

Summary of Public Outreach Techniques Handout

Technique/ Activity	Target Audience/ Participant	Purpose/ Intended Message	Frequency/ Timing	Logistics
Public Open Houses (Round 1)	<ul style="list-style-type: none"> All stakeholders Any interested parties 	<ul style="list-style-type: none"> Explain study Identify issues Collect information Develop general criteria and priorities 	5 meetings to be held in April 2009	5 different locations per round: Duluth, Minneapolis-St. Paul, St. Cloud, Rochester, and Red Wing Facility TBD
Public Open Houses (Round 2)	<ul style="list-style-type: none"> All stakeholders Any interested parties 	<ul style="list-style-type: none"> Report major findings 	5 meetings to be held in October 2009	5 different locations per round: Duluth, Minneapolis-St. Paul, St. Cloud, Rochester, and Red Wing Facility TBD
Stakeholder Group Meetings	<ul style="list-style-type: none"> Freight and passenger rail interests 	<ul style="list-style-type: none"> Existing networks Investment needs Funding and programming 	16 total meetings to be held in: April/May July/August September/October	Some groups may meet up to 3 times, others only once depending on issues Facility and location TBD
Individual Stakeholder Meetings	<ul style="list-style-type: none"> Freight and passenger rail interests 	<ul style="list-style-type: none"> Existing networks Investment needs Funding and programming 	Up to 4 meetings	Facility and location TBD
Press Releases	<ul style="list-style-type: none"> All stakeholders 	<ul style="list-style-type: none"> Notice of upcoming meetings Project information/updates 	Up to 5 releases To occur prior to each open house in each location; and at key points in project process	Consultant team to provide press releases in Mn/DOT format for use by Mn/DOT Public Affairs Coordinators to publish to local newspapers and news outlets
Web Updates	<ul style="list-style-type: none"> All stakeholders 	<ul style="list-style-type: none"> Project information/updates Notice of upcoming meetings Comment collection 	Up to 10 updates (monthly)	Mn/DOT to manage web site; consultant team to provide content
Progress Briefings (Round 1)	<ul style="list-style-type: none"> Mn/DOT senior staff Legislative committees 	<ul style="list-style-type: none"> Discuss investment priorities 	July/August	Facility and location TBD
Progress Briefings (Round 2)	<ul style="list-style-type: none"> Mn/DOT senior staff Legislative committees 	<ul style="list-style-type: none"> Present preliminary report results 	October/November	Facility and location TBD
Meeting Summaries	<ul style="list-style-type: none"> TAC PAC All corridor stakeholders 	<ul style="list-style-type: none"> Evaluate effectiveness of open houses Share comments received 	Draft to be presented to TAC and PAC following each open house	<ul style="list-style-type: none"> Consultant team to prepare brief report following each meeting May be posted on website for public information

Public Involvement Schedule Handout

Tasks and Milestones	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Sept '09	Oct '09	Nov '09	Dec '09
TAC Meetings			●			●			●	
PAC Meetings	●		●			●			●	
Public Open Houses		●						●		
Stakeholder Group Meetings		●			●		●			
Individual Stakeholder Meetings					●					
Web Updates	●	●	●	●	●	●	●	●	●	●
Press Releases		●		●		●		●		●
Progress Briefings					●			●		
Open House Summary		●						●		