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BROOKLYN PARK CITIES UNITED

A Plan to Revitalize Hope, Health & Safety

Mayor Jeffrey Lunde

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Brooklyn Park 
Unique. Unifed. Undiscovered.



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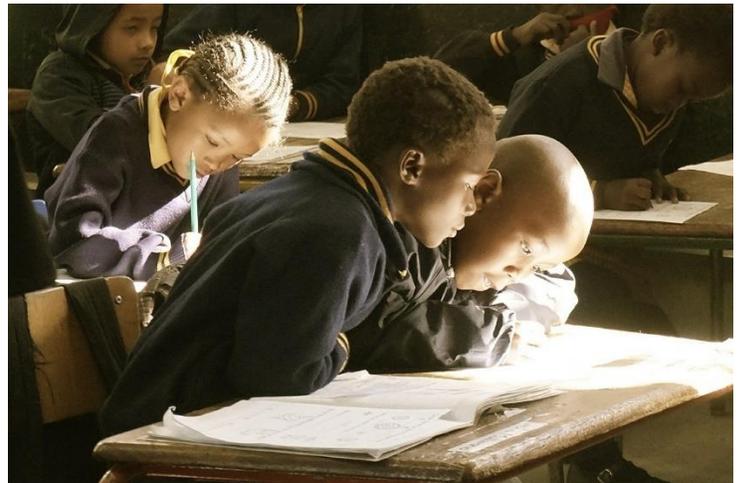
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EXECUTIVE SUMMARY

Over the last 6 years, Brooklyn Park has experienced approximately 9,900 crimes against person that disproportionately impact black males age 13-30 (as the victim and/or perpetrator). The Center for Disease Control and the World Health Organization has identified violence as a public health epidemic. Violence is often clustered and impacts the people and places in which it is found, similar to other health epidemics. Mayor Jeffrey Lunde is leading the effort for youth in Brooklyn Park Cities United by addressing the underlying causes of violence.

Brooklyn Park Cities United focuses on revitalizing hope, health, and safety.

Brooklyn Park Cities United initiative began the Summer of 2018 by pulling together members from all around the community to develop and implement solutions aimed at reducing violence, creating pathways to employment, and increasing access to educational opportunities. The group utilizes the Multi-Sector Collaborative Approach as it works to identify the needs of the community, cultivate partnerships to meet those needs, and collectively work toward a healthy and safe community.



Collectively, Brooklyn Park Cities United will target resources, energy, and focus on:

1. **Increasing Access to Educational Opportunities** for black men and boys
2. **Creating Pathways to Employment Opportunities** for black men and boys
3. **Improving Physical and Mental Health**
4. **Strengthening Community and Family Connections**
5. **Reducing Violence**

These ambitious goals will be developed and implemented through partnerships with local schools, businesses and employment programs, health facilities, other government agencies, and community wide programming options.

With the commitment of partners and community members we can work together to restore hope, health, and safety in the Brooklyn Park community for young black men and boys by creating opportunities and reducing violence 4% each year to the year 2025.

INTRODUCTION

Brooklyn Park was incorporated as a village in 1954 and became a Charter City in 1969. As a second ring suburb of Minneapolis it boasts a population of more than 80,000 residents and is considered the sixth largest city in the State of Minnesota. Brooklyn Park's population is over 50% non-white and approximately 25% of the population is foreign born. The current unemployment rate in Brooklyn Park is approximately 5.1%, however, unemployment rate for the black population is 8.8%. Almost 12% of the residents in Brooklyn Park live below the Federal poverty level.

During the past six years overall violence has fluctuated, but there have been approximately 9,900 crimes against person that disproportionately impact black males ages 13-30 (as the victim and/or perpetrator). Crimes against person is defined as homicide, sexual assault, robbery, kidnapping, crimes against family, and assault.

Over the last 50+ years, violence reduction has been led primarily by the Brooklyn Park Police Department; however, in recent years there has been an increase in violence reduction efforts through community partnerships. One such effort was the Youth Violence Prevention Initiative (YVPI). Crime in Brooklyn Park, around 2007, was showing a trend toward youth on youth violence; and 25% of all crime was concentrated in a very small area, approximately 4% of Brooklyn Park. Because of this trend YVPI and the police department began to focus on opportunity youth through partnerships with the Zanewood Recreation Center, a recreation center located in a high density, low income area of the community. A reduction in youth violence occurred within the first two years of the implementation of YVPI and continued from there.

Currently the City of Brooklyn Park sustains the efforts of YVPI and has implemented many other programs to enhance community engagement to reduce violence. These efforts include but are not limited to: collective efficacy, family violence recidivism reduction, community outreach work, youth intervention services, and youth out-of-school time programming.



INTRODUCTION



Brooklyn Park Cities United builds on this momentum and aims to further reduce crimes against persons by revitalizing hope, health and safety. In the summer of 2018, Mayor Lunde formed a steering committee of representatives from

multiple sectors focused on developing the current Comprehensive Public Safety Plan in partnership with the Recreations and Parks Department and Brooklyn Park Police Department. To begin, the committee gathered the following information to identify the needs and develop solutions:

- Crime Data
- Education Data
- Employment Data
- Stakeholder Input

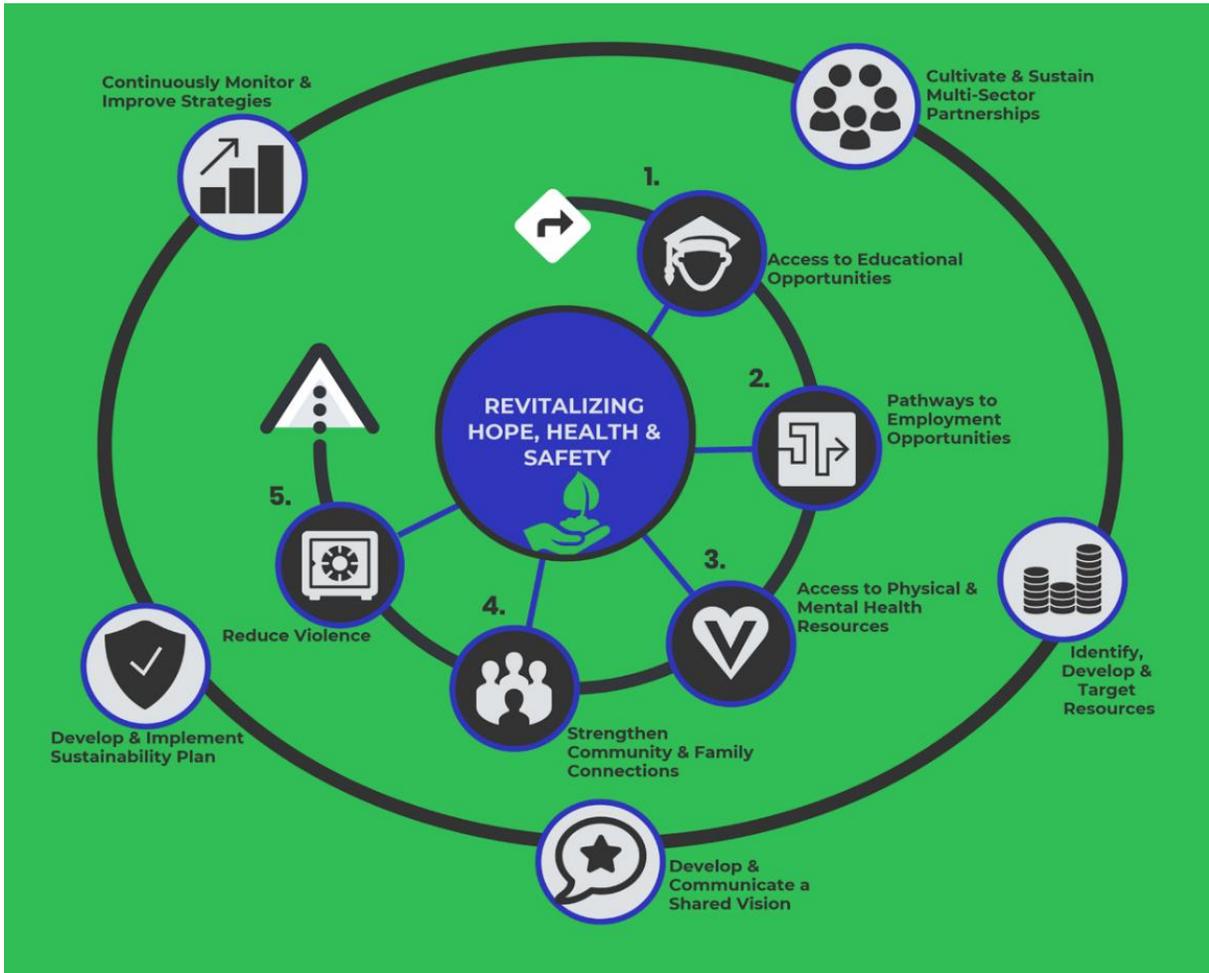
Per the supporting information sources, the following desired outcomes along with Brooklyn Park Cities United's core values and guiding principles serve as the foundation for the goals and supporting activities of our Roadmap.

Desired Outcomes

- Eliminate the achievement gap between black and white students
- Employment for young people seeking work and/or careers
- Increased physical and mental health for black men and boys
- Increased awareness and participation in youth services, family resources, and community activities
- Decrease in crimes against person 4% per year to the year 2025

ROADMAP

Brooklyn Park Cities United works to revitalize hope, health and safety by creating opportunities for black men and boys ages 13 to 30 through active engagement in employment, education, health and mentoring activities, with a focus on reducing violence 4% per year to the year 2025.



This approach illustrates the vision to revitalize hope, health and safety as the focal point to improve outcomes; emphasizes our five goal areas; and outlines key bodies of work necessary to increase the likelihood of successfully accomplishing the mission. The five goals were developed after months of planning with the steering committee, hosting youth conversations, as well as reviewing crime and root causal data.

The Brooklyn Park Cities United Roadmap is grounded in the following core values and guiding principles.

ROADMAP CONTINUED

CORE VALUES	
Respect	Brooklyn Park Cities United will acknowledge the wholeness of black men and boys and hold them in high positive regard.
Open & Honest Communication	Brooklyn Park Cities United will be transparent and engaging about its desired outcomes, activities, and progress with all stakeholders.
Integrity	Brooklyn Park Cities United will hold itself to the highest standards and will work with a wide array of stakeholders to monitor activities, course correct, and leverage community resources as necessary.

GUIDING PRINCIPLES	
Equity	Brooklyn Park Cities United must pursue fair and impartial practices and policies as related to the injustices that disproportionately impact black men and boys, and their communities.
Collaboration	Brooklyn Park Cities United must convene a wide array of stakeholders who are positioned to have impact and develop and/or implement agreed upon strategies.
Data-Driven Solutions	Brooklyn Park Cities United must make strategic decisions based on consistent, transparent and multifaceted data analysis and interpretation.



Goal 1: Increase Access to Educational Opportunities

Goal Description: Brooklyn Park Cities United aims to increase access to educational opportunities for black men and boys.

Objectives:

1. Provide guidance and exposure to options for academic achievement
2. Provide college preparation trainings and/or experiences relevant to the wants and/or needs of young people
3. Provide leadership opportunities at various levels within Brooklyn Park Cities United activities

Desired Outcome: Eliminate the achievement gap between black and white students

Current Activities:

- Black History Month Event
- Sound Off Station
- Zanewood Recreation Center (Youth Intervention, Kids Zone and Teen Zone)
- One2One Mentoring
- Cities United Cohort Project

Performance Measures

- Attendance rate of Brooklyn Park students by race
- Suspension rate of Brooklyn Park students by race
- Graduation rate of Brooklyn Park students by race



Goal 2: Create Pathways to Employment Opportunities

Goal Description: Brooklyn Park Cities United aims to create pathways to employment opportunities for black men and boys.

Objectives:

1. Connect young people with professional mentors
2. Provide networking opportunities between black men and boys and individuals, agencies and/or companies that are aligned with identified areas of interest
3. Connect interested youth with employment and/or internship opportunities
4. Offer employers recommendations on racial equity best practices
5. Provide career exploration opportunities

Desired Outcomes: Employment for young people seeking work and/or careers

Current Activities:

- BrookLynk Internship, including direct recruitment
- BrookLynk work readiness "Get Ready" training
- Career Exploration Program
- 21st Century programming at Zanewood Recreation Center
- Brooklyn Bridge Alliance - Career & Counseling Centers in High Schools
- Second Chance Job Placement

Performance Measures:

- Young people connected to professional mentors
- Unemployment Rate
- BrookLynk and Second Chance internship program and readiness training



Goal 3: Improve Physical & Mental Health

Goal Description: Brooklyn Park Cities United aims to increase physical and mental health for black men and boys.

Objectives:

1. Dispel the myths and build trust between communities and health professionals through conversations and engagement opportunities
2. Review the Center for Disease Control's Community Health Assessment and Group Evaluation Tool (CHANGE)
3. Expose youth to professionals of color
4. Create an environment in which people connect face to face

Desired Outcomes: Increased physical and mental health for black men and boys

Current Activities:

- Youth Tobacco Prevention Project
- Community trainings and info sessions with Brooklyn Park Police Department Mental Health staff
- Community Emergency Assistance Programs (CEAP)
- Mobile Sound Off Stations
- Life Coaching and Intervention Case Management Services at Zanewood Recreation
- Brooklyn Bridge Alliance for Youth, Youth Sports Initiative

Performance Measures:

- U.S. Department of Housing and Urban Development Healthy Communities Index
- Number of athletic events with police and community
- Minnesota Student Survey



Goal 4: Strengthen Community and Family Connections

Goal Description: Provide community building opportunities for black men and boys, with an emphasis on connecting families to available resources that address their immediate needs.

Objectives:

1. Increase youth activity participation in Youth Services/Recreation and Parks programming
2. Connect participants to family resources (housing, financial supports, emergency meal assistance, transportation assistance, etc.)
3. Increase number of residents engaged in positive activities and community initiatives

Desired Outcomes: Increased awareness and participation in youth services, family resources, and community activities

Current Activities:

- Zanewood Recreation Center programs and services
- Community Emergency Assistance Programs (CEAP)
- Cities United Black History Month Event
- Avenues for Homeless Youth including Host Home Program
- Neighborhood Project Grant
- Neighborhood Watch
- National Night Out
- Apartment Action Plan

Performance Measures:

- Change in participation in recreation and parks programs and services
- Ratio of neighborhood population to National Night Out parties



Goal 5: Reduce Violence

Goal Description: Brooklyn Park Cities United aims to reduce the number of crimes against persons by and against young black men and boys through prevention and intervention activities focused on both individual, and systemic change.

Objectives:

1. Increase positive interaction between Brooklyn Park Police Department and youth and young adults
2. Provide opportunities for youth and young adult voice within violence reduction activities
3. Increase commitment to Brooklyn Park Cities United mission, goals and activities
4. Offer diversion programs for black men and boys within the juvenile justice system
5. Build and convene a metropolitan Cities United network within Minnesota aimed at addressing state policies that impact local disparities
6. Increase youth participation in youth services programming during peak crime periods

Desired Outcomes: Decrease in crimes against person 4% per year to the year 2025

Current Activities:

- Cities United Cohort Project
- Juvenile Diversion Program
- Probation checks performed with juvenile unit officers
- Domestic Violence Unit
- Blue Blocks / Brooklyn Park Youth Outreach
- YMCA Youth Intervention Program

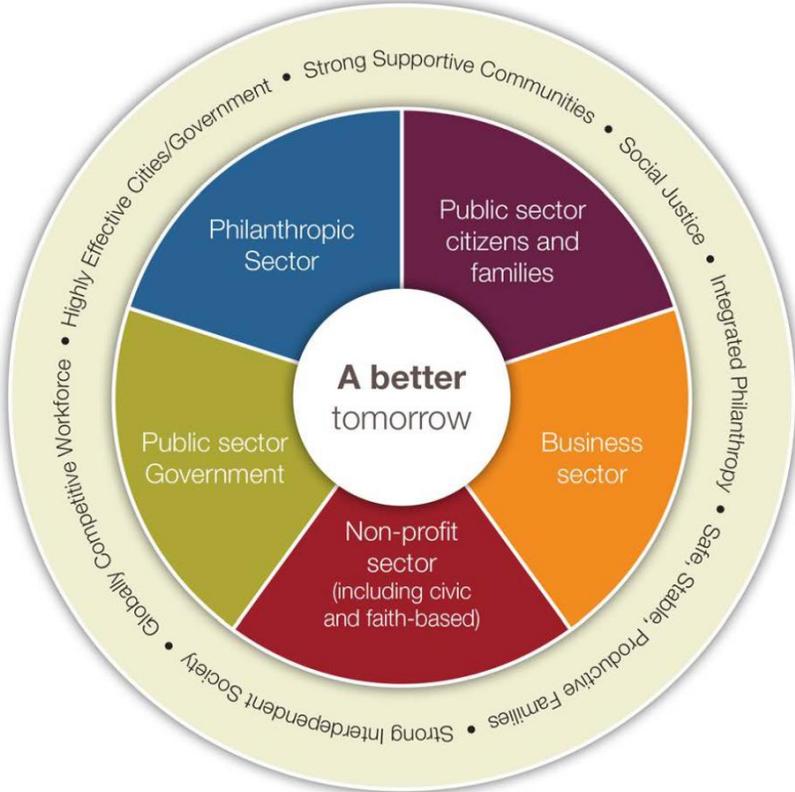
Performance Measures:

- Number of youth and young adults positioned in leadership opportunities within Brooklyn Park Cities United and its partners
- Number of cities actively engaged in the Cities United metropolitan network
- Increase of Brooklyn Park Cities United resources
- Arrest rate of black men and boys

GOVERNANCE

A COLLABORATIVE APPROACH

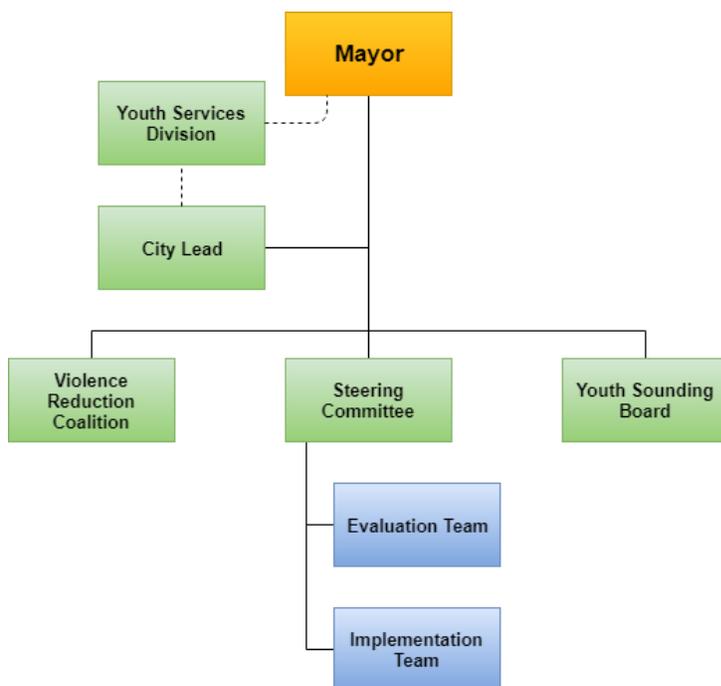
Brooklyn Park Cities United implements the Multi-Sector Collaboration Approach as illustrated by the Casey Family Programs' graphic below. This approach promotes decision making, shared accountability, and integrated response strategies. Brooklyn Park Cities United implements this approach through the development and maintenance of our governance structure that is illustrated on upcoming pages. This governance structure includes the City of Brooklyn Park, Youth, Police, Parents, Community Mentors, Cornerstone, BrookLynk and various Business Partners. We are currently looking to increase representation from the Faith and Philanthropic communities.



Governance Structure

The Brooklyn Park Cities United governance structure will work to develop, implement, evaluate and sustain the vision, goals and activities. Each layer is responsible for the following:

1. **Mayor:** Mayor Lunde is a firm supporter of Brooklyn Park Cities United and will leverage his commitment to reducing violence through building partnerships, convening stakeholders, deploying staff and striving towards sustainability of Brooklyn Park Cities United through city ordinance.
2. **Brooklyn Park Cities United City Lead:** City Lead will convene stakeholders on behalf of the Mayor to collaboratively develop, implement, evaluate, and sustain Brooklyn Park Cities United's goals and supporting activities. City Lead will deploy staff, identify and target resources to support the development, implementation, and evaluation activities.
3. **Violence Reduction Coalition:** The VRC is a group of practitioners that will utilize its collective knowledge of violence prevention and Brooklyn Park families to develop and implement Brooklyn Park Cities United's goals and supporting activities. This group will meet quarterly.
4. **Steering Committee:** The Steering Committee is made up of decision makers, thought partners and community advocates who represent various sectors of the Brooklyn Park community (list of current committee members can be found on the next page). The committee will provide leadership, direction and potential resources to the Brooklyn Park Cities United Initiative.
5. **Youth Sounding Board:** The Youth Sounding Board will serve to elevate youth voice throughout all levels of Brooklyn Park Cities United and city government. The Youth Sounding Board will work alongside the Steering Committee, VRC and City Lead to develop Brooklyn Park Cities United's goals and activities with an emphasis on practice and policy recommendations.



6. Evaluation Team: The evaluation team will work to monitor, track and report the progress of Brooklyn Park Cities United's goals and activities.
7. Implementation Team: The implementation team will work to identify and mitigate potential gaps and/or risks throughout the implementation of Brooklyn Park United's goals and activities.

Steering Committee Members

- A.J. Jalloh: Cities United Roadmap Academy Fellow
- Audua Pugh: Executive Director, Off the Blue Couch
- Craig Enevoldsen: Brooklyn Park Chief of Police
- Donzell Dixon: Target Corporation
- Jay Stroebel: Brooklyn Park City Manager
- Jeffrey Lunde: Brooklyn Park Mayor
- Kim Berggren: Brooklyn Park Director of Community Development
- Lisa Pung-Michaelson: YMCA Executive Director, Youth Intervention Services
- Mark Koester: Brooklyn Park Resident and Community Partner
- Nicholas Knoblauch: Brooklyn Park Police Sergeant
- Pam McBride: Brooklyn Park Youth Services Manager
- Stephen Kent: North Hennepin Community College Vice President, Finance and Facilities
- Troy Bowman: Community Partner
- Wokie Freeman-Gbogba: Brooklyn Park Assistant City Manager
- Jody Yungers: Brooklyn Park Director of Recreation and Parks

IMPLEMENTATION TIMELINE

Jan.

- Cities United Roadmap Academy Steering Committee Meeting (Featuring Roadmap Strategy Session, CUCP, Sound Off Station and other activity summaries)

Feb.

- 4th Annual Cities United Black History Month Event

March

- Regional Convening Pre-Work

April

- Roadmap Steering Committee Meeting (Pre-Regional Convening Work Continues)

May

- 2nd Annual Cities United Regional Convening (Present Community Indicators, Police Data, and Roadmap Academy Comprehensive Public Safety Plan)

June

- Roadmap Steering Committee Meeting (Featuring Regional Convening Review, Summary and Feedback)

July

- No Meeting Due to Vacation Schedules

Aug.

- 6th Annual Cities United National Convening (Hampton, VA)

Sept.

- Roadmap Steering Committee Meeting (Featuring National Convening Summary)

Oct.

- Form Violence Reduction Coalition, Mayor's Youth Sounding Board, Implementation, and Evaluation Team

Nov.

- National Cities United Webinar

Dec.

- Roadmap Steering Committee Meeting (Featuring Comprehensive Public Safety Plan Review)

GETTING INVOLVED

Brooklyn Park Cities United is a collaborative initiative that will only succeed if the whole community sees this as important and is involved and engaged. We graciously welcome representatives throughout the Brooklyn Park community to join in any way possible.

Current opportunities include:

- Join a city-wide work group to further develop and/or implement the goals and objectives of the Roadmap
- Lead, co-lead and/or assist with the implementation of any goals
- Share employment, community engagement, and/or educational opportunities with the Brooklyn Park Community
- Create employment, community engagement, and/or educational opportunities for the Brooklyn Park Community
- Participate in activities
- Spread the news! Share the work with your network!
- Stay informed at www.brooklynpark.org/citiesunited

