

e3

Baseline Survey Results

2017 Baseline Survey Key Takeaways

Rabbit

Prepared for MnDOT, Rethinking I-94

Key Considerations

- **Trend comparisons across both years (2016 and 2017) need to be made carefully, keeping in light that the 2017 study has a more targeted sample. In order to best identify specific trend comparisons moving forward, it is best to focus the sample by specific zones and residents that live within one mile of the I-94 freeway.**
- **Zones:** The 2017 study targeted zip codes within the six Rethinking I-94 zones. The sample sizes varied and emphasis on results is treated accordingly.

- MnDOT's Rethinking I-94 team conducted the 2017 baseline survey in English and Spanish **via phone**. The study targeted specific Rethinking I-94 zones in Hennepin and Ramsey counties.
- The study oversampled ethnic minorities to achieve at least 150 responses of the total sample of 602 in order to meet goals of inclusion.
- The study included a segmentation scheme that reflected the following four public engagement segments previously tested in the 2017 segmentation study:
 - Informed Observers, Financial Contributors, Somewhat Disconnected, Hands-On Contributors.

Survey Sample by the Numbers

Survey Sample Numbers (by Zone)

Zone	Number of Respondents
Zone 1: Broadway Ave to I-35W	169
Zone 2: I-35W to Hwy 280	119
Zone 3: Hwy 280 to Snelling Ave	6
Zone 4: Snelling Ave to Marion St	170
Zone 5: Marion St to Mounds Blvd	55
Zone 6: Mounds Blvd to Hwy 61	83
Total Sample	602

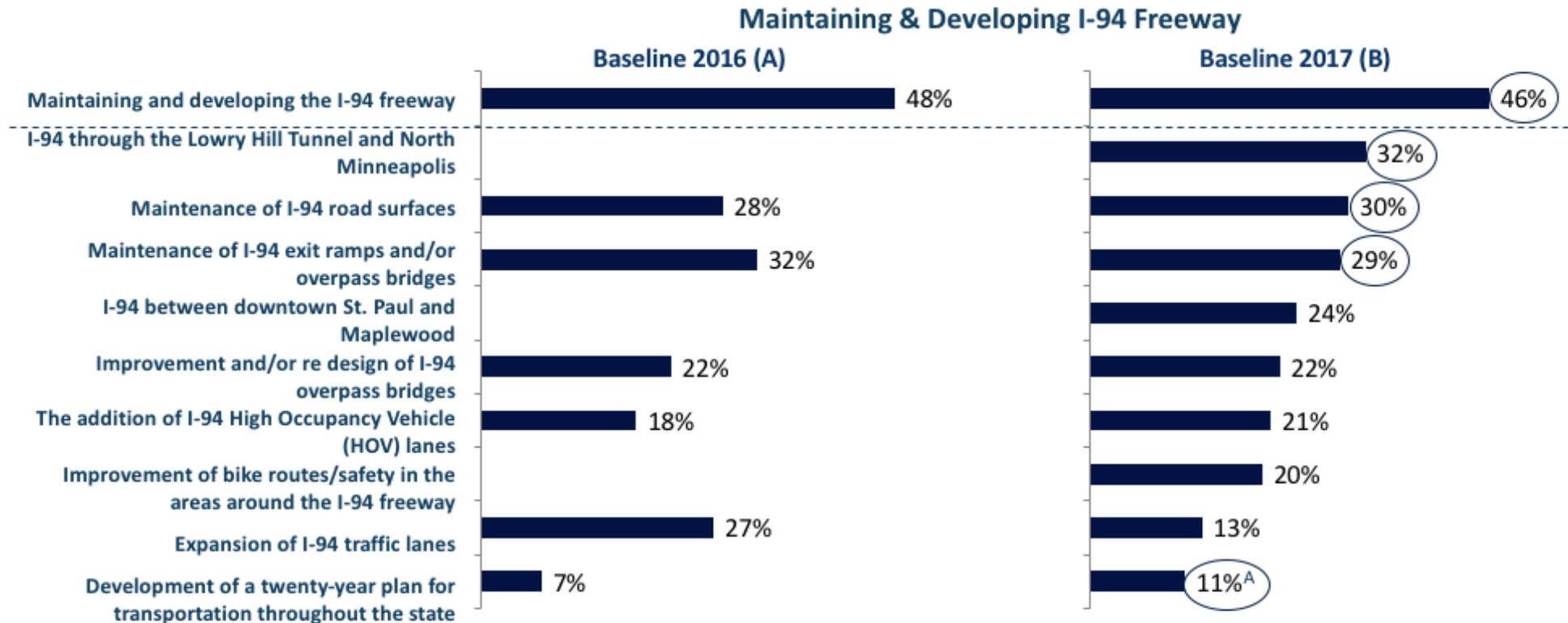
Survey Sample Numbers (by County and Race)

County or Race	Number of Respondents
Hennepin County	293
Ramsey County	309
Caucasians	401
Hispanic	51
African-American	103
Asian	14
Other	25

Overall Analysis

- **Awareness of MnDOT's role in maintaining and developing the I-94 freeway has remained the same over the past year.**
- **However, MnDOT does seem to be making an impact on awareness of long-term plans.**
 - Nearly half (46%) of the Hennepin County and Ramsey County residents said they are “familiar” with MnDOT's role in maintaining and developing the I-94 freeway. This is nearly the same as what residents said last year (48%).
 - Respondents have high awareness for specific maintenance and development around the Lowry Tunnel, I-94 road surfaces, existing ramps and/or overpass bridges, and downtown areas.
 - It appears that residents are slightly more informed with regard to the development of the 20-year transportation plan in the past year (11% in 2017 vs 7% in 2016).

Overall Analysis – Maintaining the Freeway



Base: All Respondents (N=602)

Q1: To begin, we would like you to tell us how FAMILIAR you are today of MnDOT's role in maintaining and developing the I-94 freeway?

Q2: The Next question is regarding how INFORMED you are about the plans for the I-94 freeway?

Zone Analysis - Maintaining the Freeway

Key Takeaways on Maintaining the Freeway (by Zone)	
Zone	Key Takeaway
Zone 1	Slightly more familiarity with specific traffic lanes on I-94 than other zone residents.
Zone 2	Slightly higher awareness of improvement of bike routes/safety than other zone residents.
Zones 4 & 5	Higher awareness of MnDOT's role in the improvement of I-94 overpass pedestrian bridges for walkers and bicyclists than other zone residents.
Zone 5	Slightly more familiar with MnDOT's overall role in maintaining and developing the freeway than other zone residents.
Zones 5 & 6	Slightly more familiar with downtown plans than other zone residents.

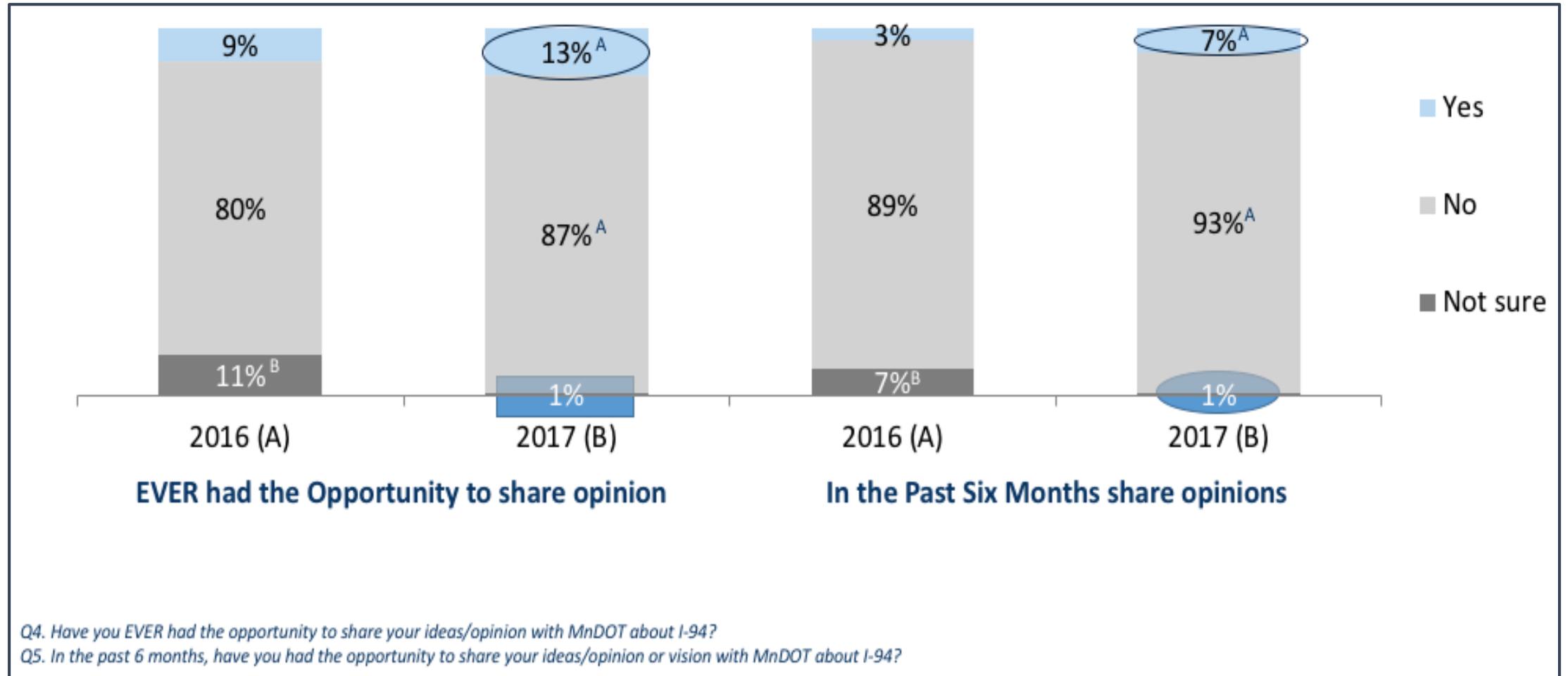
Zone Analysis - Maintaining the Freeway

	Total (N=602)	Zone 1: Broadway to 35W (N=169)	Zone 2: 35W to 280 (N=119)	Zone 3: 280 to Snelling (N=6)	Zone 4: Snelling to Kellogg (N=170)	Zone 5: Kellogg to Mound Blvd (N=55)	Zone 6: Mound Blvd to Hwy 61 (N=83)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Maintaining and developing the I-94 freeway	46%	47%	47%	33%	45%	56% ^g	42%
I-94 through the Lowry Hill Tunnel and North Minneapolis	32%	46% ^{dEFG}	38% ^{EFG}	17%	23%	25%	22%
Maintenance of current I-94 traffic lanes, such as road surfaces	30%	38% ^{cceFg}	29%	0%	29%	22%	28%
Improvement of I-94 exit ramps and/or overpass bridges (for cars)	29%	37% ^{CEF}	26%	17%	22%	20%	35% ^{EF}
I-94 between downtown St. Paul and Maplewood	24%	14%	18%	0%	26% ^B	31% ^{Bc}	47% ^{BCEf}
Improvement of I-94 overpass pedestrian bridges for walkers and bicyclists	22%	19%	21%	33%	26% ^b	20%	18%
Building additional traffic lanes on I-94	21%	26% ^E	18%	17%	14%	22%	25% ^E
Improvement of bike routes/safety in the areas around the I-94 freeway	20%	21%	26% ^G	0%	19%	22%	14%
A possible addition of MNPASS (min-pass) lanes on I-94.	13%	15% ^e	13%	17%	8%	13%	19% ^E
Development of a 20-year plan for transportation throughout the state	11%	11%	9%	17%	9%	11%	14%

Overall Analysis – Efforts to Include and Gather Opinions

- More residents say they have had a chance to share ideas/opinions related to I-94 in the past six months than in the previous year.
- MnDOT's efforts in the past year at community events and meetings are recognized as opportunities to inform the public.
 - Caucasians and African-Americans have shared their opinion more than Hispanics, a group that needs to be focused on for sharing ideas regarding MnDOT's vision.
- MnDOT has made a slight impact in reaching out to the “Somewhat Disconnected” group.

Overall Analysis – Efforts to Include and Gather Opinions



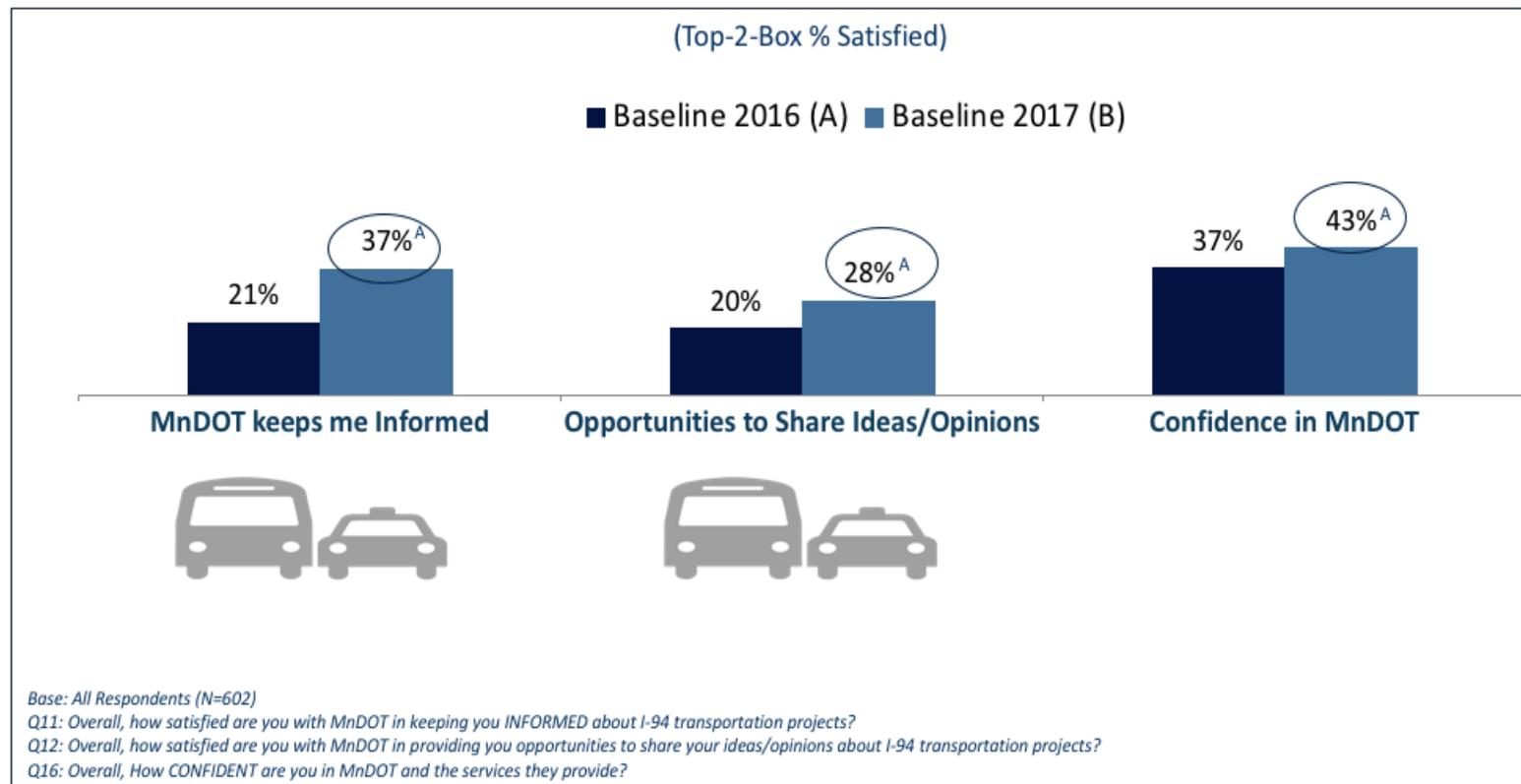
Zone Analysis – Efforts to Include and Gather Opinions

- MnDOT’s efforts are noticed more so among Zones 2, 3 and 4 residents than Zone 5. Although Zone 5 residents are more familiar with MnDOT’s plans, they have fewer opportunities to share opinions.

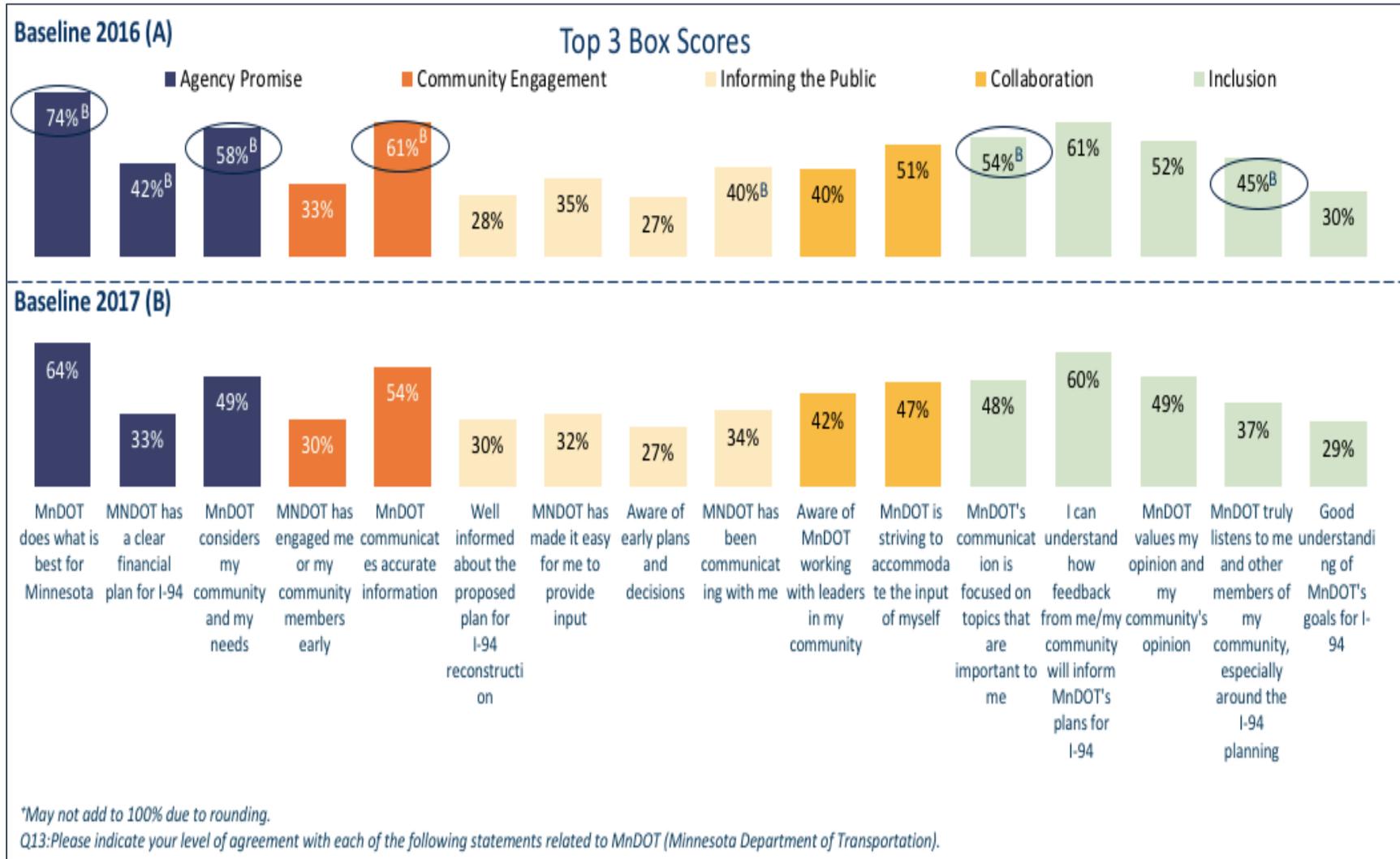
	Total (N=602)	Zone 1: Broadway to 35W (N=169)	Zone 2: 35W to 280 (N=119)	Zone 3: 280 to Snelling (N=6)	Zone 4: Snelling to Kellogg (N=170)	Zone 5: Kellogg to Mound Blvd (N=55)	Zone 6: Mound Blvd to Hwy 61 (N=83)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
EVER had the Opportunity to share opinions							
Yes	13%	10%	15%	17%	16%	7%	12%
No	87%	88%	85%	83%	84%	93%	88%
Not Sure	1%	2%	0%	0%	1%	0%	0%
In the Past Six Months share opinions							
Yes	7%	5%	8%	0%	6%	4%	10%
No	93%	94%	91%	100% ^{BCEFG}	92%	95%	90%
Not Sure	1%	1%	1%	0%	1%	2%	0%

Overall Analysis – MnDOT’s Efforts to Keep Public Informed

- The overall level of satisfaction with MnDOT’s efforts in “keeping the public informed” is slowly improving.



Overall Analysis – MnDOT’s Efforts to Keep Public Informed



Zone Analysis – MnDOT’s Efforts to Keep Public Informed

- Zone 1, 3, 4 and 6 residents have higher confidence in MnDOT than Zone 2 and 5 residents. However, Zone 5 residents say they feel informed and have opportunities to share ideas/opinions more so than residents in any other zone.

	Total (N=602)	Zone 1: Broadway to 35W (N=169)	Zone 2: 35W to 280 (N=119)	Zone 3: 280 to Snelling (N=6)	Zone 4: Snelling to Kellogg (N=170)	Zone 5: Kellogg to Mound Blvd (N=55)	Zone 6: Mound Blvd to Hwy 61 (N=83)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
MnDOT keeps me Informed	37%	38%	37%	17%	31%	49% ^{dE}	40%
Opportunities to Share Ideas/Opinions	28%	24%	30%	17%	24%	36% ^{be}	34%
Confidence in MnDOT	10%	11% ^{cF}	6%	17%	14% ^{cF}	4%	13% ^{cF}

Overall Analysis – Information Sources

- There is a significant increase in awareness and usage of MnDOT’s information sources since the past year.

	 MnDOT’s website		 511mn.org		 511 mobile app		 MnDOT’s surveys		 Social Media		 GPS Phone applications	
Baseline	2016 (A) (N=1086)	2017 (B) (N=602)	2016 (A) (N=1086)	2017 (B) (N=602)	2016 (A) (N=1086)	2017 (B) (N=602)	2016 (A) (N=1086)	2017 (B) (N=602)	2016 (A) (N=1086)	2017 (B) (N=602)	2016 (A) (N=1086)	2017 (B) (N=602)
Aware of Information sources	53%	63% ^A	18%	24% ^A	8%	15% ^A	6%	26% ^A	22%	28% ^A	16%	34% ^A

Overall Analysis – Information Sources

- Many engagement tactics have made an impact.

Learned about current or planned improvement projects		
	Baseline 2016 (A) (N=1086)	Baseline 2017 (B) (N=602)
Newspaper (print and/or online)	37%	55% ^A
Television	51%	50%
Radio	27%	38% ^A
Web-based news sources (Star Tribune, CNN, Huffington Post, Business Insider, News <u>Ela</u> , etc..)	18%	29% ^A
GPS Phone applications (such as <u>Waze Traffic Maps</u> etc...)	7%	24% ^A
Social Media (Facebook, Twitter, <u>Instagram</u>)	15%	21% ^A
MnDOT's website	17%	19%
Community meetings	2%	10% ^A
MnDOT's surveys	1%	9% ^A
MnDOT at community events (e.g., festivals, fairs, etc.)	4%	7% ^A
511mn.org	6%	7%
Emails from MNDOT	4%	6% ^a
511 mobile app	1%	5% ^A
Other	7%	6%
Didn't hear anything at all	18% ^B	9%

Q3. In the past 6 months, how have you learned about current or planned improvement projects related to the I-94 freeway?

Zone Analysis – Information Sources

Key Takeaways on Information Sources (by Zone)	
Zone	Key Takeaway
Zone 1	Residents use social media and GPS to learn about current or planned improvement projects more than residents in other zones.
Zones 1 & 2	Residents use emails from MnDOT more than residents in other zones.
Zones 1, 2 & 5	Residents use web-based news sources more than residents in zones 3, 4 and 6.
Zones 2 & 5	Residents use MnDOT's website and MnDOT's surveys more than residents in other zones.



2016 Baseline Study Report

Signature Insights Inc.

Anupama Pakala



Executive Summary

Executive Summary: Part 1

Residents living along the I-94 Corridor

- Majority of impacted residents (who live near the I-94 corridor) and users of the freeway (residents that use I-94 extensively) use a personal motor vehicle as their primary mode of transportation.
- Majority travel along the corridor at least two times a week.
- Impacted residents are the heaviest users of the freeway. A small percentage of them use transit and walk; They use the freeway for a variety of needs (e.g., work, education, household and errands).
- Millennials, Gen Xers and Ramsey County residents in the study report higher usage of the freeway.

Familiarity with MnDOT's role and awareness around I-94 projects

- Nearly 50% of the Hennepin and Ramsey county residents in the study are “familiar” with MnDOT’s role in maintaining and developing the I-94 freeway.
 - Degree of familiarity varies by ethnic group. African-Americans and Hispanics are slightly more familiar with specifics such as maintenance, road surfaces and construction on the freeway than Caucasians.
 - Millennials are less familiar compared to boomers.
- Residents are more aware of specifics such as maintenance of the I-94 ramps, overpass bridges, road surfaces and traffic lanes than information regarding the longer-term, 20-year plan, additional HOV lanes or any redesign of I-94 overpass bridges.
 - Awareness of overpass bridges is slightly higher among impacted residents while users of the freeway are more aware of lane expansion plans.

Executive Summary: Part 2

Overall Perception of MnDOT

- Most respondents either completely or somewhat agree that MnDOT does what is best for Minnesota, a reflection of its promise as an agency.
- However, perceptions and level of agreement on several attributes such as engaging the community, collaboration, informing the public and inclusion need significant work.
- User of the freeway perceive that MnDOT truly listens and collaborates. Impacted residents do not have as strong a perception on MnDOT's collaborative and inclusive activities.
 - Ethnic minorities have better perceptions of the agency.
 - Millennials, Gen Xers and some men have higher perception of MnDOT's efforts to communicate, collaborate and engage with the public.

Overall Satisfaction and Confidence in MnDOT

- Overall Level of Satisfaction with MnDOT's efforts in "keeping the public informed" on I-94 is very meagre, providing a huge opportunity for improvement for MnDOT.
- Level of Satisfaction with MnDOT providing opportunities to share ideas and opinions is similar with overall satisfaction with MnDOT on I-94.
 - i.e. less than 20% are satisfied with MnDOT.
- Overall Public Confidence in MnDOT is only strong among a third of the respondents.
 - Men and Gen Xers are more confident in MnDOT than the other groups.

Executive Summary: Part 3

Public Participation in Outreach from MnDOT

- Overall, most residents of Hennepin and Ramsey counties have not had a chance to contribute opinions or share ideas related to I-94 in the past six months – about 3% contributed opinions in the past six months.
- Of the few that contributed opinions in the past six months, respondents mention Community Meetings as the most frequently cited mechanisms to contribute or share opinions with MnDOT.
- Residents would overwhelmingly like to contribute opinions to MnDOT if contacted in the future.
- Nearly 70% of the residents value the importance of providing opinions and ideas to MnDOT.

Information Sources

- There also is variation in how residents hear about MNDOT from different sources based on age and gender.
 - Media usage varies by age, ethnicity and by the impacted residents and the users of the freeway.
- Television is the primary means of information regarding planned improvement projects for more than half the respondents. However, social media is an emerging presence.
 - Men cite traditional media such as Television, Radio, Newspaper and Web news much more than women
 - Women along with Millennials cite more social media than all other groups.
 - MnDOT website and social media are stronger among the Impacted residents.
- About 50% of the residents are aware of the MnDOT's website and use it infrequently within a year.



Implications & Strategies

Implications & Recommendations

1

Focus communication efforts on increasing awareness around the 20 year plan or the redesign of the I-94 overpass bridges while continuing to emphasize maintenance news. Residents, especially those impacted, are not fully aware of the plans.

2

Engaging the community will require inclusion and collaboration and significant outreach to overcome low awareness and familiarity with MnDOT on the I-94 corridor. This effort will consequently improve overall Confidence and Satisfaction with MnDOT overall.

3

Tactically, use several channels and multi-mode communication and leverage community meetings to increase outreach and build confidence.



Methodology

Methodology Overview

- The 2016 MnDOT Rethinking I-94 baseline survey uses a multimodal data collection methodology in English with the following groups of Twin Cities residents:
 - 786 online interviews among panel members.
 - 300 phone interviews among landline and cell phone users among specific ethnicities.
 - The data was gathered among Hennepin and Ramsey county residents who are:
 - **People Living Near the Freeway (Impacted by the Freeway) and People living further away from the freeway (Users of the Freeway)**
 - and by multiple racial groups and ages.
 - The October/November 2016 data collection also included an oversample of Non-Caucasian residents to ensure the results inclusively reflect input similar to the demographic make-up of residents living along the I-94 corridor.
 - The data is shown in Total and to add to further detail as separate groups. The ending base sizes, by ethnicity and language spoken, are listed below:

Respondent Numbers by Respondent Type and Race	
Respondent Type or Race	Number of Respondents
Total	1086
Impacted by the Freeway	411
Users of the Freeway	675
Caucasians	668
Hispanic	118
Black/African Americans	170
Asians	101
All Others	29