



December 2015 Engagement Summary Report

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

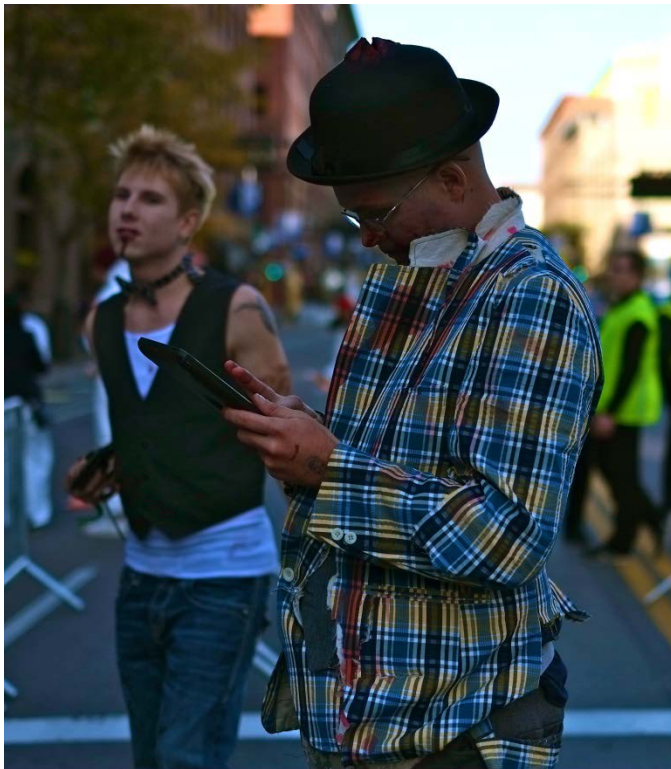
Summary of engagement activities, audiences reached, results,
and lessons learned through December 2015.

STATEWIDE MINNESOTA

January 11, 2015

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Executive Summary

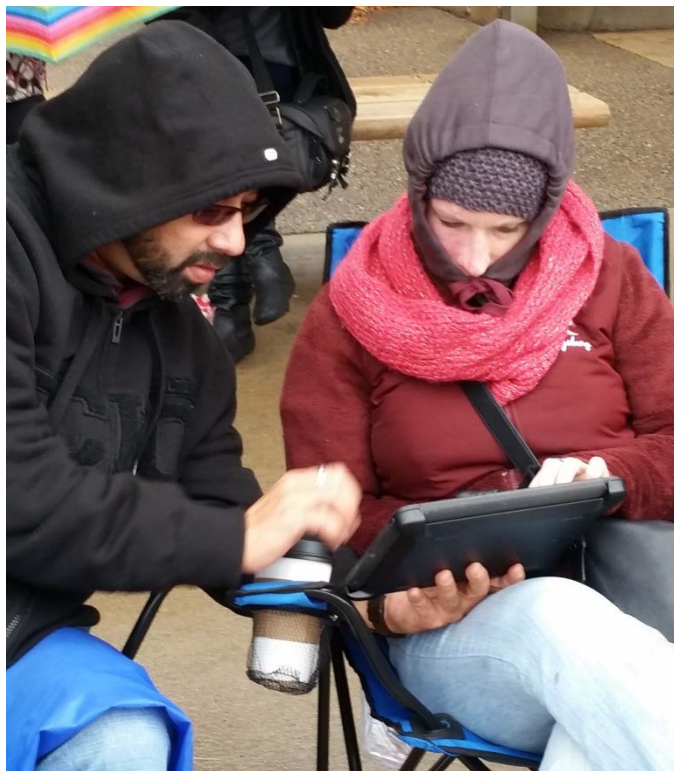
Executive Summary

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, an ongoing engagement report is being completed to track progress for overall project public involvement goals. The report includes a summary of activities completed, audiences reached, results, and lessons learned. The first report was completed in October 2015; the project is anticipated to conclude in December 2016.

Key Findings

Project engagement through the month of December 2015 is summarized in the following key bullets.

- **Activities completed:** 98
 - 72 stakeholder briefings, 3 stakeholder forums, 4 workplace events, 15 community events, and 4 underserved community partnership meetings
- **Estimated people reached:** 110,000+
 - 100 at workplace outreach
 - 400 at community events
 - 500 at stakeholder briefings
 - 200 at stakeholder forums
 - 4,000 website visits
 - 100,000+ impressions on social media
 - 5,500 at the 2015 Minnesota State Fair
- **Total number of participants:** 8,166
 - 153 at workplace outreach
 - 381 at community events
 - 315 at stakeholder briefings
 - 157 at stakeholder forums
 - 1195 website surveys
 - 465 on social media surveys
 - 5,500 at the 2015 Minnesota State Fair



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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 were opportunities to influence the proposed public engagement strategy. This was 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 December 2015.

In-Person Engagement

There were 98 in-person engagement activities completed through December 2015. Each activity is listed below.

Stakeholder Briefings

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

- **PMG Meeting** on Wednesday, March 12, 2014 (15 participants)
- **MPO Directors Meeting** on Friday, February 6, 2015 (20 participants)
- **MnDOT Tribal Liaison Meeting** on Wednesday, March 11, 2015 (2 participants)
- **LAPC Staff Meeting** on Monday, March 16, 2015 (1 participant)
- **MIC Staff Meeting** on Monday, March 23, 2015 (5 participants)
- **Met Council Staff Meeting** on Tuesday, March 24, 2015 (5 participants)
- **APO Staff Meeting** on Tuesday, March 24, 2015 (3 participants)
- **MAPO Staff Meeting** on Wednesday, March 25, 2015 (2 participants)
- **FMCOG Staff Meeting** on Monday, March 30, 2015 (4 participants)
- **GF-EGF MPO Staff Meeting** on Monday, March 30, 2015 (2 participants)
- **Communications/Customer Relations Meeting** on Monday, April 13, 2015 (2 participants)
- **Senior Leadership Team Meeting** on Tuesday, April 14, 2015 (16 participants)
- **TPIC Meeting** on Thursday, April 16, 2015 (20 participants)
- **Advocacy Council for Tribal Transportation** on Friday, April 17, 2015 (20 participants)
- **Market Research Staff Meeting** on Friday, May 1, 2015 (1 participant)
- **MPO Directors Meeting** on Friday, May 8, 2015 (25 participants)
- **Communications Meeting** on Monday, May 11, 2015 (3 participants)
- **PMG Meeting** on Wednesday, May 13, 2015 (15 participants)
- **AARP Meeting** on Friday, May 15, 2015 (1 participant)
- **Aeronautics Planners Meeting** on Tuesday, May 26, 2015 (3 participants)

- **Rail Planners Meeting** on Thursday, May 28, 2015 (4 participants)
- **Ports Planners Meeting** on Thursday, May 28, 2015 (1 participant)
- **Metro/CO Planning Coordination Meeting** on Thursday, May 28, 2015 (16 participants)
- **Transit Planners Meeting** on Tuesday, June 2, 2015 (2 participants)
- **Freight Planners Meeting** on Wednesday, June 3, 2015 (4 participants)
- **Ped Planners Meeting** on Thursday, June 4, 2015 (2 participants)
- **All Planners Group Meeting** on Thursday, June 11, 2015 (14 participants)
- **CIC Meeting** on Friday, June 12, 2015 (10 participants)
- **PCMG/CMG Meeting** on Tuesday, June 30, 2015 (30 participants)
- **PACs Meeting** on Thursday, July 16, 2015 (15 participants)
- **Advocacy Council for Tribal Transportation Meeting** on Friday, July 17, 2015 (20 participants)
- **Ops Vidcon Meeting** on Friday, July 17, 2015
- **Senior Leadership Team Meeting** on Tuesday, July 28, 2015 (10 participants)
- **Metro/CO Planning Coordination Meeting** on Thursday, July 30, 2015 (10 participants)
- **MPPM Meeting** on Wednesday, August 5, 2015 (7 participants)
- **Senior Leadership Team Meeting** on Tuesday, August 18, 2015 (12 participants)
- **SMTP HIA Scoping Advisory Group Meeting** on Friday, August 21, 2015 (9 participants)
- **RDC Planners Meeting** on Wednesday, August 26, 2015 (15 participants)
- **MPPM Meeting** on Wednesday, September 2, 2015 (7 participants)
- **PMG Meeting** on Wednesday, September 9, 2015 (20 participants)
- **Senior Leadership Team Meeting** on Tuesday, September 15, 2015 (12 participants)
- **District Ops Meeting** on Wednesday, September 23, 2015 (20 participants)
- **MPO Directors Meeting** on Wednesday, September 30, 2015 (20 participants)
- **State Communications Workshop** on Wednesday, October 7, 2015 (12 participants)
- **Ops Vidcon Meeting** on Friday, October 9, 2015 (30 participants)
- **CIC Meeting** on Friday, October 9, 2015 (20 participants)
- **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)
- **ATP 1 Steering Committee** in Hermantown on Monday, November 2, 2015 (40 participants)

- **Forks MPO TAC Meeting** in East Grand Forks on Tuesday, November 10, 2015 (15 participants)
- **LAPC TAC Meeting** in La Crosse on Wednesday, November 11, 2015 (15 participants)
- **Metro COG TTC Meeting** in Fargo on Thursday, November 12, 2015 (25 participants)
- **Met Council TAC Planning Meeting** in St. Paul on Thursday, November 12, 2015 (15 participants)
- **SRDC Commission Meeting** in Slayton on Thursday, November 12, 2015 (15 participants)
- **WCIF TAC Meeting** in Fergus Falls on Friday, November 13, 2015 (12 participants)
- **ATP 7 Meeting** in Mankato on Friday, November 13, 2015 (15 participants)
- **Scenic Byway Workshop** in Detroit Lakes on Tuesday, November 17, 2015 (50 participants)
- **Forks MPO Board Meeting** in East Grand Forks on Wednesday, November 18, 2015 (10 participants)
- **MAPO TAC Meeting** in Mankato on Thursday, November 19, 2015 (20 participants)
- **HDRC Commission Meeting** in Bemidji on Thursday, November 19, 2015 (25 participants)
- **ATP 6 Meeting** in Rochester on Friday, November 20, 2015 (10 participants)
- **ATP 8 Meeting** in Olivia on Friday, November 19, 2015 (30 participants)
- **MIC HTAC** in Duluth on Wednesday, December 2, 2015 (30 participants)
- **UMVRDC TAC** in Appleton on Thursday, December 3, 2015 (15 participants)
- **Sierra Club North** in Minneapolis on Monday, December 7, 2015 (12 participants)
- **MIC TAC Meeting** in Superior on Tuesday, December 8, 2015 (17 participants)
- **ATP 2 Meeting** in Bemidji on Thursday, December 10, 2015 (12 participants)
- **ATO TAC Meeting** in St. Cloud on Thursday, December 10, 2015 (13 participants)
- **Capitol Investments Committee** in Roseville on Friday, December 11, 2015 (22 participants)
- **Minnesota Consortium for Citizens with Disabilities Transportation working group** in St. Paul on Monday, December 14, 2015 (12 participants)
- **MN Transportation Alliance** in St. Paul on Monday, December 14, 2015 (15 participants)

Stakeholder Forums

Stakeholder forums were held in the month of November 2015.

- **Stakeholder Forum #1** in Mankato on Thursday, November 5, 2015 (32 participants)
- **Stakeholder Forum #2** in Minneapolis on Friday, November 6, 2015 (70 participants)
- **Stakeholder Forum #3** in Brainerd on Monday, November 9, 2015 (35 participants)

Workplace-Based Outreach

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

- **HDR Engineering, Inc.** in Golden Valley on Tuesday, October 6, 2015 (55 participants)
- **Hennepin County** in Minneapolis on Friday, December 4, 2015 (19 participants)
- **Environmental Quality and Energy Committee** in Fridley on Tuesday, December 8, 2015 (15 participants)
- **WSB and Associates** in Minneapolis on Thursday, December 17, 2015 (31 participants)

Community Events

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

- **2015 Minnesota State Fair** in Saint Paul on August 27 – September 5, 2015 (5,500 participants).
- **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)
- **Autumn Market** in Glenwood on Thursday, November 12, 2015 (30 participants)
- **Norsefest Festival** in Madison on Saturday, November 14, 2015 (30-40 participants)
- **Westridge Mall Craft Fair** in Fergus Falls on Saturday, November 14, 2015 (34 participants)
- **Made in MN Expo** in St. Cloud on Saturday, November 21, 2015 (112 participants)
- **Beneath the Village Wreath** in Morton on Saturday, November 21, 2015 (30 participants)
- **Montevideo Lighted Parade** in Montevideo on Thursday, December 3, 2015 (12 participants)
- **CTS Freight and Logistics Symposium** in Minneapolis on Friday, December 4, 2015 (11 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 December 2015.

- **New American Academy Leadership** in Edina on Tuesday, October 6, 2015
- **Nobles County Integration Collaborative** in Minneapolis on Wednesday, October 21, 2015
- **AARP** in Saint Paul on Thursday, October 29, 2015
- **ECHO** in Minneapolis on Wednesday, December 23, 2015

Online Engagement

Online engagement began in October 2015 and reached an estimated 13,783 online participants through December 2015. 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:** 2,938

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
- **Number of recipients:** 242

The second stakeholder e-mail update was sent in December 2015.

- **E-mail date:** December 21, 2015
- **Number of recipients:** 8,536

Web Surveys

Online surveys were launched in October 2015.

- **Launch date:** October 1, 2015 (November 5, 2015 for MnSHIP MetroQuest Survey)
- **Survey types:** GetFeedback MnSHIP survey, GetFeedback SMTP survey, GetFeedback Spanish survey, MetroQuest MnSHIP survey, MetroQuest Spanish survey, SMTP website mini surveys, and accessible alternatives.
- **Number of participants:**
 - **SMTP GetFeedback:** 1,148
 - **MnSHIP GetFeedback:** 185
 - **MnSHIP MetroQuest:** 524
 - **Accessible Alternatives:** 41
 - **Spanish Surveys:** 102
 - **Website SMTP Mini Surveys:** 67



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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. In addition to these questions, MnDOT will gain audience data through the project website and social media accounts.

Table 1. Minnesota Demographics

| 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

Four demographic questions appeared in two places: hard-copy worksheets and online surveys. There were 2,340 total worksheets and survey participants through the month of December, and 61 percent of participants (1,439) answered at least one voluntary 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.

- **Average age skews older:** The average age of participants by event type is shown below.
 - Community event: 46.0
 - Social media survey: 45.4
 - Stakeholder briefing: 51.4
 - Stakeholder forum: 45.8
 - Website survey: 47.2
 - Workplace: 35.5
 - Overall: 46.3
- **Higher representation of men than women outreach:** 58 percent of overall participants are men and 42 percent are women. The breakdown for MnSHIP is 59 percent men and 41 percent women. The breakdown for SMTP is 57 percent men and 43 percent women. This disparity was observed in prior months. Concerted social media efforts to increase women participation on MnSHIP surveys increased the percentage representation from 29 percent in November to 38 percent in December. A drop in event outreach in December—where more women are observed—with a steady continuation of stakeholder briefings—where few women are observed—has resulted in a greater gender imbalance in overall engagement through the month of December.
- **Disproportionately low participation from non-white participants:** There is disproportionately low participation by minorities. 94 percent of participants identified as white. A slight improvement (1 percent) has been gained in non-white participation over engagement through November 2015. The month of December 2015 included one week of targeted Facebook ads to help increase participation from non-white Minnesotans. Additional strategies will be implemented in January and February 2016 aiming to address these disparities.

Table 2. Percent Breakdown of Participant Demographics by Tool

| Event Type | Age | | | | | Gender | | Race/Ethnicity | | | | | | |
|---|--------------|-------|-------|-------|-----|--------|--------|----------------|---------------------------|----------------------------------|-------|---|----------|----------|
| (Number of participants who answered 1 or more demographic questions) | 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 |
| Total | 1% | 29% | 26% | 34% | 10% | 58% | 42% | 94% | 1% | 1% | 2% | 0% | 1% | 2% |
| Community Event | 4% | 28% | 27% | 30% | 11% | 36% | 64% | 97% | 1% | 1% | 1% | 0% | 0% | 1% |
| Social Media Survey | 1% | 33% | 25% | 33% | 8% | 57% | 43% | 89% | 4% | 1% | 3% | 0% | 3% | 6% |
| Stakeholder Briefing | 0% | 16% | 24% | 47% | 13% | 75% | 25% | 95% | 1% | 1% | 1% | 1% | 1% | 1% |
| Stakeholder Forum | 0% | 32% | 23% | 41% | 5% | 59% | 41% | 95% | 0% | 0% | 0% | 5% | 0% | 0% |
| Website Survey | 1% | 25% | 27% | 35% | 12% | 60% | 40% | 97% | 1% | 0% | 1% | 0% | 1% | 2% |
| Workplace | 0% | 59% | 28% | 13% | 0% | 65% | 35% | 89% | 0% | 0% | 11% | 0% | 0% | 1% |
| MnSHIP | 1% | 27% | 29% | 34% | 9% | 59% | 41% | 96% | 0% | 1% | 2% | 0% | 1% | 2% |
| Community Event | 2% | 31% | 28% | 31% | 9% | 32% | 68% | 98% | 0% | 1% | 0% | 0% | 1% | 0% |
| Social Media Survey | 1% | 27% | 32% | 32% | 8% | 62% | 38% | 95% | 0% | 1% | 1% | 0% | 3% | 7% |
| Stakeholder Briefing | 0% | 14% | 26% | 48% | 13% | 73% | 27% | 95% | 0% | 2% | 1% | 1% | 2% | 1% |
| Website Survey | 1% | 23% | 30% | 34% | 11% | 63% | 37% | 98% | 1% | 1% | 1% | 0% | 1% | 2% |
| Workplace | 0% | 57% | 29% | 14% | 0% | 62% | 38% | 89% | 0% | 0% | 11% | 0% | 0% | 2% |
| SMTTP | 2% | 30% | 24% | 33% | 11% | 57% | 43% | 93% | 3% | 1% | 3% | 0% | 1% | 2% |
| Community Event | 6% | 25% | 26% | 29% | 13% | 40% | 60% | 95% | 2% | 1% | 2% | 0% | 0% | 2% |
| Social Media Survey | 2% | 41% | 15% | 33% | 8% | 49% | 51% | 81% | 9% | 2% | 5% | 0% | 3% | 5% |
| Stakeholder Briefing | 0% | 19% | 23% | 46% | 13% | 77% | 23% | 95% | 2% | 1% | 1% | 1% | 0% | 1% |
| Website Survey | 1% | 27% | 25% | 35% | 13% | 57% | 43% | 96% | 1% | 0% | 0% | 0% | 2% | 1% |
| Workplace | 0% | 61% | 26% | 12% | 0% | 68% | 32% | 89% | 0% | 0% | 11% | 0% | 0% | 0% |

* Two respondents identified as transgender; one respondent identified gender as "other"

Table 3. Raw Values Breakdown of Participant Demographics by Tool

| Event Type | Age | | | | | Gender | | Race/Ethnicity | | | | | | |
|---|--------------|-------|-------|-------|-----|--------|--------|----------------|---------------------------|----------------------------------|-------|---|----------|----------|
| (Number of participants who answered 1 or more demographic questions) | 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 |
| Total | 17 | 383 | 354 | 453 | 135 | 765 | 549 | 1043 | 14 | 8 | 23 | 3 | 13 | 20 |
| Community Event | 9 | 67 | 65 | 72 | 27 | 87 | 154 | 194 | 2 | 2 | 2 | 0 | 1 | 2 |
| Social Media Survey | 3 | 69 | 53 | 69 | 17 | 112 | 86 | 138 | 6 | 2 | 4 | 0 | 5 | 9 |
| Stakeholder Briefing | 0 | 38 | 58 | 111 | 30 | 189 | 64 | 219 | 2 | 3 | 2 | 2 | 2 | 2 |
| Stakeholder Forum | 0 | 7 | 5 | 9 | 1 | 13 | 9 | 20 | 0 | 0 | 0 | 1 | 0 | 0 |
| Website Survey | 5 | 128 | 138 | 175 | 60 | 283 | 192 | 364 | 4 | 1 | 2 | 0 | 5 | 6 |
| Workplace | 0 | 74 | 35 | 17 | 0 | 81 | 44 | 108 | 0 | 0 | 13 | 0 | 0 | 1 |
| MnSHIP | 6 | 181 | 198 | 230 | 63 | 389 | 268 | 541 | 1 | 5 | 10 | 1 | 7 | 11 |
| Community Event | 2 | 37 | 34 | 37 | 11 | 38 | 81 | 103 | 0 | 1 | 0 | 0 | 1 | 0 |
| Social Media Survey | 1 | 33 | 40 | 40 | 10 | 73 | 45 | 86 | 0 | 1 | 1 | 0 | 3 | 6 |
| Stakeholder Briefing | 0 | 19 | 35 | 65 | 17 | 105 | 39 | 124 | 0 | 2 | 1 | 1 | 2 | 1 |
| Website Survey | 3 | 53 | 69 | 78 | 25 | 130 | 77 | 170 | 1 | 1 | 1 | 0 | 1 | 3 |
| Workplace | 0 | 39 | 20 | 10 | 0 | 43 | 26 | 58 | 0 | 0 | 7 | 0 | 0 | 1 |
| SMTP | 11 | 195 | 151 | 214 | 71 | 363 | 272 | 482 | 13 | 3 | 13 | 1 | 6 | 9 |
| Community Event | 7 | 30 | 31 | 35 | 16 | 49 | 73 | 91 | 2 | 1 | 2 | 0 | 0 | 2 |
| Social Media Survey | 2 | 36 | 13 | 29 | 7 | 39 | 41 | 52 | 6 | 1 | 3 | 0 | 2 | 3 |
| Stakeholder Briefing | 0 | 19 | 23 | 46 | 13 | 84 | 25 | 95 | 2 | 1 | 1 | 1 | 0 | 1 |
| Website Survey | 2 | 75 | 69 | 97 | 35 | 153 | 115 | 194 | 3 | 0 | 1 | 0 | 4 | 3 |
| Workplace | 0 | 35 | 15 | 7 | 0 | 38 | 18 | 50 | 0 | 0 | 6 | 0 | 0 | 0 |

*Two respondents identified as transgender; one respondent identified gender as "other"

SMTP DEMOGRAPHICS

Figure 1. Percent Breakdown of SMTP Participant Age by Tool

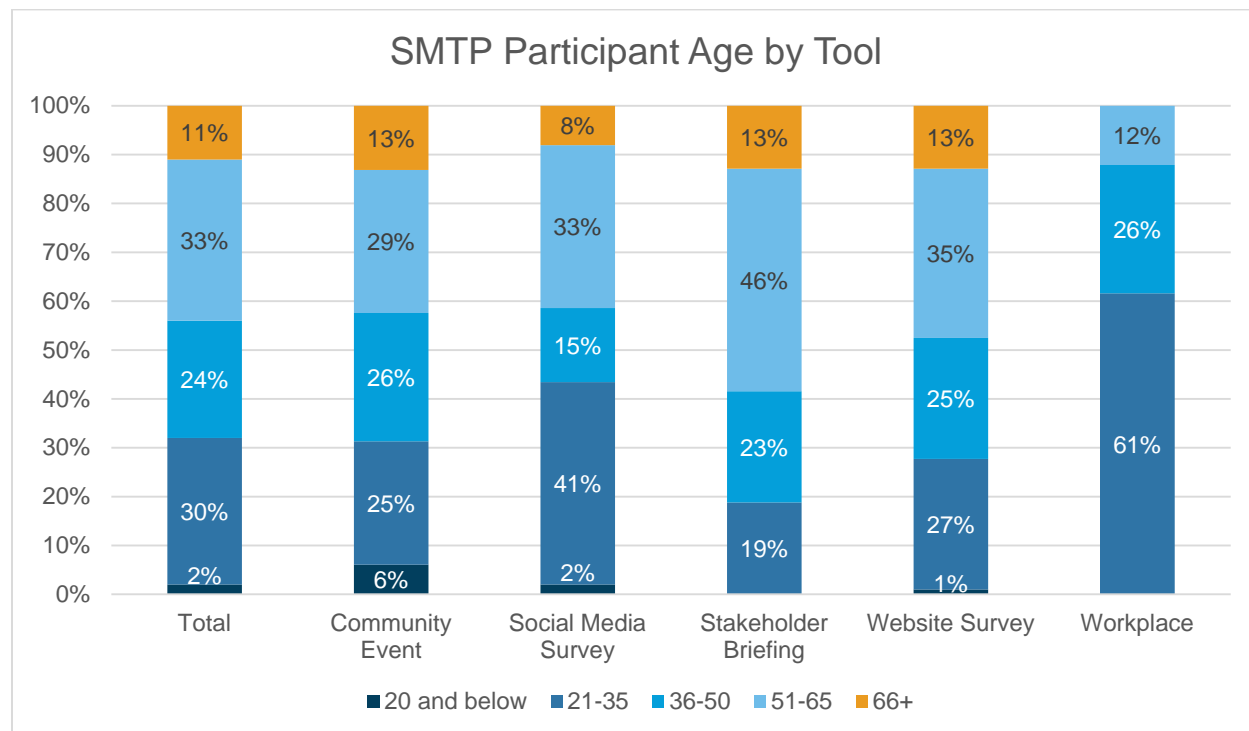
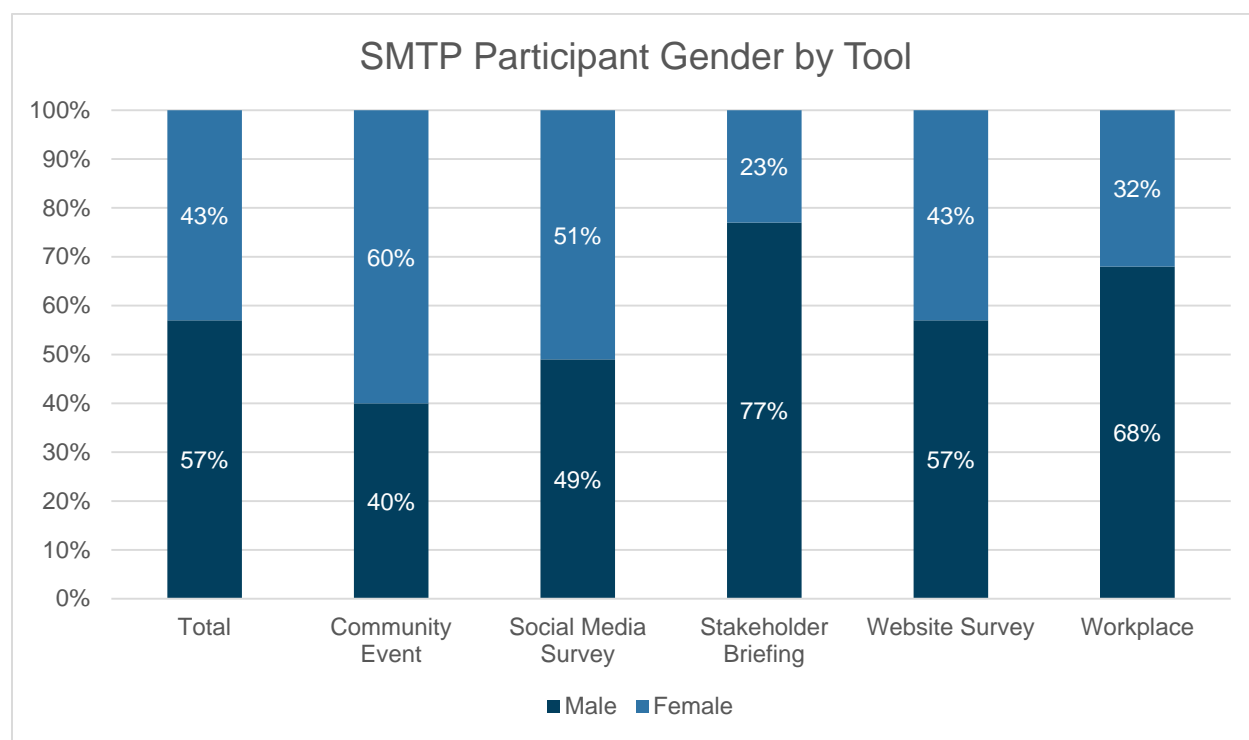


Figure 2. Percent Breakdown of SMTP Participant Gender by Tool



MNSHIP DEMOGRAPHICS

Figure 3. Percent Breakdown of MnSHIP Participant Age by Tool

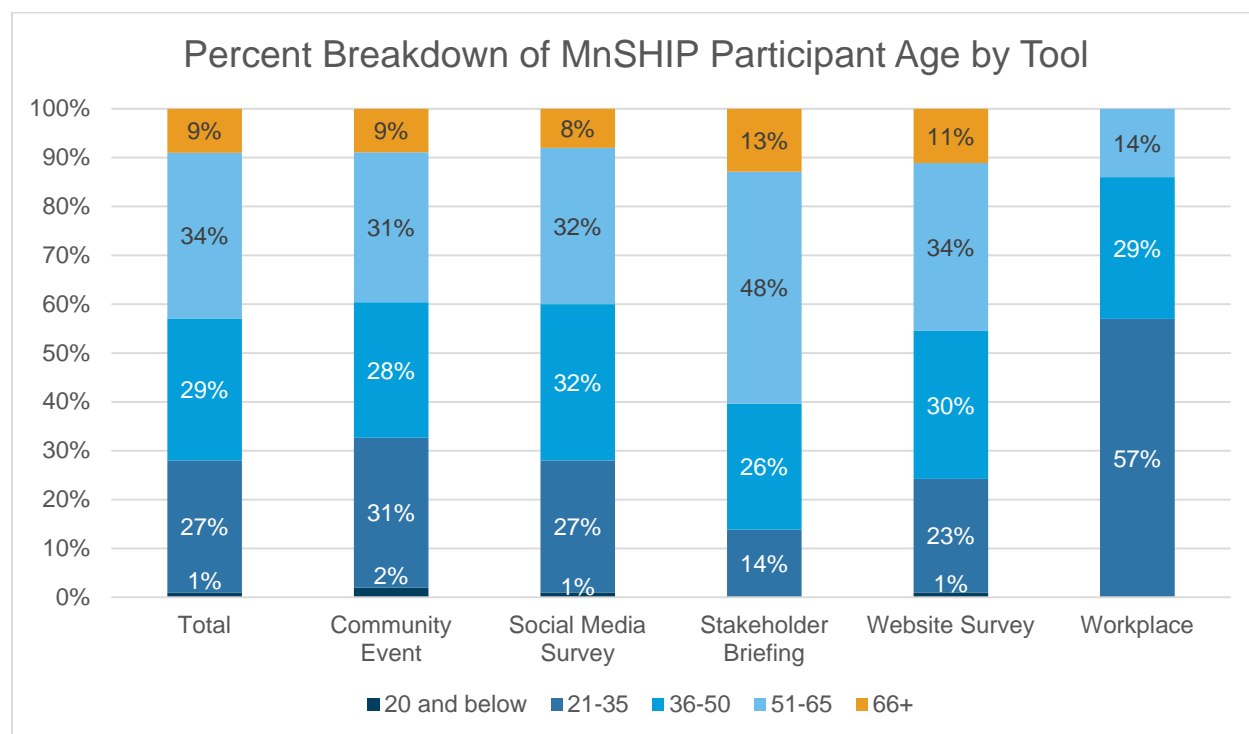
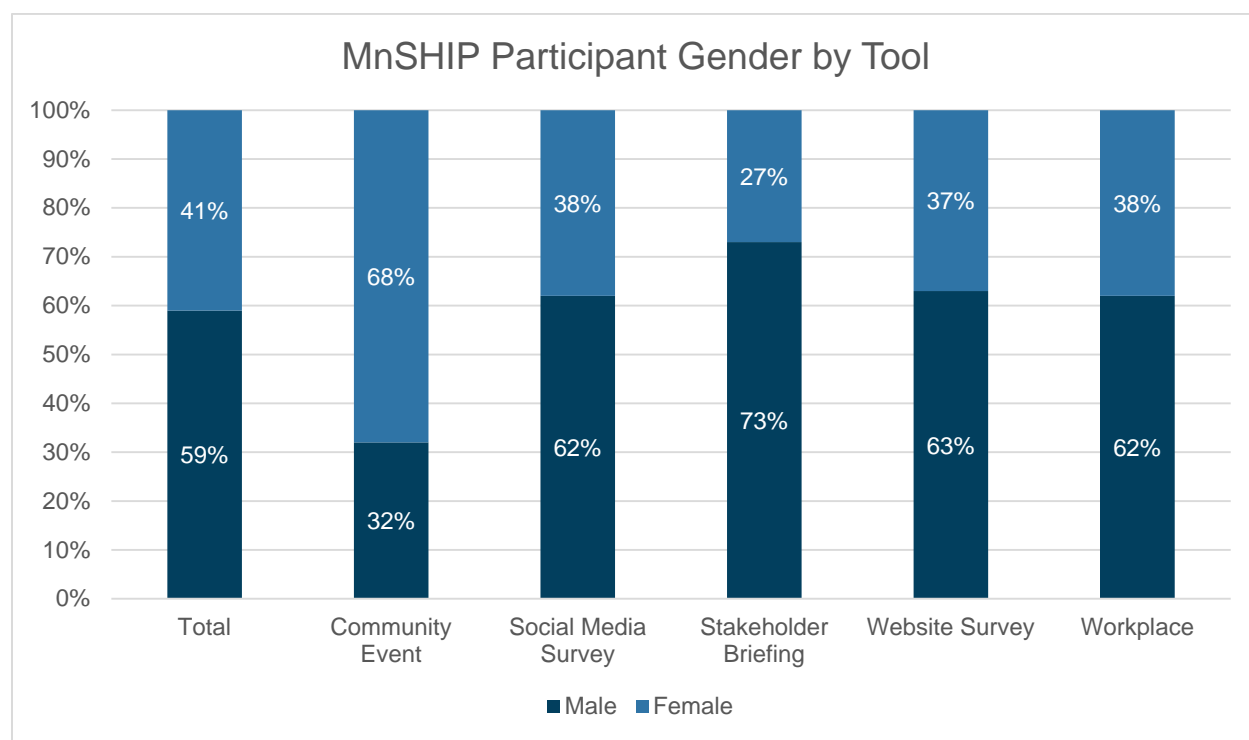
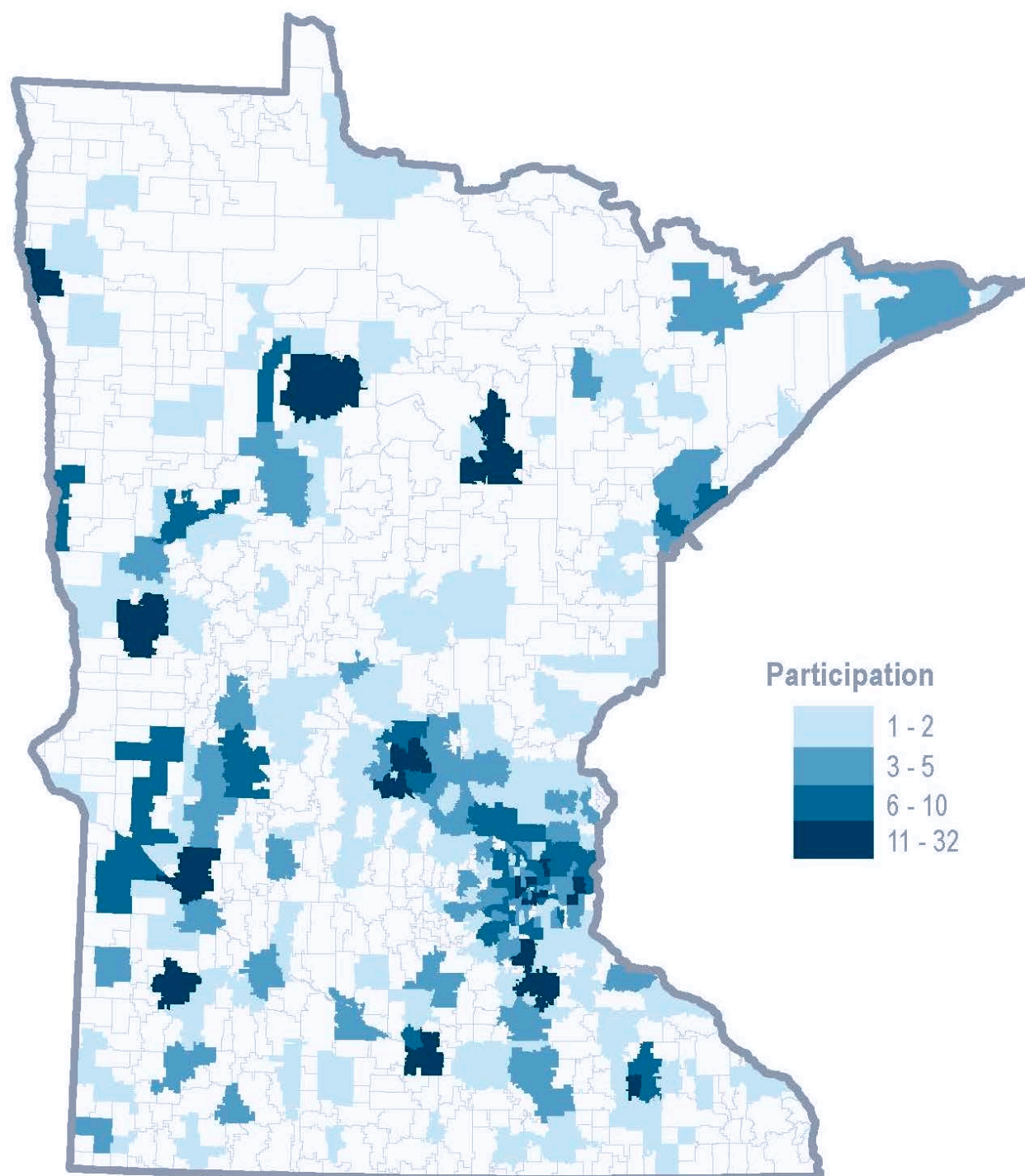


Figure 4. Percent Breakdown of MnSHIP Participant Gender by Tool



Geographic Distribution

Figure 5. Breakdown of SMTP & MnSHIP Participant Home Zip Code



Website

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

- **Sessions:** 4,420
- **Users:** 2,938
- **Average session duration:** 3 minutes 40 seconds
- **Average pages per session:** 2.98

Spikes in website activity were seen with the stakeholder e-mails on October 13 and December 21, as well as with social media posts. Top Minnesota cities generating website traffic included Minneapolis, Saint Paul, Rochester, Saint Cloud, Mankato, Plymouth, Burnsville, Duluth, Roseville and Saint Louis Park.

Figure 6. Daily Website Sessions through December 2015

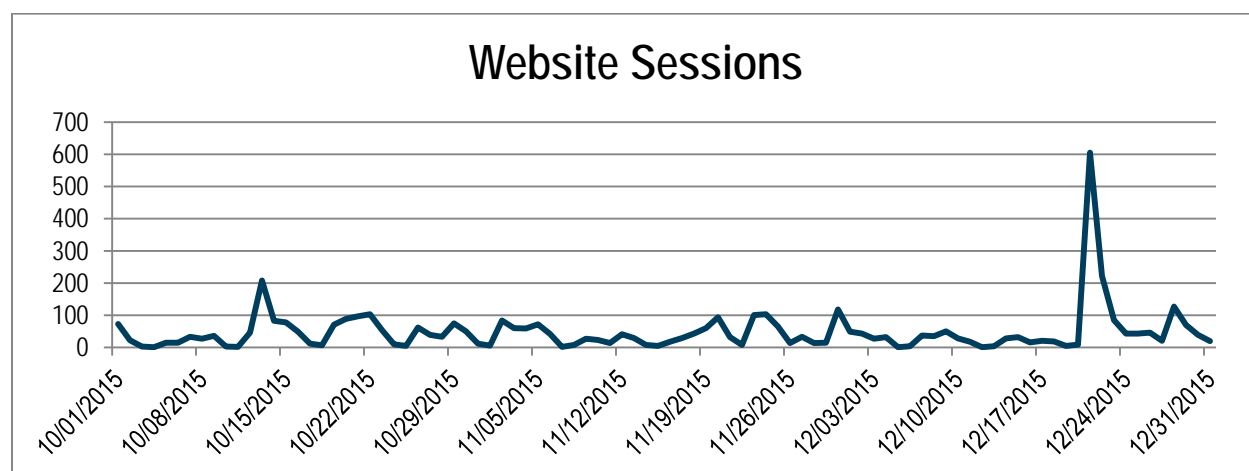


Table 4. Top 10 Minnesota Cities Generating Website Traffic

| City | Sessions |
|------------------|----------|
| Minneapolis | 430 |
| Saint Paul | 341 |
| Rochester | 55 |
| Plymouth | 49 |
| Saint Cloud | 47 |
| Mankato | 43 |
| Saint Louis Park | 42 |
| Burnsville | 39 |
| Roseville | 33 |
| Bloomington | 30 |



4

Results

Results

This section summarizes results of engagement between October 2015 and December 2015. Engagement results from the 2015 Minnesota State Fair are included on the website.

Statewide Multimodal Transportation Plan

Overview

Through December 2015, the public was able to provide input into the STMP via the following tools.

- Workplace Surveys
- Stakeholder Briefing Surveys
- Stakeholder Forum Surveys
- Website Surveys
- Community Events Surveys
- Social Media Surveys

This section of the engagement summary provides summary-level results of these engagement tools. Results are summarized by question asked, as listed below.

Quantitative questions asked include:

- What trend area should MnDOT focus on?
- How important is each trend area?
- Which trends are most important?

Qualitative questions asked include:

- What should MnDOT do about this trend area? What does success look like?
- Tell us more about this trend area!
- What should MnDOT do about this trend? What does success look like?
- Tell us more about this trend!
- General comments

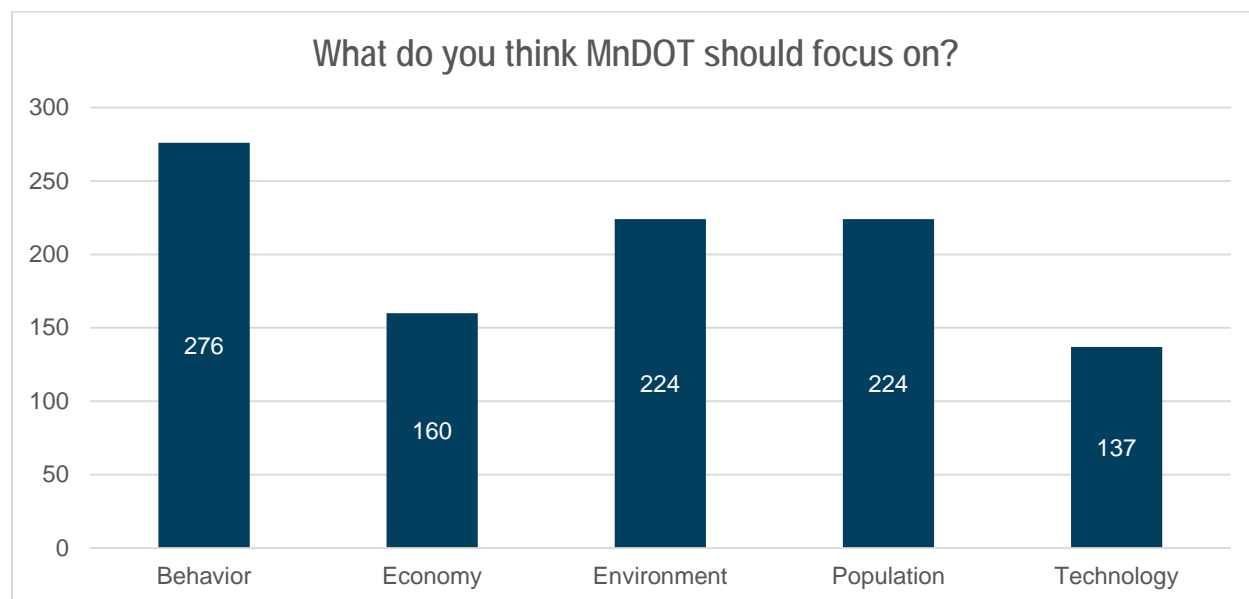
Results of the quantitative questions asked are reported in this section.

Results

WHAT TREND AREA SHOULD MNDOT FOCUS ON?

MnDOT asked this question in website surveys, community events surveys, and social media surveys. Results are compiled for all three sources.

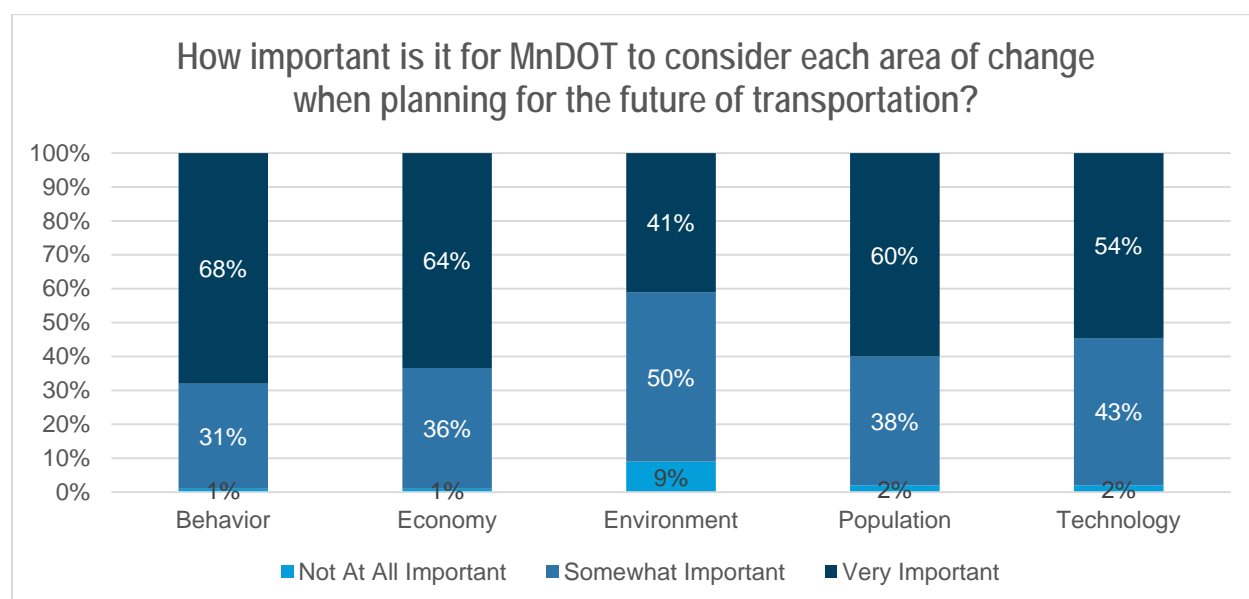
Figure 7. What do you think MnDOT should focus on?



HOW IMPORTANT IS EACH TREND AREA?

MnDOT asked this question in workplace surveys, stakeholder briefing surveys, and community events surveys. Results are compiled for all three sources.

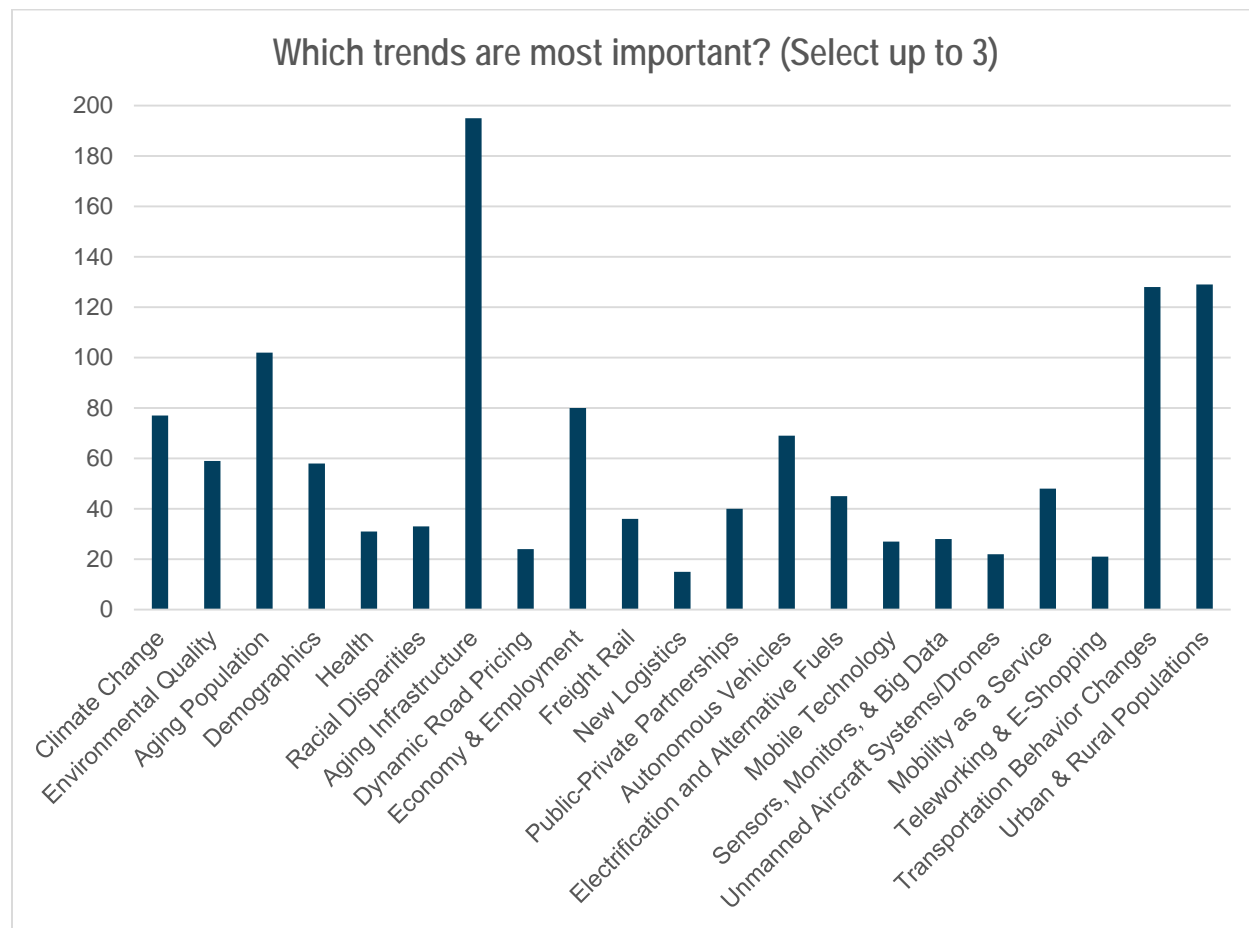
Figure 8. How important is each trend area?



WHICH TRENDS ARE MOST IMPORTANT?

MnDOT asked this question in workplace surveys, stakeholder briefing surveys, community events surveys, and stakeholder forum surveys. Results are compiled for all four sources.

Figure 9. Which trends are most important?



Minnesota State Highway Investment Plan

Overview

Through December 2015, the public was able to provide input into MnSHIP via the following tools.

- Workplace Surveys
- Stakeholder Briefing Surveys
- Stakeholder Forum Surveys
- Website Surveys
- Community Events Surveys
- Social Media Surveys

This section of the engagement summary provides summary-level results of these engagement tools. Results are summarized by question asked, as listed below.

Quantitative questions asked include:

- What investment categories should MnDOT focus on?
- Rank the investment categories.
- Which approach do you prefer?

Qualitative questions asked include:

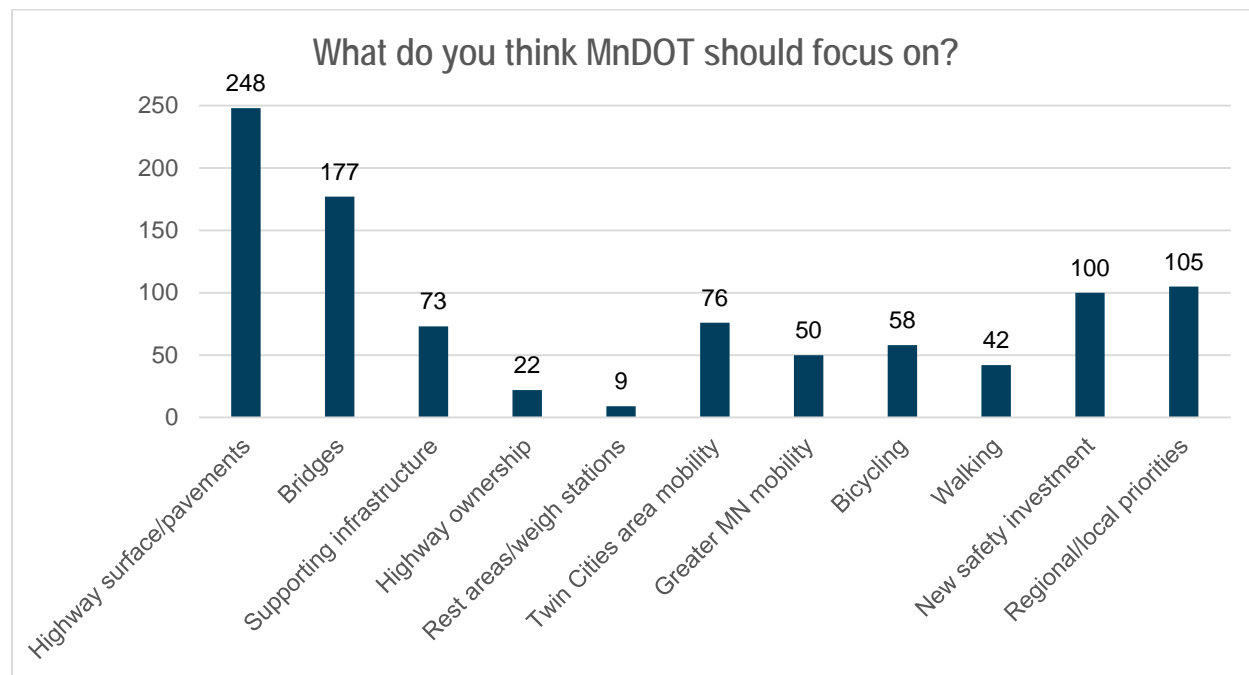
- Where should MnDOT invest? (4 words or less)
- Explain your choices.

Results of the quantitative questions asked are reported in this section.

WHAT INVESTMENT CATEGORIES SHOULD MNDOT FOCUS ON?

MnDOT asked this question in workplace surveys, stakeholder briefing surveys, community events surveys, and stakeholder forum surveys. Results are compiled for all four sources.

Figure 10. What investment categories do you think MnDOT should focus on?



RANK THE INVESTMENT CATEGORIES

MnDOT asked this question in website surveys and social media surveys. Results are compiled for all both sources.

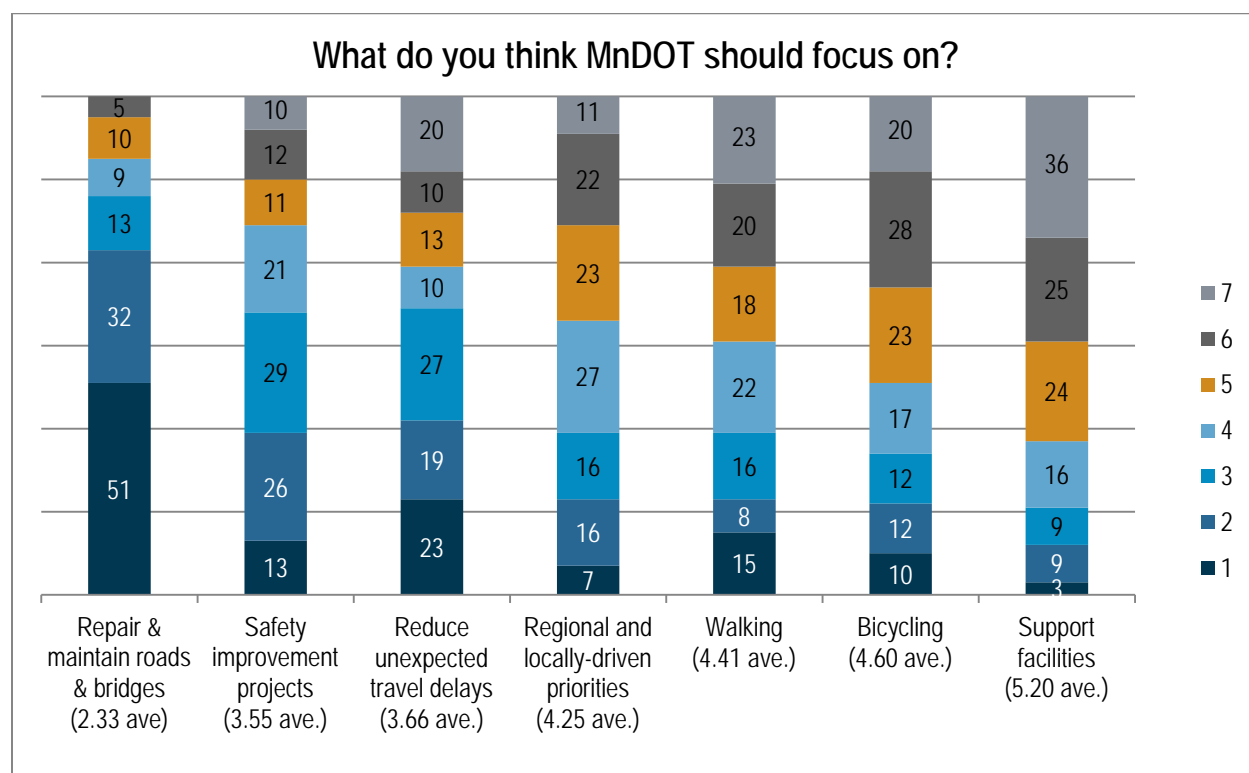
Table 5. Rank the investment categories

| City | Overall Rank | Average Position | Times Ranked |
|---------------------------|--------------|------------------|--------------|
| Highway surface/pavements | 1 | 2.5 | 355 |
| Twin Cities area mobility | 2 | 2.5 | 206 |
| Walking | 3 | 2.7 | 144 |
| Bicycling | 4 | 2.7 | 165 |
| Bridges | 5 | 2.7 | 311 |
| Greater MN mobility | 6 | 3.1 | 152 |
| Supporting infrastructure | 7 | 3.2 | 282 |
| New safety investment | 8 | 3.4 | 184 |
| Regional/local priorities | 9 | 3.4 | 213 |
| Highway ownership | 10 | 4.0 | 47 |
| Rest areas/weigh stations | 11 | 4.2 | 45 |

[Earlier Version](#)

An earlier version of this question had slightly different investment categories shown in community events surveys and website surveys. Results are shown below.

Figure 11. Rank the investment categories (earlier version)



WHICH APPROACH DO YOU PREFER?

MnDOT asked this question in workplace surveys, stakeholder briefing surveys, stakeholder forum surveys, website surveys, and social media surveys. Results are compiled for all sources. The question was asked in two ways:

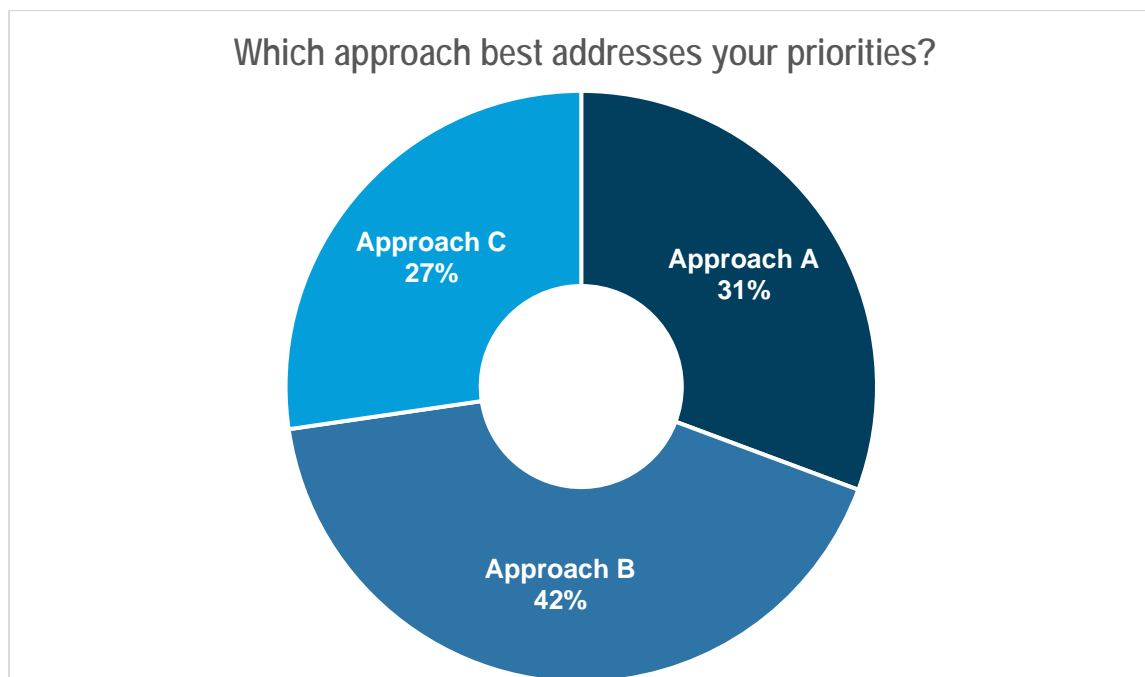
- Select the approach that you prefer.
- Rate each approach.

Answers are summarized in the table.

Table 6. Which approach do you prefer?

| | Approach A | Approach B | Approach C |
|---------------------------------------|------------|------------|------------|
| Select the approach you prefer | | | |
| Times selected | 173 | 237 | 154 |
| Percentage of total | 31% | 42% | 27% |
| Rate each approach | | | |
| Average Rate (out of 100) | 65.2 | 67.4 | 60.8 |
| Times rated | 173 | 237 | 154 |

Figure 12. Which approach do you prefer?



WHERE SHOULD MNDOT INVEST?

MnDOT asked this question in workplace surveys, stakeholder briefing surveys, community event surveys, and website surveys. Responses are shown in a Word Cloud below.

Figure 13. Where should MnDOT invest?

