



Rethinking I-94: Engagement

FHWA Public Engagement Peer Exchange - June 12th, 2018
Brenda Thomas

Overview

- History
- What We Did
- What We Learned
- Outcomes



How Did We Get Here?



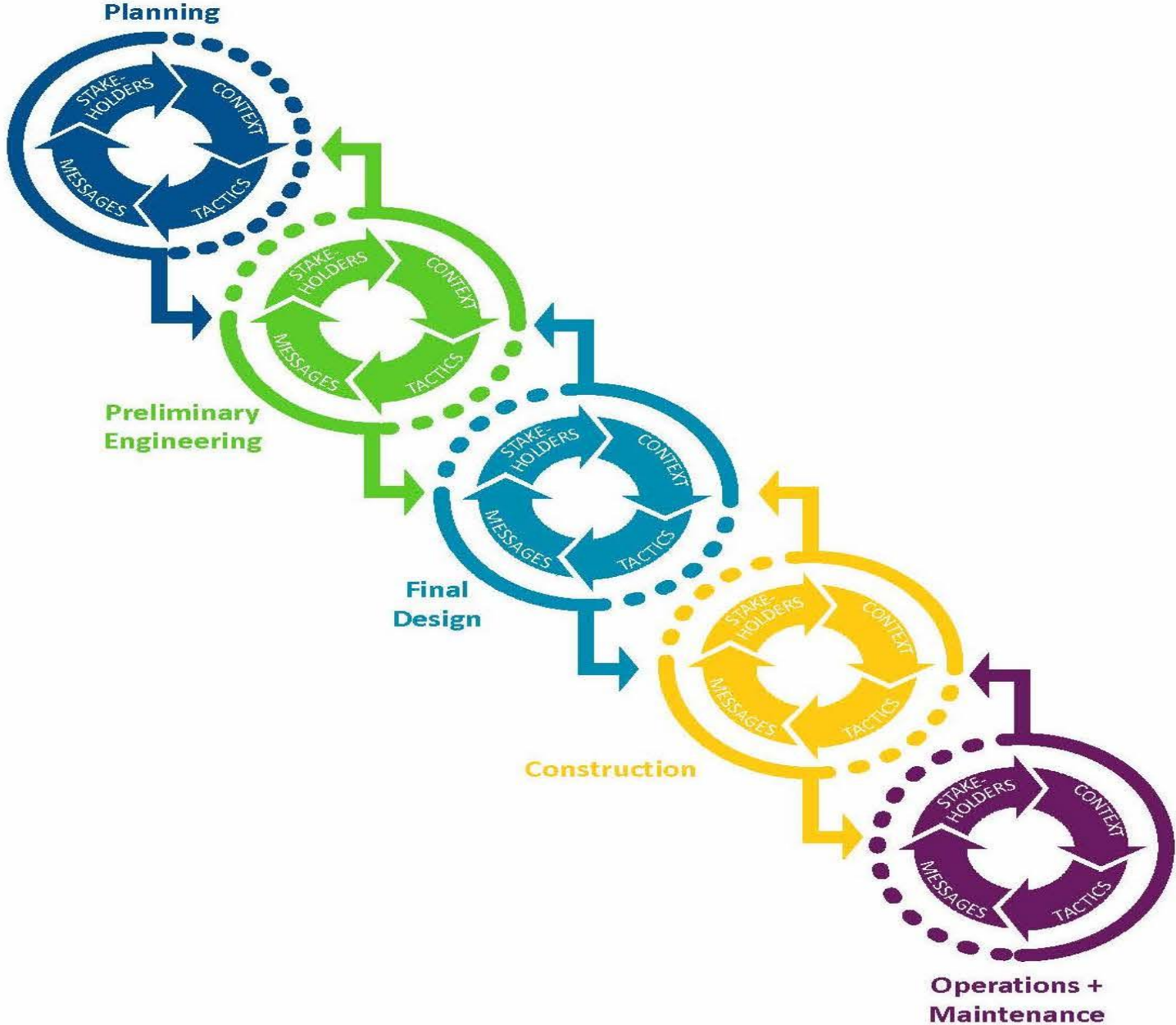
Study Area by Zones



1. Broadway Ave to I-35W
2. I-35W to Hwy 280
3. Hwy 280 to Snelling Ave

4. Snelling Ave to Marion St
5. Marion St to Mounds Blvd
6. Mounds Blvd to Hwy 61

EXHIBIT 1: PUBLIC ENGAGEMENT PROCESS



Baseline: 2,200+ completed surveys

Purpose

- Build a foundation to measure:
- Community perception, satisfaction and confidence in MnDOT
- Opportunity to participate in past engagement
- How they receive their information

Key Takeaways

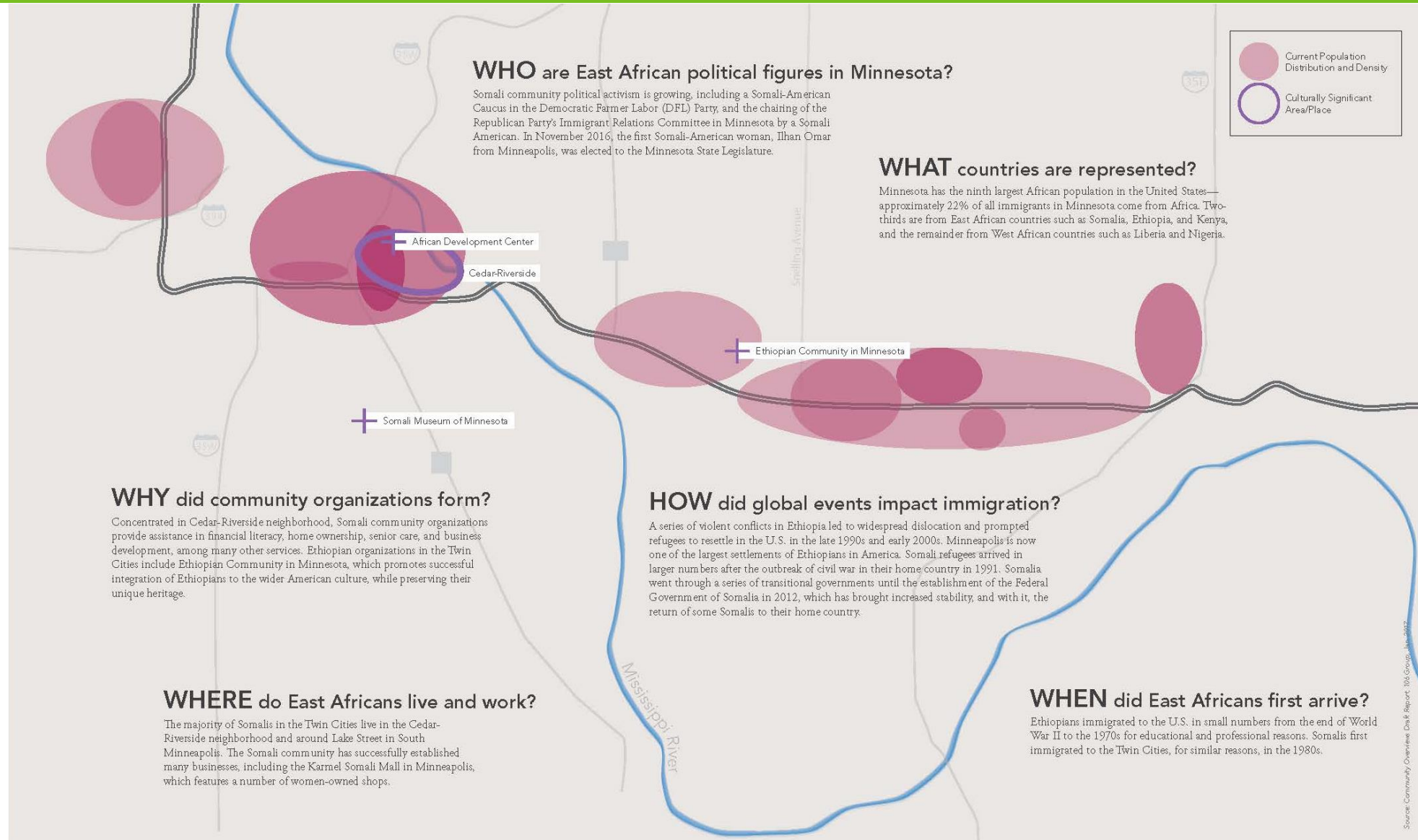
- Few surprises ... validates what we know already
- 70 percent say it is important that they provide their opinions and ideas to MnDOT.



Zone Profiles – Community Overviews (Recent African Communities)

Key Takeaways ...

- 12.8 percent of the total population of the I-94 Corridor (Somali & Ethiopian two largest populations)
- Somalis first immigrated to Twin Cities in 1980s (educational & professional reasons)
- Arrived in larger numbers in early 1990s due to civil war in Somalia
- Growing number returning to Somalia (stability back home)



Listening Sessions: 75+ people 225+ One on One

Purpose

- Learn how to better engage with communities and begin to form resilient relationships
- Obtain a better sense of community needs to help guide engagement

Key Takeaways - Themes/Needs

- Transparency
- Ample lead time
- Horizontal, not just vertical, connections
- Meet community where THEY are
- Neighborhoods and District Council resources vary
- Clarify “role of MnDOT”
- “Be present and listening”



Listening for “Values”: 800 Interviews and 1200+ Surveys

Purpose

- Gain an understanding of the **attitudes, desires** and **values** of residents impacted by the I-94 freeway in order to plan more effective, targeted activities to engage audiences

Key Takeaways

- **Active contributors concerned about:**
 - More traffic lanes
 - Better maintenance
 - Better traffic flow
 - Wider roads or lanes
- **Hands-on participants concerned about:**
 - Safety
 - Pedestrian-friendly features
 - Green space
 - Access
- **Informed observers concerned about:**
 - More traffic lanes and traffic flow
 - Better maintenance
 - Safe ramps and better access
 - Noise
- **Unreached observers concerned about:**
 - Traffic flow
 - Better maintenance
 - Access
 - Noise

6 Visioning Workshops & 15 Community Events: 443 Comments

Purpose

- Neighborhood-level transportation values, issues and concerns
- Better understand vision(s)
- Ground work for next steps of engagement
- Understand communities along I-94 and how the freeway affects them.
- What works well and what needs improvement on, along and across I-94.



Interactive Map: 250+ Comments

Purpose

- Alternative Engagement
- “Impacted” and “User” vision(s)
- Freeway Impacts
- Works Well
- What Needs Improvement

The screenshot displays the Minnesota Department of Transportation's "Public Comment Crowdsourcing Map" interface. At the top, the logo for the Minnesota Department of Transportation is visible. Below the logo, there is a "RESET MAP" button and two dropdown menus for "MAP LAYERS" and "COMMENT CATEGORIES", both currently set to "<All>". The main area is a map of the St. Paul area, showing major roads like I-94 and I-694, and landmarks such as the University of Minnesota and Minnehaha Regional Park. A blue line highlights the study corridor. Numerous blue location pins are scattered across the map, representing submitted comments. Two informational pop-up boxes are overlaid on the map: one explains how to add a comment by dragging the map to align the crosshairs, and another provides a link to view recently submitted comments. On the left side, there is a text box titled "ABOUT THE STUDY" which describes the study's purpose and timeline, and another titled "WHY CROWDSOURCE COMMENTS?" which explains the need for public input. The bottom right corner of the map shows the copyright information: "Map data ©2018 Google Terms of Use".

DEPARTMENT OF TRANSPORTATION

Public Comment Crowdsourcing Map

RESET MAP

MAP LAYERS
<All>

COMMENT CATEGORIES
<All>

View recently submitted comments

To add a comment, drag the map to align the crosshairs to the location you want to submit a comment about and then click the crosshair icon or select the "Add a Comment" button.

ABOUT THE STUDY

The Minnesota Department of Transportation is leading a study to develop a vision for the future of the Interstate 94 corridor between St. Paul (Hwy 61) and Minneapolis (Broadway Ave.). The results of this study will be used to help guide future transportation project development and investment in this corridor.

The study started in early 2016 and is anticipated to continue into 2018.

WHY CROWDSOURCE COMMENTS?

As part of the data gathering efforts for this study, we need to hear from you. The Crowdsourcing Map is a useful tool to do just that. You can make as many public comments as you'd like at your

Map data ©2018 Google Terms of Use



Bringing it all together

Engagement - Guiding Commitments

What Communities Expect from MnDOT

COMMITMENT	DESCRIPTION
VISION	Understanding a community's underlying values and issues of importance, now and into the future, to articulate common ground. Building toward that vision with each project, and demonstrating that commitment to communities over time.
TRANSPARENCY	Communicating realistic timelines, participation impact, funding realities, decision-making processes, and levels of authority. Making visible the context of the whole process at each step.
RESPECT/AUTHENTICITY	Providing timely, accessible information as well as multiple options for participation. Acknowledging issues and constraints communicated by stakeholders.
CO-POWER	Cultivating joint ownership of each stage of the process, acknowledging that local knowledge is valid and valuable expertise. Including communities in identifying criteria for prioritizing decisions, and being partners in problem solving.
INCLUSIVITY	Creating inclusive partnerships and teams, from vision to construction. Ensuring that multiple voices are engaged and are reflected in decision making.

Engagement – Livability Framework

What Communities Expect from the Project Work

CATEGORY	DESCRIPTION
HEALTH AND ENVIRONMENT	Quality of life, comfortable environment, wellbeing, sustainability, green space, land use, health, communication, tangible benefits
SAFETY	Personal security, livability
SENSE OF PLACE AND LEGACY	Vibrancy, sense of place and identity, cultural pride, our future
ECONOMICS	Jobs, business vitality (opportunities and development), wealth generation, revenue generation, affordability over time
TRUST	Familiarity, cohesion, stakeholder involvement, good faith collaborations, collaborative work with an interdisciplinary and multi-jurisdictional team, resilient relationships
CONNECTIONS	Infrastructure aligning with meaningful physical, social, and cultural community connections
EQUITY	Inclusive of all people (all races, ethnicities, incomes and abilities) with extra effort to ensure that historically under-represented populations are included and, to the extent possible, past inequities are addressed

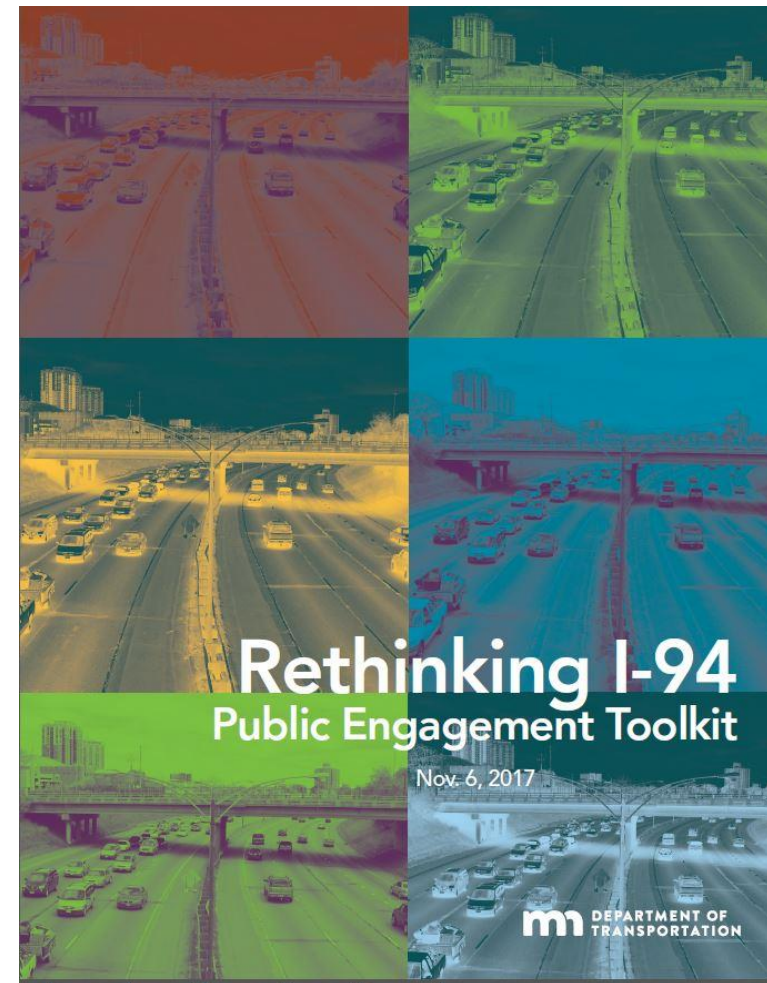
Public Engagement Toolkit

Project managers and teams can use to develop project-specific plans for public engagement

Projects of all sizes and types; can be used for other projects and studies.

Features a variety of ***engagement tools*** to assist in the creation of plans

- Zone Profiles
- Historical and Community Overviews
- Market Segmentation
- Community Comments Database





QUESTIONS – THANK YOU

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