Brooklyn Park Re Branding Initiative

Jargalmaa Erdenemandakh
Emily Coppersmith
Laura Dorn

This work is licensed under a Creative Commons Attribution-NonCommercial 3.0 Unported License. To view the full license, visit www.creativecommons.org/licenses/by-nc/3.0/

or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA. Any reproduction, distribution, or derivative use of this work under this license must be accompanied by the following attribution: “Produced by the Resilient Communities Project (www.rcp.umn.edu) at the University of Minnesota. Reproduced under a Creative Commons Attribution-NonCommercial 3.0 Unported License.”

The project on which this presentation is based was completed in collaboration with the City of Brooklyn Park as part of the 2016-–2017 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

The contents of this report represent the views of the authors, and do not reflect those of RCP, CURA, the Regents of the University of Minnesota, or the City of Brooklyn Park.

This publication may be available in alternate formats upon request.

Resilient Communities Project
University of Minnesota
330 HHHSPA
301—19th Avenue South
Minneapolis, Minnesota 55455
Phone: (612) 625-7501
E-mail: rcp@umn.edu
Web site: http://www.rcp.umn.edu

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.

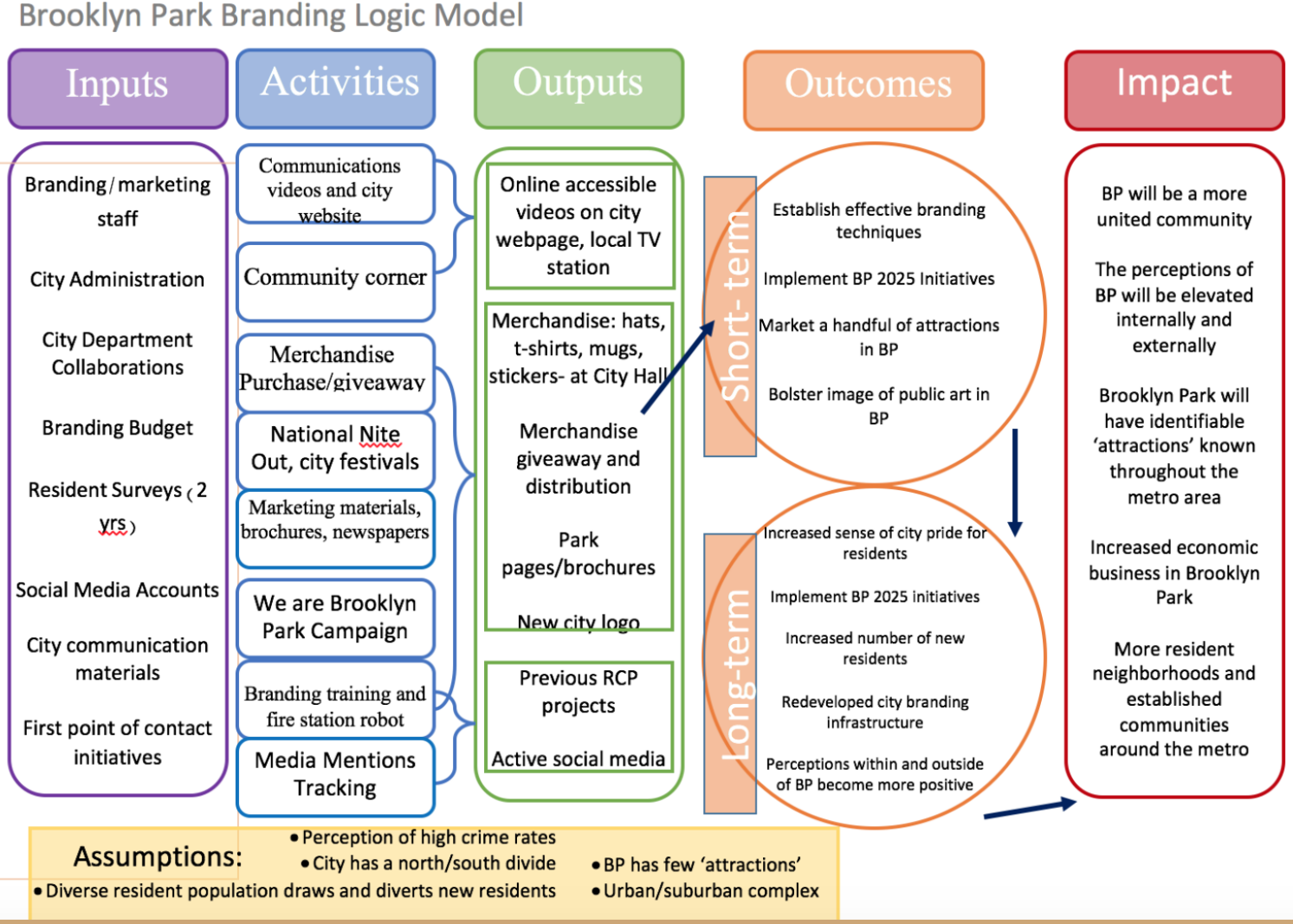
Agenda

1. Evaluation Purpose
2. Evaluation Approach
3. Data Collection Tools
4. Data Analysis

1. Evaluation Purpose

The purpose of this evaluation is to support the refinement of Brooklyn Parks communication strategies by assessing public perceptions. This information will be used to guide their future branding initiative. The evaluation is intended to be used by the project facilitator in the Community Development Department and the assistant City Manager of Brooklyn Park.

Logic Mode


Brooklyn Park Branding Logic Model
Inputs
Activities
Outputs
Outcomes
Impact
Branding / marketing staff
City Administration
City Department Collaborations
Branding Budget
Resident Surveys (2 yrs)
Social Media Accounts
City communication materials
First point of contact initiatives
Communications videos and city website
Community corner
Merchandise Purchase/giveaway
National Nite Out, city festivals
Marketing materials, brochures, newspapers
We are Brooklyn Park Campaign
Branding training and fire station robot
Media Mentions Tracking
Online accessible videos on city webpage, local TV station
Merchandise: hats, t-shirts, mugs, stickers- at City Hall
Merchandise giveaway and distribution
Park pages/brochures
New city logo
Previous RCP projects
Active social media
Short- term
Establish effective branding techniques
Implement BP 2025 Initiatives
Market a handful of attractions in BP
Bolster image of public art in BP
Long-term
Increased sense of city pride for residents
Implement BP 2025 initiatives
Increased number of new residents
Redeveloped city branding infrastructure
Perceptions within and outside of BP become more positive
BP will be a more united community
The perceptions of BP will be elevated internally and externally
Brooklyn Park will have identifiable 'attractions' known throughout the metro area
Increased economic business in Brooklyn Park
More resident neighborhoods and established communities around the metro
Assumptions:
• Perception of high crime rates
• City has a north/south divide
• Diverse resident population draws and diverts new residents
• BP has few 'attractions'
• Urban/suburban complex

Stakeholder Analysis

Comparable City:
Richmond Virginia

Challenges:

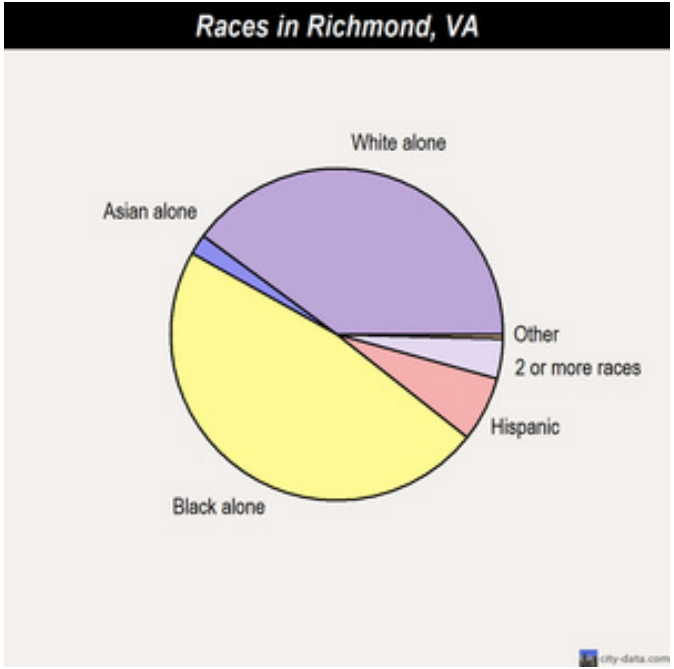
- Negative perceptions regarding safety and cleanliness

Vision:

- Innovation Economy

Strategies:

- Position as Tourism Gateway
  - Designate Heritage District
  - Develop targeted marketing campaign
- Brand and Promote
  - Develop branding system
  - Designate Arts and Culture Districts
  - Develop Marketing and Promotion campaign targeted to residents and employees
- Develop Key Sites
  - Implement public-private partnerships
  - Formulate detailed design/development plan for key catalyst sites



Sources:
1:http://www.city-data.com/city/Richmond-Virginia.html
2:http://www.richmondgov.com/EconomicCommunityDevelopment/documents/ShockoePresentation11_1.pdf

2.

Evaluation Approach

Development Evaluation: Project focus is adaptive learning

Developmental approach:

- Stems from stakeholder analysis, comparison city, and logic model
- Allows to redefine the branding initiatives
- Appropriate for branding project where opinions of people are constantly changing
- Dynamic, so it allows to create new strategies

Limitations:

- Do not always yield definitive answers
- Focusing on the relationship between the program process and outcomes

Evaluation Questions:

1. What branding techniques have been or are currently being successful in Brooklyn Park?
2. What branding techniques have the broadest influence in Brooklyn Park?
3. What techniques are most resourcefully feasible?
4. How will Brooklyn Park continue to monitor the success of the branding?

3.

Data Collection Tools

- Focus Groups
- Opinion Polls
- Outcome Mapping

Tool #1: Focus Groups

- **Focus groups** allow for the exploration of thoughts and opinions of residents and business owners in BP

- **Focus Groups** can capture stories that go beyond simple ‘yes’ and ‘no’ responses to questions

- **Focus Groups** will help the BP team to

  - Understand how residents and business owners perceive Brooklyn Park
  - Learn if and how people are experiencing the re-branding initiatives
  - Discover what residents and business owners value about Brooklyn Park- why they *choose* Brooklyn Park
  - Receive suggestions for how to improve the city perception

Tool #1: Focus Group: Logistics

Focus Groups consist of

- 6-10 participants
- A moderator
- An assistant moderator (to transcribe notes)

Total of 6 focus groups are recommended

- 3 for residents
- 3 for business owners

Hour long sessions with 7-8 questions per session

Conducted at City Hall with varying dates/times per group

Tool #2: Opinion Polls

Opinion Polls are the most feasible way to evaluate the perception of the Brooklyn Park.
Minimal resources are required for these polls, but they can yield great results if done by randomly selecting participants.

Opinion Polls can help

capture both current and shifting perceptions of Brooklyn Park by the stakeholders

capture the Exposure of the BP brand

Opinion polls will help the BP team to:

Expand communication strategies through Brooklyn Park's social media platforms and city meetings

Tool #2: Opinion Polls: Logistics

-YouTube poll in a form of an ad before a popular video

-Poll on BP is Facebook page

-Opinion polls on iPad during city events

The Opinion polls:

-Data analyst to create a random sample
-Can reach 1000 responders
-Can be customized to analyze the responders specific to desired regions.
-Can result a statistically significant results

-Youtube poll should be customized to reach 1000 people in the U.S or MN
-Facebook poll should be customized to reach 1000 people in the BP or MN

Tool #2: Opinion Poll Questions

YouTube Poll Question

Do you have a favorable opinion about the city of Brooklyn Park, Minnesota?		
Yes	No	N/A

Facebook and IPAD Questions

Has your opinion about the city of Brooklyn Park changed positively?		
Yes	No	N/A

Has your opinion about the city of Brooklyn Park changed negatively?		
Yes	No	N/A

Tool #3: Outcome Mapping

Outcome Mapping is a tool that allows for the monitoring of development initiatives

Outcome Mapping is appropriate for the Brooklyn Park initiative because:

- it is a development initiative
- Can enhance the usefulness of data collection from the other recommended tools

Outcome Mapping will help the Brooklyn Park team to specify:

- targeted stakeholders
- Expected changes in behavior

Tool #3: Outcome Mapping: Logistics

Outcome mapping consists of

- 18 to 25 participants
- One to two facilitators

Total of 3 days of workshops

- Each day roughly 6-7 hours
- Conducted in a central location for participants

Supplies needed include

- Day by day agenda
- Worksheets to complete each step

Tool #3: Outcome Mapping
The Structure

Stage 1: Intentional Design

Step 1: Vision
Step 2: Mission
Step 3: Boundary Partners
Step 4: Outcome Challenges
Step 5: Progress Markers
Step 6: Strategy Maps
Step 7: Organizations Practices

Stage 2: Outcomes and Performance Monitoring

Step 8: Monitoring Priorities
Step 9: Outcome Journals
Step 10: Strategy Journals
Step 11: Performance Journals

Stage 3: Evaluation Planning

Step 12: Evaluation Plan

4. Data Analysis

Data analysis achievements:

- Gain a general assessment of the branding initiative
- Define desired influence initiative will have on stakeholders
- Analyze the impact of current and future initiatives will have on the city
- Show effectiveness of different aspects of branding initiatives

Limitations:

- Low response rates
- Difficulty in establishing causal connections
- No baseline measurements
- Skewed population sample
- Reliance on participation

Questions?