



Public Participation Plan

Statewide Multimodal Transportation Plan and Minnesota State Highway Investment Plan Joint Update

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1.0 PURPOSE AND BACKGROUND

The Minnesota Department of Transportation (MnDOT) is currently updating the Statewide Multimodal Transportation Plan (SMTP) and the 20-year Minnesota State Highway Investment Plan (MnSHIP), through one joint process. The SMTP and MnSHIP are both part of MnDOT's Family of Plans, which stem from the Minnesota GO 50-year Vision. The Vision outlines what Minnesotans desire from the state's transportation system and identifies key guiding principles MnDOT strives to achieve. The SMTP is the State's highest level plan. It translates the Vision into general policy direction for MnDOT and other transportation partners. The policy direction from the SMTP guides the development of system investment plans, the next layer of planning in the Family of Plans. MnSHIP is the system investment plan for the State's highway system. It translates the SMTP objectives into fiscally-constrained, performance-based highway investment direction. Together, the SMTP and MnSHIP meet federal and state transportation planning requirements.

In 2012, President Obama signed a new federal transportation program into law. It is called the Moving Ahead for Progress in the 21st Century Act (MAP-21). MAP-21 includes requirements for plans like the SMTP and MnSHIP, including rules on how they are developed and what they should include. Both the SMTP and MnSHIP need to be developed in cooperation with Metropolitan Planning Organizations (MPOs) and in consultation with non-metropolitan local officials, Tribal governments and partner agencies. Partner agencies are those responsible for land use management, natural resources, environmental protection, conservation and historic preservation. These rules, along with state requirements, have been carefully considered when developing a strategy for public participation on this joint update process.

Public involvement will be integrated with technical tasks and timelines for the SMTP and MnSHIP. The purpose of the Public Participation Plan (PPP) is to provide a framework for how public involvement activities will be conducted during the joint plan update process. This PPP is intended to be a dynamic document which will be updated periodically throughout the project, based on input from partners, stakeholders and the public and results from previous engagement activities.

2.0 GOALS & EXPECTED OUTCOMES

The overall goals for public involvement are to:

- Create opportunities for public involvement early and often, focusing on going to the public and stakeholder groups where they are.
- Use innovative engagement methods to reach more individuals statewide and pilot new tools to reach communities typically underserved in the statewide planning engagement efforts.
- Offer a variety of platforms to provide input, including online and in-person coordination opportunities.
- Guide the development of policy objectives and strategies for transportation in Minnesota as well as specific investment direction for the state highway network.
- Convey complex, technical information using plain language and graphics.
- Comply with federal and state requirements.

The intended outcome is that the public, including stakeholders, has actively participated in the project process and assisted MnDOT in updating the two plan documents. A secondary outcome is that there is broad buy-in and ownership of the policy and investment direction set for transportation in Minnesota.

3.0 AUDIENCES

MnDOT

The SMTP and MnSHIP are plans for all of Minnesota. As the state's transportation agency, MnDOT plays a critical role in implementing the planning direction. It is important that MnDOT employees be engaged in the planning process, so they have buy-in and support for the transportation policy and investment direction. They will be responsible for the ongoing implementation of the plan.

Partners

Minnesota has a broad range of partners working on transportation. Like MnDOT, there are partner agencies and organizations that will play a key role in advancing Minnesota toward the planned transportation future. These include MPOs, non-metropolitan officials (e.g., cities, counties, and transit agencies), Tribal governments and agencies responsible for land use management, natural resources, environmental protection, conservation and historic preservation. These groups are considered partners, since they play an important role in planning and developing a strong transportation system for Minnesota.

Stakeholders

A stakeholder is generally defined as a person, group or organization with a specific interest in a project. Based on previous planning processes, a list of stakeholders will be developed for this plan update process. While organizations and groups will be identified initially, additional stakeholders may continue to be included as the project evolves and as specific needs are identified.

It is understood that not every stakeholder shares the same level of interest or commitment to the planning process. As a result, it is important to offer opportunities for different levels of involvement. Federal law identifies a spectrum of participation levels including:

- **Inform:** to provide accessible, objective information to assist stakeholders and the public in understanding
- **Coordinate:** to compare plans, programs and schedules, and adjust for general consistency
- **Consult:** to consider the views, actions or information from others prior to taking action
- **Cooperate:** to work together to achieve a common goal or objective

The "primary" stakeholders, as mentioned throughout this PPP, are those who fall in the categories of consult and cooperate, as well as stakeholders identified to meet other specific needs.

Public

As the ultimate beneficiary of this update, the general public is a key audience that these plans intend to reach. . The interest of a member of the general public may be less specific than that of a key stakeholder, but is no less important. Those with any level of interest should have the opportunity to learn about the plans and provide input. MnDOT will employ a variety of outreach techniques with the goal of reaching a broad audience. These techniques are document in [Section 5.0](#) of the PPP.

MnDOT will also provide specific outreach opportunities for traditionally underserved populations by piloting new engagement tools and techniques. These targeted populations include ethnic or racial minority groups, low wage earners, non-English speakers, elderly, youth, persons with disabilities and zero motor vehicle households. Stakeholder groups associated with these targeted populations will be identified in the project stakeholder list. The engagement of all stakeholders will comply with all

Environmental Justice (EJ) and Civil Rights requirements, Americans with Disabilities Act (ADA) requirements, as well as additional stakeholder outreach requirements set at the federal and state level.

4.0 PROJECT DEVELOPMENT PROCESS

Project Management Team

The joint update of these two plans will be a coordinated effort led by MnDOT’s Policy Planning Director and Investment Planning Director, under the supervision of the Planning and Data Analysis Director. This group, along with the project managers for both plans, will make up the project management team (PMT). The PMT will be responsible for overseeing all tasks associated with both plan updates and coordinating tasks with the broader project team staff. A consultant will assist the project team in the development and implementation of the public and stakeholder outreach activities. The project team refers to members of the PMT and the consultant.

Project Advisory Structure

The advisory structure for the joint plan update will primarily rely on feedback from existing advisory stakeholder groups, both internal to MnDOT and external partners. However, the Commissioner’s Staff / Senior Leadership Team (SLT) of MnDOT will be used to provide continuous guidance, resolve specific issues and help set final direction for the project team. The SLT will be engaged throughout the update process and ultimately take ownership of the final plan documents. A representative of the Federal Highway Administration (FHWA) Minnesota office will also be included as part of this overall advisory group. Input from other advisory stakeholder groups will inform the direction set by this group.

Table 4.1 identifies existing stakeholder groups with a designated role and responsibility to advise the Commissioner of Transportation. These are key examples of project advisory groups, but others may be engaged throughout the development of these plans.

Table 4.1: Advisory Stakeholder Groups

Partner Advisory Stakeholders	MnDOT Advisory Stakeholders
Federal Highway Administration (FHWA)	Senior Leadership Team (SLT)
Federal Transit Administration (FTA)	Transportation Programming and Investment Committee (TPIC)
Federal Railroad Administration (FRA)	Planning Management Group (PMG)
Federal Aviation Administration (FAA)	Pre-construction Management Group (PCMG)
Federal Motor Carrier Safety Administration (FMCSA)	District Engineers
Tribal Nations	Employee Resource Groups (ERGs)
Advocacy Council for Tribal Transportation (ACTT)	Modal Planning and Program Management (MPPM) Division
Greater Minnesota Metropolitan Planning Organizations (MPOs)	Operations Management Group (OMG)
Metropolitan Council / Transportation Advisory Board (TAB)	

Partner Advisory Stakeholders	MnDOT Advisory Stakeholders
Greater Minnesota Area Transportation Partnerships (ATPs)	
Metro Capital Improvements Committee (CIC)	
Minnesota Council on Transportation Access (MCOTA)	
State Non-motorized Transportation Advisory Committee (SNTC)	

Opportunities for the different stakeholder groups to come together for joint discussion will be provided through the outreach techniques described in **Section 5.0**. Additionally, for each policy objective area in the SMTP, a workgroup will be formed consisting of both MnDOT and partner advisory stakeholders. The role of the workgroup will be to review the existing objective language, strategies and related performance measures as well as to develop new strategies and short-term workplan items based on technical analysis and public outreach. The recommendations from the workgroups will inform the direction set by MnDOT's SLT.

Project Stages

There are a number of stages during the life of a project. At each stage, the type of outreach, as well as the stakeholders targeted, varies. Opportunities for all audiences and levels of stakeholders will be available throughout the joint plan update. The following list identifies the project stages and summarizes the type of outreach that occurs at each phase.

- **Scoping:** This stage includes the scoping process as well as communications after the scope of work is drafted. The project team will meet with stakeholders to discuss upcoming tasks and timeline. Feedback from stakeholders during this time will inform the overall project scope.
- **Public Participation Plan:** This stage begins with the completion of the draft PPP. General stakeholder outreach at this time is focused on the informing stakeholder groups of the overall plan for project outreach. Additionally, there is a required 45-day public comment period on the draft PPP. Edits to the PPP are anticipated to be made based on feedback received.
- **Outreach:** This is the stage when the project team is actively conducting outreach meetings and events. During this stage, stakeholders, partners and the public will participate in organized engagement activities and provide input focused on informing the development of the draft plan documents.
- **Outreach Summary:** This stage occurs at the end of the organized engagement activities. A summary of the feedback heard during the outreach meetings and events in the previous stage will be summarized and shared with stakeholders, partners and the public. While this is a specific phase of outreach, it is important to note that feedback will be summarized throughout the engagement process to confirm what is being heard.
- **Draft Documents:** This stage begins with the completion of draft plan documents and includes the open houses and public comment period, as well as the public hearing. The type of outreach that occurs at this stage varies by stakeholder type. For primary stakeholders, the project team will present on key document information during this stage. All stakeholders, partners and the public have the opportunity to review and provide comments on the draft information via the open houses, public hearing and public comment period.
- **Final Documents:** This stage begins upon adoption of the final plan documents. In this stage outreach is mostly focused on the project team informing stakeholders of the adoption of the final plan documents and the key information included, as well as providing responses to all comments received in the previous stage.

The following table summarizes the types of engagement opportunities by project stage for each plan.

Table 4.2: Summary of engagement opportunity types by project stage

Project Stage	Opportunity Types	SMTF	MnSHIP
Scoping	Opportunities to learn about the timeline for the plans	<ul style="list-style-type: none"> • Scope of work 	<ul style="list-style-type: none"> • Scope of work
Public Participation Plan	Opportunities to influence the proposed public engagement strategy	<ul style="list-style-type: none"> • PPP public comment period 	<ul style="list-style-type: none"> • PPP public comment period
Outreach	Opportunities to influence the direction of the plans	<ul style="list-style-type: none"> • Trend analysis • Gain input on trends 	<ul style="list-style-type: none"> • Develop investment scenarios • Gain input on scenarios
	Opportunities to shape the content of the plans	<ul style="list-style-type: none"> • Discuss policies, strategies and performance measures • Draft plan • Stakeholder review 	<ul style="list-style-type: none"> • Set direction and develop strategies • Draft plan • Stakeholder review
Outreach Summary	Opportunities to confirm what was heard	<ul style="list-style-type: none"> • Summary of feedback 	<ul style="list-style-type: none"> • Summary of feedback
Draft Documents	Opportunities to review and refine the plans	<ul style="list-style-type: none"> • Plan public comment period 	<ul style="list-style-type: none"> • Plan public comment period
Final Documents	Opportunities to read and learn about the final plans	<ul style="list-style-type: none"> • Responses to comments • Plan finalization and adoption 	<ul style="list-style-type: none"> • Responses to comments • Plan finalization and adoption

5.0 OUTREACH TECHNIQUES

The core public outreach techniques that will be used for the joint plan update include the following list, which is also summarized in the subsequent table. The outreach techniques include a balance of in-person and online tools to maximize engagement statewide. All meetings hosted by MnDOT will be held in locations that are ADA and transit accessible (wherever possible). At a minimum, information will be provided in alternative formats and/or languages by request. A comprehensive calendar of all outreach events will be available on the project website and updated throughout the project process. At any point in the project, a group may request a presentation on the one or both of the plans. Outreach techniques will be implemented using materials written in plain language.

In-Person Engagement

INDIVIDUAL STAKEHOLDER MEETINGS

The project team will offer to schedule informational meetings with stakeholder groups. Any interested group will also be able to request a presentation via the project website, and the project team will make a good faith attempt to present whenever possible.

The goal of these meetings is to increase overall project awareness and provide key information to interested and affected stakeholders. The project team will look to partner with other MnDOT stakeholder outreach efforts, whenever possible, in order to reach more groups and limit overlap.

ADVISORY STAKEHOLDER BRIEFINGS

MnDOT has a greater responsibility and interest to involve certain advisory stakeholder groups, as listed in [Table 4.1](#). For these groups, in addition to providing informational project briefings, the project team will also be asking for guidance on the overall project direction and key decisions. Input provided by these groups will be brought to MnDOT's SLT for incorporation into final decision making per the project advisory structure identified in [Section 3.0](#). MnDOT will communicate with advisory stakeholders how often they can expect that MnDOT will meet with them. For most, this will be multiple times throughout the plan update process at key decision points.

STAKEHOLDER AND PARTNER FORUMS

At least four stakeholder forums will be held related to key issues and topics throughout the course of plan development. The forums will be targeted to stakeholders and partners, although meetings will be open to the general public. The purpose of the forums is to provide an opportunity to solicit more in-depth input on specific questions and issues beyond what is able to be accomplished through more limited time-exposure events like events at a major employer in the state. Stakeholder forums provide an opportunity to facilitate a dialogue between differing stakeholder perspectives. A round of three stakeholder forums will be held in the fall of 2015, with one in the Twin Cities metropolitan area and two in Greater Minnesota—one north and one south of the Twin Cities area. The morning will focus on transportation trends and the afternoon will focus on investment scenarios. A fourth stakeholder forum will be held in the winter of 2016 in the Twin Cities metropolitan area or St. Cloud to gain input on draft policy strategies and performance measures, as well as the MnSHIP investment direction.

WORKPLACE-BASED OUTREACH

The project team will identify major employers from across the state and work with employers to schedule engagement sessions for employees. Employers will be selected based on geographic diversity and other factors to reach a diverse publication reflecting Minnesotans of all kinds. Employers will be given different types of engagement options—ranging from an informational presentation to an interactive activity—to select an outreach method that works for them and their employees. The goal of these events is to reach individuals who do not normally participate in the planning process by making it easy and convenient. Up to 31 individual employers will be selected to host an event. This includes three in each Greater Minnesota MnDOT District (up to 21 total) and 10 in the MnDOT Metro District. These activities will occur throughout the planning process with a higher concentration in the fall of 2015 and early winter of 2016, when survey tools are active and there is greater opportunity to influence plan development.

COMMUNITY EVENTS

In addition to workplace-based outreach, the project team will identify community events throughout the state for additional engagement sessions, including the Minnesota State Fair. The sessions will consist of information sharing and interactive exercises. A particular focus will be given to events that help reach traditionally underserved populations. Up to 18 community events, in addition to the 2015 Minnesota State Fair, will be selected. These will be selected based on geographic diversity and other factors to reach a diverse population reflecting Minnesotans of all kinds. Community events will be targeted to take place in the fall of 2015 and winter of 2016.

TRADITIONALLY UNDERSERVED COMMUNITY PARTNERSHIPS

Efforts will be made to involve traditionally underserved populations in the community events, workplace-based outreach, stakeholder forums and other outreach techniques included in this PPP. Particular emphasis will be placed on involving racially concentrated areas of poverty in the twin cities metropolitan area, immigrant populations, tribal members and persons with disabilities. Additional techniques will be added to the PPP based on conversations with traditionally underserved communities. During the 45-day comment period for the PPP, the project team will meet with leaders in traditionally underserved communities to learn what engagement methods they recommend to reach a diverse range of their community members. Through this targeted learning effort, MnDOT will identify additional opportunities and pilot new engagement tools and techniques to better reach traditionally underserved communities. This PPP will be updated once the strategy is refined.

PUBLIC OPEN HOUSES

Public open houses provide an in-person opportunity for stakeholders, including the general public, to come to MnDOT-hosted events and have direct conversation with project staff regarding the plans. These afford high interaction value but often draw low attendance for planning projects. MnDOT will host 18 public open house meetings as a part of this project—two in each Greater Minnesota MnDOT district and four in the MnDOT Metro District. To increase attendance and likelihood of walk-up engagement, these meetings will be held in places at times that receive high foot traffic. Examples include the MnDOT cafeteria over the noon hour during the Legislative session, at a college campus student center over dinner, or a local library lobby during after-school student programming. Consideration of location, timing and season of the meeting will occur. Open houses may include a tour-guide approach to walk attendees through a series of information and activities, making the meeting a customized interactive experience. The intent of these meetings is to present draft plans and provide an opportunity for the public to comment on draft policies, investment direction and performance measures. There will be a focus on messaging, education and cultivating buy-in. The specific timing is yet to be determined but will be held in summer/fall 2016.

PUBLIC COMMENT PERIOD AND HEARING

A public comment period is expected of all statewide planning documents at MnDOT. The project team will schedule a 45-day public comment period upon completion of draft plan documents. This will be held in the fall of 2016. A notice of the public comment period will be posted in the State Register prior to its start and include the date and time of the scheduled public hearing. Notices will also be posted on the project website and communicated through project social media channels.

PRESS RELEASES

The project team will provide press releases for statewide distribution and for use by the MnDOT Public Affairs Coordinators to publish in local newspapers and media outlets, including local access television, radio and community newsletters, including minority and ethnic publications and outlets. Press materials will be prepared prior to each general public outreach opportunity and will also communicate key decision points (i.e. plan available for public review, public hearing date and final plan adoption).

Online Engagement

For a statewide effort with broad applicability, online engagement is critical to reaching a greater audience. For this reason, the engagement strategy for this joint plan update includes a robust series of online tools. The communications and participation tools online will mirror those implemented in-person, allowing for consistent messaging and sound data integration. An Online ADA Plan for online tools is included as [Appendix A](#). This will be MnDOT's first Online ADA Plan prepared and implemented as a part of an engagement effort. The Plan will be updated throughout project development to reflect the challenges and opportunities associated with providing web-based engagement that is accessible to persons with visual impairments.

PROJECT WEBSITE

The joint plan update will have a custom-designed, interactive website branded under the Minnesota GO theme, MnDOT's brand for statewide planning. The project website will be developed in the summer of 2015, launched at the beginning of the fall of 2015 and be live for two years. Upon completion, content will be migrated to the MnDOT website. This website will serve as a hub for information, resources and online engagement opportunities for the plans. The website will host online surveys and integrate with social media. It will host a project calendar of opportunities to get involved. There will be a place to request a presentation from a project team. The project team will track hits on a monthly basis to evaluate the success of the website. The website will be mobile-friendly and ADA accessible.

SOCIAL MEDIA

Social media will be used to promote engagement activities as a part of the joint plan update. A strategy will be crafted primarily around the Minnesota GO Facebook and Twitter profiles, with interaction and occasional posts from the MnDOT general Twitter and Facebook accounts. Posts will be made, on average, on a weekly basis. This will include driving traffic to the project website for more information and educational materials, promoting surveys and other feedback opportunities and interacting with followers to gain input directly through Twitter. Posts will be a mixture of graphics and text-based updates.

TARGETED FACEBOOK ADS

In partnership with the social media strategy, the project will implement four rounds of targeted Facebook ads. The main goal of the ads will be to drive participation to the online survey tools. Three rounds will be implemented in the fall of 2015 through the winter of 2016 to get increased input on surveys. A fourth round will be used to promote the open houses and direct the public to visit an online meeting offered parallel to the in-person open houses.

STAKEHOLDER E-MAIL UPDATES

The project team will utilize the existing MnDOT "Planning – Statewide Updates" Constant Contact email list to provide project updates to interested stakeholders and the general public. A link to sign up for the email list will be on the project website throughout the plan update process. Additionally, a one-time email will be sent to all stakeholders in the master stakeholder list at the beginning of public and stakeholder outreach inviting individuals to sign-up to receive continued project information and updates. Other efforts will be made to direct stakeholders and the general public to the email list throughout the process as well. Emails will be sent at key project stages and will highlight recent discussions, upcoming milestones and opportunities for input. Specific emails highlighting outreach and engagement opportunities will be sent to the targeted stakeholders identified in the master stakeholder list to increase project awareness and participation among these communities. The project team will develop email updates for distribution by MnDOT Communications via Constant Contact on a bi-monthly basis.

METROQUEST SURVEY

MetroQuest is an interactive, online engagement tool that collects feedback through a series of screens that are visually engaging. The tool will be used over a four month period to gain feedback on Minnesotans' preferred transportation investment direction. The survey will launch once MnSHIP has developed investment scenarios. It will be used to gain input on the investment scenarios before MnDOT sets the recommended investment direction. The timeline is fall of 2015 through early winter of 2016. An equal survey option will be offered that is compatible with screen reader technologies as an ADA alternative.

WEB SURVEYS

The SMTP will gain feedback from the public on trends affecting transportation and draft policy statements using interactive web surveys. These include visual preference surveys, app-based interview surveys and other interactive web-based tools. The

timeline for implementation will be fall of 2015 through winter of 2016. MnSHIP may also use web surveys to gain input on investment preferences. Where necessary, equal survey alternatives will be offered in a format compatible with screen readers.

ONLINE OPEN HOUSE

In tandem with the in-person open houses, the project team will create an online open house that will mirror the in-person engagement. The online open house will be hosted on the project website and be an interactive version of the in-person information and activities. The online open house will be active for the extent of the in-person open houses. Two weeks after the final in-person open house, the online open house will be archived on the project website. The online open house removes time barriers—both when to attend a meeting and for how long—for participants.

ONLINE DIGITAL TOOLKIT

MnDOT has a vast network of employees and partners across the state. These partnerships will be important to maximizing engagement on this project. As a part of the website, an online digital toolkit will be updated at least three times throughout the outreach process. This will be a place to host project information and tools for stakeholders to download and share with their networks. Examples of the type of information that will be available through the online digital toolkit include handouts, presentation slides and social media banners.

Other Potential Tools

BRANDED MNDOT VAN

MnDOT is working to brand a van with a designed vehicle wrap. This branded vehicle will be launched as a part of the joint plan update and be used for “pop-up” open houses across the state. The vehicle will be a part of the social media communications strategy and help generate a conversation online.

FOCUS GROUPS

Following the outcomes of the traditionally underserved community leader meetings, focus groups may be held to get input from specific groups. This will be determined upon completion of these meetings, at which point the PPP will be updated to reflect the revised outreach strategy.

MNDOT OMNIBUS SURVEY

MnDOT tracks overall agency communications and involvement efforts through its annual omnibus survey. Questions allow MnDOT to track the public’s perception and understanding of various agency activities, including planning. The survey may be used as a market research tool to gather input to influence the plan. The survey will be implemented in the fall of 2015. While the omnibus questions are much broader than just the SMTP and MnSHIP, this planning process and the associated outreach provide opportunities to affect responses in these areas. MnDOT may include a question to gain input to be used for the joint plan update.

6.0 PUBLIC INVOLVEMENT SCHEDULE

The general schedule for implementing the techniques listed in [Section 5.0](#) is presented in the following table.

Table 5.1: Summary of Outreach Techniques

Tools <i>What tools are planned?</i>	Timing <i>When and for what duration?</i>	Audience Level <i>MnDOT, Partner, Stakeholder, Public</i>	Input Solicited <i>What is needed from participants?</i>	Communication Method <i>How will we drive people to participate via this tool?</i>
In Person Tools				
Individual Stakeholder Meetings	Often, weekly, or bi-weekly, throughout plan development	Stakeholder	Present plan information and ask key questions depending on the stage of plan development	Established networks
Advisory Stakeholder Briefings	Schedule to be determined; regular check-ins throughout plan development	MnDOT, Partner, Stakeholder	Present plan information and ask key questions depending on the stage of plan development	Established networks
MPO, Tribal, Environmental Resource Agency and Non-Metropolitan Local Official Outreach	Schedule to be determined; regular check-ins throughout plan development	Partner, Stakeholder	Present plan information and ask key questions depending on the stage of plan development	Established networks
Stakeholder and Partner Forums	3 forums in Fall 2015 (AM transportation trends/PM investment scenarios) in three different parts of state; 1 forum in winter 2016 in Metro or St. Cloud	MnDOT, Partner, Stakeholder	Round 1: Introduce planning process, gain input on trends and investment direction; Round 2: Gain input on draft policy strategies and performance measures and investment direction	E-mail, established networks
Workplace-Based Outreach	31 events (3 in each Greater MN District, 10 in Metro District) using survey tools - Fall 2015 to Spring 2016	Stakeholder, Public	Provide options for engagement: customized presentations on trends and activities to gain input on changes and investment direction	List of workplaces that meet targeted audience objectives
Community Events	18 events (2 in each Greater MN district, 4 in Metro District) using survey tools – Fall 2015 to Spring 2016, plus State Fair in Aug 2015	Public	Provide educational materials on plans; gain input on changes and investment direction	List of events that meet targeted audience objectives
Traditionally Underserved Community Partnerships	Meetings at the beginning phase of the project to identify new outreach tools and techniques to pilot within the communities throughout the project	Stakeholder, Public	Provide educational materials on plans; gain input on changes and investment direction	Initial meetings
Open Houses	1 round of 18 (2 in each Greater MN District, 4 in Metro District) during summer/early fall of 2016	MnDOT, Partner, Stakeholder, Public	Present draft plans, provide opportunity to comment on policies, investment direction and performance measures; focus is on messaging, education and building buy-in	E-mail, press release, radio, posters, flyers, website, social media, word-of-mouth, established networks, walk-in
Public Comment Period and Hearing	Public hearing and comment period to be held upon official release of plans in fall 2016	MnDOT, Partner, Stakeholder, Public	Comments on draft document	E-mail, press release, website, social media
Online Tools				
Website	Two years of hosting with regular updates	MnDOT, Partner, Stakeholder, Public	Provide information on plans; use as a platform to host other participation tools (e.g., social media and surveys)	In-person activities (business cards), e-mail, social media
Social Media	Weekly Twitter and Facebook posts	MnDOT, Partner, Stakeholder, Public	Focus is on messaging, education and promotion of other tools	In-person activities (business cards), e-mail, website, followers (MnDOT, other agencies)
Targeted Facebook Ads	4 rounds of targeted ads	MnDOT, Partner, Stakeholder, Public	Targeted ads promote opportunities to provide input via surveys; participate in open houses	List of geographies/demographics that meet targeted audience objectives
Stakeholder E-Mail updates	Bi-monthly (on average)	MnDOT, Partner, Stakeholder, Public	Provide updates on the process; share opportunities to get involved	E-mail list
MetroQuest Surveys	1 round of 4-month interactive survey, available on website and mobile devices (smart phones, tablets)	MnDOT, Partner, Stakeholder, Public	What is the preferred investment decision? Gain input on this, using scenarios developed	In-person activities (business cards), e-mail, press release, radio, posters, flyers, website, social media
Web Surveys	Various campaigns using online survey tools (e.g., visual preference, video and gamification tools)	MnDOT, Partner, Stakeholder, Public	What changes should MnDOT plan for? What should MnDOT do about these changes? How is the transportation system working for you?	In-person activities (business cards), e-mail, website, social media
Online Open House	1 online meeting during late summer/early fall of 2016, in tandem with in-person open houses	MnDOT, Partner, Stakeholder, Public	Present draft plans, provide opportunity to comment on policies, investment direction and performance measures; Focus is on messaging, education and building buy-in	E-mail, press release, radio, posters, flyers, website, social media
Online digital toolkit	Project fact sheets, event notifications and other collateral material posted to the website for MnDOT and partners to access	MnDOT, Partner	Equip MnDOT leaders and other partners with information on the plans and engagement opportunities to share with their networks	MnDOT e-mail, meeting updates
Other Potential Tools				
Focus Groups	As needed, in coordination with underserved community outreach	MnDOT, Partner, Stakeholder	What changes should MnDOT plan for? How is the transportation system working for you?	Established networks
Branded MnDOT Van	Throughout the project	MnDOT, Partner, Stakeholder, Public	In coordination with other activities	In coordination with other activities
MnDOT Omnibus Survey	November 2015, if needed	MnDOT, Partner, Stakeholder, Public	What changes should MnDOT plan for? How is the transportation system working for you?	Standardized process, working with MnDOT Customer Relations

Table 6.1: Public Involvement Schedule

Techniques	Summer 2015		Fall 2015			Winter 2016			Spring 2016			Summer 2016			Fall 2016			2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
In-Person Engagement																			
Individual Stakeholder Meetings	Informational stakeholder meetings to occur throughout plan development																		
Advisory Stakeholder Briefings	Advisory stakeholder meetings to occur throughout plan development																		
MPO, Tribal, Environmental, and Non-Metro Partner Outreach	Partner outreach to occur throughout plan development																		
Stakeholder and Partner Forums			1	2	3			4											
Workplace-Based Outreach		Workplace Outreach																	
Community Events	*	Community Events																	
Traditionally Underserved Community Partnerships		Leader Meetings		Pilot Tools and Techniques															
Open Houses												18 Open Houses							
Public Hearing													1						
Online Engagement																			
Website		Develop	Ongoing Website Engagement																
Social Media		Develop	Ongoing Social Media Engagement																
Stakeholder E-Mail Updates		1		2		3		4		5		6		7		8			
Targeted Facebook Ads			1		2		3						4						
MetroQuest Survey		Develop	Investment Scenarios MetroQuest																
Web Surveys		Develop	Web Survey #1			Web Survey #2													
Online Open House												Online Open House							
Online Digital Toolkit			Introductory				Draft plan direction				Draft plans								
Other Potential Tools																			
Branded MnDOT Van		Ongoing in coordination with other activities																	
MnDOT Omnibus Survey		Develop	Survey																
Focus Groups		TBD in coordination with underrepresented community outreach																	
MnSHIP Milestones	Develop investment scenarios			Gain input on scenarios				Set direction + develop strategies			Draft plan		Stakeholder review	Public comment period		Plan finalization + adoption			
SMTP Milestones	Trend analysis		Gain input on trends				Discuss policies, strategies, PMS			Draft plan		Stakeholder review	Public comment period		Plan finalization + adoption				
Type of Engagement Opportunities	Opportunities to influence the direction of the plans						Opportunities to shape the content of the plans						Opportunities to review and refine the plans						

7.0 EVALUATION OF EFFORTS

Specific techniques will be evaluated by the project team on a monthly basis. Evaluation of techniques will be based on the following (example) criteria.

Quantitative

- How many place-based outreach meetings occurred? What was the attendance?
- How many stakeholder meetings, informational and advisory, have taken place? What was the attendance?
- How many people attended the stakeholder forums and open houses?
- How many people have signed up for project updates via email?
- How many hits on the project website? How many hits on the online engagement tool?

Qualitative

- What kind of feedback was received from the place-based outreach, stakeholder meetings and other opportunities?
- Were the locations of the meetings appropriate?
- Have stakeholders expressed any particular challenges regarding their participation in the process?
- Have different modal interests been represented? Different geography?
- Have key demographic groups (e.g. Title VI and EJ populations) been represented?

The qualitative and quantitative measures will be summarized in an outreach summary document, which will be drafted following major outreach phases and efforts. Cumulative results and trends will be used to adjust outreach related to this project and considered in the planning and execution of future outreach at MnDOT. In addition, MnDOT will receive monthly reports that document the number of people that interact with the project via:

- In-person activities
- Website
- Social media
- Surveys and other online tools

When possible, this will include a breakdown of where people are located to ensure geographic diversity in engagement. If certain areas of Minnesota are missing, the public participation strategy will be adjusted to target those populations. Beyond the plan-specific evaluation of efforts, MnDOT will use its annual omnibus survey to evaluate participation. Tracking responses to key omnibus questions before, during and after the planning update process is another tool the project team will use to evaluate outreach efforts.