

**Park Board
Agenda Item 7.A
Meeting of March 4, 2026**



Title: Natural Resource Division - Outreach, Education, and Engagement

Strategic Plan Goal: To protect and conserve natural resources and open space

Related Strategy: Promote the city's efforts of protecting, conserving and restoring the community's natural resources by creating awareness and supporting educational opportunities and volunteerism for a variety of abilities, skills, and interests.

Action Requested: Informational

Form of Action: Report

Summary Statement

Attached is a review of natural resources outreach, education and engagement work in 2025 and plans for 2026. It describes ongoing and new education, outreach and engagement efforts, such as publications, presentations, multimedia offerings, partnerships, initiatives and technical assistance.

Staff would like to receive feedback, including when or where Park Board Members may be interested in getting involved in public engagement efforts.

Recommended Action

Review and provide feedback

Background

The Minnetonka Park Board has adopted goals and strategies that pertain to natural resources. These include creating awareness of our natural environment and supporting educational strategies. The park board also reviews topics and approves projects related to natural resources. These include the Natural Resources Master Plan and park habitat restoration plans that guide restoration activities undertaken in the park system, updates on volunteer activities, emerald ash borer preparedness and reforestation of public land, and review of outreach and education programs relating to natural resources.

Specific examples of engagement efforts are listed below:

- Staff use the Minnetonka Memo and electronic newsletter system as primary outreach tools, along with social media, highway billboards, tabling and events. The e-bulletin currently reaches approximately 7,500 subscribers with a solid engagement rate.
- Presentations and multimedia education resources have been increased; many use hybrid formats that appeal to participants and some include training.
- Outreach and engagement of youth and other new or underrepresented audiences are also a priority, especially related to volunteerism. Results of a public survey are also helping staff identify new goals, focus areas and audiences to increase public awareness and engagement around natural resource-related issues and opportunities for meaningful action.
- The division's annual report provides stakeholders with information about Natural Resources goals

and achievements across work areas and programs.

ATTACHMENT(S):

[Outreach, Education, Engagement Work Samples_2026](#)
[Natural Resources Engagement Updates and Plan_2026](#)