
PUBLIC PARTICIPATION PLAN FOR THE 2022 STATEWIDE MULTIMODAL TRANSPORTATION PLAN UPDATE

This document outlines how the Minnesota Department of Transportation plans to connect with the public, stakeholders and partners for the Statewide Multimodal Transportation Plan— Minnesota’s overarching transportation policy plan.

THE ASK

We want to hear from you about our [updated proposed process](#) for connecting with the public, stakeholders and partners for the Statewide Multimodal Transportation Plan. We have updated this plan to add more information about how we plan to connect with you in fall and winter 2021 and spring 2022 to hear and learn your priorities for transportation in the coming 20 years. Comments on this Public Participation Plan may be provided via www.MinnesotaGO.org or by phone or email to:

Hally Turner
Project Director
Hally.Turner@state.mn.us
651-366-3901

MnDOT will accept comments on this draft Public Participation Plan until 5:00 PM on December 10, 2021. Additional details about how to submit a comment are included in the How to Comment section at the end of this document.

PURPOSE OF THIS DOCUMENT

MnDOT is updating the Statewide Multimodal Transportation Plan (SMTP), which provides policy guidance for all modes of travel and for all transportation partners. Public engagement is key to ensuring the final plan reflects Minnesotans’ transportation priorities. This document outlines how MnDOT plans to connect with the public, stakeholders and partners to update the SMTP. MnDOT expects to adopt the updated SMTP in early 2022.

ENGAGEMENT PHASES

We have a four phased engagement approach. The goal during Phase 1 (completed in early 2021), focused on identifying the six topics that are priorities for this plan update. The goal for Phase 2 (completed in fall 2021) was to dive deep into each of these six focus areas. The goal for Phase 3 is to get more feedback on select topics where MnDOT and transportation partners need more information on how to proceed. Phase 4 is for the public comment period and hearing for the draft plan. More information on the phases is included in the following sections and Appendix 1.

Phases 1 and 2 are complete. Please focus your comments on Phases 3 and 4.

PHASE 1 – IDENTIFY TOPICS OF FOCUS FOR THIS PLAN UPDATE (COMPLETED IN EARLY 2021)

Phase 1 of engagement helped to set the stage for the strategy development stage of the plan development process, including identifying the six topics that will be the focus of the plan update. Public engagement during Phase 1 focused primarily on gaining a broad, high-level understanding of Minnesotans' transportation challenges and priorities. Phase 1 engagement occurred in fall and winter 2020 and was completed in early 2021. More information about Phase 1 can be found in the Appendix 1.

PHASE 2 – INDEPTH ENGAGEMENT ON SIX PLAN TOPIC AREAS (COMPLETED IN FALL 2021)

During Phase 2, SMTP engagement asked participants to give their input that will support the development of strategies and objectives in the six major topic areas that have been prioritized in the plan update—aging infrastructure, climate change, economy and employment, equity, safety and transportation options. Phase 2 engagement occurred in spring and early summer 2021. More information about Phase 2 can be found in the Appendix 1.

PHASE 3 – INDEPTH ENGAGEMENT ON PRIORITIES

During Phase 3, SMTP engagement will be completed in three parts:

- General in person and virtual engagement
- Policy panel
- Stakeholder forums

GENERAL IN PERSON AND VIRTUAL ENGAGEMENT

The focus is to ask participants for to give their input that will support the development of strategies and actions and gather further insight into the prioritization of the plan's six objectives:

- Climate action
- Critical connections
- Healthy equitable communities
- Open decision making
- System stewardship
- Transportation safety

Key questions

- What is your priority objective and why?
- What is the biggest issue for transportation? And opportunity?
- If you could change one thing, what would you change and why?
- What would it look like for you to have more transportation options?
- What statement do you agree with?
- What else do you like to share?

Input tools and communications channels

Input tools – How and where will we collect input?

The team will hold in-person and post online engagement tools to collect input. In-person events will be held in accordance with current COVID-related public health guidelines for state agencies.

- **Stakeholder meetings** – Select organizations, stakeholders, and partners will provide feedback on draft objectives, performance measures, strategies, actions or MnDOT-specific work plan items.
- **MnDOT-hosted events** – Partner with existing MnDOT project events that are occurring within MnDOT districts. These event may be in person or virtual.
- **Partner-hosted events** – Staff will join partner-hosted events such as local farmer’s markets, education institutions, community events, and other transportation partner events that are occurring in communities within each MnDOT district. Special effort will be made to hold events with organizations that serve people who are underrepresented in planning processes. These events may be in person or virtual.
- **MinnesotaGO.org** –Documents and materials will be posted to the project page for review as they are available.

POLICY PANEL

MnDOT will conduct a statewide study to understand perceptions and preferences related to specific topics currently under discussion. This project will involve two activities, both of which will be conducted October-November 2021:

- **A short online survey** with a representative sample of individuals living in MN
- **An online discussion** with a smaller sample of the respondents from the survey to get into more detail

Results from the survey and online discussion will inform the stakeholder forums.

Input tools and communications channels

Input tools – How and where will we collect input?

- **A short online survey** with a representative sample of individuals living in Minnesota
- **An online discussion** with a smaller sample of the respondents from the survey to get into more detail

STAKEHOLDER FORUMS

MnDOT will host two virtual stakeholder forums to review feedback from earlier engagement phases, the policy panel, and key proposed changes to the plan objectives, performance measures, strategies, actions and work plan items. Forums will be held in early December 2021.

Input tools – How and where will we collect input?

- **Stakeholder forums** –Online forums will be developed to gather input and direction from participants on preferences and tradeoffs of various strategies and actions

PHASE FOUR – PUBLIC COMMENT PERIOD AND HEARING FOR DRAFT PLAN

A public comment period is expected of all statewide planning documents at MnDOT. MnDOT will schedule a 45-day public comment period upon completion of draft plan. 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 social media, stakeholder and partner emails, and the newsletter. Interactive versions of the draft plan and comment options will be available at MinnesotaGO.org. Hard copies of the draft plan documents will be available for review in the MnDOT library and MnDOT district offices.

The public hearing will be held pursuant to applicable law, MnDOT requirements and COVID-related public health guidelines for state agencies. Partners, stakeholders and public will be able to comment on the draft SMTP anticipated in early 2022.

Input tools and communications channels

Input tools – How and where will we collect input?

The team will hold in-person and post online engagement tools to collect input. In-person events will be held in accordance with current COVID-related public health guidelines for state agencies.

- **Stakeholder meetings** – Select organizations, stakeholders, and partners will provide feedback on draft objectives, performance measures, strategies, actions or MnDOT-specific work plan items. Draft plan content will be reviewed with stakeholders during the public comment period.
- **MnDOT-hosted events** – Partner with existing MnDOT project events that are occurring within MnDOT districts. These event may be in person or virtual.
- **Partner-hosted events** –Special effort will be made to hold events with organizations that serve people who are underrepresented in planning processes. These events may be in person or virtual.
- **MinnesotaGO.org** –Documents and materials will be posted to the project page for review as they are available.
- **Public hearing** – Public hearing will be held upon official release of plan in early 2022

SCHEDULE

- Phase 1: completed in early 2021
- Phase 2: completed in fall 2021
- Phase 3
 - General in person and virtual engagement: Fall 2021 through the draft plan public comment period
 - Policy panel: October-November 2021
 - Stakeholder forums: December 2021
- Phase 4
 - Public comment period: early to spring 2022
 - Public hearing: upon the official release of the plan in early 2022

General in person and virtual engagement will overlap with the policy panel, stakeholder forums and the public comment period for the draft plan.

COMMUNICATIONS CHANNELS

HOW WILL WE INFORM PEOPLE OF THE OPPORTUNITY TO PROVIDE INPUT?

PHASE 3 – INDEPTH ENGAGEMENT ON PRIORITIES

- Social media postings (e.g., MnDOT Facebook, Instagram and Twitter)
 - Ask: Meet MnDOT staff at public and virtual events to offer feedback and insight, share with their networks and direct people to MinnesotaGO.org for more project information
- Community organization distribution (e.g., template emails for distribution or newsletter)
 - Ask: Share content with their communities and memberships to gather feedback and comments
- MinnesotaGO.org website
 - Ask: Share the material with their professional and personal networks
- Direct emails and newsletters to MnDOT staff, internal meetings and employee resource groups
 - Ask: Share within their networks and direct people to MinnesotaGO.org for more project information
- Direct emails to partners
 - Ask: Direct people to MinnesotaGO.org for more project information
- Direct emails to stakeholders and public
 - Ask: Participate in virtual setting to comment on select strategies, actions and targets
- Direct mailings
 - Ask: Invite a representative sample to participate in a virtual survey
 - Ask: Review project information on MinnesotaGO.org
- Follow-up phone calls to people who leave comments, reach out or indicate an interest in further discussion
 - Ask: Share their thoughts through conversation

PHASE 4– PUBLIC COMMENT PERIOD AND HEARING FOR DRAFT PLAN

- Social media postings (e.g., MnDOT Facebook, Instagram and Twitter)
 - Ask: Meet MnDOT staff at public and virtual events to offer feedback and insight, share with their networks and direct people to MinnesotaGO.org for more project information
 - Ask: Review the draft plan and offer comments. Share with personal and professional networks to solicit further input and feedback
- Community organization distribution (e.g., template emails for distribution or newsletter)
 - Ask: Review the draft plan and offer comments. Share with the communities and memberships to gather feedback and comments
- MinnesotaGO.org website
 - Ask: Share the material with their professional and personal networks
- Physical advertising (e.g., newspaper ads, yard signs, sidewalk stickers, posters) in targeted locations (e.g., rest areas, Little Free Libraries, multicultural media)
 - Ask: Direct people to MinnesotaGO.org to provide input on the draft plan and for more project information
- Direct emails and newsletters to MnDOT staff, internal meetings and employee resource groups
 - Ask: Provide comment on the draft plan, share within their networks and direct people to MinnesotaGO.org for more project information

- Direct emails to partners
 - Ask: Comment on the draft plan and direct people to MinnesotaGO.org for more project information
 - Direct emails to stakeholders and public
 - Ask: Participate in virtual setting to comment on content in the draft plan.
 - Ask: Comment on the draft plan and direct people to MinnesotaGO.org for more project information
 - Direct mailings
 - Ask: Review project information on MinnesotaGO.org
 - Follow-up phone calls to people who leave comments, reach out or indicate an interest in further discussion
 - Ask: Share their thoughts through conversation
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ONGOING ENGAGEMENT

In addition to the engagement activities described in the previous sections, MnDOT will facilitate several other engagement activities, which are described below.

POLICY ADVISORY COMMITTEE

A project advisory committee has been convened to guide the overall SMTP update process, including advising on engagement activities. PAC members include advocacy organizations, boards, councils, stakeholders and partners who represent different perspectives and modes. See the Appendix 2 for list of Policy Advisory Committee members.

TECHNICAL ADVISORY COMMITTEE

A technical advisory committee has been convened to provide guidance on the plan update process, including input on engagement activities. The TAC's role also includes helping to ensure the final policy strategies reflect the priorities and needs of MnDOT and partners. TAC members include MnDOT staff and staff from partner organizations. See the Appendix 3 for list of Technical Advisory Committee members.

WORK GROUPS

Six work groups are being convened to address the six focus area topics of the SMTP update: Aging Infrastructure, Climate Change, Economy and Employment, Equity, Safety and Transportation Options. These groups will develop new or revised strategies and performance measures for the SMTP topic area. Members include staff from MnDOT, partner agencies, and other organizations with subject matter expertise. The work group process was complete at the end of Phase 2 engagement in summer 2022. Work group members will be invited to participate in ongoing engagement and to share information with their networks.

DISTRICT PUBLIC ENGAGEMENT COORDINATOR CONSULTATION

The project team will consult with the public engagement coordinators of MnDOT's eight districts at helpful points the SMTP update process. The coordinators are experienced and knowledgeable on strategies for how best to connect with community and agency partners within their districts. The

coordinators may also assist the project team in identifying the specific audiences in their regions and provide recommendations for input tools or communication channels that will be successful.

NEWSLETTER

The project team will develop and distribute a project-specific newsletter throughout the SMTP update process. The newsletter will provide regular project updates and share opportunities to connect. Interested individuals will be able to sign up to receive the project newsletter at MinnesotaGO.org.

BRIEFINGS

The project team is providing regular updates to leadership and employee resource groups within MnDOT and outside the agency including metropolitan planning organizations, regional development organizations, social groups and clubs, and other organizations. The focus of these briefings is to provide information and discuss the SMTP update. The project team will continue to look for opportunities to use existing meetings of these groups as an opportunity to share information about the SMTP and to discuss transportation priorities with participants.

PROJECT WEBSITE

The project team will revise the MinnesotaGO.org website to serve as the online home for the SMTP update. The website will include general project information and highlight opportunities to provide input. Features of the site will include links to survey or other input activities, a calendar of events, links to key documents or background information, reports on overall project progress, and summaries of input.

PUBLIC COMMENT PERIODS

At specific points in the project, the project team will share draft documents for public review and comment. This includes sharing the draft Public Participation Plan before each phase of engagement (this document) and sharing the draft SMTP for public comment after the strategy development stage. The draft is expected to be available for public comment in early 2022.

SCHEDULE OF ACTIVITIES



EVALUATION

At the end of each engagement phase, MnDOT will summarize the inputs, outputs, outcomes and impact in an outreach summary document. Additionally, MnDOT will continually share updates on the SMTP plan update process and themes from engagement on MinnesotaGO.org and via presentations to partners and stakeholders. The project team will use cumulative results and trends to adjust project outreach and inform the planning and execution of future outreach at MnDOT. MnDOT will receive monthly reports that document the number of people that interact with the project via:

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

When possible, the project team will summarize geographic and demographic results. If participation does not appropriately represent the geographic or demographic characteristics of Minnesota, the project team will adjust the engagement approach to target those populations. See the Evaluation Matrix in Appendix 4 for more information on how MnDOT will monitor public participation in addition to answering the following questions after Phases 1-4 and plan adoption.

INPUTS

The project team will assess the following inputs as part of each engagement evaluation:

- What staff time and budget did it take to connect with MnDOT, the public, stakeholders and partners?

OUTPUTS

The project team will assess the following outputs as part of each engagement evaluation:

- How many virtual outreach meetings occurred? What was the attendance?
- How many stakeholder meetings, informational and advisory, have taken place? What was the attendance and by whom?
- How many people have signed up for project updates via email?
- How many hits were there on the project website? How many of these are repeat visitors?
- How many hits were there on engagement tools in-person, online and total?
- What was the percent of respondents who shared demographic data when requested?
- What kind of input resulted from the place-based outreach, stakeholder meetings and other opportunities?
- Did different modal interests participate?
- Did different geographies participate?

OUTCOMES

The project team will assess the following outcomes as part of each engagement evaluation:

- How did the project team use input to guide planning for future public engagement activities?
- To what extent did the engagement achieve the intended goal for meaningful engagement in the short, medium and long term?

- Which input tools or communications channels were most effective (i.e., provided more meaningful input for the staff time and budget needed)?
- How much of draft and final plans did partners and the public collaborate to develop?
- Were the changes substantive or minor?

IMPACT

The project will assess the following impacts as part of each engagement evaluation:

- How did public input inform agency decisions?
- Were activities seen as one-time opportunities for input, or are relationships more sustained for understanding stakeholder ideas and recommendations?

HOW TO COMMENT

MnDOT will post this updated Public Participation Plan for public review on MinnesotaGO.org for at least 45 days starting on October 18, 2021. The public comment period is an opportunity for Minnesotans to tell MnDOT if our plan for how we will include you meets your expectations.

MnDOT will also make the document available in hard copy upon request. You can provide comments via MinnesotaGO.org or by phone or email to:

Hally Turner

Project Director

Hally.Turner@state.mn.us

651-366-3901

MnDOT will accept comments on the draft Public Participation Plan until 5:00 PM on December 10, 2021. After receiving all comments, MnDOT will formally respond to each comment via a Response to Comment Summary. You will be able to access the Response to Comment Summary via MinnesotaGO.org or as a hard copy upon request within 21 days of the end of the comment period.

APPENDIX 1: PHASE 1 AND 2 PROCESS AND OUTCOMES

PHASE 1 – IDENTIFY TOPICS OF FOCUS FOR THIS PLAN UPDATE (COMPLETED IN EARLY 2021)

Phase 1 of engagement helped to set the stage for the strategy development stage of the plan development process, including identifying the six topics that will be the focus of the plan update.

SCHEDULE

Phase 1 engagement occurred in fall and winter 2020 and was completed in early 2021.

PHASE 1 PURPOSE

Public engagement during Phase 1 focused primarily on gaining a broad, high-level understanding of Minnesotans' transportation challenges and priorities. This informed MnDOT's selection of focus topics. Additionally, this phase prioritized relationship building with partners, community organizations, and others in order to create an audience and network to help facilitate Phase 2 engagement.

Key questions

Public engagement for Phase 1 posed the following questions to participants:

- What has changed for you in the last five years that affects when, how and why you travel? Think about changes before COVID-19 first then think about changes related to COVID-19.
- What has made getting around easier for you?
- What has made getting around more challenging for you?
- What else would you like to tell MnDOT?

Input tools and communications channels

Input tools – How we collected input

- Fill-in-the-blank story activity to get input on the key questions, available online and in print in English, Spanish, Hmong and Somali
- Video-based survey to get input on the key questions in English, Spanish, Hmong and Somali with responses by video, audio or text.
- General comment form available online at MinnesotaGO.org
- Individual phone conversations with people who left comments, reached out or indicated an interest in further discussion

Communications channels – How we informed people of the opportunity to provide input

- Social media postings (e.g., MnDOT Facebook, Instagram and Twitter)
 - Ask: to complete the fill-in-the-blank story activity, to share within their personal networks, and direct people to MinnesotaGO.org for more project information

- Social media targeted advertising to priority populations (note: specific geographic and demographic groups to target were identified at the mid-point of the survey period based on which voices were missing)
 - Ask: to complete the fill-in-the-blank story activity, to share within their personal networks, and direct people to MinnesotaGO.org for more project information
- Community organization distribution (e.g., template emails for distribution or newsletter)
 - Ask: to share the fill in the blank story activity within their networks, and direct people to MinnesotaGO.org for more project information
- MinnesotaGO.org website
 - Ask: to complete the fill in the blank story activity, to share within their personal networks
- SMTP plan update email newsletter, sent to individuals who sign up to receive it
 - Ask: to complete the fill in the blank story activity, to share within their personal networks, and direct people to MinnesotaGO.org for more project information
- Follow-up phone calls to people who left comments, reached out or indicated an interest in further discussion
 - Ask: to provide share their thoughts through conversation

PARTNER, STAKEHOLDER AND MNDOT ENGAGEMENT

Partner, stakeholder and MnDOT engagement during Phase 1 focused on understanding what about the current SMTP policy direction is working or not working for transportation partners and stakeholders. This input helped MnDOT identify the six topics for this plan update.

Key questions and topics

- What do you think is important to Minnesotans when it comes to transportation?
- Do you believe MnDOT's work is critical for Minnesotans? Why or why not?
- What has changed in your work in the past five years?
- What should we focus on for the next five years?
- Where could you use more direction or guidance related to transportation priorities?
- Rate the following topics
 - Aging infrastructure
 - Availability of transportation options and choice of mode
 - Changing demographics (aging, disability, geography, race etc.)
 - Climate change
 - Economy and employment
 - Electric, connected and automated vehicles
 - Environment (air and water quality, biodiversity)
 - Equity
 - Freight and logistics (delivery by air, land and water)
 - Public health
 - Safety
 - Technology and web access (including teleworking)
 - Other, please specify
- What is your number one priority? Why?

Input tools and communications channels

Input tools – How we collected input

- Online survey of the key questions
- Presentations by the MnDOT project team on the plan update process with input collected through discussion and notes

Communications channels – How we informed people of the opportunity to provide input

- Direct emails to MnDOT staff
 - Ask: offer a presentation by MnDOT, ask to complete the online survey and direct people to MinnesotaGO.org for more project information
- Direct emails to partners
 - Ask: offer a presentation by MnDOT, ask to complete the online survey, ask to distribute the survey more broadly within their professional networks, ask to sign up for the project email newsletter and direct people to MinnesotaGO.org for more project information
- Direct emails to stakeholders
 - Ask: to complete the online survey, ask to distribute the survey more broadly within their professional networks, ask to sign up for the project email newsletter and direct people to MinnesotaGO.org for more project information
- SMTP plan update email newsletter, sent to individuals who sign up to receive it
 - Ask: to complete the online survey, to distribute the survey more broadly within their professional networks and direct people to MinnesotaGO.org for more project information

TRANSITIONING ENGAGEMENT TO PHASE 2

The online survey targeted to MnDOT partners and stakeholders was closed on January 11, 2021. The fill-in-the-blank story activity and the video-based survey at MinnesotaGO.org targeted to general audiences will remain open during the coming months and will be augmented with additional online engagement tools. Engagement is now transitioning to focus on the six topic areas during Phase 2.

PHASE 2 – INDEPTH ENGAGEMENT ON SIX PLAN TOPIC AREAS

During Phase 2, SMTP engagement asked participants to give their input that will support the development of strategies and objectives in the six major topic areas that have been prioritized in the plan update:

- **Aging Infrastructure** – These are the constructed elements and equipment that make up Minnesota’s transportation system, including roads, bridges, sidewalks and transit vehicles. As infrastructure ages, the costs to maintain it in a state of good repair increase.
- **Climate Change** – This topic includes efforts to mitigate emissions of greenhouse gases, as well as planning and preparing infrastructure to be more resilient to extreme weather.
- **Economy and Employment** – Transportation is critical to keeping Minnesota’s economy strong, moving goods and connecting people to jobs. Contracting and transportation spending can support a diverse, inclusive and resilient economy.
- **Equity** – This topic involves understanding and addressing that the ways people of different identities are impacted by transportation decisions past and present.

- **Safety** – It is important to keep Minnesotans safe as they travel and from impacts of the transportation system. Progress toward reducing deaths and serious injuries has stalled in recent years.
- **Transportation Options** – This topic includes identifying the range and convenience of transportation options—such as taking transit, bicycling, walking, and carpooling and more—to better serve the growing number of people who cannot or choose not to drive.

SCHEDULE

Phase 2 engagement occurred in spring and summer 2021.

PUBLIC, PARTNER, AND STAKEHOLDER ENGAGEMENT

Public engagement focused on getting input from Minnesotans about the six topic areas. We shared information about each topic and then asked questions to prompt participants in open-ended conversations. Comments were captured in meeting notes. The input we collected focused on understanding Minnesotans' experiences and priorities for the future related to each topic.

Key questions

- What came up for you as you heard about this topic?
- How are you affected by this topic?
- What do you think progress in this area looks like?
- What would you like to see change about this topic?
- Do you have suggested solutions, actions or policies?
- How would your life, business or community look different if we took those actions?
- What else do you want to tell MnDOT?

Input tools and communications channels

Input tools – How and where will we collect input?

The team held live and recorded virtual events and posted online engagement tools to collect input. There were no in-person events.

- **Community partnerships**—Organizations were provided with the tools, content and support to host an entertaining online trivia-themed game virtual gathering for their members. The trivia and specially created visuals will serve as conversations prompts. Comments were captured in meeting notes; no recordings were made. Special effort was made to hold events with organizations that serve people who are underrepresented in planning processes.
- **MnDOT-hosted events**—A series of statewide virtual meetings hosted by MnDOT staff. Special effort was made to be present in communities and at events to connect people who are traditionally underrepresented in planning processes.
- **Partner-hosted events**—Organizations such as MPOs, RDOs, counties, cities, and other transportation planning partners were provided with format and content to hold virtual meeting for persons in their respective regions.
- **Individually hosted events**—MnDOT made the format and content for virtual meetings available to interested individuals who wished to hold an online gathering for friends, family, and/or colleagues.

- **MinnesotaGO.org**—A self-paced online version of the topic content and graphics was developed for visitors to the website for those who are not able to share comments at a virtual gathering.

Communications channels – How will we inform people of the opportunity to provide input?

- Social media postings (e.g., MnDOT Facebook, Instagram and Twitter)
 - Ask: to participate in a live virtual event or complete the self-paced activities, share within their networks and direct people to MinnesotaGO.org for more project information
- Social media targeted advertising to priority populations (note: specific geographic and demographic groups to target were identified at the mid-point of the survey period based on which voices were missing)
 - Ask: to participate in a live virtual event or complete the self-paced activities, share within their networks and direct people to MinnesotaGO.org for more project information
- Community organization distribution (e.g., hosted event, template emails for distribution or newsletter)
 - Ask: to host a live virtual event within their networks, share the self-paced activities within their networks and direct people to MinnesotaGO.org for more project information
- MinnesotaGO.org website
 - Ask: to attend a live virtual event or complete the self-paced activities and share within their personal networks
- Physical advertising (e.g., newspaper ads, yard signs, sidewalk stickers, posters) in targeted locations (e.g., rest areas, Little Free Libraries, multicultural media)
 - Ask: direct people to MinnesotaGO.org to provide input and for more project information
- Direct emails and newsletters to MnDOT staff, internal meetings and employee resource groups
 - Ask: to participate in or host a live virtual event or complete the self-paced activities, share within their networks and direct people to MinnesotaGO.org for more project information
- Direct emails to partners
 - Ask: to host a live event within their networks, share the self-paced activities within their networks and direct people to MinnesotaGO.org for more project information
- Direct emails to stakeholders
 - Ask: to participate in a live virtual event or complete the self-paced activities, share within their networks and direct people to MinnesotaGO.org for more project information
- SMTP plan update email newsletter, sent to individuals who sign up to receive it
 - Ask: to participate in a virtual live event or complete the self-paced activities, share within their networks and direct people to MinnesotaGO.org for more project information

TRANSITIONING ENGAGEMENT TO PHASE 3

Online public engagement at MinnesotaGO.org closed on September 12, 2021. Results from live virtual events and responses submitted online will be summarized as themes. Themes will help to identify those topics where more context is needed for in person engagement or there is opportunity for input on discrete options for inclusion in the policy panel for Phase 3.

TRANSITIONING ENGAGEMENT TO PHASE 4

Phase 4 will start when the draft plan is available for public comment. This phase covers the public comment period and public hearing. More information will be available in the State Register and at [MinnesotaGO.org](https://www.mn.gov) in early 2022.

APPENDIX 2: POLICY ADVISORY COMMITTEE MEMBERS

Paul Aasen

Minnesota Safety Council

Doug Anderson

City of Lakeville

League of Minnesota Cities

Brent Bois

Calhoun Truck Lines

Minnesota Trucking Association

Deborah DeLuca

Duluth Seaway Port Authority

Minnesota Ports Association

Robert Deschampe

Grand Portage Band of Lake Superior Chippewa

Minnesota Indian Affairs Council

David Dively

Minnesota Council on Disability

Margaret Donahoe

Transportation Alliance

Justin Femrite

City of Elk River

League of Minnesota Cities

Bentley Graves

Minnesota Chamber of Commerce

Chuck Hendrickson

City of Moorhead

Minnesota Metropolitan Planning Organizations

Tim Henkel

Minnesota Department of Transportation

Pahoua Yang Hoffman

Saint Paul & Minnesota Foundation

Minnesota Council on Foundations

Nick Mason

Bicycle Alliance of Minnesota

Jim McDonough

Ramsey County

Association of Minnesota Counties

Sherry Munyon

Capitol Access

Minnesota Public Transit Association

Sam Rockwell

Move Minnesota

Lori Schultz

Tri-County Action Program

Minnesota Community Action Partnership

Linda Sloan

Council for Minnesotans of African Heritage

Vance Stuehrenberg

Blue Earth County

Association of Minnesota Counties

Fabio Tenorio

Latino Chamber of Commerce of Minnesota

Minnesota Council on Latino Affairs

Bob Voss

East Central Regional Development Commission

Minnesota Association of Development

Organizations

Steven Wright

Brainerd Lakes Regional Airport

Minnesota Council of Airports

Charles Zelle

Metropolitan Council

APPENDIX 3: TECHNICAL ADVISORY COMMITTEE MEMBERS

Deanna Belden

MnDOT Transportation System Management

Lisa Bigham

MnDOT State Aid

Paul Czech

MnDOT Metro District

Peter Dahlberg

MnDOT Freight & Commercial Vehicle
Operations

Dillon Dombroski

City of Rochester
League of Minnesota Cities

Sara Dunlap

MnDOT ADA

Andrew Emanuele

Federal Highway Administration

Innocent Eyoh

Minnesota Pollution Control Agency

Brian Giese

Pope County
Association of Minnesota Counties

Michael Hanson

Minnesota Department of Public Safety

Katie Hatt

MnDOT Rail

Debra Heiser

City of St. Louis Park
League of Minnesota Cities

Wayne Hurley

West Central Initiative
Minnesota Association of Development
Organizations

Ed Idzorek

MnDOT Transportation System Management

Ken Johnson

MnDOT Traffic Engineering

Rylan Juran

MnDOT Aeronautics

Andrew Korsberg

Minnesota Department of Natural Resources

Heather Lukes

MnDOT District 6

Tina Markeson

MnDOT Environmental Stewardship

Tara Olds

MnDOT Connected & Automated Vehicles

Paul Perez

Shakopee Mdewakanton Sioux Community
Minnesota Indian Affairs Council

Lisa Raduenz

MnDOT Transit & Active Transportation

Jake Rueter

MnDOT Transit & Active Transportation

Mary Safgren

MnDOT District 4

Wayne Sandberg

Washington County
Association of Minnesota Counties

Emily Smoak

Minnesota Department of Health

Nissa Tupper

MnDOT Sustainability & Public Health

Amy Vennewitz
Metropolitan Council

Nicole Westadt
MnDOT Organizational Planning & Management

Mike Wenholz
Duluth-Superior Metropolitan Interstate

Commission
Minnesota Metropolitan Planning Organizations

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APPENDIX 4: EVALUATION MATRIX

Input tool or communication channel	Performance measure	Evaluation criteria	Methods to meet guiding principles	Participation level
Minnesota GO website	Annual number of unique website visitors	Number of hits (monthly); increase annually	Use communications to increase awareness of website	Inform
Website calendar of events	Calendar on website	Calendar accurately reflects all known events scheduled	Update on website regularly	Inform
Newsletter	Open rate	Target of 20% of people reached	Update list based on undeliverable email	Inform
Direct emails	Reaches percent of intended audience	Target of 85% of persons contacted; geographic reach of communications	Monitor deliverable rate	Inform
Community organization distribution	Number of organizations participating	Percent of organizations responding to request to distribute information	Ask will be considerate of time and resources; relevant materials will be provided along with the request	Inform
Physical advertising (e.g., flyers, brochures, posters)	Materials readily available and distributed on request	Number of materials provided; website downloads	Materials available on website and available by request	Inform

Input tool or communication channel	Performance measure	Evaluation criteria	Methods to meet guiding principles	Participation level
Social media	Use MnDOT profiles to share project information and materials	Number of fans or followers; number of impressions	Provide information to Communications; Monitor accounts	Inform
General comment forms	Number of comments received	Timeliness of response by project team	Encourage responses through social media, newsletter, partner and stakeholder communications	Consult
Presentations/ briefings with discussion as requested by the public, stakeholders and partners	Number of meetings requested; number of participants	Meetings are held as requested	Staff will accommodate availability of the group making the request; materials, if necessary, will be shared with organizer as requested	Inform/Consult
Public comment period legal advertisements	Advertise all required public hearings 30 days in advance	All required public hearings advertised at least 30 days in advance	Ensure project processes account for lead time needed to advertise meetings accordingly	Consult

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Individual conversations with priority population stakeholders	Number of conversations	Percent of stakeholders responding to request for conversation	Staff will identify priority populations based on which voices are missing	Consult/Involve
District public engagement coordinator consultation	Number of responses received	Percent of coordinators responding to requests	Ask for input on a reasonable timeframe; share relevant materials in advance	Consult/Involve
Online and paper surveys/ input activities	Number of responses received	Voluntary demographics match state demographics; geographic reach of communications	Encourage responses through social media, newsletter, partner and stakeholder communications	Involve
Virtual input activities (e.g., trivia)	Meetings are held to maximize attendance	Number of participants	Schedule at convenient times; hold multiple virtual activities to allow for options; use online and offline tools to increase awareness	Involve

Input tool or communication channel	Performance measure	Evaluation criteria	Methods to meet guiding principles	Participation level
Virtual input activities (e.g., virtual focus group and stakeholder forum)	Number of responses received	Number of participants	Encourage responses through e-mail and mailings; Schedule at convenient times; hold multiple virtual activities to allow for options;	Involve/Collaborate
Policy and technical advisory committees	Meetings are held to maximize member attendance	Percent participation by committee members	Schedule at convenient times; staff will prepare and share meeting materials at least one week in advance of the meeting	Involve/Collaborate
Work groups	Meetings are held to maximize member attendance	Percent participation by work group members	Schedule at convenient times; staff will prepare and share meeting materials at least one week in advance of the meeting	Involve/Collaborate