

# NEW WEBSITE, VIDEO INVITE KIDS TO EXPLORE CIVIL ENGINEERING

Have you experienced difficulty hiring new engineers and technicians? The Minnesota Local Road Research Board, in partnership with MnDOT, has produced a new video and website to spur more kids to enter this in-demand field.

The engaging, animated video invites middle school-age students to explore the world of a civil engineer and learn what civil engineers do, such as building skyscrapers and tunnels; designing road, rail and air systems; building transportation systems to get people to work; and developing water purification systems.

The video highlights the various subdisciplines within civil engineering, such as transportation, municipal and structural, and focuses on what today's young people are interested in:



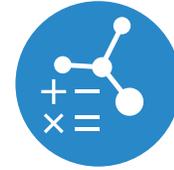
Solving problems



Working with the latest technologies



Making the world a cleaner and safer place



Math and science, but also creativity

The accompanying website helps students learn more about the field and how to become an engineer or technician. Information is also available on engineering-related student activities and games.

The LRRB and MnDOT are working with STEM educators to get this resource into schools, but need your assistance getting the word out! Please share this resource with teachers you know, and consider using the video and website if you are invited to present about your job at a local school or career fair.



Video and website available at  
[becomeacivilengineer.com](http://becomeacivilengineer.com)

# NEW RESOURCES FOR PUBLIC RELATIONS

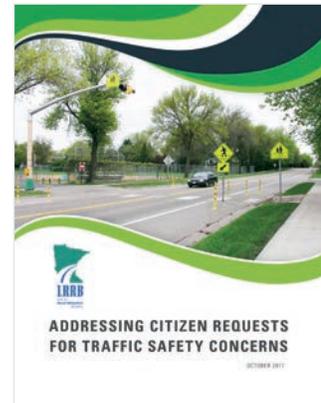
## GUIDE OFFERS BEST PRACTICES FOR EFFECTIVELY COMMUNICATING WITH CITIZENS

What should you do when people express concerns about traffic or unsafe drivers? Or if they request new signs or speed limit changes? How should you route and track these requests? And how should you communicate agency decisions to the public?

A new Local Road Research Board guide, *Addressing Citizen Requests for Traffic Safety Concerns*, includes:

- Tips on listening to citizens and keeping an open dialogue
- Effective uses of — and alternatives to — commonly requested safety measures such as stop signs and warning signs that indicate speed limit changes or school zones
- Standard responses to common questions, such as telling citizens why their idea may not solve a problem
- Sample form letters and response templates
- Case studies to make guidance concrete

The guidebook is available at [mndot.gov/research/reports/2017/2017RIC05.pdf](http://mndot.gov/research/reports/2017/2017RIC05.pdf).



## CASE STUDIES DEMONSTRATE HOW TO MAXIMIZE PUBLIC OUTREACH

Keeping the public informed about the efforts and costs related to maintaining transportation systems is an ongoing challenge for local public works managers. In *Stakeholder Attitudes, Knowledge and Engagement in Local Road Systems Planning and Decision Making*, researchers provide practical recommendations for engaging the public. The recommendations are based on the results of a survey of Minnesota leaders and four case studies. Report topics includes:

- Providing good quality information to increase public attention to local transportation system issues
- Using multiple communication channels, including newsletters, newspapers and social media, for targeted outreach
- Building resources, such as training and outreach materials, to support stakeholder participation
- Employing an inclusive process with thoughtful, timely explanations to build goodwill

For more information, see *Technical Summary 2017-39*: [mndot.gov/research/TS/2017/201739TS.pdf](http://mndot.gov/research/TS/2017/201739TS.pdf).



Small group dialogues are an effective way to engage stakeholders in the highway planning process.



Dave Ruiz, public works director, City of Brooklyn Park, presents to stakeholders.