



October 2015 Engagement Summary Report

**Statewide Multimodal Transportation Plan and
Minnesota State Highway Investment Plan**

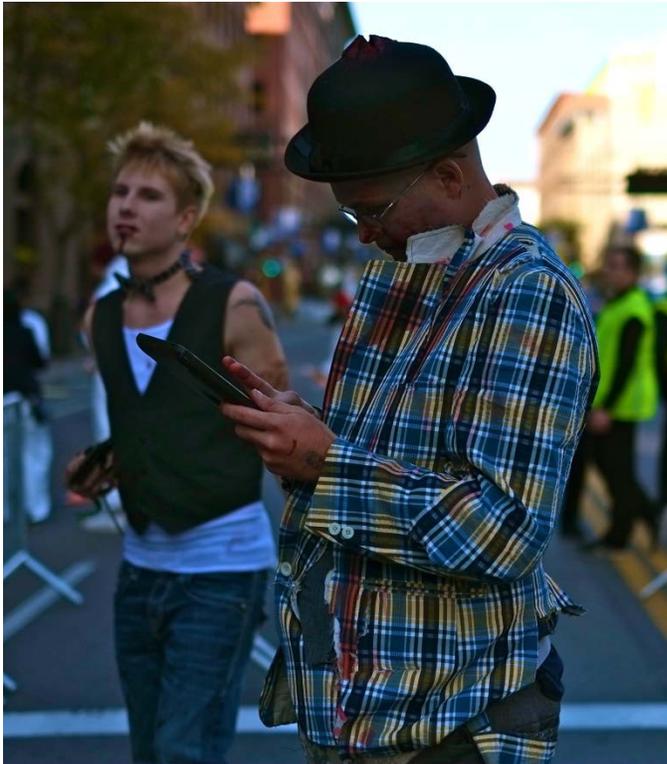
Summary of engagement activities, audiences reached, results,
and lessons learned through October 2015.

STATEWIDE MINNESOTA

December 4, 2015

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Executive Summary

Executive Summary

The Minnesota Department of Transportation (MnDOT) is updating the Statewide Multimodal Transportation Plan (SMTP) and the 20-year Minnesota State Highway Investment Plan (MnSHIP) through one joint process. Public involvement is being integrated with technical tasks and timelines for the SMTP and MnSHIP. As a part of this process, monthly engagement reports are being completed to track progress for overall project public involvement goals. Each report includes a summary of activities completed, audiences reached, results, and lessons learned.

Key Findings

Project engagement through the month of October 2015 can be summarized in the following key bullets.

- **By the Numbers**
 - **Activities completed: 11**
 - 3 regularly-scheduled meetings, 1 workplace event, and 7 community events
 - **Estimated people reached: 1,195**
 - 272 at in-person activities
 - 923 on minnesotago.org
 - **Surveys completed: 394**
 - 166 surveys completed online
 - 134 surveys completed at events
 - 94 worksheets completed at meetings
- **Who we're reaching**
 - **Significantly older demographic at meetings than events:** The average age of meeting participants was 63. The average age of events participants was 44.
 - **Higher representation of men at meetings and higher representation of women at events:** 77 percent of meeting participants were men. 60 percent of event participants were women.
- **What people are saying**
 - **SMTP:** Trend area themes are inconclusive at this point. However, worksheet data is showing increased interested in planning for aging infrastructure, transportation behavior, and urban and rural trends.
 - **MnSHIP:** Repair and maintain bridges and roads is a front-running priority. Worksheet data shows 41.7 percent of participants prefer Approach A, 37.5 percent prefer Approach B, and 20.8 percent prefer Approach C.



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Activities Completed

Activities Completed

As discussed in the **Public Participation Plan**, this project has several stages, each of which presents different opportunities for engagement. During October, MnDOT launched its public engagement strategy. For this month, the project was in a transitional stage—moving from the Public Participation Plan stage to the Outreach stage. During the Public Participation Stage, there are opportunities to influence the proposed public engagement strategy. This is formally offered during a 45-day public comment period on the Public Participation Plan. During the Outreach stage, there are opportunities to influence the direction of the plans. The following engagement activities were completed through October.

In-Person Engagement

There were 11 in-person engagement activities completed through October 2015 that reached an estimated 272 in-person participants. Each activity is listed below.

Stakeholder Briefings

Stakeholder briefings were given to the following groups through the month of October 2015.

- **Rochester-Olmsted Council of Governments Policy Board Meeting** in Rochester on Friday, October 23, 2015 (20 participants)
- **East Central RDC Region 7E Meeting** in Mora on Monday, October 26, 2015 (25 participants)
- **ATP 4 Meeting** in Fergus Falls on Monday, October 26, 2015 (15 participants)

Workplace-Based Outreach

Workplace-Based Outreach was completed at the following organizations through the month of October 2015.

- **HDR Engineering, Inc.** in Golden Valley on Tuesday, October 6, 2015 (55 participants) – pilot presentation to test materials and tools

Community Events

Engagement was completed at the following community events through the month of October 2015.

- **Tribes and Transportation Conference** in Morton on Tuesday, October 13, 2015 (10 attendees)
- **Northfield Riverwalk Market Fair** in Northfield on Saturday, October 10, 2015 (25 participants)
- **Zombie Pub Crawl** in Minneapolis on Saturday, October 17, 2015 (26 participants)
- **Mankato Marathon** in Mankato on Sunday, October 18, 2015 (5 participants)
- **Burnsville Halloween Fest** in Burnsville on Friday, October 23, 2015 (1 participant)
- **Minneapolis Farmers Market** in Minneapolis on Saturday, October 24, 2015 (50 participants)
- **Anoka Halloween Parade** in Anoka on Saturday, October 31, 2015 (50 participants)

Traditionally Underserved Community Partnerships

As a part of the Public Participation Plan review period, the project team held meetings with community leaders from traditionally underserved populations. The following meetings were held through October 2015.

- **New American Academy Leadership** in Edina on Tuesday, October 6, 2015
- **Nobles County Integration Collaborative** in Minneapolis on Wednesday, October 21, 2015
- **American Association of Retired Persons (AARP)** in Saint Paul on Thursday, October 29, 2015

Online Engagement

Online engagement began in October 2015 and reached an estimated 1,089 online participants through October 31. Each activity is listed below.

Project Website

The project website was launched in October at www.minnesotago.org. Key elements included the following.

- **Launch date:** October 1, 2015
- **Unique visits:** 923

Social Media

An online social media strategy began in October with weekly Facebook and Twitter posts.

- **Frequency of posts:** weekly, on average

Stakeholder E-Mail Updates

The first stakeholder e-mail update was sent in October 2015. These will be distributed bi-monthly throughout the project.

- **E-mail date:** October 13, 2015

Web Surveys

Online surveys were launched in October 2015.

- **Launch date:** October 1, 2015
- **Survey types:** GetFeedback MnSHIP survey and GetFeedback SMTP survey
- **Number of participants:** 300
 - **SMTP:** 178
 - **MnSHIP:** 122



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Audiences Reached

Audiences Reached

In the Public Participation Plan development stage of this project, MnDOT made the decision to track demographics as a part of this outreach effort. Four simple questions are posed on all anonymous participation tools. They are completely optional and voluntary. These include:

- What is your zip code?
- What is your age?
- What is your gender?
- What is your race/ethnicity?

This data will be collected throughout the engagement effort to determine if there are certain populations being missed. Data will help refine the engagement strategy from month-to-month to address the needs of the program. The intended outcome is to reach a population that is representative of Minnesota’s demographic makeup as shown in Table 1. In addition to these questions, MnDOT will gain audience data through the project website and social media accounts.

Table 1. Demographics of Minnesota

Category	Population	% of Total
Total Population	5,303,925	100%
Race		
White	4,524,062	85%
Black or African American	274,412	5%
Hispanic or Latino	250,258	4%
Asian	214,234	4%
Two or More Races	125,145	2%
Some Other Race	103,000	1%
American Indian	60,916	1%
Three or more races	9,880	Below 1%
Native Hawaiian Pacific Islander	2,156	Below 1%
Native Hawaiian	573	Below 1%
Alaska Native tribes	251	Below 1%
Gender		
Male	2,632,132	50%
Female	2,671,793	50%
Age		
0-4 years	348,643	6%
5-17 years	933,183	17%
18-64 years	3,395,205	62%
65 years	780,142	14%

Demographics

These four demographic questions appeared in two places: hard-copy worksheets and online surveys. There were 394 total worksheets and surveys completed through the month of October, and 66 percent of participants (261) answered at least one voluntary demographic question.

- **Workplace Worksheets:** 57 completed (31 MnSHIP & 26 SMTP), and 15 answered at least one demographic question
- **Meeting Worksheets:** 68 completed (33 MnSHIP & 35 SMTP), and 65 answered at least one demographic question
- **Online Surveys:** 166 (64 MnSHIP & 102 SMTP), and 84 answered at least one demographic question
- **Roving Surveys:** 134 (58 MnSHIP & 76 SMTP), and 97 answered at least one demographic question

KEY TAKEAWAYS

While this data will be refined as the sample size increases with additional engagement, some initial observations can be made. Based on the data presented below, key takeaways for future engagement include the following.

- **Significantly older demographic at meetings than events:** The average age of meeting participants was 63. The average age of events participants was 44.
- **Higher representation of men at meetings and higher representation of women at events:** 77 percent of meeting participants were men. 60 percent of event participants were women.
- **Few minority participants:** 91 percent of participants who answered this self-identified as white.

Table 2. Percent Breakdown of Participant Demographics by Tool

Tool	Age (%)					Gender (%)		Race/Ethnicity (%)						
	20 and below	21-35	36-50	51-65	66+	Male	Female	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Multiple	Hispanic
Overall (261)	4%	24%	28%	35%	9%	56%	44%	91%	2%	2%	2%	1%	2%	1%
Workplace Worksheets (15)	0%	40%	47%	13%	0%	67%	33%	93%	0%	0%	7%	0%	0%	0%
Meetings Worksheets (65)	0%	6%	24%	54%	16%	77%	23%	90%	2%	3%	0%	3%	2%	0%
Online Surveys (84)	3%	33%	32%	26%	7%	56%	44%	93%	2%	2%	2%	0%	2%	2%
Roving Surveys (97)	8%	26%	26%	34%	7%	40%	60%	91%	3%	1%	3%	0%	3%	3%

Table 3. Raw Values Breakdown of Participant Demographics by Tool

Tool	Age					Gender		Race/Ethnicity						
	20 and below	21-35	36-50	51-65	66+	Male	Female	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Multiple	Hispanic
Overall (261)	9	58	69	86	21	136	106	189	4	4	4	2	4	3
Workplace Worksheets (15)	0	6	7	2	0	10	5	14	0	0	1	0	0	0
Meetings Worksheets (65)	0	4	15	34	10	49	15	54	1	2	0	2	1	0
Online Surveys (84)	2	25	24	20	5	41	32	50	1	1	1	0	1	1
Roving Surveys (97)	7	23	23	30	6	36	54	70	2	1	2	0	2	2

Figure 1. Percent Breakdown of Participant Age by Tool

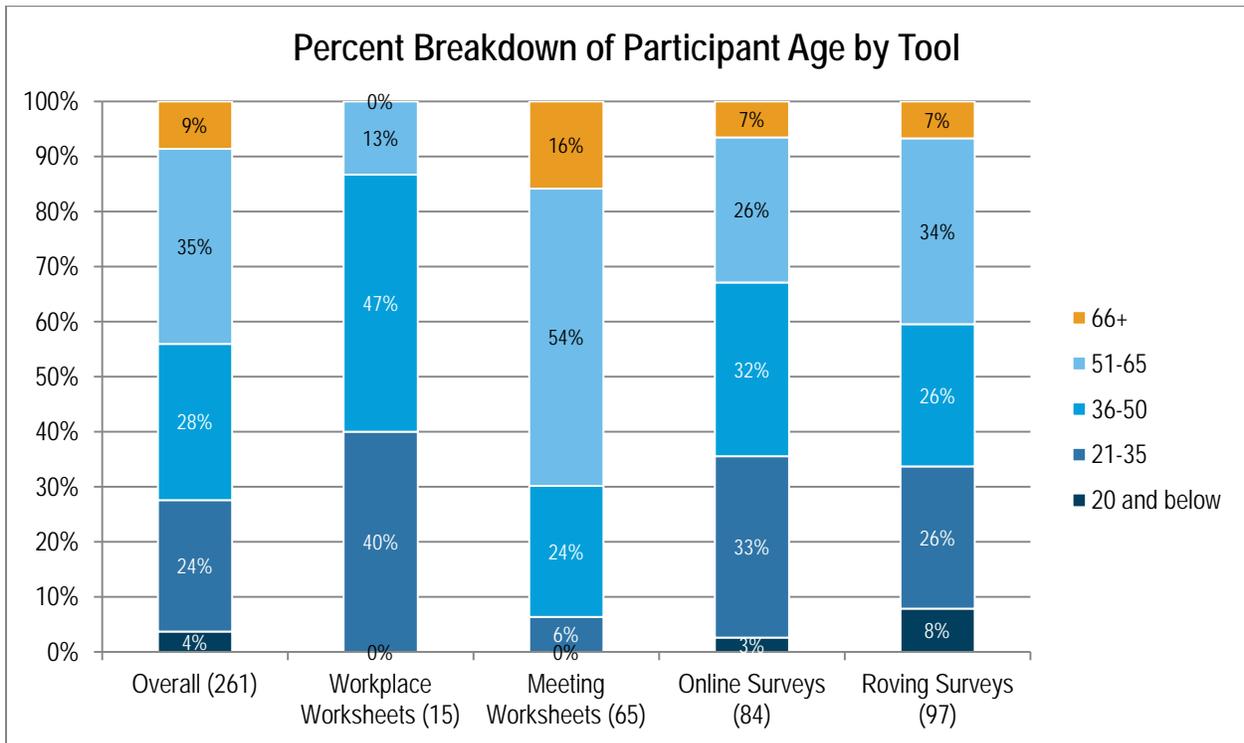


Figure 2. Percent Breakdown of Participant Gender by Tool

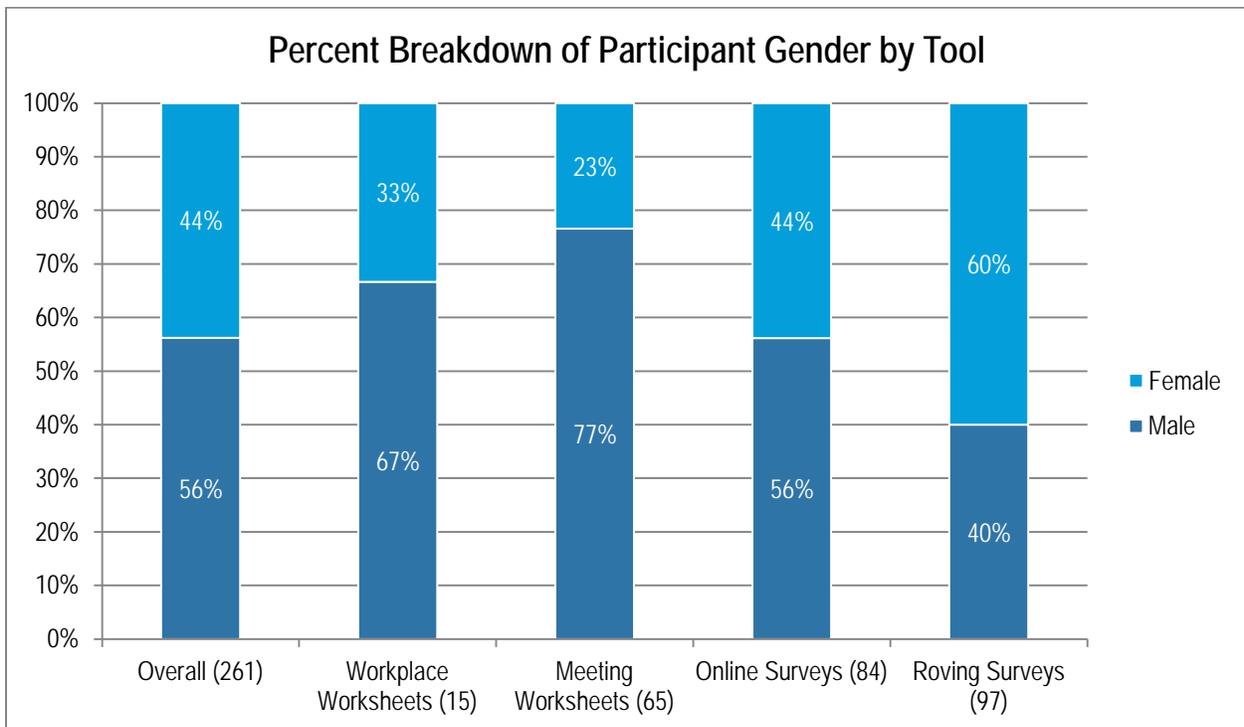
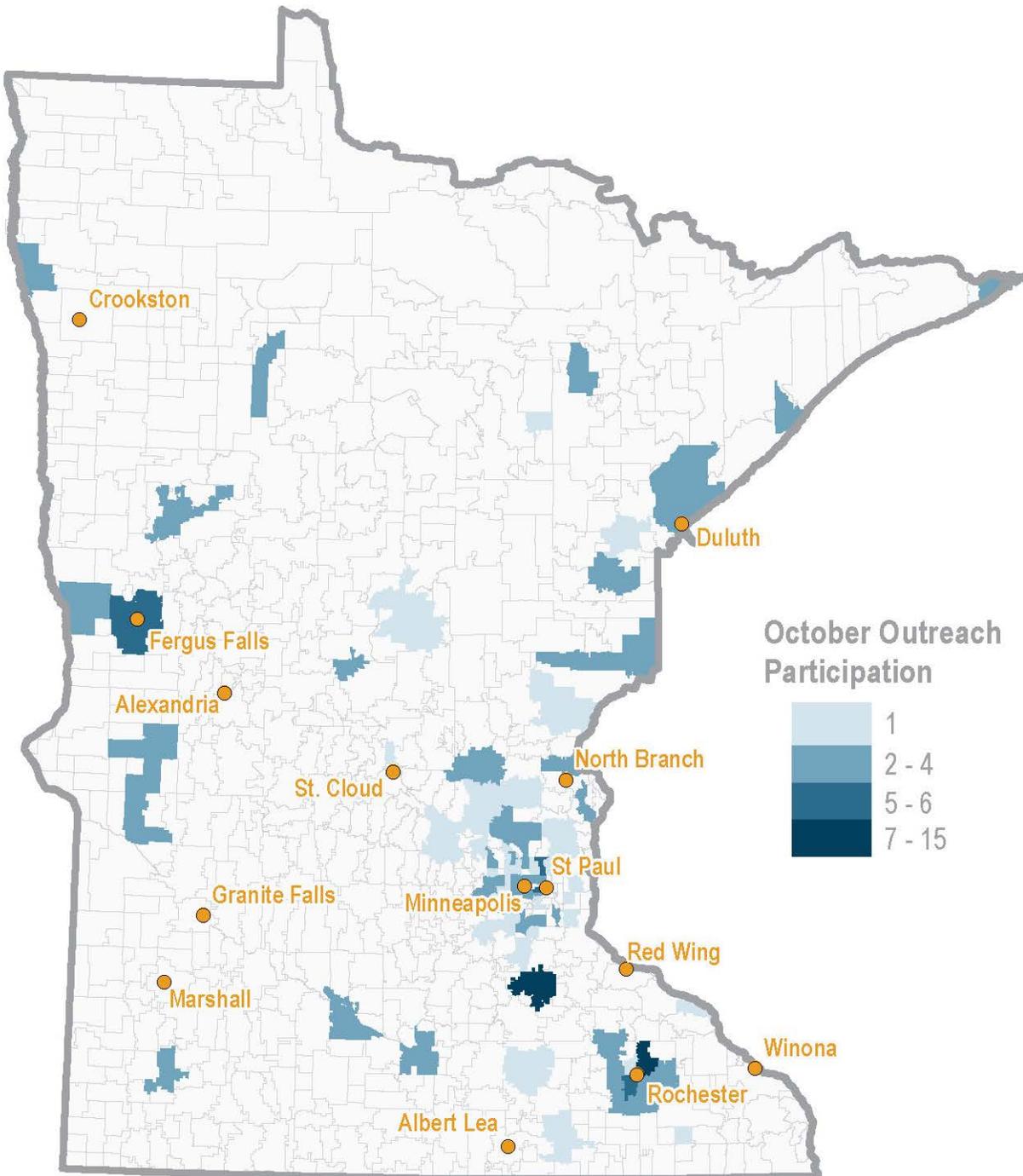


Figure 3. Breakdown of Participant Home Zip Code



Website

Website traffic on www.minnesotago.org included the following highlights through the month of October 2015.

- Sessions: 1,413
- Users: 923
- Average session duration: 3 minutes 57 seconds
- Average pages per session: 3.26

Spikes in website activity were seen with the stakeholder e-mail on October 13 and with social media posts. Top Minnesota cities generating website traffic included Minneapolis, Saint Paul, Rochester, Saint Cloud, Plymouth, Burnsville, Duluth, Bloomington, Saint Louis Park, and Mankato.

Figure 4. Daily Website Sessions in October

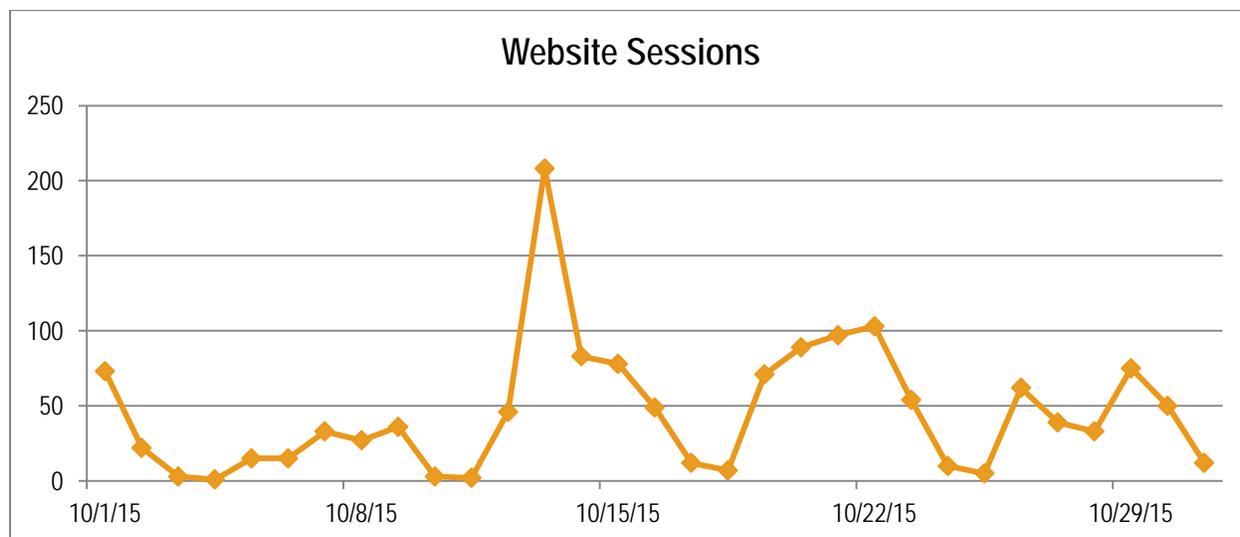


Table 4. Top 10 Minnesota Cities Generating Website Traffic

City	Sessions	Users	Conversion Rate
Minneapolis	156	110	70.5%
Saint Paul	119	96	80.7%
Rochester	24	23	95.8%
Saint Cloud	23	20	87.0%
Plymouth	21	14	66.7%
Burnsville	17	12	70.6%
Duluth	15	11	73.3%
Bloomington	14	12	85.7%
Saint Louis Park	14	12	85.7%
Mankato	12	11	91.7%
Total	761	614	80.7%



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Results

Results

Statewide Multimodal Transportation Plan

Overview

Through October 2015, the public was able to provide input into the STMP via:

- Online surveys
- Worksheets
- Social media

This section of the engagement summary provides summary-level results of these engagement tools. For additional detail, please refer to the appendices. Results are summarized by tool.

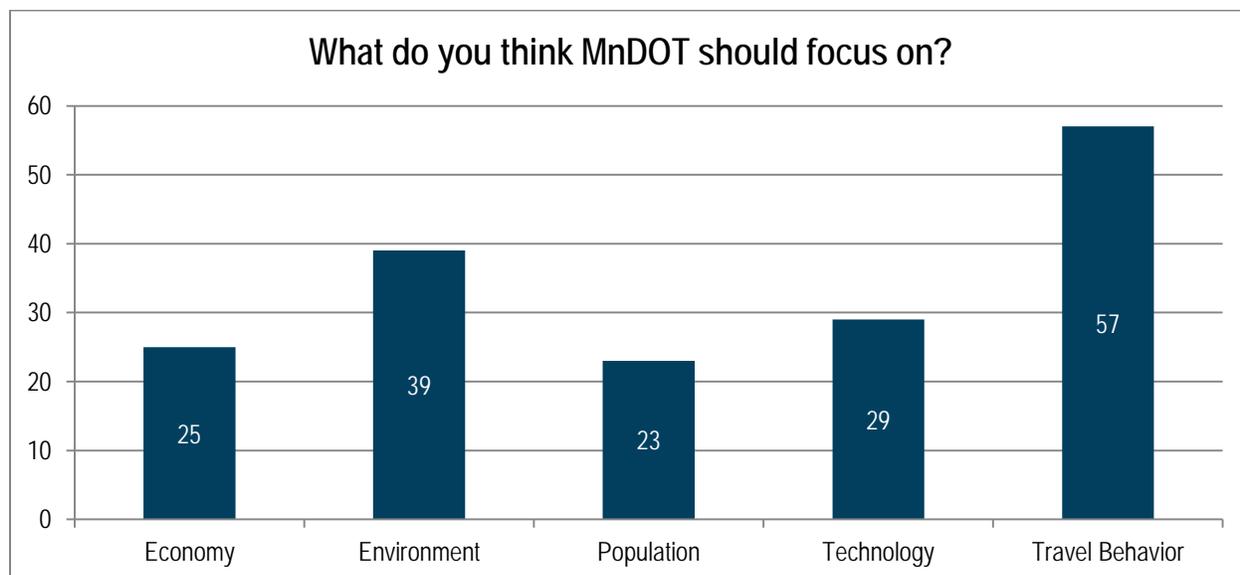
Tools

ONLINE SURVEYS

There were 178 respondents to the online Get Feedback survey through the month of October 2015. The main question asked through this survey was “What do you think MnDOT should focus on?” Based on participants’ response to this question, they were routed through a series of sub-questions about their chosen area of focus. Those detailed responses will be provided in an appendix to the final engagement summary at the conclusion of this project. They will be compiled for work groups’ consideration in December 2015 and January 2016. Travel behavior (57) was the most popular response, followed by environment (39), technology (29), economy (25), and population (23).

This survey was also offered in an equal, accessible alternative format; there were no participants.

Figure 5. SMTP Online Survey: Area of Change Results



WORKSHEETS

There were 61 SMTP worksheets completed through October 2015. Data is summarized in the two figures. Additional data will be provided in an appendix to the final engagement summary at the conclusion of this project.

Figure 6. SMTP Worksheet: Areas of Change Results

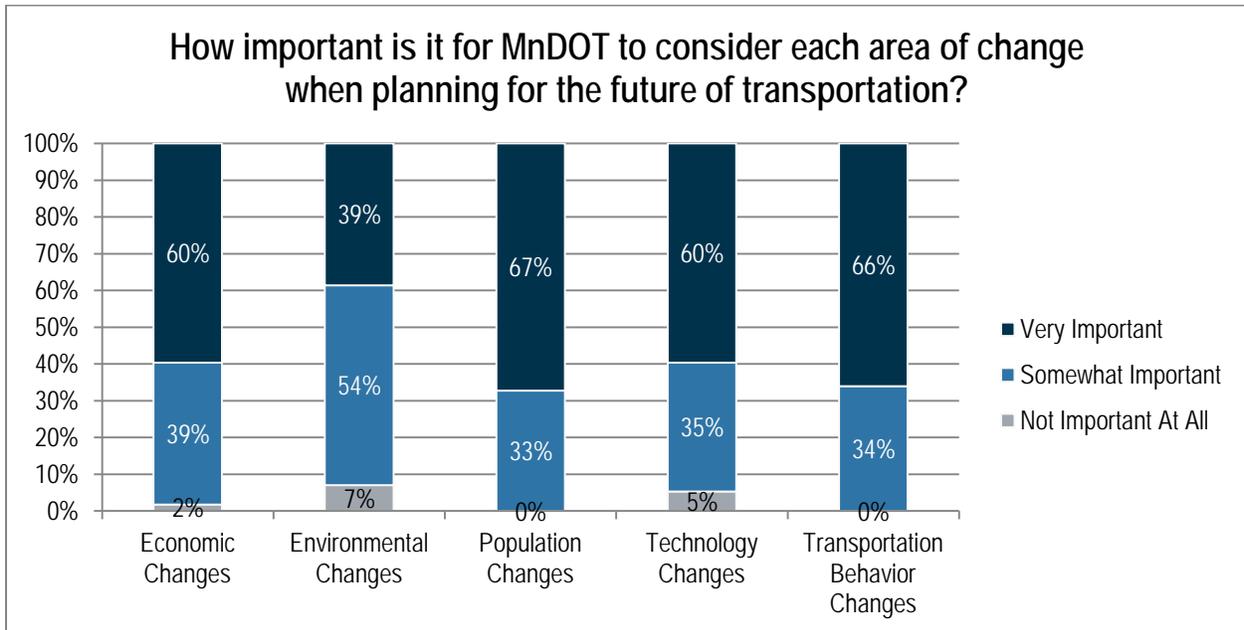
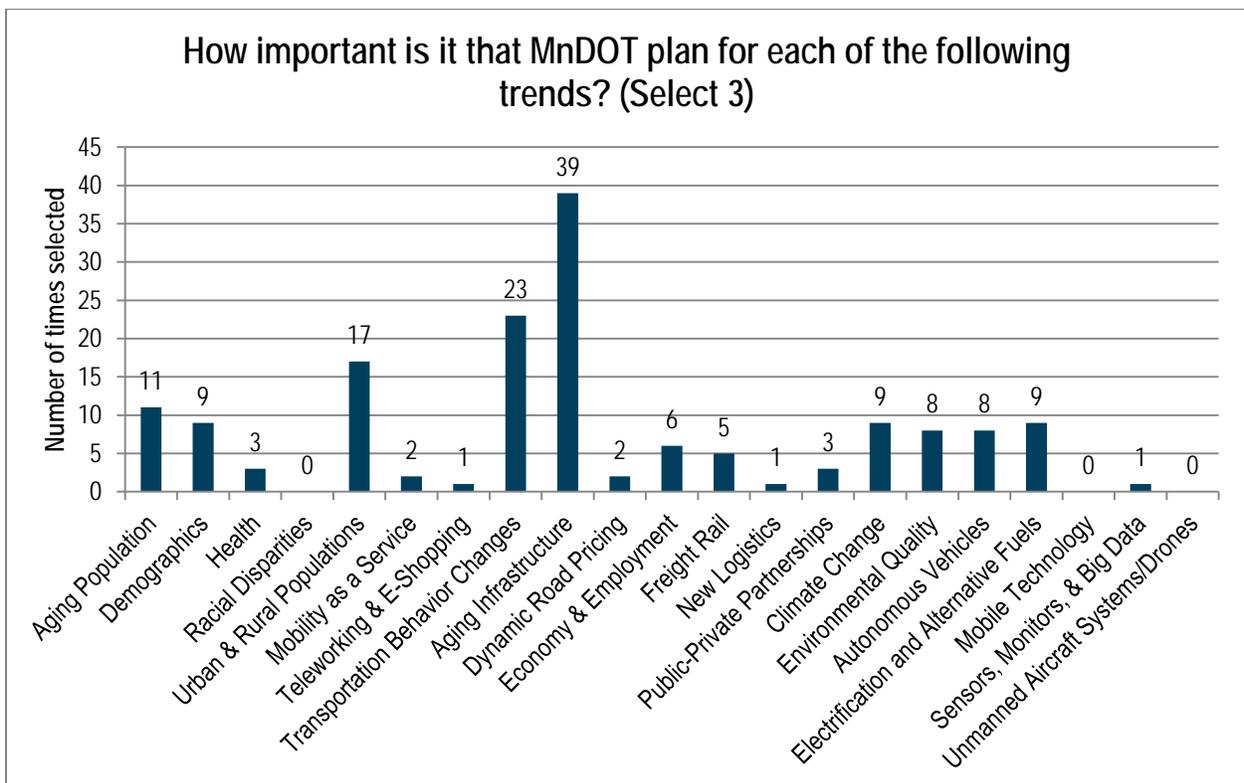


Figure 7. SMTP Worksheet: Trend Results



Minnesota State Highway Investment Plan

Overview

Through the month of October 2015, the public was able to provide input into MnSHIP via:

- Online surveys
- Worksheets

This section of the engagement summary provides summary-level results of these engagement tools. For additional detail, please refer to the appendices. Results are summarized by tool.

Tools

ONLINE SURVEYS

There were 122 respondents to the online Get Feedback survey through October 2015. There were three overarching questions asked through this survey:

- What should MnDOT focus on?
- What do you think about each (of three) investment approaches?
- Using four words or less, what should MnDOT invest in on the state highway network?

Answers to the first two questions are summarized below. Responses to the open-ended third question will be provided in an appendix to the final engagement summary at the conclusion of this project. Detailed summaries will be produced for the MnSHIP working group that will set the investment direction for the plan.

This survey was also offered in an equal, accessible alternative format; there were no participants.

Figure 8. MnSHIP Online Survey: Area of Focus Results

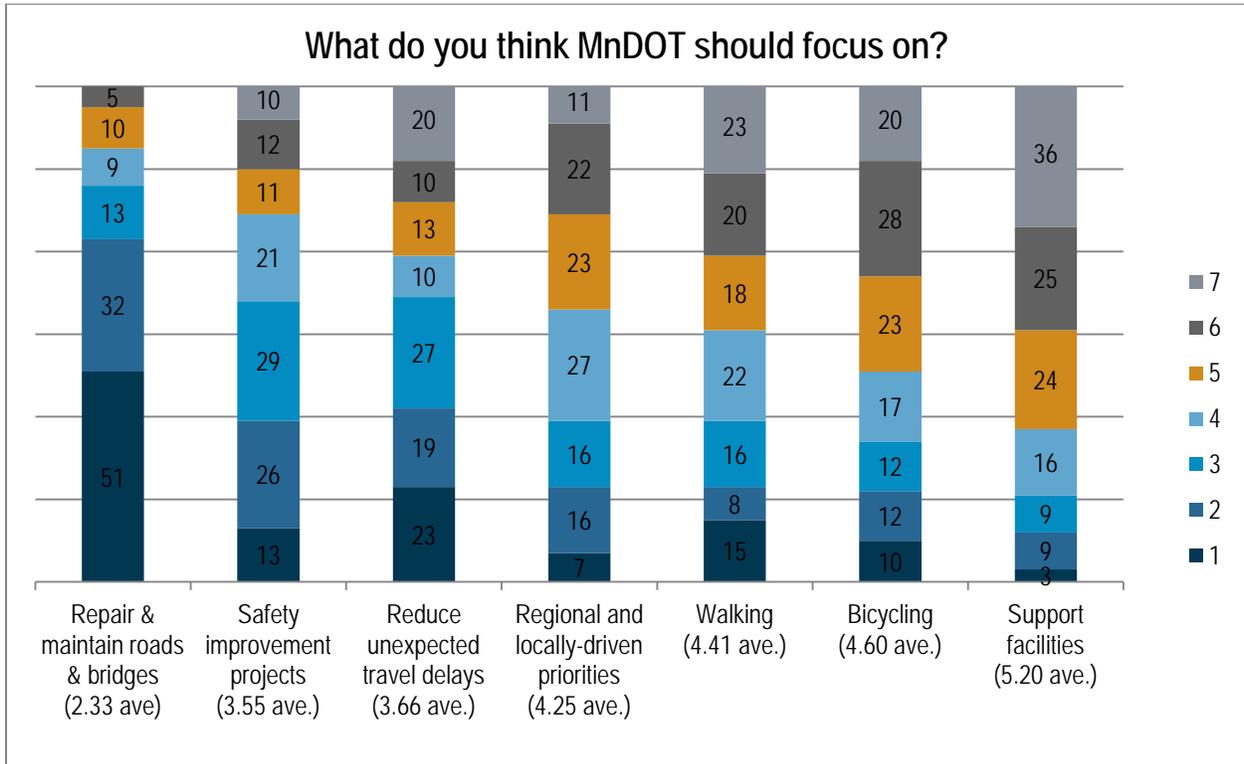


Table 5. MnSHIP Online Survey: Approach Results

Approach	Average Rating (out of 100)
Let's focus on maintaining the existing system (Approach A)	72.4
Let's focus on a diversified approach to our investments (Approach B)	70.6
Let's focus on a system that serves more than just vehicles (Approach C)	67.4

WORKSHEETS

There were 33 MnSHIP worksheets completed through October 2015. Results are summarized in the figures below. Additional data will be provided in an appendix to the final engagement summary at the conclusion of this project.

Figure 9. MnSHIP Worksheet: Area of Focus Results

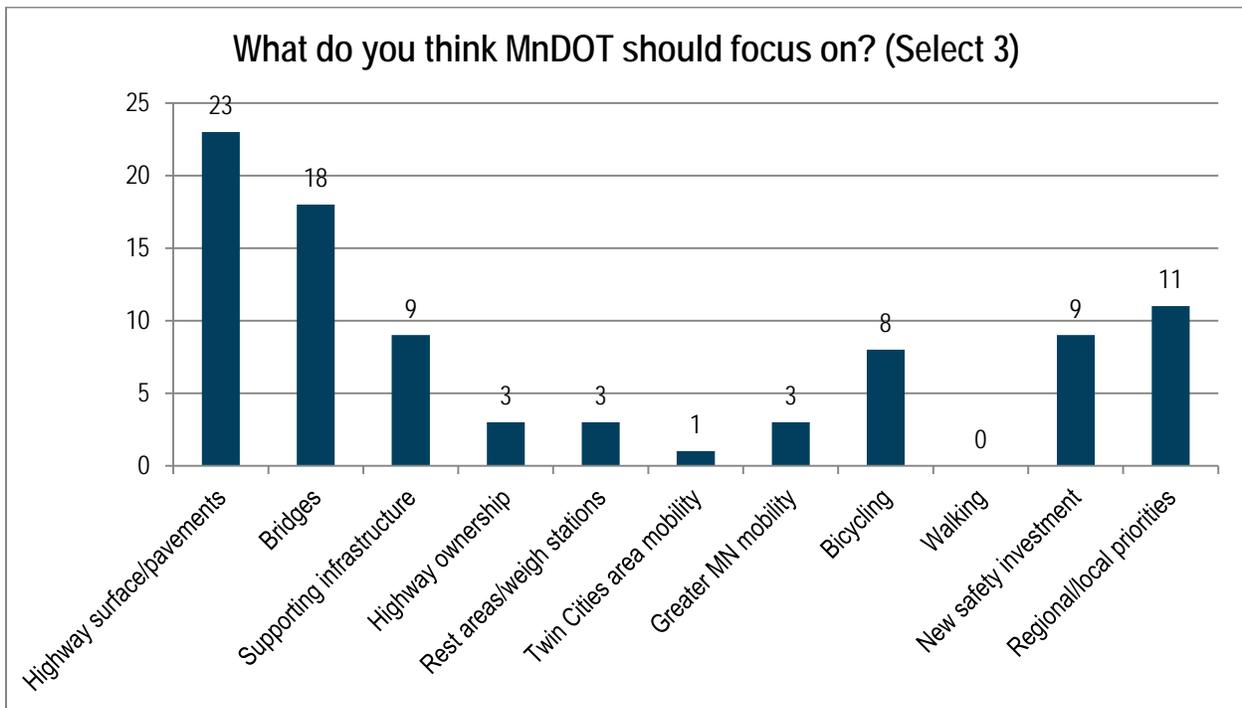
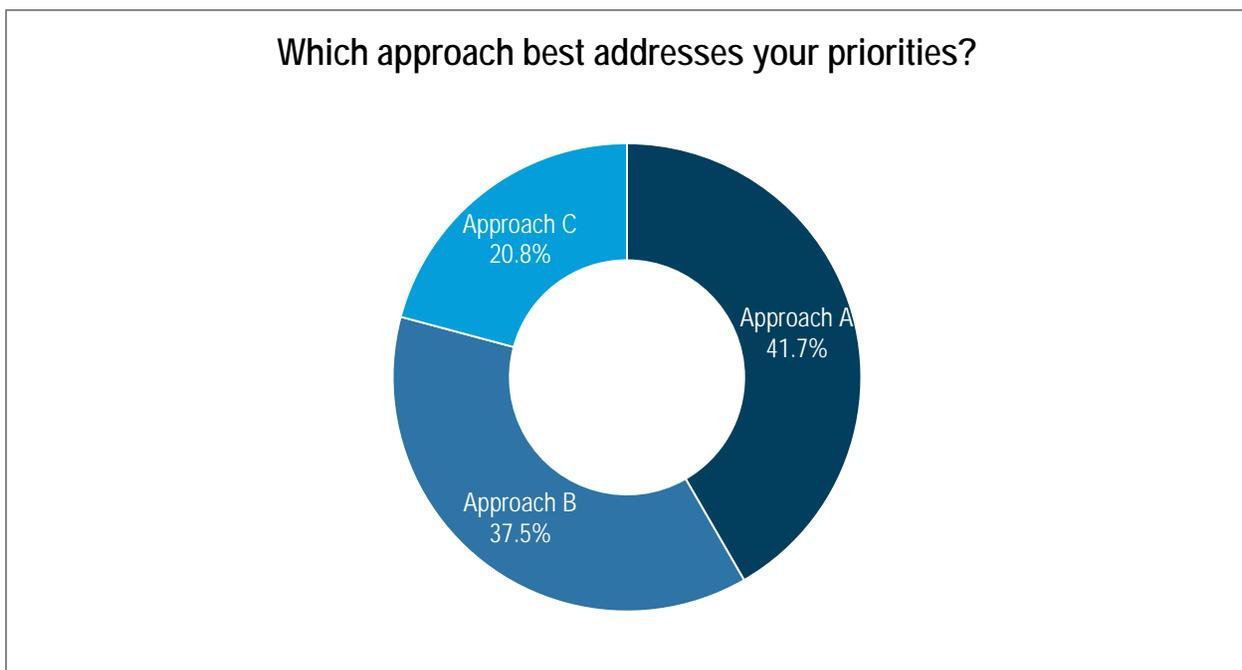


Figure 10. MnSHIP Worksheet: Preferred Investment Approach Results





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Next Steps

Key Next Steps

Adjustments will help improve outreach for ongoing and upcoming activities. Key next steps for November 2015 include the following outreach components.

- **MetroQuest:** Launch MnSHIP interactive, online tool on November 5, 2015. This will replace the GetFeedback survey on the website.
- **Online Digital Toolkit:** Upload project documents to website in ADA compliant format.
- **Stakeholder Forums:** Host three forums across the state.
- **Workplace-Based Outreach:** Continue to follow-up on leads generated through other outreach activities. Adjust strategy to focus on targeted Chamber meetings.
- **Traditionally Underserved Community Partnerships:** Translate handouts and surveys. Follow-up on other ideas generated through meetings with leaders.
- **Targeted Facebook Ads:** Launch first round of targeted Facebook ads during the last two weeks of November.
- **Stakeholder E-Mail Update:** Prepare for another stakeholder e-mail update to be distributed in December.
- **Minnesota GO Mobile:** Launch the wrapped MnDOT van at the Made in Minnesota Expo on November 14.