

# Appendix A: Community Engagement Plan

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## UPDATES

Date	Lead	Changes
May 21, 2015	Toole Design Group	Draft Content Developed
May 29, 2015	Toole Design Group	MnDOT/MDH Edits incorporated
June 4, 2015	Toole Design Group	Project Team comments added

## PROJECT TEAM

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# COMMUNITY ENGAGEMENT PROJECT ADVISORY COMMITTEE

The Project Advisory Committee is specifically assisting and guiding the Community Engagement process for the Statewide Pedestrian. The list below identifies PAC member and general organization and perspectives they bring, which are not necessarily the specific organizations they represent.

Jean Wallace, Chair  
Minnesota Department of Transportation

Patrick Hollister  
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# PEDESTRIAN PLAN PROJECT BACKGROUND & COMMUNITY ENGAGEMENT PURPOSE

The following section provides context for the Community Engagement Plan (CEP), describing why community engagement is necessary for this project, key topics to address and previous work by the Minnesota Department of Transportation (MnDOT) and Minnesota Department of Health (MDH) in the development of the Minnesota Statewide Pedestrian System Plan (Plan) goals and strategies.

## Minnesota Statewide Pedestrian System Plan

MnDOT and MDH are jointly leading the development of the State's first ever pedestrian plan. Work to date has been focused on background research about the state of walking in Minnesota (see [Minnesota Walks: Current and Future Steps towards a more Walkable State](#)). The project began with developing a vision:

Vision: Walking<sup>1</sup> is safe, convenient, and desirable for all in Minnesota.

While the plan goals, strategies and recommendations will be informed by the community engagement process MnDOT and MDH have some initial ideas about what they want this plan to inform and accomplish. Having these ideas in mind is helpful in crafting the engagement process and effectively communicating about the planning process.

Minnesota Pedestrian Plan: Purpose

PURPOSE: develop and prioritize recommendations for projects, programs and policies at the state, regional and local level.

Walking is important: People walk for transportation, health and to support local economies

Walking should be easier: Policies, projects and programs across Minnesota create a place where walking is easier and safer

Walking is harder for some than others: All people – particularly people experiencing inequities – have access to affordable transportation options, including walking (this might be a reach since we're only talking about walking in this plan)

Minnesota is on track for improving walking: People and organizations throughout Minnesota know and understand how they can support better places for walking

The CEP will guide the project team in engaging with individuals and communities throughout Minnesota. The intent of the community engagement effort is to provide the foundation for goals and recommendations for the Plan.

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<sup>1</sup> In this report, when the word "walk" is used, it means walk with or without a mobility device.

## Authors and Contributors

### PROJECT TEAM

With guidance from MDH and MnDOT, the consultant team developed the CEP using best practices in community engagement, background information from MDH and MnDOT and input from the PAC and stakeholders.

### BROAD PARTNERSHIPS AND INTERESTS

The Community Engagement Project Advisory Committee (PAC) represents a number of I, but is certainly not comprehensive.

The Project Advisory Committee (PAC) represents a wide range of stakeholders and practitioners representing a variety of interests and expertise. They are engaged every 4-6 weeks at meetings that involve engagement activities. Their second meeting was centered on developing community engagement goals, key questions, stakeholder lists and community engagement strategies.

The project team recognizes that there are many partnerships – existing and future – that can affect and support the implementation of the Plan. There are also many people impacted and affected by the plan who need to be engaged in its development. This is important not just to address needs and wants of people impacted, but also to provide the opportunity to empower those affected to influence their environment long term.

Throughout the community engagement process, it is important to have peoples identify how they would like to be involved. For example, rather than send a representative to the PAC, tribal councils preferred that the project team attend Advisory Council on Tribal Transportation (ACTT) meetings on a regular basis to strengthen the relationships among the tribal representatives, MnDOT and MDH.

## MnDOT and MDH Engagement Guidance

Both MnDOT and MDH have standards for community engagement. This section summarizes guidance from both agencies and was used as a starting point for the development of the Community Engagement Plan.

### MNDOT: PLAN DEVELOPMENT GUIDELINES

MnDOT Plan Development Guidelines were developed by MnDOT's Office of Statewide Multimodal Planning to encourage consistency among MnDOT's modal plans. The Plan Development Guidelines include a Public Participation Plan (Appendix A).

MnDOT Plan Development Guidelines includes recommended components of a Public Participation Plan such as contact list, project development process, outreach techniques, public involvement schedule and evaluation of efforts.

### MDH: FRAMEWORK FOR COMMUNITY ENGAGEMENT IN PUBLIC HEALTH

MDH Community Engagement Staff developed the Framework for Community Engagement in Public Health based on a set of grounding values. The framework includes goals for public health community engagement, stakeholders and phases of community engagement (see appendices).

The Framework for Community Engagement in Public Health outlines who the engagement should be focused on: people who have an interest/role in improving health, populations who are the focus of health improvement efforts and communities experiencing health inequities.

The project team used MDH's Framework for Community Engagement in Public Health when developing the first draft of the Public Participation Plan, but added additional components based on guidance from MnDOT and best practices from other public participation plans.

## Moving from Participation to Engagement

MnDOT and MDH set a tone for an emphasis on community engagement and long-term relationships by embarking on this plan jointly. Instead of addressing pedestrian issues using a solely transportation planning approach MnDOT and MDH recognizes the strength in in addressing the pedestrian environment as equal partners.

The project team used MnDOT's Plan Development Guidelines to develop the first draft of the CEP, but added additional components based on guidance from MDH and best practices from other public participation plans. For example, instead of calling it a Public Participation Plan, the project team opted to name it a Community Engagement Plan.

This planning process intends to truly engage and empower people in Minnesota. As such, the approaches will be tailored to fit the needs of the project and the feedback generated throughout the process. Engaging people in meaningful conversations is more likely to foster ongoing, long-term relationships for the benefit of the greater community. Community engagement involves interaction, problem-solving and focuses on collective strengths of those involved.

Communities are defined in many ways. Some are geographically based (towns, cities, counties), some are topic based (e.g., advocacy organizations focused on the built environment or walking environment) and some are based on similar backgrounds (e.g., socio-economics, ethnicity, age). What is important is that walking is a fundamental right to all of these "communities". Recognizing the importance of inclusivity, the CEP includes a range of engagement strategies and communication tactics to reach many different communities in our state rather than attempting to use a one-size-fits-all approach to outreach or public participation.

## BEST PRACTICES AND GUIDING PRINCIPLES FOR THE COMMUNITY ENGAGEMENT PLAN

Community engagement is critical to the success of the Minnesota Statewide Pedestrian System Plan. The project team prioritized research on best practices for community engagement to plan for a rich, engaging process that responds to the needs of many communities across the state. This section summarizes findings from this analysis and describes the principles used to guide the development of the CEP.

### Best Practices for Community Engagement

Under guidance from MnDOT and MDH, the consultant team compiled a memo summarizing successful tools, techniques and communications strategies employed in other planning processes for engagement that may inform the engagement approach for the Minnesota Statewide Pedestrian System Plan.

The team reviewed 15 existing state, county, regional and city plans to in effort to identify a variety of creative and effective approaches to public outreach and engagement that may be relevant to the Minnesota Statewide Pedestrian System Plan engagement process. Nine interviews were conducted with agency and/or consultant staff to learn more about the planning and public engagement processes used (Appendix B).

Four themes in best practices for community engagement emerged from this research:

- Review and Evaluate Engagement throughout Process
- Foster Peer to Peer Conversations
- Harness Existing Relationships
- Make It Convenient

These four themes are applied throughout the CEP as guiding principles.

## Guiding Principles

This section describes four themes in community engagement that reflect best practices in the field. These principles guide the development of the CEP to ensure their consideration in every strategy we use throughout the community engagement process.

The guiding principles for the CEP are integrated into the Communications Plan (Appendix C) to steer the communications strategies reinforce the CEP goals and principles.

### HARNESS EXISTING RELATIONSHIPS

Harnessing existing relationships with agencies and organizations is necessary to promote the project and to identify champions. A variety of agency and organizational partnerships were identified successfully in other plans, including with community-based organizations, other agencies, non-profit organizations, city and county departments and more. Partnerships enable agencies to reach a wider audience with their engagement process, both geographically and demographically and can result in more diverse and detailed input into the development of plans.

### MAKE IT CONVENIENT

Providing convenient opportunities for participation – whether online or offline – is critical to encouraging a broad range of stakeholders to engage and successful plans are often the result of a diverse mix of engagement strategies and opportunities. Techniques such as tabling at festivals, holding joint meetings with existing organizations, conducting surveys on the street and using online tools increase participation in planning processes.

### FOSTER PEER TO PEER CONVERSATIONS

Peer-to-peer conversations allow people to discuss challenges and opportunities and to learn from one another. These conversations can be an integral component to a successful engagement strategy. Small group conversations are a valuable way to gather input, whether with focus groups or listening sessions, or as activities in larger public events to focus the conversation that may otherwise be lost. Additionally, online forums such as MindMixer or moderated forums, allow for peer-to-peer dialogue about complex issues and tradeoffs in an online format. Another strength of peer-to-peer conversations is that input tends to be more honest. For example, when teens interact with other teens as they do using Citizing, they are more prone to share honest feedback (since they can relate to one another and there is a common understanding and trust (instead of introducing a power and relationship dynamic they may experience interacting with an adult they don't relate to).

### REVIEW AND EVALUATE ENGAGEMENT THROUGHOUT PROCESS

In order to meet engagement goals whether it's addressing all key topic areas or reaching diverse communities to encourage equal representation, regular assessment of the progress is necessary. This should be conducted early and often to provide the opportunity to course-correct.

# TOPICS FOR COMMUNITY ENGAGEMENT

The primary objective of the community engagement is to inform the goals of the Minnesota Statewide Pedestrian System Plan as well as inform what project, programs and policies can help bring Minnesota toward its vision Minnesota Statewide Pedestrian System Plan. However, through visioning exercises and input from partners, practitioners and the PAC, it became evident that there are additional objectives to community engagement beyond simply gathering information from stakeholders.

The following section outlines the key topics and themes that will be used throughout the community engagement process. The topics themselves are based on engagement goals from the project team and its partners. The questions we ask stakeholders and strategies for engagement around each of these topics will vary greatly since they will need to be tailored in engagement format, communication style and etcetera.

As we embark on moving toward a more walkable Minnesota, the community engagement aims to answer some key questions to understand how to get there. While the questions will evolve and be tailored to suit the engagement activity throughout the process, these topics and associated questions will provide direction for the project team and its partners throughout the engagement process.

Addressing these key topics will move the Statewide Pedestrian System Plan toward recommending appropriate policies, programs and projects on a state, regional and local level to fostering a more walkable Minnesota.

## What Works & What Doesn't

One of the most important objectives of the Plan is to prioritize implementation of policies, programs and projects on a state, regional and local level that will result in a more walkable Minnesota. This means increasing walking trips. In order to most effectively achieve this and use our resources, funding and partnerships most effectively, we need to understand what will encourage and motivate more walking. It is anticipated that answers may be different depending on the community, so the strategies for achieving this must be tailored carefully.

The project team, its partners and the PAC aim to:

- Learn why people walk
- Investigate what built environment factors provide a sense of safety, convenience and desirability for walking
- Identify barriers and challenges to walking
- Understand what is most effective in encouraging people to choose to walk or walk more

## What Needs to Happen

While knowing what will encourage people to increase their walking trips is critical, so is understanding how to provide those things. Engaging people that have influence and decision-making power need to be engaged.

The project team, its partners and the PAC aim to:

- Understand why walking is not a higher priority for people in professions like development, engineering, etc.
- Identify the barriers to investing more in walking in various disciplines
- Learn what would help overcome barriers to implementation

## Education

One of the goals of the goals of the plan is to inform people of the importance of walking.

The project team, its partners and the PAC aim to:

- Educate people that walking is a fundamental right
- Raise awareness of how important walking is for those who rely on it for their only mode of transportation
- Raise awareness about how some populations are at greater safety risks because of their unsafe walking environment and no means for alternative transportation
- Inform people of the health benefits of walking
- Understand the well-known economic, social and health benefits of walking
- Get a sense for the best strategies for educating people about the importance of walking.

## Support

Another objective of the Plan is to increase support for a more walkable Minnesota. This is especially important to MDH, though many partners and stakeholders would benefit from a better understanding of how to gain support for the vision and the strategies for reaching it.

The project team, its partners and the PAC aim to:

- Understand what would increase support for walking for different people and communities in Minnesota
- Identify what would lead people to see the value of better walking environments so there would be more support for investing money (private or public) in more walkable built environments

## Empower

One of the goals of the Minnesota Statewide Pedestrian System Plan is to bring people together around the common goal of elevating walking in the State. Local public health professionals are especially interested in strategies to shape the built environment to create healthier people and communities.

The project team, its partners and the PAC aim to:

- Understand how to empower people to influence decision-makers, projects, funding, to shape their communities

These topics will be used to guide the project team through the development of community engagement strategies. While these may change throughout the process due to feedback and evaluating the engagement process, beginning with some key questions steers the project team toward information can be used by MnDOT, MDH and its partners to work toward the vision.

# ENGAGING PEOPLE AND COMMUNITIES IN MINNESOTA

Communities take many different forms and involve different sizes, styles, cultural norms and communication styles. Recognizing the importance of inclusivity, the Community Engagement Plan outlines a process to expand engagement opportunities for members of different communities and populations with varying age, ability, cultures, ethnicities and economic status.

## Identifying Stakeholders

For a statewide effort such as the Pedestrian System Plan, there is a broad range of stakeholders.

The first draft of the CEP used information from to identify an initial list of stakeholders:

- Minnesota Walks: Current & Future Steps towards a Walkable Minnesota
- Project Advisory Committee

## MINNESOTA WALKS: CURRENT & FUTURE STEPS TOWARDS A WALKABLE MINNESOTA

As one of the first steps in the Minnesota Statewide Pedestrian System Plan, MDH and MnDOT jointly conducted background research about the state of walking in Minnesota.

Minnesota Walks includes information about how some populations have less access and fewer opportunities to safely walk than others. Certain sectors of the population are more likely to rely on pedestrian infrastructure: children, older adults, individuals with disabilities and households with limited incomes or no access to a vehicle. The following populations are identified as possible priority populations who would most benefit from pedestrian-level improvements throughout Minnesota:

- Small rural core communities
- American Indian populations
- Low-income urban populations
- Older adults
- Persons with disabilities
- Children and youth

In addition, Minnesota Walks describes populations that experience a higher rate of health issues for which increased walking can help:

- People of color
- People with less education
- Women
- Lower-income groups

The engagement opportunities, tools and techniques identified are tailored to engage with diverse populations.

## PROJECT ADVISORY COMMITTEE

The Project Advisory Committee (PAC) for the Minnesota Statewide Pedestrian System Plan is another resource largely involved in planning and implementing community engagement for this project. At the second meeting of the PAC, members were asked to generate ideas for community engagement before the CEP was drafted. The goal of the meeting was to engage the PAC members on generating ideas on community engagement for this project.

Participants provided great ideas about the individuals and groups with whom we need to engage in this planning process. Participants mentioned the importance of engaging with people:

- Who are not often involved in planning processes
- With influence (business owners, developers and decision-makers)
- With an understanding of how decisions are made in the built environment

Through engagement with local public health partners as well as transportation leadership, the importance of engaging diverse communities, decision-makers and practitioners/implementers was reinforced and confirmed.

## Flexible Engagement Strategies

### OPEN FEEDBACK LOOPS

As the community engagement process evolves, flexibility will be important so that the project team can adjust engagement strategies and tools as necessary. Asking questions about how people would *like* to be engaged can help the project team select tools and strategies that increase the likelihood of participation. Constant reflection is important for the project team to practice, but more so feedback from stakeholders themselves is important so that adjustments can be made throughout the process.

### STAKEHOLDERS' INFLUENCE ON THE CEP

Throughout the planning process, the CEP will need to be updated as new stakeholders and engagement strategies are identified.

As referenced in the *Communications Plan*, documentation of communications and engagement is critical to keep the project team, planning partners and stakeholders informed of the most current engagement process information.

Documentation is also critical to respond to feedback and ideas from participants about the engagement process itself. One common question throughout the engagement process may be, "Who is missing from the room?"

### REGULAR EVALUATION

In addition to evaluating input from stakeholders about how to improve the CEP, the project team should also evaluate its progress regularly using other measures. For example, the PAC recommended tracking demographics of participants in various community engagement events to monitor whether target audiences are being reached.

For instance, if during the variety of engagement opportunities gender is reported, it will become apparent if most participants identify as male. If this is tracked from the beginning of the engagement process, immediate exploration of how to expand the engagement reach to engage with more women is possible. Women were identified in Minnesota Walks as more likely to experience physical inactivity and experience a disproportionate level of health issues. In this example, course correction would be critical.

The Communications Plan supports regular evaluation and provides recommendations for documenting communication and engagement as well as demographics (see Appendix C).

# ENGAGEMENT STRATEGIES

## OVERVIEW

Each engagement tool has a different purpose—whether to glean input about a specific area or to gather input from vast populations in diverse geographic locations. Typically surveys, project booths at festivals and focus groups are well-suited for gathering feedback about particular areas because specific questions can be asked and answered in a short amount of time. In gathering input from vast populations in diverse geographic locations tools like online surveys, online interactive mapping, or MindMixer are good options). Each engagement tool should be considered carefully as it relates to the target audience. The engagement opportunities, tools and techniques we have identified are tailored to engage with each audience.

This section is organized by engagement strategy types. For each strategy, there is a summary of:

- Audience,
- Engagement format,
- Key topics,
- Guiding principles, and
- Description

## Engagement levels: IAP2 Spectrum of Public Participation

The International Association for Public Participation (IAP2) uses five levels of public participation:

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### Inform

- Provide balanced and objective information and assist in understanding the problem, alternatives, opportunities and/or solutions
- Keep people informed
- Examples: fact sheets, web sites, open houses

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### Consult

- Obtain public feedback on analysis, alternatives and/or decisions
- Keep people informed, listen to and acknowledge concerns and aspirations, and provide feedback on how input influenced decisions
- Examples: public comment, focus groups, surveys, public meetings

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### Involve

- Work directly with the people throughout the process to ensure that concerns and aspirations are consistently understood and considered
- Work with people to ensure that concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how input influenced decisions
- Examples: workshops, deliberative polling

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### Collaborate

- Partner with people in each aspect of the decision including the development of alternatives and the identification of preferred solutions.
- Look to partners for advice and innovation in formulating solutions and incorporate advice and recommendations into the decisions to the maximum extent possible.
- Examples: advisory committees, consensus-building, participatory decision-making

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### Empower

- Place final decision-making in the hands of others.
- Implement what people have decided.
- Examples: citizen juries, ballots, delegated decision

## PROJECT ADVISORY COMMITTEE

### Audience

Project Advisory Committee: variety of backgrounds and expertise

Engagement Level	Apply?	Description
Inform	Yes	Inform about project progress
Consult	Yes	Review/react to ideas from the project team
Involve	Yes	Provide direction to project team
Collaborate	Yes	Work together to build ideas, strengthen relationships
Empower	Yes	Implement engagement tools with their contacts

Key Topics	Apply?	Description
Support	Yes	Understand importance of the plan, share with their contacts and stakeholders
Education	No	N/A
What works	Yes	What people like/don't like in the built environment
What needs to happen	Yes	What they/their contacts and stakeholders face
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	No	N/A
Harness existing relationships	Yes	Strengthen relationships through regular meetings and communication
Foster Peer to Peer Conversations	Yes	Participants learn from each other; share with their peers as representatives of the plan
Review and Evaluate	No	N/A

### Description

The PAC will guide policy direction and plan development. In coordination with the project team, approximately 10 to 15 partner agencies and/or organizations will be invited to help influence plan development through PAC presentation. Depending on input received and particular issues needing attention, it is anticipated that members of the PAC will form subcommittees with expertise in that given area, to discuss the issue in greater detail and report back to the PAC.

## WEBINARS

### Audience

Regional planning partners with influence on and/or responsibility for pedestrian facilities and programs, health professionals, transportation professionals.

Engagement Level	Apply?	Description
Inform	Yes	Inform about the plan, importance of walking
Consult	Yes	Collect feedback about process, stakeholder needs
Involve	Yes	Answer questions from audience about role, etc.
Collaborate	No	N/A
Empower	No	N/A

Key Topics	Apply?	Description
Support	Yes	N/A
Education	Yes	N/A
What works	No	N/A
What needs to happen	Yes	N/A
Empower	No	N/A

Guiding principles	Apply?	Description
Make it convenient	Yes	Regional workshops; scheduled during work day; minimize travel time
Harness existing relationships	No	N/A
Foster Peer to Peer Conversations	Yes	Convening staff from multiple agencies
Review and Evaluate	No	N/A

### Description

As the first step in initiating the statewide conversation about walking, half-day workshops shall be conducted in each MnDOT District, engaging both internal and external partners and stakeholders. This is an important step because it will engage those agencies and organizations that have some policy and/or implementation influence or responsibility related to pedestrian facilities and programs.

It will create a forum for cross-discipline discussions between transportation and health professions with a clear focus on walking. This is the first step in a long-term statewide conversation about walking and the associated benefits, needs, barriers and opportunities. MnDOT district staff, MDH regional staff and key external stakeholders initially identified in each district/region, will be invited to participate in these workshops.

External stakeholders might include cities or counties, local health service providers, school districts, tribal representatives, walking advocates, organizations representing the disabled community, or others. The desired outcomes of these workshops will be:

- An inclusive list of agencies, non-profit organizations, social services, advocacy groups and other stakeholders that should be engaged throughout the project
- A discussion of outreach activities that have been successful in that district/region in the past;
- An initial discussion of walking benefits, needs, barriers and opportunities
- An identification of at least three “prototype activity areas” that have the most needs and/or opportunities for walking in that district/region
- A commitment from represented organizations to reach out to their constituents to encourage them to participate in the statewide conversation about walking

Examples of prototype activity areas might be a main street area along a trunk highway, a regional trail or state park, a tourist attraction or event center, or simply a busy/dangerous intersection. Ideally, some part of each workshop would be spent on a walking tour of an area where walking is challenging. This would provide an opportunity for all participants to have a greater empathy for the challenges of walking and the scale of walking needs.

## INTERVIEW POPULATION EXPERTS (KEY INFORMANT INTERVIEWS)

### Audience

- Community organizers
- Resource centers
- Public housing professionals
- Homeless shelter staff
- Hmong American Partnership
- Title VI/Environmental Justice Offices

Engagement Level	Apply?	Description
Inform	Yes	Inform about project progress
Consult	Yes	Review/react to ideas from the project team
Involve	Yes	Provide direction to project team
Collaborate	Yes	Work together to build ideas, strengthen relationships
Empower	Yes	Implement engagement tools with their contacts

Key Topics	Apply?	Description
Support	Yes	Understand the plan, build trust
Education	No	N/A
What works	Yes	What people like/don't like with engagement strategies and the walking realm, an current policy, programs and projects
What needs to happen	Yes	What they/their contacts and stakeholders face, what they need/want.
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	Yes	Create safe space, focused on listening, open to critique
Harness existing relationships	No	N/A
Foster Peer to Peer Conversations	No	N/A
Review and Evaluate	Yes	Help the project team course-correct their engagement strategies and reaching the groups they want to engage

### Description

Engage with people that work with populations this project wants to engage. Interviewing experts will help project team identify blind spots early on to help with course-correction.

## FOCUS GROUP DISCUSSIONS

### Audience

Specific groups to reflect stakeholder groups not typically engaged in the planning process as identified by PAC and Minnesota Walks:

- Small rural core communities
- American Indian populations
- Low-income urban populations
- Older adults
- Persons with disabilities
- Children and youth
- People of color
- People with less education
- Women
- People who are not often involved in planning processes
- People with influence (business owners, developers and decision-makers)
- People with an understanding of how decisions are made in the built environment

Engagement Level	Apply?	Description
Inform	Yes	Inform about project progress
Consult	Yes	Review/react to ideas from the project team
Involve	Yes	Provide direction to project team
Collaborate	Yes	Work together to build ideas, strengthen relationships
Empower	Yes	Implement engagement tools with their contacts

Key Topics	Apply?	Description
Support	Yes	Understand importance of the plan, build trust
Education	No	N/A
What works	Yes	What people like/don't like with engagement strategies and the walking realm, an current policy, programs and projects
What needs to happen	Yes	What they/their contacts and stakeholders face, what they need/want.
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	Yes	Create safe space, focused on listening, open to critique
Harness existing relationships	No	N/A
Foster Peer to Peer Conversations	Yes	Participants learn from each other; share with their peers

Guiding Principles	Apply?	Description
Review and Evaluate	Yes	Help the project team course-correct their engagement strategies and reaching the groups they want to engage

**Description**

Focus groups are opportunities to deepen the understanding of needs from specific groups.

**EXISTING MEETINGS**

**Audience**

- Advisory Committee of Tribal Transportation
- Metropolitan Planning Organization Directors
- Regional Development Organization Planners
- MDH Making it Better: Healthy Eating Active Living Regional Learning Meetings
- Minneapolis Pedestrian Advisory Committee
- Neighborhood groups
- Healthy Eating and Active Living members
- Statewide Health Improvement Program meetings
- American Planning Association
- Association of Pedestrian and Bicycle Professionals
- American Society of Landscape Architects
- American Institute of Architects
- International Interior Design Association
- American Association of Retirement Persons
- Minnesota Senior Corps
- County Engineers Group

Engagement Level	Apply?	Description
Inform	Yes	Inform about project progress
Consult	Yes	Review/react to ideas from the project team
Involve	Yes	Provide direction to project team
Collaborate	Yes	Work together to build ideas, strengthen relationships
Empower	Yes	Implement engagement tools with their contacts

Key Topics	Apply?	Description
Support	Yes	Understand importance of the plan, build trust
Education	No	N/A
What works	Yes	What people like/don't like with engagement strategies and the walking realm, an current policy, programs and projects
What needs to happen	Yes	What they/their contacts and stakeholders face, what they need/want.

Key Topics	Apply?	Description
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	Yes	Existing meetings, meet people on their turf
Harness existing relationships	No	N/A
Foster Peer to Peer Conversations	Yes	Participants learn from each other; share with their peers, hold each other accountable
Review and Evaluate	Yes	Help the project team course-correct their engagement strategies and reaching the groups they want to engage

**Description**

Project team is a guest on agenda. Tailor presentation to the audience. Include engagement opportunity, or at a minimum, conduct a Q&A.

The CEP acknowledges that partners and communities throughout the state have already established many relationships and have often also gathered input on transportation and health topics. To the extent possible, this information will be incorporated into the community engagement process and ultimately the plan recommendations.

Tracking this previous engagement is also important so that the project team can avoid over taxing communities who may be exhausted from previous processes. Engaging communities that have already participated in similar topics or activities may communicate the wrong message: that they weren't heard the first time, or that the project team is not communicating effectively with its partners. Integrating feedback already provided through other processes help steer the community engagement process toward more advanced conversations and builds upon previous work.

## COMMUNITY EVENTS

### Audience

General public, specific populations (identify certain events that engage priority populations)

Engagement Level	Apply?	Description
Inform	Yes	Inform about plan, engagement opportunities Educate about importance of walking, fun facts
Consult	Yes	Stakeholders provide input on key questions/topics
Involve	Yes	Staff answers questions from stakeholders
Collaborate	No	N/A
Empower	No	N/A

Key Topics	Apply?	Description
Support	Yes	Promote walking
Education	Yes	Share fun facts
What works	Yes	What we learned
What needs to happen	No	N/A
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions)

Guiding Principles	Apply?	Description
Make it convenient	Yes	Meeting people where they already are
Harness existing relationships	Yes	Identify events by asking stakeholder group representatives
Foster Peer to Peer Conversations	Yes	Staff booths, etc. with stakeholder peers (rather than just project team)
Review and Evaluate	No	N/A

### Description

Up to 24 events shall be attended around the state, such as open streets, listening sessions, community festivals, county fairs, etc. as identified in Task 2.5. These events shall include pedestrian groups and agencies, such as American Disabilities Act (ADA) Minnesota, greater Minnesota transit providers, cultural organizations, senior organizations and youth (see Task 2.7.4). These stakeholder groups will be identified in Task 2.2, with particular focus given to groups who can provide the type of information that is of the greatest need, as determined in coordination with the project team. The consultant will work with MnDOT and MDH to set up these meetings, prepare meeting materials and summarize the results of the event or meeting. The staff and partners attending/facilitating the events, will share raw information from event as well as summarize the themes and results. The consultant will attend up to 12 events.

- Farmers markets
- Festivals
- Fairs

- Summer events
- Parks
- Retail
- Transit stations
- National Night Out
- Place of worship events (e.g. church suppers)

## YOUTH-CENTERED ENGAGEMENT

### Audience

Teens

Engagement Level	Apply?	Description
Inform	Yes	Inform about the effect the built environment has on quality of life, transportation option, access, etc. Educate on importance of walking
Consult	Yes	Review/react to ideas from the project team
Involve	Yes	Stakeholders provide input on variety of questions
Collaborate	Yes	Staff answers questions from stakeholders; teens answer questions from each other
Empower	Yes	N/A

Key Topics	Apply?	Description
Support	Yes	Understand importance of the plan
Education	Yes	N/A
What works	Yes	What people like/don't like in the built environment
What needs to happen	No	N/A
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	Yes	Meeting people where they already are – online, through schools
Harness existing relationships	Yes	Strengthen relationships through shared experiences
Foster Peer to Peer Conversations	Yes	Participants discuss experiences with each other
Review and Evaluate	Yes	Track who participates in these

### Description

The TDG Team is proud to partner with the Citizens League (CL) to develop a youth-centered engagement strategy. CL has developed a unique approach to youth engagement by identifying youth leaders as “teen moderators” who work to encourage their peers to engage in civic discourse around issues like the environment, education and transportation. Youth engagement happens in multiple formats, from in-person meetings to online moderated discussions on “Students Speak Out” (student-specific interface of Citizing!).

## WALKING WORKSHOPS

### Audience

Practitioners, elected officials, public stakeholders

Engagement Level	Apply?	Description
Inform	Yes	Inform about the effect the built environment has on quality of life, transportation option, access, etc.
Consult	Yes	Stakeholders provide input on what they like/don't like; practitioners identify barriers to providing those
Involve	Yes	Staff answers questions from stakeholders
Collaborate	No	N/A
Empower	No	N/A

Key Topics	Apply?	Description
Support	Yes	Understand importance of the plan
Education	No	N/A
What works	Yes	What people like/don't like in the built environment
What needs to happen	Yes	Barriers to providing what people like in the built environment
Empower	Yes	How to get involved; how they'd like to be involved (in plan, in other decisions), relationship-building

Guiding Principles	Apply?	Description
Make it convenient	Yes	Meeting people where they already are
Harness existing relationships	Yes	Strengthen relationships through shared experiences
Foster Peer to Peer Conversations	Yes	Participants discuss experiences with each other
Review and Evaluate	Yes	Track who participates in these

### Description

TDG will partner with Mark Fenton, a walkability expert, to tailor walking workshops to solicit pertinent feedback on pedestrian experiences in a variety of contexts. A walk planned along various settings such as a dirt pedestrian path along a busy road, a sidewalk with a utility pole obstructions, a pedestrian streetscape in a neighborhood business district, or a pedestrian mall on a college campus will empower people to speak in context about how it feels to be a pedestrian. Feedback from these walks will allow us to identify needs and challenges that can be addressed in the Statewide Pedestrian Strategic Plan. We propose to conduct up to eight (8) walking workshops.

## SURVEYS

### Audience

General public, specific populations, practitioners, etc.

Engagement Level	Apply?	Description
Inform	Yes	Inform about project progress
Consult	Yes	Answer questions about key topics
Involve	No	N/A
Collaborate	No	N/A
Empower	No	N/A

Key Topics	Apply?	Description
Support	No	N/A
Education	No	N/A
What works	Yes	What people like/don't like with engagement strategies and the walking realm, an current policy, programs and projects
What needs to happen	Yes	What they/their contacts and stakeholders face, what they need/want.
Empower	No	N/A

Guiding Principles	Apply?	Description
Make it convenient	Yes	Short, can be online, or intercept survey
Harness existing relationships	No	N/A
Foster Peer to Peer Conversations	No	N/A
Review and Evaluate	Yes	Can include demographic survey to see who is being reached

### Description

Surveys, whether conducted online or in person, ask questions to gather input from a group of people.

## SOCIAL MEDIA

Facebook, LinkedIn, Twitter, Instagram, #MNwalks

### Audience

General public, people interested in transportation.

Engagement Level	Apply?	Description
Inform	Yes	Inform about engagement opportunities Educate about importance of walking, fun facts
Consult	Yes	Catalog comments/feedback via Facebook, Twitter, and Citizing! Community
Involve	No	N/A
Collaborate	No	N/A
Empower	No	N/A

Key Topics	Apply?	Description
Support	Yes	Promote walking,
Education	Yes	Share fun facts
What works	Yes	What we learned
What needs to happen	No	N/A
Empower	Yes	How to get involved

Guiding Principles	Apply?	Description
Make it convenient	Yes	Short messages, link straight to content
Harness existing relationships	Yes	Use existing followers
Foster Peer to Peer Conversations	No	N/A
Review and Evaluate	Yes	Measure RTs, Shares, link clicks, etc.

### Description

Social media is a great tool for sharing information and engaging in dialogue about walking. It is also an important component of the Communications Plan (Appendix C) and can be used to promote engagement events. MnDOT has existing statewide, district and Minnesota GO-specific social media accounts, which shall be used throughout the process. Use existing Minnesota GO and MnDOT accounts to inform the public as outreach activities take place in real time. Create a pedestrian plan specific hashtag that would allow multiple accounts, including MDH, to communicate easily and simultaneously to the public. It is recommended that the project team promotes the use of the hashtag #MNwalks.

## COMMUNITY ENGAGEMENT IMPLEMENTATION

Implementation of the CEP requires leadership from more than just the project team. PAC members, transportation and health partners and others will need to help with community engagement.

It will be up to the project management team at MDH and MnDOT to communicate roles, responsibilities and expectations to their partners to share in engagement activity strategies.

Successful implementation will also require excellent communication. See Communications Plan for guidance on language, notification strategies and internal project team responsibilities.

Finally, documentation of not just community engagement plans, but also results are critical not just to informing the Statewide Pedestrian System Plan, but to developing a high quality community engagement process. Listening to input from stakeholders and responding immediately to advice and feedback ensures that each engagement strategy, message, or notification strategy can be improved during the process. Documentation is also critical to a well-functioning project team so that all members are aware of new issues, ideas, improvements, or nuances.

## UPDATES AND ONGOING EVALUATION

This plan will be a living document. In order to respond to stakeholders' needs and recommendations for successful engagement, the project team will continuously update the CEP as needed. The project team has also scheduled time to revisit the CEP to evaluate its effectiveness and respond to feedback during the process.

Another purpose of the update is to course correct based on how well we are meeting the engagement goals. For example, are we engaging the populations we need to? Tracking demographics of participants throughout the process helps the project team understand whether or not we are reaching the stakeholders we need to hear from.

The Communications Plan (Appendix C) provides a format for tracking demographics to ensure we are reaching the communities that need to be engaged.

## APPENDICES (SEPARATE DOCUMENTS)

Appendix A: MnDOT Plan Development Guidelines

Appendix B: Engagement Strategies: Review of Existing Plans

Appendix C: Communications Plan