



• Statewide
Multimodal
Transportation Plan

Appendix D

FULL ENGAGEMENT SUMMARY

INTRODUCTION

The Minnesota Department of Transportation updated the Statewide Multimodal Transportation Plan and the 20-year Minnesota State Highway Investment Plan through one joint process. As part of the update process, MnDOT integrated public engagement with technical tasks for both plans. This appendix includes a summary of public and stakeholder engagement activities completed, audiences reached, results and outcomes. This summary includes engagement activities for all project stages.

Engagement Approach

MnDOT based the engagement approach for the plan update process on the following principles:

- Go to the public and partners. Do not make them come to us.
- Design tools to facilitate different levels of engagement. Individuals vary in interest and knowledge but everyone should be able to participate.
- Be responsive and adaptive. Tailor tools and techniques to the needs of each specific group or event.
- Partner with traditionally underserved communities to design an engagement approach that works for them.
- Focus on involving more individuals and trying new things, but do not forget about traditional stakeholders and tested tools.
- Collect data, regularly report on outreach activities, implement lessons learned and fine-tune the approach.

Engagement Phases

The joint plan update process included several engagement phases. The focus of engagement was different in each phase. The following table provides more detail.

Table D-1: Project phase and engagement focus

PROJECT PHASE	FOCUS OF ENGAGEMENT
Project initiation phase	Engagement for both plans consisted of getting the word out about the plan updates. MnDOT asked participants to provide input on the project scope, when appropriate.
Primary engagement phase (Phase 1)	<p>SMTTP engagement focused on the changes that are projected to occur in Minnesota over the next 20 years. MnDOT asked participants to identify which changes are most important for transportation partners to plan for.</p> <p>MnSHIP engagement focused on different investment scenarios. MnDOT asked participants to identify which scenario they preferred and which investment categories are most important.</p>
Second engagement phase (Phase 2)	<p>SMTTP engagement focused on questions about how proposed policy changes would be implemented. MnDOT asked participants to weigh in and shape the agency's near-term work plan.</p> <p>MnSHIP engagement focused on getting feedback on the draft investment direction. MnDOT asked participants to rate the draft direction and comment about what they would change.</p>
Formal public comment period	<p>Engagement for both plans focused on getting the word out that drafts were available for review.</p> <p>MnDOT asked participants to provide comments, if interested.</p>



ACTIVITIES COMPLETED

The following sections include a summary of the activities completed including a brief description of the activity, timeline and participation.

In-Person Engagement

MnDOT completed more than 200 in-person engagement activities as part of the plan update process. These events involved the general public and transportation partners / stakeholders. A variety of event types were used, including:

- Partner and stakeholder briefings
- Stakeholder forums
- Workplace-based outreach
- Community events
- Traditionally underserved community partnerships

In-person engagement activities occurred throughout all stages of the project. Each individual activity is listed in the following sections. Date, location and estimated attendance are included for each activity.

PARTNER & STAKEHOLDER BRIEFINGS

The project team conducted informational meetings with partner and stakeholder groups throughout the duration of the project. Generally speaking, MnDOT went to existing meetings to provide these briefings. In some cases, meetings were called specific to this project. Presentations were given using either PowerPoint or Prezi. MnDOT received feedback through meeting notes and paper worksheets, when appropriate. The focus of the meetings depended on the project stage. When applicable, the results section of this report provides more detail on the topics covered. Additionally, MnDOT has a greater responsibility to involve certain internal and external advisory partners due to federal and state law. In addition to providing informational briefings to these partners, MnDOT also asked the groups for guidance on the overall project direction. Partner and stakeholder briefings began in March 2014 and continued through November 2016. However, most of the briefings were concentrated in the primary engagement phase (October 2015 – March 2016) and the formal public comment period (September / October 2016).

External Meetings

- Metropolitan Planning Organization Directors in St. Cloud on February 6, 2015 (20 participants)
- La Crosse Area Planning Committee staff in Rochester on March 16, 2015 (1 participant)
- Duluth-Superior Metropolitan Interstate Council staff in Duluth on March 23, 2015 (5 participants)
- Metropolitan Council staff in Saint Paul on March 24, 2015 (5 participants)

- St. Cloud Area Planning Organization staff in St. Cloud on March 24, 2015 (3 participants)
- Mankato-North Mankato Area Planning Organization staff in Mankato on March 25, 2015 (2 participants)
- Fargo-Moorhead Council of Governments staff in Fargo on March 30, 2015 (4 participants)
- Grand Forks-East Grand Forks Metropolitan Planning Organization staff in East Grand Forks on March 30, 2015 (2 participants)
- Advocacy Council for Tribal Transportation in Thief River Falls on April 17, 2015 (20 participants)
- Metropolitan Planning Organization Directors in Arden Hills on May 8, 2015 (25 participants)
- AARP staff in Saint Paul on May 15, 2015 (1 participant)
- Metro Capital Improvements Committee in Roseville on June 12, 2015 (10 participants)
- Advocacy Council for Tribal Transportation in Walker on July 17, 2015 (20 participants)
- SMTP Heath Impact Assessment Scoping Advisory Group in Saint Paul on August 21, 2015 (9 participants)
- Regional Development Organization Transportation Planners in Duluth on August 26, 2015 (15 participants)
- Metropolitan Planning Organization Directors in Saint Paul on September 30, 2015 (20 participants)
- Metro Capital Improvements Committee in Roseville on October 9, 2015 (20 participants)
- Tribes and Transportation Conference in Morton on October 13, 2015 (10 attendees)
- Legislative committee members and staff in Saint Paul on October 21, 2015 (15 participants)
- Rochester-Olmsted Council of Governments Policy Board in Rochester on October 23, 2015 (20 participants)
- East Central Regional Development Commission in Mora on October 26, 2015 (25 participants)
- Area Transportation Partnership 4 in Fergus Falls on October 26, 2015 (15 participants)

- Area Transportation Partnership 1 Steering Committee in Hermantown on November 2, 2015 (40 participants)
- Grand Forks-East Grand Forks Metropolitan Planning Organization Technical Advisory Committee in East Grand Forks on November 10, 2015 (15 participants)
- La Crosse Area Planning Committee Technical Advisory Committee in La Crosse on November 11, 2015 (15 participants)
- Fargo-Moorhead Council of Governments Transportation Technical Committee in Fargo on November 12, 2015 (25 participants)
- Metropolitan Council Technical Advisory Committee Planning Committee in Saint Paul on November 12, 2015 (15 participants)
- Southwest Regional Development Commission in Slayton on November 12, 2015 (15 participants)
- West Central Initiative Foundation Transportation Advisory Committee in Fergus Falls on November 13, 2015 (12 participants)
- Area Transportation Partnership 7 in Mankato on November 13, 2015 (26 participants)
- Scenic Byway Workshop in Detroit Lakes on November 17, 2015 (50 participants)
- Legislative committee members and staff in Saint Paul on November 18, 2015 (12 participants)
- Grand Forks-East Grand Forks Metropolitan Planning Organization Board in East Grand Forks on November 18, 2015 (10 participants)
- Mankato-North Mankato Area Planning Organization Technical Advisory Committee in Mankato on Thursday, November 19, 2015 (20 participants)
- Headwaters Regional Development Commission in Bemidji on Thursday, November 19, 2015 (25 participants)
- Area Transportation Partnership 6 in Rochester on November 20, 2015 (10 participants)
- Area Transportation Partnership 8 in Olivia on November 19, 2015 (30 participants)
- Metropolitan Interstate Commission Harbor Technical Advisory Committee in Duluth on December 2, 2015 (30 participants)
- Upper Minnesota Valley RDC Transportation Advisory Committee in Appleton on December 3, 2015 (15 participants)

- University of Minnesota Center for Transportation Studies Freight and Logistics Symposium in Minneapolis on December 4, 2015 (11 participants)
- Sierra Club North Star Chapter Land Use and Transportation Committee in Minneapolis on December 7, 2015 (12 participants)
- Metropolitan Interstate Commission Technical Advisory Committee in Superior on December 8, 2015 (17 participants)
- Environmental Quality and Energy Committee in Fridley on December 8, 2015 (15 participants)
- Area Transportation Partnership 2 in Bemidji on December 10, 2015 (12 participants)
- St. Cloud Area Planning Organization Technical Advisory Committee in St. Cloud on December 10, 2015 (13 participants)
- Metro Capital Improvements Committee in Roseville on December 11, 2015 (22 participants)
- Minnesota Consortium for Citizens with Disabilities Transportation working group in Saint Paul on December 14, 2015 (12 participants)
- Minnesota Transportation Alliance in Saint Paul on December 14, 2015 (15 participants)
- Minnesota State Emergency Communications Board in Arden Hills on December 17, 2015 (25 participants)
- Metropolitan Council Technical Advisory Committee in Minneapolis on January 4, 2016 (30 participants)
- Federal Highway Administration Minnesota Division staff in Saint Paul on January 7, 2016 (9 participants)
- Citizens Concerned About Rail in Kenyon on January 7, 2016 (70+ participants)
- Minnesota Council of Airports in Saint Paul on January 8, 2016 (25 participants)
- City of Saint Paul Transportation Committee in Saint Paul on January 11, 2016 (5 participants)
- Fond du Lac staff in Cloquet on January 11, 2016 (1 participant)
- Area Transportation Partnership 3 in St. Cloud on January 14, 2016 (20 participants)
- Bois Forte council and staff in Tower on January 15, 2016 (8 participants)

- Renville County Team in Oliva on January 20, 2016 (13 participants)
- League of Minnesota Cities and Association of Minnesota Counties webinar on January 20, 2016 (36 participants)
- Arrowhead Regional Development Commission in Duluth on January 21, 2016 (30 participants)
- Legislative committee members and staff in Saint Paul on January 26, 2016 (18 participants)
- Saint Paul Port Authority in Saint Paul on January 26, 2016 (20 participants)
- Region 9 Development Commission Transportation Advisory Committee in Mankato on January 26, 2016 (14 participants)
- Mid-Minnesota Development Commission in Willmar on January 27, 2016 (18 participants)
- City Engineer's Association of Minnesota conference in Brooklyn Center on January 27, 2016 (35 participants)
- Eden Prairie City Council in Eden Prairie on February 2, 2016 (10 participants)
- Duluth–Superior Metropolitan Interstate Commission staff in Duluth on February 8, 2016 (6 participants)
- Grand Forks-East Grand Forks Metropolitan Planning Organization staff in East Grand Forks on February 9, 2016 (3 participants)
- Fargo-Moorhead Council of Governments staff in Fargo on February 10, 2016 (3 participants)
- Region 9 Development Commission Executive Board in Mankato on February 10, 2016 (15 participants)
- 35W Solutions Alliance in Bloomington on February 11, 2016 (22 participants)
- Region 7W Transportation Advisory Committee in St. Cloud on February 17, 2016 (18 participants)
- La Crosse Area Planning Commission staff in Saint Paul on February 24, 2016 (1 participant)
- St. Cloud Area Planning Organization Executive Board in St. Cloud on February 25, 2016 (28 participants)
- St. Cloud Area Planning Organization staff in St. Cloud on February 25, 2016 (3 participants)

- Environmental Quality Board staff in Saint Paul on February 26, 2016 (2 participants)
- Metropolitan Council staff in Saint Paul on March 1, 2016 (9 participants)
- Minnesota Pollution Control Agency staff in Saint Paul on March 1, 2016 (35 participants)
- Believers of Self-Advocacy in Spring Lake Park on March 3, 2016 (5 participants)
- Fond du Lac Directors in Cloquet on March 4, 2016 (15 participants)
- Grand Portage council and staff in Grand Portage on March 4, 2016 (15 participants)
- Northwest Regional Development Commission Transportation Advisory Committee in Thief River Falls on March 7, 2016 (22 participants)
- Metropolitan Council staff in Saint Paul on March 8, 2016 (3 participants)
- Mankato-North Mankato Area Planning Organization staff in Mankato on March 16, 2016 (2 participants)
- Mdewakanton Sioux staff in Shakopee on March 18 (2 participants)
- Minnesota County Engineers Associate Board in Saint Paul on March 30 (25 participants)
- Metropolitan Council staff in Saint Paul on April 5, 2016 (6 participants)
- Metropolitan Planning Organization Directors in St. Cloud on April 18, 2016 (8 participants)
- Federal Highway Administration Minnesota Division staff in Saint Paul on April 26, 2016 (8 participants)
- ISIAAH-GRIP in Saint Paul on May 5, 2016 (12 participants)
- Southwest Corridor Transportation Coalition in Chaska on May 6, 2016 (35 participants)
- Regional Development Organization Transportation Planners in Bemidji on May 18, 2016 (12 participants)
- Minnesota Pollution Control Agency staff in Saint Paul on May 23, 2016 (1 participant)
- Advocacy Council for Tribal Transportation in Granite Falls on July 28, 2016 (25 participants)
- Metropolitan Planning Organization Directors webinar on September 7, 2016 (8 participants)

- Area Transportation Partnership, Metropolitan Planning Organization and Regional Development Organization members and staff webinar on September 8, 2016 (10 participants)
- Region 9 Development Commission Transportation Advisory Committee in Mankato on September 8, 2016 (20 participants)
- Area Transportation Partnership 7 in Mankato on September 9, 2016 (30 participants)
- Area Transportation Partnership 8 in Willmar on September 9, 2016 (19 participants)
- Metro Capital Improvement Committee in Roseville on September 9, 2016 (22 participants)
- Passenger Rail Forum in Saint Paul on September 12, 2016 (17 participants)
- Northwest Regional Development Commission Transportation Advisory Committee in Warren on September 12, 2016 (15 participants)
- Region 7W Transportation Advisory Committee in St. Cloud on September 14, 2016 (10 participants)
- Area Transportation Partnership, Metropolitan Planning Organization and Regional Development Organization members and staff webinar on September 15, 2016 (5 participants)
- Region 7W Transportation Policy Board in St. Cloud on September 23, 2016 (12 participants)
- Metropolitan Council Transportation Committee in Saint Paul on September 26, 2016 (25 participants)
- Transportation Alliance Legislative Committee in Saint Paul on September 29, 2016 (14 participants)
- Area Transportation Partnership 3 in Baxter on October 6, 2016 (20 participants)
- I-35W Solutions Alliance in Bloomington on October 13, 2016 (20 participants)
- Metropolitan Planning Organization Directors in St. Cloud on November 7, 2016 (20 participants)

Internal MnDOT Meetings

- Planning Management Group in Arden Hills on March 12, 2014 (15 participants)
- MnDOT Tribal Liaison in Saint Paul on March 11, 2015 (2 participants)

- Senior Leadership Team in Saint Paul on April 14, 2015 (16 participants)
- Transportation Program Investment Committee in Saint Paul on April 16, 2015 (20 participants)
- Communications staff in Saint Paul on May 11, 2015 (3 participants)
- Planning Management Group in Arden Hills on May 13, 2015 (15 participants)
- Aeronautics planning staff in Saint Paul on May 26, 2015 (3 participants)
- Rail planning staff in Saint Paul on May 28, 2015 (4 participants)
- Port and waterways planning staff in Saint Paul on May 28, 2015 (1 participant)
- Metro District-Central Office planning coordination meeting in Roseville on May 28, 2015 (16 participants)
- Transit planning staff in Saint Paul on June 2, 2015 (2 participants)
- Freight planning staff in Saint Paul on June 3, 2015 (4 participants)
- Pedestrian planning staff in Saint Paul on June 4, 2015 (2 participants)
- All Planners Group video conference on June 11, 2015 (14 participants)
- Pre-Construction Managers Group / Construction Managers Group in St. Cloud on June 30, 2015 (30 participants)
- Public Affairs Coordinators video conference on July 16, 2015 (15 participants)
- Agency Vidcon video conference on July 17, 2015 (20 participants)
- Senior Leadership Team in Saint Paul on July 28, 2015 (10 participants)
- Metro District-Central Office planning coordination meeting in Roseville on July 30, 2015 (10 participants)
- Modal Planning and Program Management Division in Saint Paul on August 5, 2015 (7 participants)
- Senior Leadership Team in Saint Paul on Tuesday, August 18, 2015 (12 participants)
- Modal Planning and Program Management Division in Saint Paul on September 2, 2015 (7 participants)
- Planning Management Group in Arden Hills on September 9, 2015 (20 participants)
- Senior Leadership Team in Saint Paul on September 15, 2015 (12 participants)





- District Operations meeting in St. Cloud on September 23, 2015 (20 participants)
- State Communications Workshop in Arden Hills on October 7, 2015 (12 participants)
- Agency Vidcon video conference on October 9, 2015 (30 participants)
- Modal Planning and Program Management Division in Saint Paul on October 14, 2015 (8 participants)
- Senior Leadership Team in Saint Paul on October 20, 2015 (8 participants)
- Managers Workshop in Brooklyn Park on November 16, 2015 (50 participants)
- Modal Planning and Program Management Division in Saint Paul on December 9, 2015 (7 participants)
- Senior Leadership Team in Saint Paul on December 15, 2015 (12 participants)
- Senior Leadership Team in Saint Paul on January 19, 2016 (14 participants)
- Fully Utilizing Employees without Labels Employee Resource Group in Saint Paul on January 20, 2016 (10 participants)
- Modal Planning and Program Management Division in Saint Paul on February 3, 2016 (7 participants)
- District 1 staff in Duluth on February 8, 2016 (8 participants)
- District 6 staff in Kasson on February 9, 2016 (50 participants)
- District 2 staff in Bemidji on February 9, 2016 (19 participants)
- Metro District staff in Roseville on February 9, 2016 (15 participants)
- District 4 staff in Detroit Lakes on February 10, 2016 (5 participants)
- All Planners Group video conference on February 11, 2016 (20 participants)
- Senior Leadership Team in Saint Paul on February 20, 2016 (10 participants)
- District 3 staff in Baxter on February 18, 2016 (10 participants)
- District 8 staff in Willmar on February 22, 2016 (10 participants)
- District 2 staff in Bemidji on February 9, 2016 (19 participants)

- District 7 staff in Mankato on March 8, 2016 (5 participants)
- Senior Leadership Team in Saint Paul on March 15, 2016 (15 participants)
- District 7 planning and project management staff in Mankato on March 16, 2016 (8 participants)
- Agency Policy and Investment Direction Setting Meeting in Shoreview on March 22-23, 2016 (70 participants)
- Transportation Program Investment Committee in Saint Paul on April 5, 2016 (15 participants)
- Modal Planning and Program Management Division in Saint Paul on April 13, 2016 (10 participants)
- Senior Leadership Team in Saint Paul on April 19, 2016 (10 participants)
- Planning Management Group in Arden Hills on May 11, 2016 (12 participants)
- Senior Leadership Team in Saint Paul on May 17, 2016 (11 participants)
- Modal Planning and Program Management Division in Saint Paul on June 8, 2016 (7 participants)
- All Planners Group video conference on June 9, 2016 (14 participants)
- Transportation Program Investment Committee in Saint Paul on June 16, 2016 (20 participants)
- Senior Leadership Team in Saint Paul on June 20, 2016 (20 participants)
- Planning Management Group in Arden Hills on July 13, 2016 (20 participants)
- Senior Leadership Team in Saint Paul on July 19, 2016 (15 participants)
- Agency Vidcon video conference on August 19, 2016 (25 participants)
- Senior Leadership Team in Saint Paul on October 24, 2016 (10 participants)
- Planning Management Group in Arden Hills on November 9, 2016 (18 participants)
- Senior Leadership Team in Saint Paul on November 15, 2016 (5 participants)
- All Managers Meeting webinar on November 18, 2016 (60 participants)
- Executive Leadership Team in Saint Paul on November 21, 2016 (6 participants)



STAKEHOLDER FORUMS

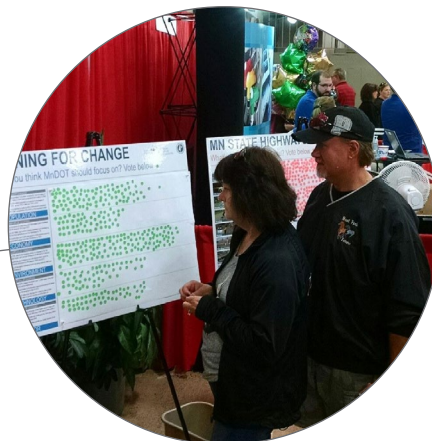
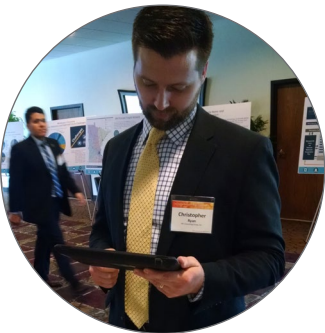
MnDOT held all-day stakeholder forums to provide an opportunity for more in-depth input on specific questions and issues. The forums also provided an opportunity to facilitate a dialogue between different stakeholder perspectives. The forums included presentations by the project team using PowerPoint or Prezi. MnDOT received Feedback through meeting notes, paper worksheets and Mentimeter. The results section of this report provides more detail about the discussion topics. Stakeholder forums occurred in November 2015, as part of the primary engagement phase, and in April / May 2016, as part of the second engagement phase. The November forums also included a Greater Minnesota Transit Investment Plan discussion.

November Stakeholder Forums

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

April / May Stakeholder Forums

- Stakeholder Forum 1 in Detroit Lakes on April 27, 2016 (10 participants)
- Stakeholder Forum 2 in Willmar on May 4, 2016 (23 participants)
- Stakeholder Forum 3 in Grand Rapids on May 5, 2016 (4 participants)
- Stakeholder Forum 4 in Apple Valley on May 9, 2016 (28 participants)
- Stakeholder Forum webinar on May 12, 2016 (6 participants)



WORKPLACE-BASED OUTREACH

The project team reached out to employers throughout Minnesota to offer a variety of engagement options, ranging from informational presentations to interactive activities. If interested in participating, employers selected an outreach method that worked for them and their employees. The goal of these events was to reach individuals who do not normally participate in the planning process by making it easy and convenient. For presentation-style events, the project team presented using PowerPoint or Prezi and received feedback through paper worksheets and Mentimeter. For survey-based events, MnDOT received feedback through GetFeedback surveys on iPads. When applicable, the results section of this report provides more detail about the topics covered. Workplace-based outreach was completed at the following organizations as part of the primary engagement stage (October 2015 – March 2016) and as part of the formal public comment period (September / October 2016). Engagement conducted at universities is also included in this category.

- HDR Engineering, Inc. in Golden Valley on October 6, 2015 (55 participants)
- Hennepin County in Minneapolis on December 4, 2015 (19 participants)
- WSB and Associates in Minneapolis on December 17, 2015 (31 participants)
- Rosen's Beverage in Fairmont on January 4, 2016 (11 participants)
- DARTS in Saint Paul January 6, 2016 (11 participants)
- General Mills in Minneapolis on January 12, 2016 (15 participants)
- MN GreenCorp Members in Saint Paul on February 1, 2016 (4 participants)
- University of Minnesota Interdisciplinary Transportation Student Organization / Center for Transportation Studies / Humphrey School of Public Affairs in Minneapolis on February 18, 2016 (9 participants)
- Bemidji State University in Bemidji on February 2, 2016 (50 participants)
- North Hennepin Community College in Brooklyn Park on February 11, 2016 (10 participants)
- Bemidji State University in Bemidji on September 15, 2016 (10 participants)

COMMUNITY EVENTS

The project team identified community events throughout the state as locations for engagement sessions. During the primary engagement phase, the sessions consisted of conducting surveys using GetFeedback surveys on iPads. The results section of this report provides more detail about the survey questions. During the public comment period, the engagement sessions focused primarily on spreading the word about the draft plans through information posters and handouts. The project team gave extra focus to events that helped reach traditionally underserved populations. MnDOT completed engagement at the following community events as part of the primary engagement phase (October 2015 – March 2016), plus the State Fair in August 2015, and as part of the formal public comment period (September / October 2016).

- Northfield Riverwalk Market Fair in Northfield on October 10, 2015 (25 participants)
- Zombie Pub Crawl in Minneapolis on October 17, 2015 (26 participants)
- Mankato Marathon in Mankato on October 18, 2015 (5 participants)
- Burnsville Halloween Fest in Burnsville on October 23, 2015 (1 participant)
- Minneapolis Farmers Market in Minneapolis on October 24, 2015 (50 participants)
- Anoka Halloween Parade in Anoka on October 31, 2015 (50 participants)
- Autumn Market in Glenwood on November 12, 2015 (30 participants)
- Norsefest Festival in Madison on November 14, 2015 (30-40 participants)
- Westridge Mall Craft Fair in Fergus Falls on November 14, 2015 (34 participants)
- Made in MN Expo in St. Cloud on November 21, 2015 (112 participants)
- Beneath the Village Wreath in Morton on November 21, 2015 (30 participants)
- Montevideo Lighted Parade in Montevideo on December 3, 2015 (12 participants)
- Midtown Global Market in Minneapolis on January 20, 2016 (35 participants)
- Bois Forte State of the Band in Tower on January 20, 2016 (150 participants)
- Midtown Global Market in Minneapolis on January 23, 2016 (35 participants)
- Minneapolis Public Library in Minneapolis on February 2, 2016 (35 participants)

- Cass Lake Lions Club in Cass Lake on February 29, 2016 (7 participants)
- Riverwalk Cinema in East Grand Forks on March 10, 2016 (23 participants)
- Duluth Skywalk in Duluth on March 11, 2016 (25 participants)
- St. Cloud Pride in St. Cloud on September 17, 2016 (40 participants)
- Harvest Fest Transportation Fair in Dodge Center on September 17, 2016 (20 participants)
- Open Streets Nicollet in Minneapolis on September 18, 2016 (100 participants)
- Fall Festival in Redwood Falls on September 23, 2016 (7 participants)
- Streets Alive! in Moorhead on September 24, 2016 (8 participants)
- Open Streets University of Minnesota in Minneapolis on October 1, 2016 (30 participants)
- Mankato River Ramble in Mankato on October 9, 2016 (40 participants)

ECHO Events

The project team partnered with Twin Cities Public Television / Emergency, Community, Health, Outreach to conduct engagement within traditionally underserved communities, specifically the Spanish-speaking, Hmong and Somali communities in Minnesota. The ECHO team translated the iPad surveys into these languages. MnDOT completed the following ECHO events in February / March 2016, as part of the primary engagement phase.

- Brian Coyle Center in Minneapolis on February 18, 2016 (22 participants)
- Hmong Village in Saint Paul on February 19, 2016 (53 participants)
- Culture Corner: Daughters of Africa in Worthington on January 20, 2016 (25 participants)
- Village Market in Minneapolis on February 25, 2016 (28 participants)
- Hmong Town Market in Saint Paul on February 26, 2016 (26 participants)
- St. Cloud University in St. Cloud on February 29, 2016 (48 participants)
- Plaza Latina in Saint Paul on March 4, 2016 (19 participants)
- Divine Mercy Catholic Church in Faribault on March 6, 2016 (21 participants)
- City of Landfall in Landfall on March 7, 2016 (29 participants)

State Fair

The Minnesota State Fair marked the first public engagement event for the project. The project team conducted activities in the general MnDOT booth at the fair. The engagement activities included transportation trivia and a dot exercise to gain input from fairgoers. The results section of this report provides more detail about the specific questions asked. The fair ran from mid-August to Labor Day, 2015.

- **Number of responses:** approximately 5,500

TRADITIONALLY UNDERSERVED COMMUNITY PARTNERSHIPS

As a part of the public participation plan development, the project team held meetings with community leaders from traditionally underserved populations to identify potential engagement strategies. These meetings were held between October and December 2015, as part of the primary engagement phase.

- New American Academy Leadership in Edina on October 6, 2015
- Nobles County Integration Collaborative in Minneapolis on October 21, 2015
- AARP in Saint Paul on October 29, 2015
- Twin Cities Public Television / Emergency, Community, Health, Outreach (TPT / ECHO) in Saint Paul on December 23, 2015

PUBLIC HEARING

During the formal public comment period, MnDOT held a public hearing on October 6, 2016 from 4:00 to 6:00 pm. The hearing provided an opportunity for individuals to comment on the draft plans in person. The project team announced the date and time of the hearing in the State Register, in a press release and on social media. The hearing occurred in Saint Paul, connected to 15 video conference locations throughout Minnesota.

Online Engagement

Online engagement began in October 2015 and reached thousands of online participants. The majority of online engagement activities took place during the primary engagement phase (October 2015 – March 2016). However, some activities occurred throughout the duration of the project. The following sections summarize each activity.

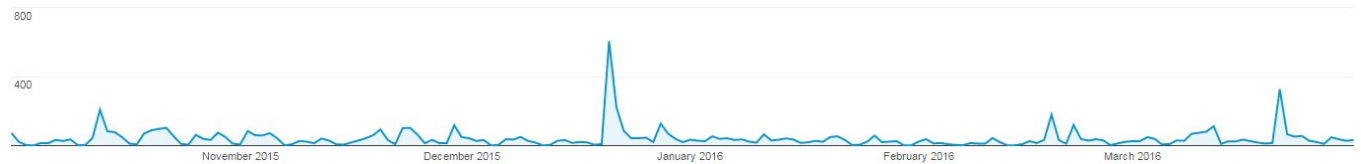
PROJECT WEBSITE

MnDOT launched an interactive project website in October 2015 at www.MinnesotaGO.org. The website remained active throughout the duration of the project and will continue to remain a planning resource for the foreseeable future. The data below summarizes activity from October 2015 through March 2016, the most active period of online engagement.

- **Sessions:** 7,567
- **Users:** 4,919
- **Average session duration:** 3 minutes 14 seconds
- **Average pages per session:** 2.7



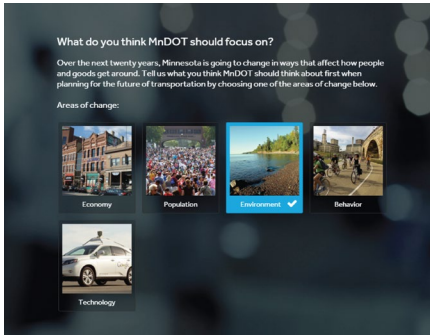
Figure D-1: Monthly website sessions through March 2016



The website saw spikes in website activity connected to the stakeholder emails on October 13, December 21 and March 18 and with social media posts. Top Minnesota cities generating website traffic included Minneapolis, Saint Paul, Rochester, Duluth, Saint Cloud, Plymouth, Mankato, Saint Louis Park, Bloomington and Burnsville.

Table D-2: Top 10 Minnesota cities generating website traffic

CITY	SESSIONS
Minneapolis	729
Saint Paul	562
Rochester	100
Duluth	83
Saint Cloud	69
Plymouth	69
Mankato	68
Saint Louis Park	64
Bloomington	63
Burnsville	59



WEB SURVEYS

MnDOT launched the first round of online surveys as part of the primary engagement phase (October 2015 – March 2016). The project team made the surveys available through the project website and advertised them via social media and stakeholder emails. MnDOT used a variety of survey tools and included surveys compliant with the Americans with Disabilities Act and Spanish-language surveys. MnDOT launched a second round of online surveys as part of the second engagement phase (April / May 2016). The results section of this report provides more detail about the questions asked through each survey.

October 2015 through March 2016 Surveys

- **Launch date:** October 1, 2015 (November 5, 2015 for the MnSHIP MetroQuest Survey)
- **Survey tools:** GetFeedback, MetroQuest, SurveyMonkey and Qualtrics.
- **Number of participants:**
 - **Website Surveys:** 2,293
 - **Social Media Surveys:** 2,820

April / May 2016 Surveys

- **Launch date:** April 12, 2016
- **Survey tools:** GetFeedback, SurveyMonkey and Qualtrics.
- **Number of website surveys:** 50

SOCIAL MEDIA

MnDOT began a social media strategy related to this project in October 2015. Activity continued through the duration of the project. The strategy primarily used the Minnesota GO Facebook and Twitter profiles. The frequency of social media activity varied based on the project phase. The most active social media presence occurred during the primary engagement phase (October 2015 – March 2016). Overall, the strategy focused on 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 polls. Additionally, MnDOT developed a coordinated social media campaign to connect this project and other planning efforts. The following sections summarize the social media activity related to this project.

- **Frequency of posts:** Weekly, on average, during engagement-focused periods
- **Facebook views:** 250,000+ (October 2015 – March 2016)
- **Twitter impressions:** 47,200+ (October 2015 – March 2016)



Facebook Ads

The project team ran Facebook ads three times during the primary engagement phase and twice during the formal public comment period. The ads during the primary engagement phase focused on directing people to the project website and encouraging them to complete the online surveys. The ads during the formal public comment period focused on letting people know the draft plans were available for review and comment and directing them to the online comment tool. Some Facebook ads targeted specific groups, such as women, Minnesotans of different ethnic affinities, Spanish-speaking Minnesotans and specific geographic areas. The project team used targeted ads to help reach groups underrepresented through other engagement methods. The results from for the ad runs are shown in the following tables.

Figure D-3: Facebook targeted ad results - primary engagement phase

FACEBOOK AD SET	AMOUNT INVESTED	REACH	CLICKS	POST LIKES	POST COMMENTS	POST SHARES	PAGE LIKES	COST PER CLICK	SURVEY PARTICIPANTS	COST PER SURVEY
Total or average	\$5,875	500,797	7,490	562	127	178	152	\$0.78	2,248	\$2.61
Round 1 SMTP (11/18/15 – 12/01/15) - Target: All Minnesotans	\$500	35,025	521	35	4	8	2	\$0.96	181	\$2.76
Round 1 MnSHIP (11/18/15 – 12/01/15) - Target: All Minnesotans	\$500	45,231	538	23	29	4	4	\$0.93	176	\$2.84
MnSHIP Women Test (12/22/15 – 12/25/15) - Target: Women	\$125	10,207	167	8	0	0	2	\$0.75	NA	NA
Round 2 SMTP - Target: Minnesotans of color, Spanish speakers, zip codes	\$1,400	121,087	1,778	200	14	31	66	\$0.79	417	\$3.36
Round 2 MnSHIP - Target: Women, Minnesotans of color, Spanish speakers, zip codes	\$1,350	130,628	1,676	118	12	8	34	\$0.81	140	\$9.64
Round 3 SMTP - Target: Women, African American ethnic affinity	\$1,000	64,573	1,654	128	64	106	26	\$0.60	1,097	\$0.91
Round 3 MnSHIP - Target: Women, African American ethnic affinity	\$1,000	94,046	1,156	50	4	21	18	\$0.87	237	\$4.21

Table D-4: Facebook targeted ad results - Formal public comment period

FACEBOOK AD SET	AMOUNT INVESTED	REACH	CLICKS	POST LIKES	POST COMMENTS	POST SHARES	COST PER CLICK
Total or average	\$950	75,425	28,056	276	11	67	\$0.33
Round 1 Video (08/29/16 - 09/05/16) - Target: All Minnesotans	\$150	11,144	7,237	55	10	31	\$0.02
Round 1 Video (08/29/16 - 09/05/16) - Target: Ethnic Affinity	\$150	13,692	6,406	55	10	31	\$0.02
Round 1 Video (09/12/16 - 09/19/16) - Target: Women 18-55	\$150	12,792	6,307	55	10	31	\$0.02
Round 2 Video (09/27/16 - 10/05/16) - Target: All Minnesotans under 35	\$200	26,297	7,786	20	1	3	\$0.03
Round 2 Post (10/05/2016-10/13/2016) - Target: All Minnesotans	\$150	5,409	172	201	0	33	\$0.87
Round 2 Post (10/05/2016-10/13/2016) - Target: Ethnic Affinity	\$150	6,091	146	201	0	33	\$1.03

Facebook Video

The project team created a one-minute animated video to help promote the formal public comment period. The video focused on spreading the word about the draft plans and explaining how to comment. MnDOT shared the video via social media. This included the use of Facebook ads to boost views and to reach target populations.

Figure D-2: Screen capture of video frame



STAKEHOLDER EMAIL UPDATES

The project team sent update emails to MnDOT's planning and public participation email lists throughout the project. Individuals signed up for email updates via the project website. The emails went out roughly every other month during the project.

The first stakeholder e-mail update:

- **E-mail date:** October 13, 2015
- **Key messages:** Introduction to the project, launch of the website, RSVP for the first round of stakeholder forums
- **Number of recipients:** 242

The second stakeholder e-mail update:

- **E-mail date:** December 21, 2015
- **Key messages:** Engagement update, call to participate
- **Number of recipients:** 8,536

The third stakeholder e-mail update:

- **E-mail date:** March 21, 2016
- **Key messages:** Last call for Phase 1 online survey participation, links to translated surveys, save the data for the second round of stakeholder forums
- **Number of recipients:** 11,182

The fourth stakeholder e-mail update:

- **E-mail date:** April 13, 2016
- **Key messages:** RSVP for the second round of stakeholder forums, links to Phase 2 online surveys
- **Number of recipients:** 11,211

The fifth stakeholder email update:

- **Email date:** June 13, 2016
- **Key messages:** Link to engagement summary, next steps and project timeline
- **Number of recipients:** 11,242

The sixth stakeholder email update:

- **Email date:** August 29, 2016
- **Key messages:** Announcement of the formal public comment period, call to participate
- **Number of recipients:** 11,212



Minnesota GO summer update

The screenshot shows a webpage with a navigation bar at the top containing the years 2015, 2016 (highlighted), and 2017. Below the navigation bar is a horizontal menu with buttons for "Public Engagement", "Draft Plans", "Public Comment Period", and "Comment Response". The "Public Engagement" button is currently selected. Below the menu, the text reads: "Thank you for your input! This past year, we traveled around the state of Minnesota to gather your input on the future of transportation. During this time, we received over 12,450 responses across a broad range of geographic and demographic groups. Your voices set the stage for writing draft plans for our state's transportation future." It then includes a section titled "Remember those surveys and conversations?" and a "Next steps" section.

The seventh stakeholder email update:

- **Email date:** September 28, 2016
- **Key messages:** Reminder to review the draft plans and provide comment
- **Number of recipients:** 11,213

The project team will send a final stakeholder email upon project completion in January 2017.

INTERACTIVE ONLINE PLANS & COMMENT TOOL

As part of the formal public comment period, the project team developed interactive online versions of the plans in addition to print and PDF versions. The project website, www.MinnesotaGO.org, hosted the web-based plans. These HTML versions of the plans helped to ensure the plan content was accessible to all readers. They also allowed for content to be cross-referenced, which made for easier navigation of the document and helped show connections between themes and chapters. Additionally, the web versions of the plan included a built-in comment tool. This allowed individuals to provide comments on specific plan content as they read it. A summary of the online plans is provided below:

- **Total views of online plan pages:** 3,731
- **SMTF:** 1,625
- **MnSHIP:** 2,106

AUDIENCES REACHED

The information and analysis in this section only includes data from the primary engagement phase (October 2015 – March 2016).

MnDOT tracked demographics as a part of this engagement effort. Four questions were posed on all anonymous participation tools. The questions were optional. They were:

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

The project team collected this data throughout the primary engagement phase to determine if certain populations were missed. Data helped refine the engagement strategy from month-to-month in order to address gaps and build on successes. The intended outcome was to reach a population that is representative of Minnesota’s demographic makeup. In addition to these questions, MnDOT gained audience data through the project website and social media accounts.

Table D-5: Minnesota demographics

CATEGORY	POPULATION	PERCENTAGE OF TOTAL
Total state	5,303,925	100%
White	4,524,062	86%
Black or African American	274,412	6%
Asian	214,234	5%
American Indian or Alaska Native	60,916	1%
Native Hawaiian or Other Pacific Islander	2,156	<1%
Multiple races	121,996	1%
Hispanic	250,258	5%
Male	2,632,132	50%
Female	2,671,793	50%
20 and younger	1,434,502	27%
21 to 35	1,111,382	21%
36 to 50	1,060,785	20%
51 to 65	1,060,785	20%
Greater than 66	636,471	12%

The four demographic questions appeared on the hard-copy worksheets, online surveys and iPad surveys. There were 6,876 participants using these tools through the month of March. Fifty-six percent of participants (3,884) answered at least one optional demographic question.

Key Demographic Takeaways

The project team analyzed the demographic data and used it to adjust the engagement strategy on a monthly basis. Key takeaways from the engagement data include:

- **Average age skews older:** The data below shows the average age of participants by event type. The median age in Minnesota is 37.6.
 - **Community event:** 42.1
 - **Social media survey:** 50.7
 - **Stakeholder briefing:** 49.2
 - **Stakeholder forum:** 45.8
 - **Website survey:** 49.0
 - **Workplace:** 43.2
 - **Overall:** 47.6
- **Correcting for disproportionately high representation of men:** The primary engagement phase ended with 53 percent female participation and 47 percent male participation. The breakdown for MnSHIP is 53 percent men and 47 percent women. The breakdown for SMTP is 57 percent women and 43 percent men. Concerted social media efforts to increase participation by women on MnSHIP and SMTP surveys increased the overall female representation from 42 percent in November 2015 to 53 percent in March 2016.
- **Correcting for disproportionately low participation from people of color:** The project ended with 87 percent of participants identified as white. This was an overall improvement (13 percent) in participation by people of color from early participation results. The month of December 2015 included one week of targeted Facebook ads to help increase participation from people of color in Minnesota. MnDOT implemented additional strategies from January through March 2016 aiming to address these disparities. The involvement of TPT / ECHO also helped to increase representation from people of color. MnSHIP and SMTP saw an overall increase in the Hispanic, Black or African American, Asia and American Indian or Alaskan Native participation.

DEMOGRAPHIC BREAKDOWN BY TACTIC

Table D-6: Percentage breakdown of participant demographics by tactic

Note: Three participants identified as "Trans"; one participant identified as "Other"

TACTIC	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	3%	24%	25%	35%	13%	47%	53%	87%	6%	1%	5%	0%	1%	5%
Community Event	11%	34%	25%	23%	6%	44%	56%	60%	19%	3%	16%	0%	1%	20%
Social Media Survey	2%	18%	24%	41%	15%	24%	76%	88%	7%	1%	2%	0%	2%	3%
Stakeholder Briefing	0%	20%	26%	41%	12%	75%	25%	94%	1%	1%	2%	0%	1%	0%
Stakeholder Forum	0%	32%	23%	41%	5%	59%	41%	95%	0%	0%	0%	5%	0%	0%
Website Survey	2%	22%	25%	37%	14%	58%	42%	96%	1%	1%	2%	0%	1%	1%
Workplace	0%	37%	31%	19%	13%	58%	42%	93%	0%	0%	6%	0%	0%	0%
MnSHIP	3%	24%	26%	35%	13%	53%	47%	89%	4%	1%	6%	0%	1%	5%
Community Event	9%	34%	28%	24%	5%	42%	58%	61%	17%	1%	20%	0%	0%	16%
Social Media Survey	2%	20%	21%	41%	15%	34%	66%	93%	4%	0%	1%	0%	1%	6%
Stakeholder Briefing	0%	19%	26%	41%	14%	73%	27%	95%	0%	1%	2%	0%	1%	0%
Website Survey	2%	20%	26%	38%	14%	59%	41%	97%	1%	0%	2%	0%	0%	1%
Workplace	0%	34%	30%	23%	14%	57%	43%	94%	0%	0%	6%	0%	0%	1%
SMTP	3%	24%	25%	35%	13%	43%	57%	85%	7%	2%	4%	0%	2%	5%
Community Event	12%	32%	22%	28%	6%	46%	54%	59%	21%	5%	12%	0%	2%	24%
Social Media Survey	1%	15%	21%	51%	12%	20%	80%	86%	8%	1%	3%	0%	3%	2%
Stakeholder Briefing	0%	19%	22%	50%	9%	77%	23%	94%	1%	1%	3%	1%	1%	1%
Website Survey	1%	19%	20%	48%	12%	57%	43%	95%	2%	1%	2%	0%	1%	2%
Workplace	1%	34%	27%	29%	9%	59%	41%	90%	1%	1%	7%	0%	0%	0%

Table D-7: Raw values breakdown of participant demographics by tactic

Note: Three participants identified as "Trans"; one participant identified as "Other"

TACTIC	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	105	813	863	1205	432	1623	1796	2380	159	33	131	5	36	136
Community Event	69	213	158	145	37	295	369	292	94	16	78	0	6	98
Social Media Survey	16	192	249	433	157	240	776	694	52	6	18	2	18	23
Stakeholder Briefing	2	89	115	178	54	345	118	401	3	5	9	2	5	2
Stakeholder Forum	0	7	5	9	1	13	9	20	0	0	0	1	0	0
Website Survey	17	234	270	400	156	605	434	783	9	5	13	0	7	12
Workplace	1	78	66	40	27	125	90	190	1	1	13	0	0	1
MnSHIP	44	361	386	530	192	802	704	1090	54	8	68	1	9	58
Community Event	26	102	82	72	16	132	181	147	42	3	48	0	1	38
Social Media Survey	6	59	61	120	45	95	182	195	8	1	2	0	3	12
Stakeholder Briefing	1	46	64	102	34	190	72	226	1	3	4	1	3	1
Website Survey	11	112	142	207	80	311	214	407	3	1	7	0	2	6
Workplace	0	42	37	29	17	74	55	115	0	0	7	0	0	1
SMTP	61	445	472	666	239	808	1083	1270	105	25	63	3	27	78
Community Event	43	111	76	96	21	163	188	145	52	13	30	0	5	60
Social Media Survey	10	133	188	462	112	145	594	499	44	5	16	2	15	11
Stakeholder Briefing	1	43	51	115	20	155	46	175	2	2	5	1	2	1
Website Survey	6	122	128	301	76	294	220	376	6	4	6	0	5	6
Workplace	1	36	29	31	10	51	35	75	1	1	6	0	0	0

Total Participant Demographic Breakdown

Table D-8: Percentage breakdown of participant gender by tactic

TACTIC	MALE	FEMALE
Total	47%	53%
Community Event	44%	56%
Social Media Survey	24%	76%
Stakeholder Briefing	75%	25%
Stakeholder Forum	59%	41%
Website Survey	58%	42%
Workplace	58%	42%

Table D-9: Percentage breakdown of participant age by tactic

TACTIC	20 AND BELOW	21-35	36-50	51-65	66+
Total	3%	24%	25%	35%	13%
Community Event	11%	34%	25%	23%	6%
Social Media Survey	2%	18%	24%	41%	15%
Stakeholder Briefing	0%	20%	26%	41%	12%
Stakeholder Forum	0%	32%	23%	41%	5%
Website Survey	2%	22%	25%	37%	14%
Workplace	0%	37%	31%	19%	13%

Table D-10: Percentage breakdown of participant race / ethnicity by tactic

TACTIC	WHITE	BLACK OR AFRICAN AMERICAN	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	MULTIPLE	HISPANIC
Total	87%	6%	1%	5%	0%	1%	5%
Community Event	60%	19%	3%	16%	0%	1%	20%
Social Media Survey	88%	7%	1%	2%	0%	2%	3%
Stakeholder Briefing	94%	1%	1%	2%	0%	1%	0%
Stakeholder Forum	95%	0%	0%	0%	5%	0%	0%
Website Survey	96%	1%	1%	2%	0%	1%	1%
Workplace	93%	0%	0%	6%	0%	0%	0%

SMTP Participant Demographic Breakdown

Table D-1: Percentage breakdown of SMTP participant gender by tactic

TACTIC	MALE	FEMALE
Total	43%	57%
Community Event	46%	54%
Social Media Survey	20%	80%
Stakeholder Briefing	77%	23%
Website Survey	57%	43%
Workplace	59%	41%

Table D-12: Percentage breakdown of SMTP participant age by tactic

TACTIC	20 AND BELOW	21-35	36-50	51-65	66+
Total	3%	24%	25%	35%	13%
Community Event	12%	32%	22%	28%	6%
Social Media Survey	1%	15%	21%	51%	12%
Stakeholder Briefing	0%	19%	22%	50%	9%
Website Survey	1%	19%	20%	48%	12%
Workplace	1%	34%	27%	29%	9%

Table D-13: Percentage breakdown of SMTP participant race / ethnicity by tactic

TACTIC	WHITE	BLACK OR AFRICAN AMERICAN	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	MULTIPLE	HISPANIC
Total	85%	7%	2%	4%	0%	2%	5%
Community Event	59%	21%	5%	12%	0%	2%	24%
Social Media Survey	86%	8%	1%	3%	0%	3%	2%
Stakeholder Briefing	94%	1%	1%	3%	1%	1%	1%
Website Survey	95%	2%	1%	2%	0%	1%	2%
Workplace	90%	1%	1%	7%	0%	0%	0%

MnSHIP Participant Demographic Breakdown

Table D-14: Percentage breakdown of MnSHIP participant gender by tactic

TACTIC	MALE	FEMALE
Total	53%	47%
Community Event	42%	58%
Social Media Survey	34%	66%
Stakeholder Briefing	73%	27%
Website Survey	59%	41%
Workplace	57%	43%

Table D-15: Percentage breakdown of MnSHIP participant age by tactic

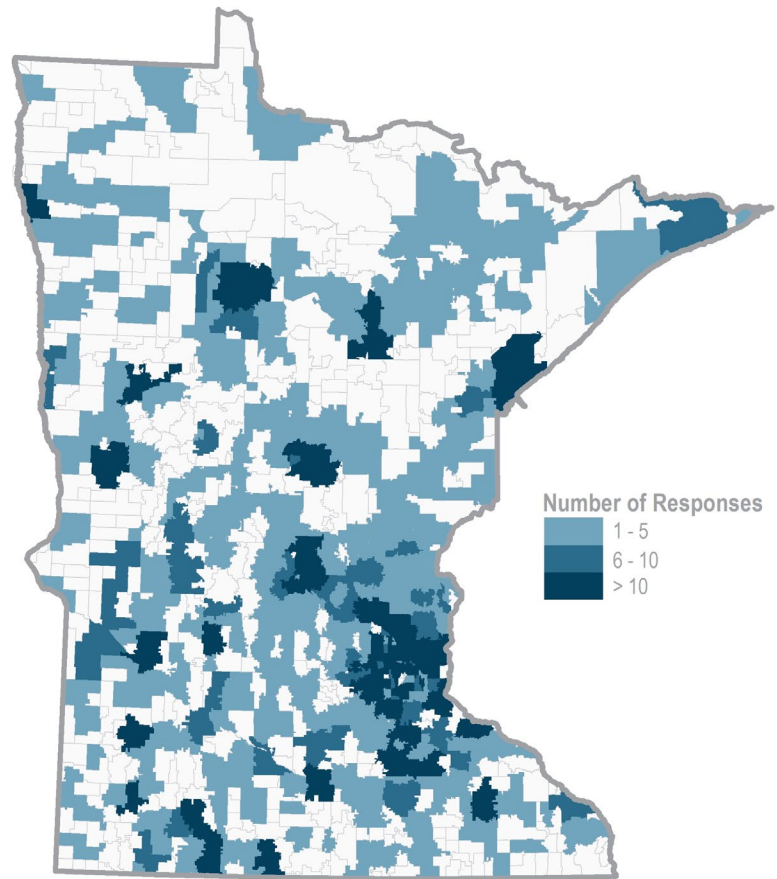
TACTIC	20 AND BELOW	21-35	36-50	51-65	66+
Total	3%	24%	26%	35%	13%
Community Event	9%	34%	28%	24%	5%
Social Media Survey	2%	20%	21%	41%	15%
Stakeholder Briefing	0%	19%	26%	41%	14%
Website Survey	2%	20%	26%	38%	14%
Workplace	0%	34%	30%	23%	14%

Table D-16: Percentage breakdown of MnSHIP participant race / ethnicity by tactic

TACTIC	WHITE	BLACK OR AFRICAN AMERICAN	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	MULTIPLE	HISPANIC
Total	89%	4%	1%	6%	0%	1%	5%
Community Event	61%	17%	1%	20%	0%	0%	16%
Social Media Survey	93%	4%	0%	1%	0%	1%	6%
Stakeholder Briefing	95%	0%	1%	2%	0%	1%	0%
Website Survey	97%	1%	0%	2%	0%	0%	1%
Workplace	94%	0%	0%	6%	0%	0%	1%

GEOGRAPHIC DISTRIBUTION

Figure D-3: Breakdown of participant home zip code



RESULTS

This section summarizes results of engagement for the primary engagement phase (October 2015 – March 2016, plus the State Fair) and the second engagement phase (April – May 2016).

Statewide Multimodal Transportation Plan

PHASE 1

The first phase focused on connecting with the general public and transportation partners. This was the primary phase of engagement. It began in August 2015 at the Minnesota State Fair and continued through March 2016. The majority of engagement activities occurred between October 2015 and March 2016. This phase asked about the future of the state and transportation. To plan for the future, it is important to understand what is important to Minnesotans. To do this, MnDOT asked participants about a number of changes projected for Minnesota over the next 20 years. These shifts – in the economy, environment, population, technology and transportation behavior – will affect how people and goods move. The goal was to understand which of these changes, or types of changes, were most important for the plan to consider moving forward. Participants helped prioritize more than 20 individual trends in five different areas:

Environmental Trends

- [*Climate Change*](#)
- [*Environmental Quality*](#)

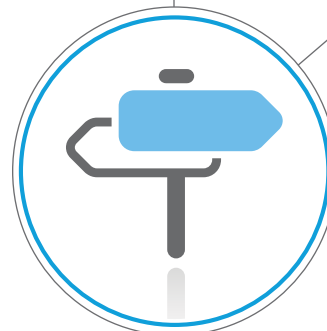
Transportation Behavior Trends

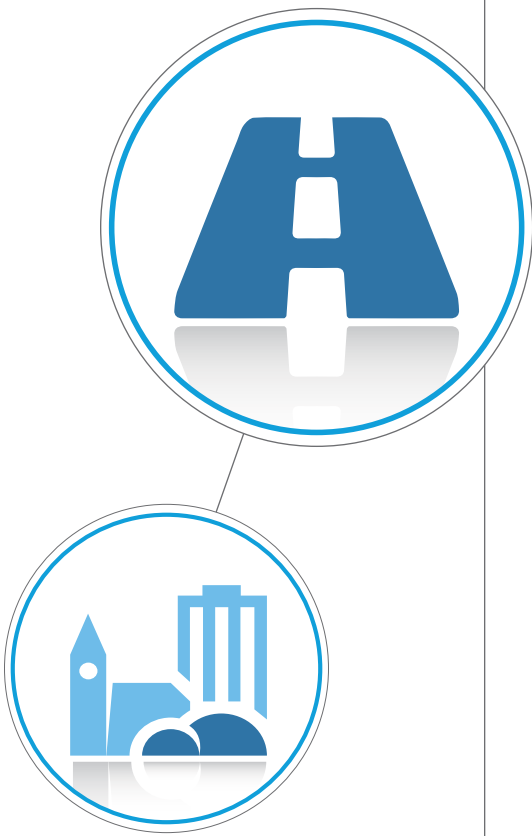
- [*Transportation Behavior Changes*](#)
- [*Mobility as a Service*](#)
- [*Teleworking & e-Shopping*](#)

Population Trends

- [*Demographic Trends in Minnesota*](#)
- [*Urban & Rural Population Trends*](#)
- [*Racial Disparities & Equity*](#)
- [*Minnesota's Aging Population*](#)
- [*Health Trends in Minnesota*](#)

More information related to the trends can be found in **Chapter 3.**





Economic Trends

- [*Economic Sectors & Employment Patterns*](#)
- [*Freight Rail in Minnesota*](#)
- [*Aging Infrastructure*](#)
- [*Public-Private Partnerships*](#)
- [*New Logistics*](#)
- [*Dynamic Road Pricing*](#)

Technology Trends

- [*Autonomous Vehicles*](#)
- [*Mobile Telecommunications & Activity in Motion*](#)
- [*Sensors, Monitors & Big Data*](#)
- [*Electrification & Alternative Fuels*](#)
- [*Unmanned Aircraft Systems / Drones*](#)

Engagement Activities

IN-PERSON ENGAGEMENT

Community Events & Traditionally Underserved Community Partnerships

The in-person engagement was kicked off at the Minnesota State Fair. Fairgoers were asked to prioritize two of the five broad categories of change – economy, environment, population, technology and transportation behavior – based on what they felt was more important to plan for. More than 5,000 people responded during the fair.

MnDOT staff attended additional community events throughout Minnesota. At these events people were asked to decide how important it was to plan for the different trends. Feedback was received using an interactive survey on iPads. Approximately 900 Minnesotans attended 28 events across the state.

Twin Cities Public Television / Emergency, Community, Health, Outreach and MnDOT partnered to connect with traditionally underserved communities at 10 of the 28 community events. Specific focus was placed on reaching Minnesotans in the Hispanic, Hmong and Somali communities. ECHO staff led the engagement at these events using interactive iPad surveys that were translated into Spanish, Hmong and Somali. More than 300 responses from these cultural communities were received through this joint effort.

Workplace-Based Outreach

MnDOT staff also reached out to employers throughout Minnesota to connect with people at their workplaces. Employers selected the engagement activity that was most appropriate for their place of business. Kiosk and formal presentation options were offered. In total, nine workplace sessions were completed collecting about 250 responses.

Partner & Stakeholder Briefings

In addition to engaging with the public, there were meetings with key partner and stakeholder groups around the state. A total of 70 meetings were held during this engagement period. At the meetings, information was presented about the trends facing Minnesota. Attendees were asked to vote on which trend topics they wanted to discuss in more detail. Attendees were also asked to fill out a worksheet to provide input about which trends are most important to focus on. There were responses from approximately 550 partners and stakeholders as a result of these briefings.

Stakeholder Forums

Also as part of Phase 1, MnDOT hosted three all-day stakeholder forums. These forums included discussions of the Statewide Multimodal Transportation Plan, the Minnesota State Highway Investment Plan and the Greater Minnesota Transit Investment Plan. The forums provided an opportunity for more in-depth conversation than the community events, workplace-based outreach and stakeholder briefings. Each stakeholder forum featured a presentation on the various trends, group discussion about each trend category and opportunities for participants to submit a worksheet that documented the top trends they wanted considered as part of the planning process. Attendees submitted 150 responses during events in Mankato, Minneapolis and Brainerd.

ONLINE ENGAGEMENT

Interactive Website

Online engagement was a large part of the approach in addition to in-person engagement. The project website (www.MinnesotaGO.org) hosted information about the plan and the update process, summaries and full reports about the different trends, and a number of ways for Minnesotans to give input online. The site also included an interactive map and calendar to connect people to upcoming in-person events. Visitors could request a presentation and sign-up for project emails. Links to online surveys allowed visitors to prioritize trend topics. The online surveys closely mirrored the questions asked at in-person events. In total, there were more than 7,500 website visits during the first phase of engagement and approximately 2,300 people completed the web surveys.

Social Media

Social media also helped get the word out about the plan and opportunities to get involved. An organized social media campaign on Facebook and Twitter included posts related to the Statewide Multimodal Transportation Plan, the Minnesota State Highway Investment Plan, the Greater Minnesota Transit Investment Plan and other MnDOT planning efforts. Facebook was used with sponsored posts to direct people to the website surveys. These posts specifically targeted populations that were less likely to respond through the other engagement methods. Approximately 2,800 survey responses were gained using social media.

Email Updates

Bi-monthly email updates were sent out to more than 11,000 people with general information and highlights about opportunities to get involved.

Engagement Results

TREND AREAS

Participants were asked to identify how important it was for MnDOT to plan for different categories of change – economy, environment, population, technology and transportation behavior. Some tools asked participants to select one or two areas as the most important. Other tools asked participations to rate how important each area was on a scale of zero to three (three being very important). Results are broken out by different audiences and demographic groups, when sufficient data was available, and are shown in the following tables.

Table D-17: Trend area preference by audience

TREND AREA	FREQUENCY – PUBLIC (N9000+)	AVERAGE RATING – STAKEHOLDER (N461)
Environment	30.1%	1.77
Behavior	20.2%	2.28
Population	19.5%	2.13
Economy	17.0%	2.20
Technology	13.1%	2.04

Table D-18: Trend area preference by gender

TREND AREA	FREQUENCY – FEMALE (N1001)	FREQUENCY – MALE (N605)
Environment	32.4%	19.7%
Behavior	30.4%	31.2%
Population	20.9%	16.5%
Economy	10.0%	18.3%
Technology	6.4%	14.2%

Table D-19: Trend area preference by age

TREND AREA	FREQUENCY – 20 AND UNDER (N60)	FREQUENCY – 21 TO 35 (N364)	FREQUENCY – 36 TO 50 (N403)	FREQUENCY – 51 TO 65 (N579)	FREQUENCY – 66+ (N204)
Environment	41.7%	31.0%	24.8%	26.4%	25.0%
Behavior	18.3%	33.8%	31.3%	32.1%	28.9%
Population	8.3%	16.2%	19.9%	21.2%	23.5%
Economy	8.3%	11.5%	14.9%	11.9%	12.7%
Technology	23.3%	7.4%	9.2%	8.3%	9.8%

Table D-20: Trend area preference by race / ethnicity

TREND AREA	FREQUENCY – AMERICAN INDIAN OR ALASKA NATIVE (N14)	FREQUENCY – ASIAN (N78)	FREQUENCY – BLACK OR AFRICAN AMERICAN (N115)	FREQUENCY – WHITE (N988)	FREQUENCY – MULTIPLE RACES (N24)	FREQUENCY – HISPANIC (N78)
Environment	57.1%	21.8%	19.1%	28.5%	37.0%	33.3%
Behavior	7.1%	35.9%	23.5%	32.8%	29.2%	12.8%
Population	21.4%	14.1%	21.7%	19.9%	12.0%	17.9%
Economy	7.1%	16.7%	27.0%	9.8%	12.5%	26.9%
Technology	7.1%	11.5%	8.7%	8.9%	8.3%	9.0%

Table D-21: Trend area preference by geography

TREND AREA	FREQUENCY – GREATER MINNESOTA (N589)	FREQUENCY – TWIN CITIES (N1182)
Environment	27.3%	28.3%
Behavior	30.9%	29.8%
Population	15.3%	21.1%
Economy	17.5%	11.3%
Technology	9.0%	9.6%

INDIVIDUAL TRENDS

Participants were also asked to prioritize 21 specific trends based on how important they felt it was for MnDOT to plan for the trend (on a one to three scale). The question was asked using many different engagement tools. The following tables show the cumulative rating across all participants and by demographic groups, as data availability allowed.

Table D-22: Statewide trend preference

TREND	AVERAGE RATING – ALL (N3597)
Aging Infrastructure	2.30
Urban & Rural Populations	2.08
Climate Change	1.98
Environmental Quality	1.91
Transportation Behavior Changes	1.85
Aging Population	1.66
Economy & Employment	1.40
Mobility as a Service	1.36
Health	1.33
Electrification and Alternative Fuels	1.24
Autonomous Vehicles	1.21
Racial Disparities	1.18
Freight Rail	1.07
Demographics	1.05
Public-Private Partnerships	1.02
Mobile Technology	0.98
New Logistics	0.95
Teleworking & E-Shopping	0.90
Dynamic Road Pricing	0.89
Sensors, Monitors & Big Data	0.79
Unmanned Aircraft Systems / Drones	0.61

Table D-23: Trend preference by gender

TREND	AVERAGE RATING – MALE (N829)	AVERAGE RATING – FEMALE (N1104)
Aging Infrastructure	2.38	2.11
Urban & Rural Populations	1.82	2.27
Climate Change	1.29	2.33
Environmental Quality	1.34	2.08
Transportation Behavior Changes	1.76	1.96
Aging Population	1.28	1.92
Economy & Employment	1.17	1.53
Mobility as a Service	0.97	1.59
Health	0.73	1.64
Electrification and Alternative Fuels	1.00	1.04
Autonomous Vehicles	1.04	1.07
Racial Disparities	0.69	1.48
Freight Rail	0.78	1.15
Demographics	0.64	1.28
Public-Private Partnerships	0.71	0.94
Mobile Technology	0.67	0.88
New Logistics	0.63	0.96
Teleworking & E-Shopping	0.72	0.94
Dynamic Road Pricing	0.61	0.84
Sensors, Monitors & Big Data	0.56	0.84
Unmanned Aircraft Systems / Drones	0.44	0.54

Table D-24: Trend preference by age

TREND	AVERAGE RATING – 20 AND UNDER (N62)	AVERAGE RATING – 21 TO 35 (N456)	AVERAGE RATING – 36 TO 50 (N490)	AVERAGE RATING – 51 TO 65 (N676)	AVERAGE RATING – 66+ (N243)
Aging Infrastructure	2.00	1.87	2.45	2.48	2.45
Urban & Rural Populations	2.76	2.07	2.09	2.09	1.99
Climate Change	2.65	1.82	1.86	1.95	1.89
Environmental Quality	2.20	1.68	1.71	1.92	1.93
Transportation Behavior Changes	2.18	1.87	1.81	1.90	1.89
Aging Population	2.17	1.20	1.61	1.73	2.14
Economy & Employment	1.55	1.40	1.28	1.25	1.22
Mobility as a Service	2.58	1.20	1.14	1.44	1.35
Health	1.83	1.14	1.13	1.22	1.46
Electrification and Alternative Fuels	2.40	0.89	0.86	1.10	1.28
Autonomous Vehicles	1.47	0.86	1.13	1.12	1.10
Racial Disparities	1.83	1.14	1.03	1.06	1.28
Freight Rail	1.00	0.74	0.76	0.97	1.41
Demographics	1.67	1.10	0.87	0.93	0.95
Public-Private Partnerships	1.33	0.81	0.82	0.74	0.82
Mobile Technology	1.87	0.61	0.71	0.79	0.82
New Logistics	1.00	0.66	0.83	0.73	0.69
Teleworking & E-Shopping	1.57	0.63	0.77	0.95	0.76
Dynamic Road Pricing	1.53	0.75	0.69	0.63	0.61
Sensors, Monitors & Big Data	2.27	0.50	0.64	0.61	0.64
Unmanned Aircraft Systems / Drones	1.67	0.38	0.46	0.38	0.63

Table D-25: Trend preference by race / ethnicity

TREND	AVERAGE RATING – AMERICAN INDIAN OR ALASKA NATIVE (N25)	AVERAGE RATING – ASIAN (N89)	AVERAGE RATING – BLACK OR AFRICAN AMERICAN (N118)	AVERAGE RATING – WHITE (N1265)	AVERAGE RATING – MULTIPLE RACES (N26)	AVERAGE RATING – HISPANIC (79)
Aging Infrastructure	1.11	1.96	2.67	2.26	2.40	2.76
Urban & Rural Populations	1.08	1.42	2.54	2.00	2.62	2.58
Climate Change	2.00	2.00	2.54	1.72	2.17	2.74
Environmental Quality	1.75	1.98	2.33	1.68	1.86	2.26
Transportation Behavior Changes	1.33	1.68	2.23	1.83	2.00	2.00
Aging Population	1.36	1.64	2.30	1.49	1.80	2.60
Economy & Employment	0.70	1.84	2.27	1.06	2.13	2.37
Mobility as a Service	1.00	1.31	1.79	1.16	1.30	2.10
Health	1.18	1.36	2.19	1.03	1.60	2.8
Electrification and Alternative Fuels	0.33	1.05	2.50	0.88	1.50	2.13
Autonomous Vehicles	0.33	1.45	1.92	0.94	1.00	2.38
Racial Disparities	1.09	1.27	2.59	0.90	1.80	2.67
Freight Rail	0.11	0.75	2.00	0.64	1.40	2.09
Demographics	0.45	1.95	2.15	0.82	1.40	2.79
Public-Private Partnerships	0.00	1.46	1.87	0.56	0.80	1.86
Mobile Technology	0.33	0.85	2.33	0.59	0.75	1.63
New Logistics	0.33	1.13	2.03	0.47	1.00	2.33
Teleworking & E-Shopping	0.67	1.27	1.64	0.67	0.40	1.55
Dynamic Road Pricing	0.40	1.33	1.64	0.56	0.50	1.29
Sensors, Monitors & Big Data	0.11	1.20	2.17	0.45	1.75	2.38
Unmanned Aircraft Systems / Drones	0.11	0.90	1.08	0.38	0.75	1.13

OPEN RESPONSE SUMMARY

Opportunities to provide open-ended feedback were part of all engagement activities. The key messages received are highlighted below, organized by SMTP policy objective.

Accountability, Transparency & Communication (Open Decision-Making)

- There was overwhelming support for MnDOT to continue to monitor the various trends and to update the summaries as needed. Specifically, there was an interest in including more analysis of the impacts the trends will have on transportation and how transportation can impact the trends. There was also support for continued research into the trend topic areas to learn more. Specific trends mentioned more frequently for further study include autonomous vehicles and demographics. It was noted that a better following of all trends would allow transportation partners to make more proactive decisions. Most of the comments were supportive of MnDOT looking at a broad range of trend topics. However, some commenters indicated that the focus should be limited to the trends that most directly connect to transportation. MnDOT was encouraged to continue to share the trend information with local and regional partners.
- There was significant support for improved coordination between transportation systems and partners from an operations and communication standpoint. MnDOT was encouraged to improve coordination with partners and expand beyond the usual transportation partners to include others, such as health, watershed districts, businesses, trade associations, etc. There was a desire to eliminate layers of government whenever possible, specifically from the user standpoint. An example given was that users don't care that MnDOT operates the highways, cities operate streets and the Metropolitan Council operates transit. Users should be able to find information about all transportation in one place. Another example was to streamline environmental processes on projects.
- There was significant support for improving data integration and sharing. Transportation data should be better integrated with economic and health data. There was also support for ensuring mapping and data sources are kept as up-to-date as possible.
- There was support for additional transportation funding and for transportation partners to continue to communicate about transportation costs and needs.

- There was support for MnDOT to continue to conduct research to improve the knowledge and data available to support decision-making. Technical and non-technical topics were recognized as important for research. There was also support for MnDOT and Minnesota to position itself as a research and innovation leader. This was seen as a way to help make proactive decisions rather than reactive. This was a particularly common theme related to the autonomous vehicle trend. Many respondents encouraged MnDOT to partner with the private sector and become a national leader related to new vehicle technology.
- There was support for more use of surveys and other methods to understand public perceptions. Surveys were seen as tools to help MnDOT better understand the transportation priorities of Minnesotans and to help measure the success of the system. It was noted that it is important for MnDOT to talk to actual people and not just rely on data and statistics. Key questions identified as important to get feedback on included: Will the public accept a smaller system? Do individuals have their preferred transportation options available to them? Is the system meeting the needs of businesses?
- There was support for transportation partners to try new types of engagement, such as more ongoing conversations with the public and stakeholders. It was noted that if planning continues to be done in the same way, it will produce the same, bad results [in terms of participation]. Ensuring engagement reaches all populations was identified as important. Related, it was noted that transportation partners should pay more attention to institutional issues that contribute to disparities in participation.
- A number of comments encouraged MnDOT to take a more active approach to educating the public and stakeholders on key transportation topics and to be out in front of issues rather than reactive. Topics that were identified included how transportation projects are selected, the project development process, transportation funding, needs identification, safety issues and the benefits of different treatments, what MnDOT is planning for the future and how / when the public can influence decisions.
- A number of comments noted the need for improved communication about current and upcoming construction projects, including improved detour communication. Frustration was expressed over the amount of construction, particularly in the Twin Cities.
- A number of comments wanted MnDOT to take a more active role in encouraging mode shift through increased coordination among partners and services as well as through promotion of non-driving modes. While many individuals supported this, some expressed the opposite opinion.
- A few comments encouraged transportation partners to more actively promote tourism.

Traveler Safety (Transportation Safety)

- There was overwhelming support for more focus on bicycle and pedestrian safety. It was noted that these users are more vulnerable and that increased safety, or the perception of safety, can help facilitate greater use, leading to health improvements. Ensuring that the appropriate facilities are available and that there are design standards for these modes is linked to actual and perceived safety for all users of the system. Commenters asked: How would decision-making change if the focus was on the vulnerable roadway user perspective?
- The number of crashes and the number of fatalities were the most commonly identified measures of success, both for transportation safety but also as indicators for the overall success of the system. Tracking trends for different types of crashes was also frequently identified. Additionally, there was a note that there should be improved crash data sharing.
- There was some support for increasing multimodal transportation options, namely transit and walking. Increasing transportation options can help roadway safety, particularly related to providing non-auto options for the aging population. MnDOT should take a more active role in promoting these other modes as a safety strategy.
- There was support for making roadway safety improvements that help older drivers (e.g. enhanced pavement markings and high visibility signage) standard design elements, particularly since the population is aging overall. Commenters noted that these improvements also improve safety for all.
- A number of comments related to roadway design, specifically newer safety improvements such as roundabouts. They encouraged MnDOT to keep roadway designs easy to use / navigate. It was noted that MnDOT needs to do a better job of communicating, particularly with older populations, how to use new design elements. Related, commenters encouraged MnDOT not to use technology-only safety solutions as they can be difficult for seniors.
- A number of comments encouraged MnDOT to support the adoption of autonomous vehicles as a roadway safety strategy. However, they cautioned that MnDOT needs to ensure the vehicles are able to operate safely before pushing too hard. It was noted that autonomous vehicle technology may lead to an increase in distracted driving in the short term.

- Concern was expressed related to freight safety. Railroad safety issues such as speed, spills and crossings were identified frequently. Issues with truck freight were also identified, including the importance of passing lanes. Focusing more resources to safety improvements for these modes, and encouraging freight to move to safer modes were offered as suggestions.
- Concern was expressed related to safety issues associated with poor infrastructure conditions. It was noted that MnDOT should prioritize keeping infrastructure in good condition.
- A few comments expressed an interest in tougher traffic safety laws, although others expressed the opposing opinion – that traffic safety laws do not accomplish what is intended. Increase testing / retesting for older drivers was also mentioned as a way to improve overall traffic safety.
- Distracted driving was identified as an issue by many. However, no suggestions on how to address it were offered.
- Other topics that were noted include increasing funding for safety, crash data sharing, potential issues with mobility as a service, drone safety and the use of drones for incident relief.

Critical Connections

- Commenters noted the importance of an integrated multimodal transportation system with multiple options. This included transit, intercity bus, bicycle and pedestrian accommodations, rail and roadways. The commenters said that providing a variety of transportation options, whether for the movement of people or the movement of goods, allows Minnesota to be resilient and nimble to changes in the economy, demographics, technology or the environment.
- Over and over, commenters noted the differences between rural and urban areas. Urban and rural populations use the transportation system differently. There is no one-size-fits-all solution. What may work well in one area of the state may not work in another. The state's transportation system needs to acknowledge and accommodate these differences.
- As the state's population ages, many commenters noted the importance of transportation options, particularly transit.
- Some commenters noted the importance of improving transportation connections. Some areas of the state may be declining in population, but transportation options should be provided to community service centers such as schools and health care facilities.

- Many commenters emphasized the relationship between the state's transportation system and the health of its economy. They responded that connections between employers, job seekers, suppliers, producers and distributors make a reliable transportation system with multiple options necessary for future economic growth.

Asset Management (System Stewardship)

- There was significant support for maintaining the state's transportation assets. Numerous commenters noted that the quality of the transportation system impacts the health of the state's economy and a well-maintained transportation system is needed to remain competitive.
- Many commenters questioned the current size of the state's transportation system with questions such as: Is the current transportation network too big? What is needed? Should parts of the system be let go?
- Many commenters pushed for more funding to address the state's aging infrastructure. Recommendations included focusing on preservation before expansion, raising awareness of preservation needs and continued research in construction materials and methods.
- Several commenters noted the role of asset management and changing technology, particularly autonomous vehicles. MnDOT must continue monitoring technology changes and plan for any related infrastructure changes that may be needed such as improved pavement markings.
- Several commenters emphasized that the transportation system needs to adapt to an aging population. This includes providing a variety of transportation options. For the roadway system, commenters noted the need for improvements in signage, lighting and pavement markings

Transportation in Context (Healthy Communities)

- Commenters frequently brought up the differences between Minnesota's urban and rural communities and the different ways that transportation is used in different settings. Frequently commenters asked that transportation funding be shifted towards one setting as opposed to the other. Many also identified additional flexibility in project delivery and design as a key change that should be made going forward.
- Multiple commenters brought up the importance of ensuring that Minnesota's seniors remain connected to key destinations within their community, regardless of their ability to drive. These connections have the potential to impact seniors' physical, mental and economic health. Affordability of transportation services was another key concern raised.

- Commenters were split in terms of directing mode shift from single-occupancy vehicles to bicycling, walking or transit usage. There was interest in maintaining the system as it exists today while also working to develop alternatives to automobile travel.
- Many commenters emphasized the importance of transportation investments in ensuring that Minnesota's economy remains strong into the future. Commenters said that connections between employers, job seekers, suppliers, producers and distributors make a reliable transportation system with multiple options necessary for further economic growth.
- Several commenters connected transportation investments to improving the health of Minnesotans, particularly in encouraging the use of active transportation modes and ensuring that people have access to medical facilities, healthy foods, education, employment and recreation.
- Environmental issues related to the transportation system such as greenhouse gas emissions, shifting weather patterns, flash flood vulnerability, invasive species and pollution were important to a number of commenters. Suggestions to address these issues included shifting away from single-occupancy vehicle use, reinforcing existing infrastructure and creating habitat for native plants and animals along roadsides.
- Commenters encouraged MnDOT to advance equity through the transportation system by using new public engagement techniques, ensuring that projects are not disruptive to existing communities and by offering new transportation options in low-income communities.

PHASE 2

The second phase of engagement occurred during April and May 2016 and built off of Phase 1. A number of specific questions rose up as the project team worked to incorporate the priorities heard in Phase 1 into the plan. These questions covered a range of topics and mostly dealt with the details about how proposed changes would be implemented. Given this emphasis on implementation, the focus during Phase 2 was reaching out to transportation partners, including different groups within MnDOT. Even though the focus was on transportation partners, anyone was welcome to comment. The major topics covered in this phase of engagement included:

- Land use and transportation connections
- Urban and rural system performance
- Equity and ability
- Climate change and environmental quality

Engagement Activities

Four stakeholder forums and a webinar were held as part of Phase 2. Stakeholder forums were held in Grand Rapids, Fergus Falls, Willmar and Apple Valley. Each forum and the webinar included an overview of Phase 1 engagement results and an overview of the major policy topics. Participants were asked to weigh in on key questions within each of the topics. MnDOT leadership and key staff throughout the agency were also asked for input on the same topics.

For those that were not able to attend one of the forums or the webinar, an online survey version of the questions was available at project website. Additionally, materials were provided to MnDOT's planning partners, who were asked to share the information with their networks.

Engagement Results

LAND USE & TRANSPORTATION

Table D-26: Which types of decisions make sense to be linked to context?

CHOICES	FREQUENCY – MNDOT (N58)	FREQUENCY – EXTERNAL (N62)
Roadway design standards	53.4%	74.2%
Complete streets considerations	79.3%	66.1%
Public engagement expectations	63.8%	50.0%
Driveways and intersection spacing guidance	63.8%	50.0%
Local / state cost-sharing expectations	65.5%	64.5%
Other (e.g. safety, Safe Routes to School)	Not asked	11.3%
No contexts should have different expectations	6.9%	3.2%

Table D-27: Which types of investments should prioritization based on land form be applied to?

CHOICES	FREQUENCY – MNDOT (N56)	FREQUENCY – EXTERNAL (N69)
Safe Routes to School	82.1%	60.9%
Transportation Alternatives Program funding	62.5%	47.8%
Transit service improvements	44.6%	69.6%
Bicycle investments on state highways	83.9%	59.4%
Pedestrian investments on state highways	82.1%	66.7%
Land form should not affect investment priority	Not asked	8.7%

URBAN & RURAL SYSTEM PERFORMANCE

Table D-28: How concerned are you with MnDOT’s ability to address urban highway corridors? (Scale: 10 is very concerned)

RESULTS	MNDOT (N58)	EXTERNAL (N70)
Average Rating	7.16	7.97

Table D-29: If MnDOT were to start reporting performance measures by urban and rural, which should be included?

CHOICES	FREQUENCY – MNDOT (N57)	FREQUENCY – EXTERNAL (N68)
Asset management measures	59.6%	73.5%
Safety / crash measures	64.9%	80.9%
Mobility measures	66.7%	72.1%
None	7.0%	2.9%

Table D-30: Moving forward, which definition of urban would be most useful for performance reporting?

CHOICES	FREQUENCY – MNDOT (N59)	FREQUENCY – EXTERNAL (N70)
2,500 (U.S. Census definition)	13.6%	11.4%
5,000 (FHWA & State-Aid definition)	39.0%	34.3%
50,000 (MPO designation)	23.7%	12.9%
Regional Trade Centers (population is only one factor)	13.6%	40.0%

EQUITY & ABILITY

Table D-31: How important is it for the SMTP to explicitly address equity and individual ability? (Scale: 10 is very important)

RESULTS	MNDOT (N59)	EXTERNAL (N72)
Average Rating	7.24	7.00

Table D-32: Which of the following should MnDOT commit to in order to advance equity?

CHOICES	FREQUENCY – MNDOT (N59)	FREQUENCY – EXTERNAL (N72)
Support workforce diversity	57.6%	37.5%
Pilot approaches to add equity to decision-making	55.9%	44.4%
Study and better define equitable transportation	79.7%	68.1%
Measure and report on access to jobs by more than two modes	Not asked	29.2%
Incorporate equity into project selection	28.8%	41.7%
Invest to heal divisions caused by transportation	Not asked	29.2%
MnDOT should not explicitly address equity	Not asked	11.1%

CLIMATE CHANGE & ENVIRONMENTAL QUALITY

Table D-33: Which of the following should MnDOT do to address environmental issues?

CHOICES	FREQUENCY – MNDOT (N59)	FREQUENCY – EXTERNAL (N71)
Assess transportation infrastructure vulnerability	83.1%	76.1%
Reestablish a flood mitigation program	42.4%	40.8%
Advance GHG emission reduction with industry partners	66.1%	42.3%
Set targets for MnDOT salt use	45.8%	43.7%
MnDOT should not address climate change or environmental quality	Not asked	7.0%

Table D-34: How do you feel about MnDOT adopting NGEA 2025 benchmark targets for the transportation sector? (Scale: 10 is “I like it a lot”)

RESULTS	MNDOT	EXTERNAL (N71)
Average Rating	Not asked	6.82

Minnesota State Highway Investment Plan

PHASE 1

During the first phase of outreach, the Minnesota State Highway Investment Plan outreach focused on gaining input on what investments MnDOT should prioritize on the state highway system. Outreach targeted transportation partners, stakeholders and the public around the state. MnSHIP's public engagement asked three key questions that would influence the development of the investment direction.

- Which of the three investment approaches do you prefer the most?
 - **Approach A** – Focus investments on repairing and maintaining existing state highway pavements, bridges and roadside infrastructure
 - **Approach B** – Balance investment in repairing and maintaining existing state highways infrastructure with strategic investment in improving travel time reliability
 - **Approach C** – Focus investments on improving travel time reliability, non-motorized investments and regional and locally-driven priorities
- What investment categories are most important for investment?¹
 - Pavement Condition
 - Bridge Condition
 - Roadside Infrastructure
 - Jurisdictional Transfer
 - Facilities
 - Traveler Safety
 - Twin Cities Mobility
 - Greater Minnesota Mobility
 - Bicycle Infrastructure
 - Accessible Pedestrian Infrastructure
 - Regional and Community Improvement Priorities

¹ Small Programs and Project Delivery were not part of the investment trade-off discussion. The Freight investment category was added after Phase 1 outreach in response to the FAST Act federal transportation bill.

- What should MnDOT invest in? This was an open-ended question allowing participants to communicate their priorities for investment and include priorities that may not have been identified in the previous questions.

Engagement Activities

MnSHIP used several tools to gain input from transportation partners, stakeholders and the public.

IN-PERSON ENGAGEMENT

MnDOT created multiple in-person opportunities for the public, stakeholders and transportation partners to provide input on the priorities for the investment direction. The in-person outreach focused on going to where the people are. MnDOT relied heavily on going to existing meetings, workplaces and community events to seek input. In some cases, MnDOT had an hour on a meeting agenda to present. In other cases, MnDOT only had a few seconds to interact with people. With this in mind, MnDOT prepared multiple tools for various engagement settings to seek in-person input. Below are four different in-person settings used to gather input.

Community Events

The project team identified 19 community events throughout the state as locations for engagement sessions. The sessions consisted primarily of roving surveys which used iPads equipped with the GetFeedback survey tool. The survey provided plain language statements to describe the combination of investment in the three investment approaches. Instead of selecting a preferred approach, participants rated the approaches on a scale of zero to 100. The survey also asked participants to rank the investment category with the most important categories on top and identify any priorities for additional investment. MnDOT was able to gather over 900 responses.

Stakeholder Forums

MnDOT hosted three stakeholder forums in November of 2015 attended by 200 participants. The forums provided an opportunity for more in-depth input on specific questions and issues and provided an opportunity to discuss differing stakeholder perspectives. The project team presented and facilitated a discussion on the investment categories and investment approaches. Stakeholders selected the approach which best aligned with their investment priorities as well as areas where they would adjust the investment categories.

Partner and Stakeholder Briefings

The project team presented to various transportation partners and internal and external stakeholders at over 100 meetings. These presentations were generally 30 minutes to an hour. Similar to the Stakeholder Forums, the presentation discussed the three investment approaches and asked participants to select the approach that best aligned with their priorities. Participants selected their three most important investment categories and identified any additional priorities for investment. MnDOT recorded over 500 responses from these meetings.

Workplace-Based Outreach

The project team reached out to employers throughout Minnesota with two options for engagement. Ten workplaces invited MnDOT to conduct outreach with their employees collecting over 250 responses. An employer could request a presentation for their employees similar to the partner and stakeholder briefings or conduct roving surveys with employees, using iPads equipped with an online survey tool. The goal of these events was to reach individuals who do not normally participate in the planning process by making it easy and convenient. Engagement conducted at universities is also included in this category.

ONLINE ENGAGEMENT

MnDOT used several online tools to supplement the in-person engagement techniques. Online engagement was critical to reaching a greater audience. Online tools mirrored those used for in-person engagement. MnDOT created its first Online ADA Plan as part of the Public Participation Plan to ensure that all web-based engagement was accessible to persons with visual impairments. Below is a summary of the tools used for online engagement.

Online Surveys

An online survey began in October 2015 and continued through March 2016. The survey was available through the project website as well as advertised through social media. The survey was also available in an ADA accessible version. Participants selected the approach which best aligned with their investment priorities. MnDOT collected approximately 2,300 responses through online surveys.

Project Website

The project team created a project website using the web address www.MinnesotaGo.org as the hub for information, resources and online engagement for MnSHIP and SMTP. The website provided background information on the plan including the project timeline and information about the MnSHIP investment categories. MnDOT received over 7,500 visits to the project website.

Social Media

Online engagement through social media allowed MnDOT to promote engagement activities and reach a large audience. MnDOT was able to reach over 100,000 social media users. The social media strategy used the Minnesota GO Facebook and Twitter accounts, with interaction and occasional posts from the MnDOT general Twitter and Facebook accounts. Posts were uploaded, on average, every week. The purpose of the posts was to drive traffic to the project website for information on the plans, promote surveys and provide other feedback opportunities and interacting with followers to gain input directly through Twitter.

Facebook Targeted Ads

MnDOT launched three rounds of targeted Facebook ads. The main goal of the ads was to drive participation to the online survey tools. Through these ads, MnDOT collected over 2,800 responses.

Stakeholder E-mail Updates

Project update emails were sent to MnDOT's planning and public participation email lists throughout the project. This list consists of over 11,000 email addresses. Individuals were able to sign-up for email updates through the project website. MnDOT sent updates to the stakeholder list approximately bi-monthly throughout the project.

TRADITIONALLY UNDERSERVED COMMUNITY ENGAGEMENT

MnDOT provided specific outreach opportunities for traditionally underserved populations by piloting new engagement tools and techniques.

Tribal Outreach

MnDOT used several different strategies to seek input from Minnesota's tribal communities and consult with the tribal governments. MnDOT used all three platforms for input including making presentations to regularly scheduled tribal meetings, conducting surveys at events such as the Tribes and Transportation Conference and the Bois Forte State of the Band, and asking tribal staff to promote the online survey in their communities. Staff also met with interested tribal government staff and officials to discuss transportation issues and trends facing the tribe. MnDOT attended ten meetings and events with tribal communities and engaged with over 200 participants.

Facebook Targeted Ads

MnDOT used Facebook Ads to target traditionally underserved communities. Targeted ads allowed MnDOT to increase participation and better reflect the demographic breakdown of Minnesota's population. Some ads focused on increasing participation from women, African Americans, Asian Americans and Spanish speakers. Through collecting optional demographic data, the project team was able to review the results of the targeted ads, identify successes and make any adjustments based on lessons learned for future targeted ads.

ECHO Outreach

MnDOT partnered with Twin Cities Public Television / Emergency, Community, Health, Outreach to conduct engagement within traditionally underserved communities, specifically the Hispanic, Hmong and Somali communities in Minnesota. ECHO staff translated the iPad surveys into Spanish, Hmong and Somali. ECHO staff identified ten locations to conduct outreach including ethnic markets, community centers and religious institutions. MnDOT and ECHO received over 300 responses. ECHO outreach lasted from February through March of 2015.

Statewide Results

APPROACH PREFERENCE

Figure D-35: Investment approach preference - statewide

APPROACH	FREQUENCY (N786)
A	250
B	302
C	224

APPROACH RATING

Table D-36: Investment approach rating – statewide

APPROACH	RATING (N1625)
A	70.40
B	68.70
C	63.30

INVESTMENT CATEGORY RANKING

Table D-37: Investment category ranking – statewide

RANK	CATEGORY	AVERAGE RATING (N1125)
1	Pavement Condition	4.21
2	Bridge Condition	4.55
3	Roadside Infrastructure	5.10
4	Regional and Community Improvement Priorities	5.75
5	Traveler Safety	5.80
6	Twin Cities Mobility	5.94
7	Greater Minnesota Mobility	6.04
8	Accessible Pedestrian Infrastructure	6.40
9	Bicycle Infrastructure	6.56
10	Facilities	7.64
11	Jurisdictional Transfer	7.98

Results by Demographic Group

APPROACH PREFERENCE

Table D-38: Investment approach preference – gender

APPROACH	WOMEN (N229)	MEN (N346)
A	57	130
B	88	128
C	84	88

Table D-39: Investment approach preference – race / ethnicity

APPROACH	AMERICAN INDIAN OR ALASKA NATIVE (N1)	ASIAN (N10)	BLACK OR AFRICAN AMERICAN (N2)	HISPANIC (N3)	MULTIPLE RACES (N4)	NATIVE HAWAIIAN OR PACIFIC ISLANDER (N1)	WHITE (N485)
A	1	1	0	0	2	0	163
B	0	4	1	2	1	0	180
C	0	5	1	1	1	1	142

Table D-40: Investment approach preference – age

APPROACH	20 AND UNDER (N35)	21-35 (N132)	36-50 (N132)	51-65 (N222)	66+ (N88)
A	1	34	44	76	36
B	0	59	78	74	15
C	5	61	51	51	9

Table D-41: Investment approach preference – audience

APPROACH	PUBLIC (N516)	STAKEHOLDERS (N260)
A	178	72
B	187	115
C	151	73

Table D-42: Investment approach preference – geography

APPROACH	GREATER MINNESOTA (N284)	TWIN CITIES AREA (N326)
A	119	80
B	99	129
C	66	117

Table D-43: Investment approach preference – MnDOT district

APPROACH	DISTRICT 1 (N38)	DISTRICT 2 (N27)	DISTRICT 3 (N52)	DISTRICT 4 (N32)	DISTRICT 6 (N48)	DISTRICT 7 (N39)	DISTRICT 8 (N49)	METRO DISTRICT (N309)
A	14	10	15	16	27	20	17	51
B	8	7	23	10	11	12	24	74
C	16	10	14	6	10	7	8	41

Table D-44: Investment approach preference – MPO

APPROACH	ST. CLOUD APO (N16)	GRAND FORKS / EASTGRAND FORKS MPO (N5)	MANKATO / NORTHMANKATO APO (N16)	METRO COG (N2)	MIC (N25)	ROCOG (N17)	MET COUNCIL (N326)
A	4	1	7	1	8	11	80
B	5	2	6	0	6	3	129
C	7	2	3	1	11	3	117

APPROACH RATING

Table D-45: Investment approach rating out of 100 – gender

APPROACH	WOMEN (N530)	MEN (N491)
A	72.42	70.56
B	71.51	68.04
C	69.58	61.04

Table D-46: Investment approach rating out of 100 – race / ethnicity

APPROACH	AMERICAN INDIAN OR ALASKA NATIVE (N3)	ASIAN (N57)	BLACK OR AFRICAN AMERICAN (N52)	HISPANIC (N53)	MULTIPLE RACES (N5)	WHITE (N485)
A	57.33	81.09	86.08	69.42	79.20	70.38
B	59.67	62.65	86.17	82.00	71.80	68.93
C	88.67	72.18	89.10	82.60	69.00	63.72

Table D-47: Investment approach rating out of 100 – age

APPROACH	20 AND UNDER (N42)	21-35 (N253)	36-50 (N265)	51-65 (N365)	66+ (N119)
A	71.71	66.46	69.32	73.66	75.86
B	74.81	73.33	69.32	67.29	67.34
C	77.55	73.92	64.83	57.92	58.76

Table D-48: Investment approach rating out of 100 – geography

APPROACH	GREATER MINNESOTA (N433)	TWIN CITIES AREA (N690)
A	72.62	76.03
B	69.12	72.28
C	64.26	67.81

Table D-49: Investment approach preference – MnDOT district

APPROACH	DISTRICT 1 (N60)	DISTRICT 2 (N25)	DISTRICT 3 (N137)	DISTRICT 4 (N19)	DISTRICT 6 (N83)	DISTRICT 7 (N68)	DISTRICT 8 (N41)	METRO DISTRICT (N657)
A	67.35	71.80	73.64	60.21	72.49	79.74	71.61	69.61
B	66.10	71.28	71.76	66.17	65.16	71.67	67.98	70.53
C	65.91	71	68.14	72.47	59.34	55.97	64.80	64.21

Table D-50: Investment approach preference – MPO

APPROACH	ST. CLOUD APO (N72)	GRAND FORKS / EAST GRAND FORKS MPO (N2)	MANKATO / NORTHMANKATO APO (N15)	METRO COG (N4)	MIC (N30)	ROCOG (N34)	MET COUNCIL (N690)
A	75.35	59.5	79.13	72.75	72.80	79.59	69.63
B	76.51	87	83.56	74.33	61.69	62.55	70.13
C	76.71	55	71.69	69.67	73.83	59.76	64.25

INVESTMENT CATEGORY

Table D-51: Investment category average – MnDOT district

INVESTMENT CATEGORY	DISTRICT 1 (N32)	DISTRICT 2 (N19)	DISTRICT 3 (N73)	DISTRICT 4 (N7)	METRO DISTRICT (N379)	DISTRICT 6 (N52)	DISTRICT 7 (N56)	DISTRICT 8 (N28)
Walking	6.78	7.79	5.77	5.29	6.36	7.63	7.39	7.54
Bicycling	6.69	6.95	6.18	5.43	6.85	7.31	7.71	6.46
Highway surface / pavements	3.25	2.47	4.37	3.14	3.93	3.17	3.14	3.36
Bridges	4.66	4.58	4.51	5.57	4.28	3.62	4.07	4.54
Supporting Infrastructure	4.81	5.05	4.90	4.43	4.57	4.35	4.79	3.82
Rest areas / weigh stations	7.00	8.05	7.84	8.00	7.79	7.37	7.52	7.64
Highway ownership	9.22	9.11	8.49	9.43	8.53	8.62	8.29	8.39
New safety investment	5.44	4.95	5.74	6.00	5.84	6.69	5.96	6.50
Greater MN mobility	4.25	5.11	5.36	5.71	6.49	4.77	4.21	4.68
Regional/local priorities	5.13	4.11	5.67	5.14	6.05	4.56	4.84	4.29
Twin Cities mobility	8.77	7.84	7.18	7.86	5.23	7.92	8.07	8.79

Table D-52: Investment category preference (top 3) – audience

RANK	STAKEHOLDER INVESTMENT CATEGORY (WORKSHEET: STAKEHOLDER BRIEFING) (N499)	PUBLIC INVESTMENT CATEGORY (GETFEEDBACK: COMMUNITY EVENT, ECHO, SOCIAL MEDIA SURVEY, WEBSITE SURVEY) (N1125)
1	Highway surface / pavements	Highway surface / pavements
2	Bridges	Bridges
3	New safety investment	Supporting infrastructure

Table D-53: Investment category average – geography

INVESTMENT CATEGORY	GREATER MN (N270)	TWIN CITIES AREA (N396)
Walking	6.76	6.40
Bicycling	6.78	6.82
Highway surface / pavements	3.54	3.87
Bridges	4.42	4.26
Supporting infrastructure	4.63	4.58
Rest areas / weigh stations	7.55	7.82
Highway ownership	8.67	8.54
New safety investment	5.94	5.86
Greater MN mobility	4.80	6.47
Regional/local priorities	4.96	6.08
Twin Cities mobility	7.95	5.24

Table D-54: Investment category preference (top 3) – gender

RANK	FEMALE (N348)	MALE (N267)
1	Highway surface/pavements	Highway surface/pavements
2	Bridges	Bridges
3	Supporting Infrastructure	Supporting Infrastructure

Table D-55: Investment category preference (top 3) – race / ethnicity

RANK	ASIAN (N54)	BLACK OR AFRICAN AMERICAN (N51)	HISPANIC (N50)	WHITE (N342)
1	Highway surface / pavements	Walking	Highway surface / pavements	Highway surface / pavements
2	Supporting infrastructure	Supporting infrastructure	New safety investment	Bridges
3	Twin Cities mobility	New safety investment	Greater MN mobility	Supporting infrastructure

Table D-56: Investment category preference (top 3) – age

RANK	20 AND BELOW (N35)	21-35 (N132)	36-50 (N132)	51-65 (N222)	66+ (N88)
1	Highway surface / pavements	Highway surface / pavements	Highway surface / pavements	Highway surface / pavements	Bridges
2	New safety investment	Supporting infrastructure	Supporting infrastructure	Bridges	Highway surface / pavements
3	Bicycling	Regional / Local priorities	Bridges	Supporting infrastructure	Supporting infrastructure

Open Response Summary

WHERE SHOULD MNDOT INVEST?

Participants provided a short statement that captured their preferred investment priorities. The following are the key themes identified from the results. Figure 15 also summarizes comments received into a word cloud. The larger the word appears, the more often participants mentioned the word in comments received through outreach.

- Prioritize investment to maintain existing infrastructure. MnDOT should be prioritizing investments in pavements and bridges as well as supporting infrastructure. Participants saw deteriorating roadways and bridges as a major safety issue.
- Invest to improve travel time reliability and reduce travel time delay. While a majority of participants commented on maintaining existing infrastructure, participants identified mobility both in Greater Minnesota and in the Metro Area as a concern. Many comments included statements about investing in existing infrastructure first but still making some mobility investments.

Figure D-4: Where should MnDOT invest?



EARLIER VERSION

An earlier version of this question that was also used at the Minnesota State Fair had slightly different investment categories shown in community events surveys and website surveys. Results are shown below.

Table D-57: Most important investments – State Fair

INVESTMENTS	FREQUENCY
Repair & maintain roads & bridges	5,817
Safe travel	2,494
Bicycling	1,891
Reliable travel times	1,690
Walking	1,351
Partnering for local highway priorities	1,101
Support facilities	1,083
Main stree improvements	923

Table D-58: Rank the investment categories – earlier version

INVESTMENTS	AVERAGE RATING
Repair & maintain roads & bridges	2.33
Safety improvement projects	3.55
Reduce unexpected travel delays	3.66
Regional and locally-driven priorities	4.25
Walking	4.41
Bicycling	4.60
Support facilities	5.20

PHASE 2

The second phase of engagement occurred in April and May of 2016. This phase sought feedback on the investment direction developed based on Phase 1 outreach and priorities for additional revenue if MnDOT were to receive any new funding. Phase 2 engagement was targeted to stakeholder within MnDOT as well as external partners that share the responsibility for the Minnesota's transportation system.

Table D-59: Results of draft investment direction discussion

RATING	FREQUENCY
I love it!	10
I like it alright	33
This isn't what I was hoping for but I can see why these decisions were made.	33
This does nothing for me. I do not like this plan.	4

Table D-60: Results of increased revenue priorities

INVESTMENT CATEGORY	RATING FROM 0-3
Bridge Condition	2.53
Pavement Condition	2.45
Roadside Infrastructure	2.12
Traveler Safety	2.05
RCIPs-Main Streets	2.04
RCIPs-Expansion	1.71
Greater MN Mobility	1.67
Pedestrian	1.55
Bicycle	1.46
RCIPs-Flood Mitigation	1.40
Jurisdictional Transfer	1.36
Twin Cities Mobility	1.34
Facilities	1.19

OUTCOMES

Input from the public, stakeholders and partners influenced many aspects of this plan updates in terms of process and outcome. Highlighted in the following sections are examples. However, the full influence of engagement extends beyond these examples.

Impacts to the Plan Update Process

The demographic data collected as a part of engagement helped the project team identify who was being reached and to make adjustments to the approach in real time. The project team analyzed the data monthly to see which tools were the most effective and how well project participation mirrored Minnesota's population. Each month, the project team made adjustments to the engagement strategy to focus on the more successful tools and tactics. This data and process contributed to the higher than expected participation as well as participation reflective of the state's population.

Impacts to the Statewide Multimodal Transportation Plan

Examples of how the trend area and individual trend priorities from Phase 1 influenced the SMTP policy direction include:

- Two strategies included related to climate change – one to reduce emissions from the transportation sector and one to identify risks to the transportation system such as more frequent flooding
- A strategy included related to considering context when developing transportation projects, which includes considering urban and rural differences

Examples of how the implementation questions from Phase 2 helped MnDOT refine the policy direction include:

- Moving forward with urban and rural reporting was identified for a number of SMTP performance measures
- The work plan includes developing an Advancing Transportation Equity report to better study and define equitable transportation
- The work plan includes developing tools and resources to support transportation decisions that reflect the surrounding context

Impacts to the Minnesota State Highway Investment Plan

Examples of how input on the investment approaches and the most important investment categories influence the development of MnSHIP include:

- Approach B was the most preferred investment approach and was the starting point for development of the MnSHIP investment direction
- MnDOT considered feedback on the most important investment categories when making adjustments to Approach B to reach a final investment direction

Examples of how the results from Phase 2 outreach help inform the development of MnSHIP include:

- Feedback on the investment direction told MnDOT the public either liked the investment direction or understood why certain trade-offs were made even if they did not like the overall results of the investment direction
- Results informed priorities for additional revenue if MnDOT were to receive any in the future