

# 6 | WHAT'S NEXT





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*Open space captures precipitation, reduces stormwater management costs, and by protecting underground water sources, open space can reduce the cost of drinking water up to ten-fold. Trees and shrubs reduce air pollution control costs.*

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## HOW TO USE THIS PLAN TO MOVE FORWARD

The System Plan provide the “road map” for future investment in the park system. The Plan identifies the type and where within the system priority amenities could be accommodated; however, it will be up to the community to determine the level of investment it is willing to support to make the park system relevant for all community members now and into the future.

## LOOKING TOWARDS IMPLEMENTATION

### Trust for Public Land Feasibility Study (Feasibility Study)

The City of Brooklyn Park has consulted with the Trust for Public Land (TPL) to explore potential funding options for its' continued investment into the park system. Given the substantial investment of time and resources required for a successful park finance initiative, preliminary research is essential to determine the feasibility of such an effort. The Feasibility Study (See Appendix C) presents several viable local public options for funding parks and recreation in the City. The study also provides an analysis of which options and funding levels are feasible, economically prudent, and likely to be publicly acceptable.

In order to understand what would be an appropriate funding source or sources, this report first provides a brief overview of existing park and recreation programs, governance, and funding as well as some background information about the city. Next, the report analyzes possible alternatives for funding parks, including the authority for their use and revenue raising capacity.

In order to create new revenue for parks and recreation, local governments in Minnesota have the authority to use general obligation bonds, increase property taxes, require park dedication fees by developers, and in some cases, increase the local sales tax. This study focuses on bonds, the property tax, and the sales tax, which are summarized within the Feasibility Study.

This research is not a needs assessment; it provides a stand-alone, fact-based reference document that can be used to evaluate financing mechanisms from an objective vantage point.

Finally, since a variety of revenue options may require approval by voters, this report provides pertinent election information, such as voter turnout history and election results for local finance measures.

## FURTHER COMMUNITY ENGAGEMENT AND POLLING

To assist City Council in fully understanding the level of support for the community identified priorities, the City Council should consider working with the TPL to further engage the community in determining their level of commitment for advancing the recommendation's within the plan.

1. Public opinion surveys - The TPL can assist the City in managing surveys by expert polling firms to gauge voter support for reinvestment. The polling would help refine the list of community's priorities and gauge the level of support for implementation of the plan.
2. Building Public Awareness – If City Council decides to exercise anyone of the financial options that requires a referendum vote, the City is restricted in utilization of City resources to support this effort. The City is limited to educating the community on the referendum vote, however, cannot advocate beyond making the community aware of the investment choices proposed within the referendum and the tax impact of the measure.
3. Community Advocacy – It is up to the community as to the level of involvement and level of advocacy it wants to take in support of the implementation of the plan. Historically, there has been a citizen group that has taken the lead in this effort. No City resources can be used to support the efforts.

The TPL and The Conservation Campaign (TPL's 501(c)(4) lobbying affiliate), offer a comprehensive suite of campaign services. These include campaign planning, management, and fundraising; selecting and directing pollsters and consultants; writing and producing digital, direct-mail, television, and radio advertisements; overseeing public education and get-out-the-vote programs; and managing compliance with laws governing campaign finance and lobbying.