

Dakota County Parks Marketing, Awareness, and Promotion Plan Community Engagement Findings Overview





Community Engagement Goals

Goal 1: Increase awareness and visitation of Dakota County parks and greenways by current and potential new users, with a focus on groups underrepresented in regional park visitation.

Goal 2: Build an inclusive, welcoming Dakota County Parks identity.

Goal 3: Increase overall engagement with Dakota County Parks and Greenways.

Audiences of Focus

Goal was to connect with current and new users, focusing on groups underrepresented in regional park visitation.

Audiences of focus included:

- Dakota County and Regional Residents
- African American Communities
- Latinx Communities
- Somali & East African Communities
- Southeast Asian Communities
- South Asian Indian Communities
- American Indian/Indigenous Communities*
- Low-income households
- People with disabilities
- Youth
- Older adults



Community Engagement Approach

- Met with community organizations and leaders first to identify the best way to involve their communities and partner together on engagement whenever possible.
- Focused on gathering feedback and building relationships with partners and community members.
- Goal was to build a foundation for relationship-building and future partnership





Community Engagement Activity Summary

- 6 dialogue groups
- 41 stakeholder meetings
- 7 interviews
- Bilingual English/Spanish pop-up surveys at 25 activities with a total of 424 respondents
- A bilingual English/Spanish online survey with 710 responses



Findings Summary Engagement



1. Culturally Appropriate & Welcoming Parks



2. Opportunities for community members to be involved in decision making



3. Ensure parks are accessible for all



4. Engage Families & Youth



**5. Leverage
Dakota County
Parks to build
community
social
connection**



Partnership is Everything!

Collaborative programs

- Skiing
- Archery
- Walks
- Hikes
- Canoeing
- Snowshoeing
- Picnics
- Family nights
- Retreats
- Zumba classes

Collaborative events

- Fiesta de los vecinos de Arbor Vista 2019
- Día de familias en el parque 2019
- Fiesta en la Nieve 2020 & 2022
- Somali Independence Day 2021
- Hispanic Heritage Month Celebration 2022
- Family Movie Night in the Park 2022
- Supporting Juneteenth events 2020 & 2021
- Monthly walks with Caminatas Domingueras 2022





Next Steps



- Reconvene and share with partners
- Discuss highest priorities, any missing elements or changes needed
- Discuss approach for ongoing engagement, as desired by partners (forming an advisory work group or other method)
- Finalize Marketing, Awareness and Promotion implementation plan based on partner feedback and develop proposed strategy for approaching any items that fall outside the plan scope.
- Reconvene and share with partners and plan collaborative efforts moving forward.

Questions & Discussion



- Was there anything new or that you've heard before?
- Was there anything that resonates or does not align with what you have heard or experienced?
- Thoughts, reflections, feedback or suggestions on this work moving forward?