

PUBLIC ENGAGEMENT



The Public Engagement Consulting Unit exists to support MnDOT's commitment to transparency and collaboration by fostering continuity and consistency in statewide public engagement practices. The work is designed to strengthen engagement early in the decision-making process, cultivate internal and external partnerships and align resources. This allows communities served and affected by MnDOT's work a more participatory role in shaping decisions and identifying priorities to advance transportation policies and projects.

As internal consultants, we provide tools and guidance in setting goals for public engagement and in audience analysis, conflict assessment and strategic planning, implementation and measurement. We also document best practices and share learnings from key projects and teams across MnDOT. We work with project managers, planners, public affairs coordinators and key staff in district offices that direct and coordinate public engagement efforts.

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The Minnesota Department of Transportation is committed to increasing transparency and collaboration and ensuring everyone has the opportunity to participate in public engagement.

Conducting meaningful public engagement involves seeking public input at specific points in the decision process and on the specific issues where such input has a real potential to help shape the transportation decision or action.

These forms, or goals, of engagement include:

- **Informing** the public by providing information to help them understand the issues, options, and solutions
- **Consulting** with the public to obtain their feedback on alternatives or decisions
- **Involving** the public to ensure their concerns are considered throughout the decision process, particularly in the development of decision criteria and options
- **Collaborating** with the public to develop decision criteria and alternatives and identify the preferred solution
- **Empowering** the public by placing final decision-making authority in their hands

Customers: MnDOT divisions, districts and modal and specialty offices; state, local and national partners and regulators

2017



Fostering engagement and public participation in MnDOT decision making

Public Engagement Strategy and Planning

- Strategic planning
- Stakeholder and situational analysis
- Tools/tactics for overcoming barriers to participation
- Public Engagement online outreach surveys
- Meeting facilitation
- Language and interpretive services
- Tools for tracking and measuring engagement

Public Engagement/Conflict Prevention Training

- MnDOT Public Engagement Policy
- Policy implementation
- Systematic Development of Informed Consent (SDIC)
- Foundations of Public Participation
- Multicultural communications
- Conflict assessment and management
- Stakeholder and situational analysis

Public Engagement Resources

- Public Engagement Leadership Group (2018)
- Public Engagement iHUB site
- Public Engagement Monthly Skype Dialogue
- Incentives for public participation (MN GoMobile, giveaways, gift cards, guidance)
- Public Engagement recognition programs
- FHWA Public Engagement liaison
- Access to additional International Association for Public Participation resources (monthly webinar, member benefits, training, etc.)
- Annual Public Engagement Workshop

For more information visit:
<http://ihub/publicengagement>