key aspects of the design, including recruitment strategies, consent procedures, and the format of evaluation materials. Community members received compensation for their time and contributions to acknowledge their expertise and labor.

2. Pilot Evaluation at a Community Event

Following the initial meetings with the Advisory Group, a trial implementation of evaluation was conducted at a local community event – the Juneteenth Celebration held by the cities of Brooklyn Park and Brooklyn Center. During the event, members engaged attendees in conversation about their usage of parks in the area as well as their general perceptions of the city's Recreation and Parks. The purpose of the trial was to test the feasibility, clarity, and cultural relevance of an evaluation tool in a real-world setting. Insights from this pilot phase informed refinements to the evaluation tool later created and procedures prior to data collection on a broader scale.

3. Community Interviews

After the pilot run, the Community Advisory Group collectively decided to use interviews as the primary evaluation tool after careful considerations of various evaluation tools. The group determined that interviews would allow for a more personal and in-depth understanding of community members' experiences, perspectives, and needs—particularly given the diverse demographics within the community.

The Advisory Group co-developed the interview guide, ensuring that questions were clear, culturally relevant, and aligned with the key CBPE themes identified—community interests, costs, barriers, inclusion, support, and marketing (see Appendix E. Interview Questions). These themes were identified through a Consensus Workshop guiding the group through a series of

questions and idea gathering on what information needed to be gathered to answer the main evaluation question. Interview participants were intentionally recruited to reflect a broad range of ages, backgrounds, and experiences, allowing for varied perspectives on engagement with the city's recreation programs and services.

For the community interviews, Advisory Group members were tasked with identifying and interviewing up to five community members each. Priority population groups included non-users of recreation programs and services, teens, parents, older adults, individuals with disabilities, adults without children, and members of cultural communities such as African American, African (e.g. Nigerian, Liberian), Asian (e.g. Hmong, Vietnamese, Lao), and Hispanic/Latino groups. This approach ensured that voices from a wide cross section of the community were included in the evaluation.

Interviews were conducted in person. Conversations were either audio-recorded and transcribed or documented with hand-written notes, depending on the setting and participation comfort. All participants provided informed consent and received compensation for their time, recognizing their contributions to enhancing community access and connection to the city's recreation programs and services.

Data were analyzed thematically through a participatory process through Advisory Group discussions, interview notes, and transcribed interviews. Preliminary themes and interpretations were shared with the advisory group, who contributed to refining the analysis and contextualizing findings based on their community knowledge and lived experiences.

Ethical Considerations

This project adhered to ethical principles of respect, reciprocity, and shared benefits. Informed consent was obtained for all data collected, and confidentiality was maintained throughout. The participatory design of the evaluation aimed to minimize power imbalances between community and project lead, with community partners engaged as co-creators rather than subjects of study.

Results

Overview

This section presents the findings from the Community-Based Participatory Evaluation, including insights from the Community Advisory Group, observations from the pilot evaluation, and themes that emerged from the community interviews. The results are organized around key CBPE themes identified by the Advisory Group: community interests, costs, barriers, inclusion, support, and marketing.

1. Community Advisory Group Insights

The Advisory Group played a central role in shaping the evaluation design from beginning to end and interpreting early findings. Members highlighted several key areas of focus for the evaluation: equitable access to recreation programs, cultural relevance, and inclusive evaluation

strategies. They also provided guidance on question design and interpretation of data to ensure community perspectives were accurately represented.

Insights from identifying themes:

- Access and equity
 - Considerations of services to help with disabilities or language support
 - Age groups and their responsibilities (e.g. pets, taking care of children or siblings, curfew)
- Program relevance
 - Personal motivation to go to the parks or participate in recreation programs
 - Other recreation programs folks attend outside of the city's programs
- Engagement strategies
 - Competing interests such as being on phone for youth
 - Understanding where and how people hear about recreation programs

The Advisory Group's reflections informed the overall evaluation ensuring it remained participatory and community centered.

2. Pilot Evaluation at a Community Event

The pilot evaluation at the Juneteenth event provided valuable feedback on the feasibility and clarity of evaluation tools (see results in Appendix B. Juneteenth Results). A diverse group of community members attended, including families, teens, and older adults.

What we found from the pilot evaluation was the inability to engage in deeper understanding from community members' perspectives and experiences, particularly regarding the barriers to participating in recreation programs or services. There were also minimal time and space to provide substantial feedback on how best to engage with the priority populations identified.

These observations highlighted the need for a more personal, in-depth approach to data collection. As a result, the Advisory Group shifted to the interviews as the primary evaluation method to allow for richer insights from diverse community members.

3. Community Interviews

The interviews conducted by the Community Advisory Group members generated rich insights about the community's experiences and perspectives on recreation programs. In total, 22 interviews were conducted by the Advisory Group members. Interviews included participants from diverse backgrounds, including non-users of recreation programs and services, teens, parents, older adults, adults without children, and members of various cultural groups.

3.1 Community Interests

Interviews identified several key interests regarding recreation programs, including

- Going out to the park with family
- Roller skating
- Hanging out with friends

- Sports
- Events with multiple options to engage (dancing, food, volunteers)

Some interview participants reflected on how they would attend events in other neighboring cities due to not seeing particular events happening in Brooklyn Park (e.g. Pride, celebrations for the Hispanic/Latino community). Others also suggested multicultural events to explore different cultures together, multigenerational events for the whole family *“where kids to grandmas can go”*, and more variety of programs for youth.

“I have 3 grandchildren here. And they are all in sports. I believe the Brooklyn Park Community Center is the best kept secret in town; there’s so much going on that nobody knows about.” - 75 year old Grandma

3.2 Costs

Affordability was cited as a barrier by multiple participants. Feedback highlighted concerns about cost being an influence even at different parts of life ranging from parents with children to youth with no jobs—many mentioned looking for free or low-cost options. A few participants mentioned that cost doesn’t affect them as much because they budget carefully or have stable, dual incomes that allow for more flexibility. Overall, cost influences families differently, impacting their decisions on activities.

“So I don’t even like doing activities cause everything just be so expensive, you know, with this inflation. And I ain’t got a job.” - Park Center Student

3.3 Barriers

The interviews also reported several obstacles in participating in recreation programs, including being unaware or not knowing, scheduling or life conflicts, and transportation. Many noted how they are not aware of events or opportunities, or they don’t see activities that interest them. Transportation was also mentioned from participants ranging from youth to senior citizens regarding limited or inconsistent transportation options. An interview participant suggested feedback surveys to be done at events and activities to gather feedback or information from the community. Some noted no restrictions when entering spaces such as the Community Activity Center whereas no one is checking or greeting folks as they enter (e.g. participant of the senior program notes how they pay for a membership, but no one checks as they enter and can feel unfair to pay if others can walk in without potentially paying).

3.4 Inclusion and Support

Most interview participants reported feeling welcomed, included, or indifferent in city programs and events, describing Brooklyn Park as *“open to just anybody.”* Some noted how they or their families regularly participate in activities at the Community Activity Center or through various youth programs. Others described uneven outreach and participation, noting that some activities seem to reach only certain groups or repeat participants—for example, a youth mentioned how they felt Zanewood staff *“were more connected towards the people who kept coming back instead of also welcoming people who figured out that all of this is a thing”* in regards to attending a Zanewood field trip during the summer. A few said they felt unaware of

opportunities rather than intentionally excluded, while others expressed a desire for more culturally diverse programs and indoor recreation options.

“I’ve never had anything that spoke out to me personally, but that doesn’t mean I don’t feel excluded necessarily.” - Adult Without Children

In particular, parents with children noted how their engagements in activities changed over time as their children aged in and out of recreation programs. Older youth also mentioned the need for activities suited to their age groups once they age out of programs geared towards younger youth. Overall, participants valued inclusion efforts but emphasized the need for broader communication, more diverse programming, and ongoing attention to equitable access across all communities.

3.5 Marketing and Communication

Participants reported learning about recreation programs through a mix of social media (Facebook), word of mouth, newsletter, emails, and mailings. Many mentioned discovering events on Facebook or through posts shared by friends or families, while others—particularly older adults—relied on printed newsletters and community mailings to stay informed. A few emphasized that not everyone uses social media and suggested expanded outreach through membership drives (for the community center), community events, and more consistent promotion across both digital and non-digital channels to ensure information reaches all residents.

“Hardly see anything about the community... unless they’re posted by friends on [social media], but honestly, I hardly see any advertising.” - Park Center student

4. Data Analysis of Interviews

In addition to conducting interviews, the Community Advisory Group played a key role in the analysis and interpretation of the data collected. Advisory Group members helped identify and organize emerging themes from the interview into four categories: positive experiences or perspectives—highlighting what community members appreciated about recreation and parks, negative experiences or perspectives—capturing barriers or challenges participants faced, needs—reflecting gaps in programs, services, or accessibility, and suggestions—providing concrete recommendations from participants for improving engagement and inclusion. This is reflected in Table 2. Interview Findings below.

Table 2. Interview Findings

<u>Positive</u>	<u>Negative</u>
<ul style="list-style-type: none">• Majority of community members feel included or not excluded (or indifferent)• Community members felt connected through cultural events relevant to their identities	<ul style="list-style-type: none">• Don’t attend activities due to lack of transportation (youth)• Attend events in other cities since they don’t see them in Brooklyn Park (e.g. lack of events representing Latino)

<ul style="list-style-type: none"> • Many enjoy one-off events such as Tater Daze and Juneteenth • Appreciates the diverse cultural community of Brooklyn Park 	<ul style="list-style-type: none"> community, Pride) • As kids grow older, sense of exclusion from spaces • City-run programs not interesting to them
<u>Needs</u> <ul style="list-style-type: none"> • Need for more youth/teen activities • Free or low cost opportunities • Basketball courts, specifically indoor space or update courts • Inclusivity improvements (umbrellas for weather, headphones or supports for large events - overstimulation) • Multi-generational events and activities 	<u>Suggestions</u> <ul style="list-style-type: none"> • More consistent communication • Greeting and checking with folks as they enter spaces • Connect with youth through the schools • Tap into social groups to get people

5. Cross-Cutting Themes

Throughout the CBPE, several findings emerged across participant groups and themes:

- The value of personal engagement in outreach and evaluation.
- Community desire for consistent, culturally inclusive communication.
- Strong appreciation for participatory approaches that allow community members to influence programs.

The Community Advisory Group emphasized how engaging and informative the Community-Based Participatory Evaluation process was. They also appreciated the city's efforts in engaging the community in such a system and would recommend that future evaluation efforts continue to center community voices.

Challenges

While conducting the evaluation, thoughtful considerations were taken in both methodology and development to ensure that the evaluation was aligned with an equitable, CBPE framework. However, there were still some challenges present that contributed to possible limitations that the evaluation team have identified.

One challenge that was present was regarding the scale of which the evaluation was conducted, being that the Brooklyn Park SHIP evaluation work was being conducted alongside a parallel evaluation for Brooklyn Center that also aimed to collect community needs, perceptions, and recommendations for their city's parks and recreation department through participatory methods. The presenting limitation regarding this dual-city approach was the complexity of managing two separate, yet interrelated, projects simultaneously. Each city had distinct community dynamics, resident relationships, and questions which required the

evaluation team to carefully navigate these city contexts. Upon reflection of the project, the question was raised if a joint evaluation effort may have been more effective or whether separate, city-specific evaluations would have allowed for more deeper community engagement and data instead.

Another significant challenge of the evaluation involved recruiting and retaining community members onto the Community Advisory Group. Throughout the entire process of the evaluation, the Advisory Group was an integral part of bridging community voices into the conducting and development of the SHIP evaluation, however maintaining consistent participation was something that the evaluation team faced difficulty with. Specifically, members faced scheduling conflicts and personal commitments, such as school or work, that occasionally limited their involvement. Additionally, ensuring representation from all priority population groups was an ongoing effort throughout the evaluation process that was a presenting challenge for the project. Despite intentional outreach and engagement strategies, some groups remained underrepresented in the Advisory Group and interview data such as residents experiencing disability.

Timing and scheduling were also another significant challenge that was faced by the evaluation team when conducting this evaluation project. The evaluation took place over a relatively short period, requiring the team to simultaneously build relationships, develop the evaluation design, and implement data collection within 6-7 meetings. The process ultimately expanded to twelve to accommodate deeper discussion, engagement, and availability of the CAG members. Thus, being grounded in community-based frameworks of evaluation required the evaluation team to be flexible to community members' needs which conflicted with the time-intensive nature of the evaluation plan.

Along with challenges in the evaluation process and development, data collection and transcription presented logistical challenges for this evaluation project. Namely, a considerable amount of interview recordings was affected by background noise or technical issues, which made it difficult to fully capture participant responses during transcription. Moreover, despite the team's best efforts, it was challenging to reach all priority population groups through the interview process, which may have limited the comprehensiveness of perspectives represented in the findings.

Final Summary

This Community-Based Participatory Evaluation provided valuable insights into community experiences, barriers, and opportunities related to Brooklyn Park's Recreation and Parks programs and services. By engaging in a Community Advisory Group throughout the process, the evaluation prioritized community perspectives, ensuring that findings reflected the needs, interests, and lived experiences of diverse populations, including teens, older adults, non-users of programs, and members of culturally diverse groups.

The evaluation process—including the pilot trial at Juneteenth and interviews—revealed important themes around access, affordability, inclusion, support, and communication. While the pilot trial at Juneteenth highlighted challenges in gathering in-depth feedback, the shift to interviews enabled richer, more nuanced insights from community members across priority populations. The participatory design also strengthened community trust and fostered meaningful engagement in the evaluation process.

A key component of this work was the active involvement of the Advisory Group in presenting findings. During the “Environmental Scanning” portion of the Recreation Department’s Strategic Planning Session as part of the larger SHIP Initiative, Advisory Group members shared their experience as part of the evaluation work and showcased results from the interviews through posters highlighting individual interview profiles, representing the community members they interviewed (see Appendix F. Interview Profiles for their poster presentations). This creative presentation method allowed department leadership and staff to engage directly with community voices, highlighting both challenges and opportunities, emphasizing priority populations, and offering actionable recommendations. By presenting results in this visual way and personal format, the Advisory Group members ensured that community perspectives were central to informing the department’s strategic planning and decision-making processes.

Overall, this evaluation demonstrates the value of community-based participatory approaches in understanding and addressing community needs. By centering resident perspectives and engaging community partners as co-creators, the Recreation Department gained actionable insights that can inform program design, marketing, outreach, and long-term strategic priorities. The collaboration also established a foundation for ongoing community engagement and participatory evaluation in future initiatives.

Appendix A. Community Advisory Group Flyer



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for YOUTH

Recruitment for Community Advisory Group

The city, in partnership with the Brooklyn Bridge Alliance for Youth, is looking for community members to join an Advisory Team. This team will help review how the Recreation and Parks Department impacts and serves all members of our community.

We are looking for folks who are:

- Recent newcomers to Brooklyn Park
- Bilingual
- Apartment residents
- No or little experience with recreation programs, parks and events
- Can commit to 7 meetings between May – Sept

Sign Up Here:

Scan QR code
with phone
Contact Chia Xiong
(call/text 612-860-
0025 or
Chia.Xiong@brooklyns
allianceforyouth.org



SCAN ME

**Stipend Compensation Available*

Sign Up Today!



If you need this information in another language or format or disability accommodations,
email access@brooklynpark.org or call 763-424-8000.

Si usted necesita esta información en español: 763-424-8000.

Yog xav tau kev pab, thov hu rau 763-424-8000 lawv mam li nrhiav ib tus neeg txhais lus rau koj.

*This project is in partnership between Brooklyn Park
Recreation and Parks Department, Brooklyn Bridge Alliance
for Youth, and Hennepin County Public Health SHIP*



Hennepin County
Public Health



Appendix B. Juneteenth Results

Purpose: Identify community access, needs, and perceptions of Brooklyn Park's Recreation and Parks

Map of Brooklyn Park neighborhoods and park locations

Q: Which park do you go to most often? And who do you go there with?

A: Place sticker on the location of the park - sticker color coordinated with who they go there with

- Myself - **Red**
- With family - **Green**
- With friends - **Yellow**
- With community or other - **Blue**

Q: Depending on the color of who they go to the park with, give them a post-it note with the same color to answer:

- What do you use the park most often for?

*If folks answer they don't go to the park often - give them a **purple** post-it note to write down why they don't use the parks.

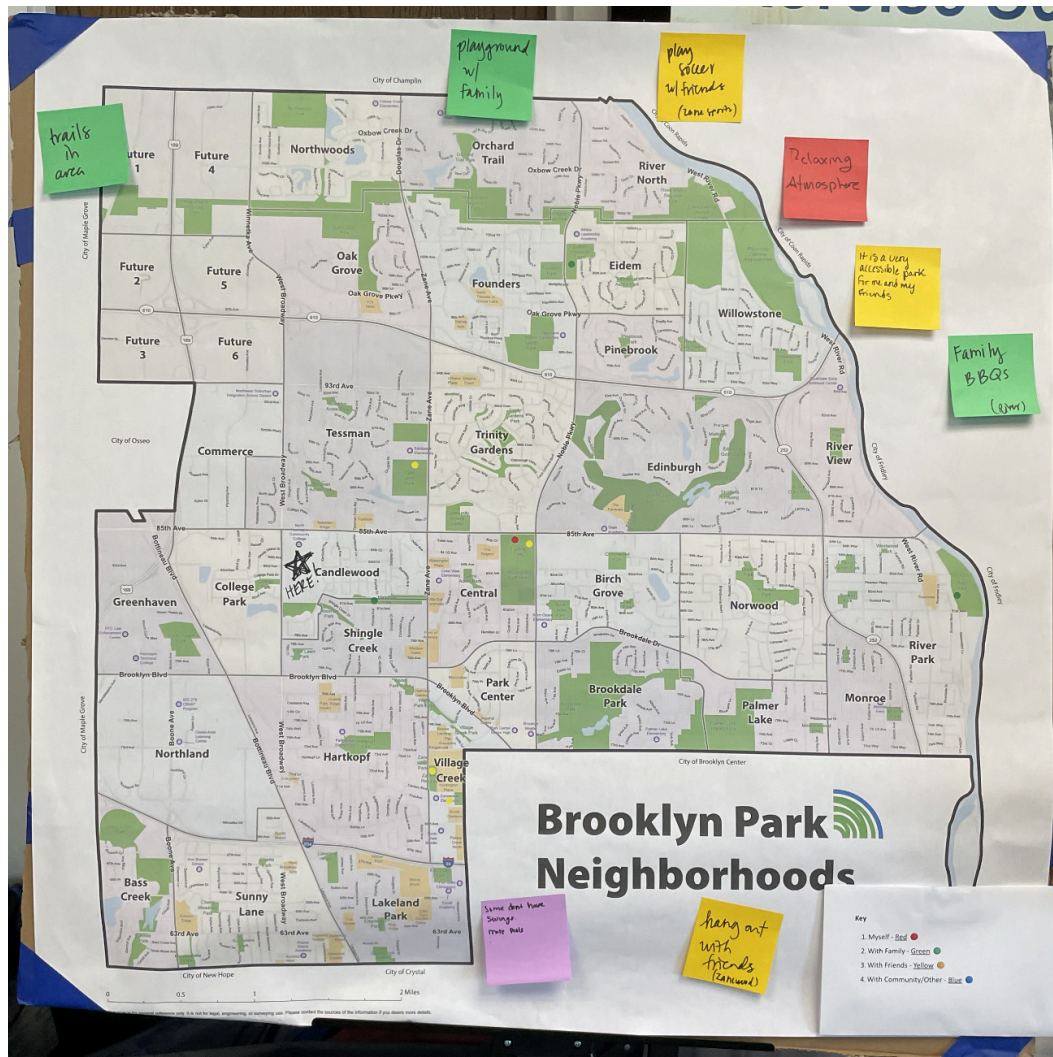
Secondary Poster Board

Q: How do you feel about the city of Brooklyn Park's recreational programs and activities and city parks?

A: Rating scale 1-5 (dissatisfied to satisfied) - Mark with marker (?)

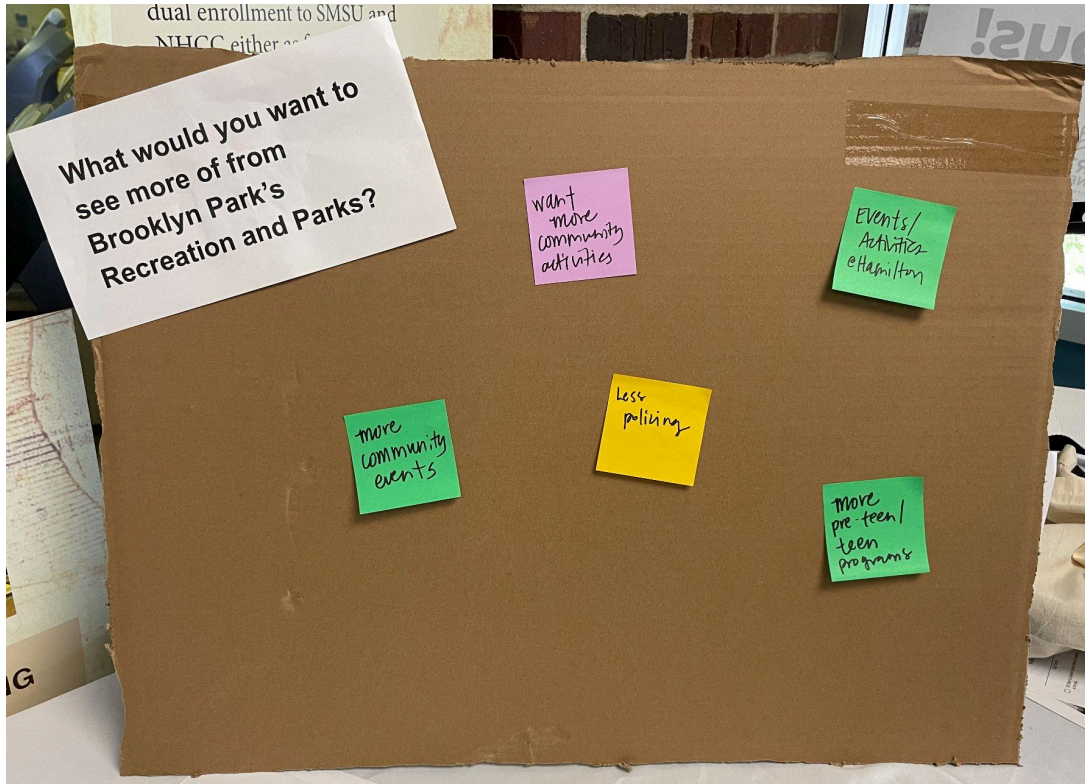
Q: What would you like to see more of from Brooklyn Park's Recreation and Parks?

A: Write on post-it note (same color as before) to answer + put on board



Answers:

- Trails in area
- Playground with family
- Play spaces with friends (Zane Sports)
- Relaxing atmosphere (Central Park)
- It is a very accessible park for me and my friends
- Family BBQs (River Park)
- Some don't have swings, more pools
- Hang out with friends (Zanewood Park)



Answers:

- More community events
- Want more community activities
- Less policing
- Events/activities at Hamilton (Park)
- More pre-teen/teen programs

Brooklyn Park SHIP Interview Instructions

Hi Community Advisory Group Member!

Thank you for your interest and efforts in supporting the Community Based Participatory Evaluation work with the City of Brooklyn Park's Recreation and Parks Department. This interview instruction sheet will help navigate you through the interview process. Reminder that this work is to (goals):

- Engage the community to review and assess needs and perceptions of the community in regards to the Brooklyn Park Recreation and Parks
- Identify methods to meet the needs of cultural communities in Brooklyn Park
- This work will result in a new Strategic Plan for the department

Selecting Who to Interview:

When selecting community members to be interviewed, we want to ensure that they...

1. Meet 1 or more of the priority population groups identified
 - a. Non-users, teens, parents, elderly, disabled, adults without kids
 - b. Cultural groups: African-American, African (Nigerian, Liberian, etc.), Asian (Hmong, Vietnamese, Lao), Hispanic
2. They live, work, go to school, or spend a significant time in Brooklyn Park

Recording:

You will have access to [Otter.ai](#) (app) or you can simply record audio of the interview (to be downloaded and given to Chia or Vshin).

[Otter.ai](#)

Quick Tips & Tricks for Interviews:

- Be prepared with everything you need. Have copies of the consent form, demographic information, and interview questions.
- Deliver a great introduction. Practice this part as much beforehand to put it into your own voice. Be friendly and smile!
- Be safe. Always interview in a public space if you are not familiar with the other person. DO NOT enter any situation that feels unsafe.
- Ask questions clearly and effectively. Read through the questions and practice as much as needed beforehand.
- Have fun! Remember this is important work and uplifts the voices of the community.

Consent Form:

Anyone who is interviewed and recorded NEEDS to fill out the Consent Form! If the individual is under the age of 18, a parent or guardian signature is needed.

Before the Interview:

1. **Familiarize yourself with your interview questions.** Be sure to reach out and connect with other CAG members or Chia and Vshin if you have questions regarding interview questions.
2. Before meeting with a community member to interview them, **have some practice/mock interviews to prepare and develop an understanding** of what might unfold when you conduct the actual interview.
3. Be sure that you have all interview materials ready to go. This would include **supplies for recording, consent forms, writing utensils, and your interview questions.**
4. Communicate with your interviewee to verify the **time and location of the interview.** Be sure that they are prepared and available to be interviewed by you. Find a location that will fit for both you and the interviewee, enclosed space to be easier to listen to one another and record the conversation.

During the Interview:

1. As you and the interviewee settle in, **don't be afraid to break the ice by introducing yourself** and being engaged in some form of orientation before starting. This helps to make the interviewee feel comfortable and connected.
2. **Informed consent is important!!** After settling in and before asking any questions, be sure to let your interviewee know what they are being interviewed for. **Reiterate the purpose of the interview, be transparent** about what their responses will contribute towards, **and ask** if they're comfortable if you take any notes and are recorded to be transcribed (the recordings will not be shared).
3. **Hold space for conversation** as you're interviewing. Allow room for silence and pause, follow-up questions, feelings and emotions, and story telling as people share their responses to your questions.
4. **Go with the flow.** Pace the interview with what's comfortable for both you and the interviewee, and **don't be afraid to ask clarifying questions** if that is needed.

Wrapping up and After the Interview

1. As you're wrapping up your interview, be sure to ask the interviewee if they have any questions or concerns they'd want to share with you at all.
2. **Share the next steps** with your interviewee. Be sure to outline what they can expect after the interview is over - We will be sharing the results of interviews to the City of Brooklyn Park's Recreation and Parks department and potentially to the wider Brooklyn Park teams and partners.
3. **THANK YOUR INTERVIEWEE!!!** Express gratitude for their time and responses, it is not only courteous but it's how we honor and respect their experiences and time with us.
4. After the interview, find some time to **review your notes.** Note some highlights from what you collected, fill in any gaps that you may have left, or clean up any thoughts you may have written down.

Appendix D. Consent Form + Demographics



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Purpose of the Research

The city, in partnership with the Brooklyn Bridge Alliance for Youth and Hennepin County, has been focused on advancing equity throughout the department. This work has provided a key investment in the City of Brooklyn Park Recreation department's efforts to increase equitable access through efforts to identify and change policy, process, and programming. This year, our approach will provide information about how progress has been experienced by the community by creating the Community Advisory Group to engage the community in reflecting and sharing their needs and perceptions regarding Brooklyn Park Recreation department.

Procedures

This interview will take somewhere between 10-20 minutes and be recorded so we can make sure to remember all the details you provide. You will be compensated for your time. If at any time you feel uncomfortable with a question, you can let your interviewer know and can skip that question or end the interview.

Confidentiality

All of the information you share with us will be presented anonymously. However, we will use non-identifying quotes. Your name or other identifying markers about yourself will be kept confidential. We will need to collect your contact information in case we need to reach back out to you for any reason.

Contact Information

Name: _____

Phone Number: _____

Email: _____

Consent

By signing below, you agree to participate in this interview.

Participant Name: _____

Date: _____

Participant Signature: _____

*If the participant is under the age of 18, you will need a Parent/Guardian to sign.

For any questions, please contact Chia Xiong at (call/text) 612-860-0025 or email
Chia.Xiong@brooklynsallianceforyouth.org

Demographic Information

These are optional, but we encourage you to complete this section to help us ensure we reflect and support the diversity of the community. Your responses are confidential and will only be used in planning and reporting purposes. You may skip any questions you prefer not to answer.

Which neighborhood (or area) in Brooklyn Park do you live or visit often?

Check out the map: <https://tinyurl.com/yc53d2uy>



How many people are in your household? _____

Age Group of the person interviewing

___ 0 - 12

___ 40 - 49

___ 13 - 19

___ 50 - 59

___ 20 - 29

___ 60 - 69

___ 30 - 39

___ 70 +

How do you describe yourself? (Check all that apply.)

___ African (Liberian, Oromo, Somali, etc.)

___ Native American or American Indian

___ Asian (Chinese, Hmong, Lao,
Vietnamese, South Asian, etc.)

___ Native Hawaiian or Pacific Islander

___ Black American

___ White or European American

___ Hispanic or Latino/a

___ Prefer not to say

___ Another race or ethnicity (please specify): _____

What gender do you identify with? (Check one.)

___ Female

___ Non-binary / Third gender

___ Male

___ Prefer not to say

___ Prefer to self-describe: _____

Appendix E. Interview Questions

Brooklyn Park Recreation Interviews

Introduce yourself and the project...

1. Tell me a little about yourself.
2. How do you typically spend your free time?
3. How does cost influence your choices about activities or events you do?
4. When finding events or activities to attend, what days or times do you typically look at?
5. How do you usually learn about events or activities in the community? (i.e. word of mouth, newsletters, mailings, social media)
6. On a rating of 1-5 (1 being never and 5 being very often), how often do you attend a city run program or event? (Examples: Summer camp the center, Rec on the Go, Juneteenth, Tater Daze, ice rink, Zanewood Rec Center) Please explain why you answered that rating number and what you have attended before.
7. In what ways do you feel included or excluded by the city of Brooklyn Park's Recreation and Parks programs?
 - a. How has the city of Brooklyn Park spaces connected you to your culture, identity, or community?
8. Have you ever needed support - like translation, disability access, or staff help - when attending or signing up for a public space or event?
 - a. If so, what did you need?
 - b. How do you feel about Brooklyn Park's ability to provide those services?
9. What suggestions do you have to make parks and events more inclusive for all people?
10. How can the city better help support the mental and physical health of its community members?
11. Any additional comments or questions?



Longtime Brooklyn Park Resident and Hmong Mother of Six

- Spends free time with kids and typically does activities related to the kids
- Open to events in the evenings and non-busy weekends
- Attends lots of community activities such as Tater Daze and at Zanewood
- Feels included since they have seen more Asian and Hmong events in the community
- “Brooklyn Park is a great place to live. Again, we’ve been living here for over 20 years and we want to continue to live in this community.



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Single Mother in Her 40s Raising a Teen Daughter in the Community for 17 Years

- Spends time with family or friends - pretty active outside the house
- When daughter was younger, looked for free or discounted events — although don't go to events as much since daughter has gotten older
- Recognizes neighbors or friends who might not feel as included due to accessibility such as transportation or internet to register
- Want to see more community space to bring people together, especially for youth



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Mixed Race (Black, Hispanic, Indigenous) Park Center Senior and Lifelong BP Resident

- Spends time relaxing and doing arts and crafts (i.e. watching tv, drawing, beading, crocheting)
- “Hardly see anything about the community... unless they’re posted by friends on [social media] but honestly, I hardly see any advertising.”
- Feels included through some programs, but feels excluded in wanting to see more for youth of color — when going to an activity, expressing the need for “welcoming people who are just figuring it out that this is a thing” in comparison to returning youth.
- Recognize community activities geared towards African American, but not much opportunities for Indigenous or Hispanic/Latino community (in relation to their identities)
- Suggests to promote events and activities through the schools in the area



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27-Year-Old Non-Binary, Married with No Kids, New to Brooklyn Park

- Married with 3 pets who moved into the area 2 years ago
- Free time spent with pets (walking), being at home, or with friends
- Cost is a major factor and prefers to look for free events
- Rarely goes to events and attends events elsewhere such as Pride in Minneapolis
- “I’ve never had anything that spoke out to me personally, but that doesn’t mean I feel excluded necessarily.”
- More opportunities to connect with the outdoors to support physical and mental health of residents



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African Mother, New Resident of Brooklyn Park

- New resident to Brooklyn Park
- Still learning about what the city and community has to offer
- Usually is focused on activities for the kids or is busy working
- Not quite sure how they feel about the city's services so far and not sure about feeling connected yet
- “About my family, I would rate a 1, because I don't know, I just moved to Brooklyn Park, so I don't know much right now.”



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Black Female, Park Center Athlete and Marching Band Member

- Enjoys playing music and occasionally goes out with friends
- Cost is a small barrier, but prefers to choose more affordable things, especially with friends
- Rarely attends events mostly because lack of awareness of events happening
- Recommends more events towards youth to increase their feelings of inclusivity at park events, programs, and spaces



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Saint Paul
Community Center
Staff, Brooklyn Park
Resident, Married
with Two Children

- Resident since 2000, but originally from Michigan
- Cost is a BIG influence - won't do certain things if events are costly due to family of four - also considers food and beverage costs when out.
- When things pop-up or show on newsfeed, they will attend (Tater Daze, National Night Out, Movies in the Parks, etc.)
- Something is always going on and when you go, you meet others who tell you about different events
- Suggests putting information out at the actual park - without having to dig for information
- Other suggestions include Zumba, free membership to exercise classes, free dental or eye clinics



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