



Stakeholder Engagement Plan

District 2 Freight Plan

September 12, 2019

Introduction

This stakeholder engagement plan summarizes the communication strategies and tools that will be used to reach public and private-sector freight stakeholders during the MnDOT District 2 Freight Plan project. This document outlines how key stakeholders will be involved to give input on future freight planning, investment and operations. It is a living document that will be modified by HDR and MnDOT as needed during the project.

The objectives of stakeholder outreach are:

- Provide meaningful opportunities for early and continuing participation throughout the project.
- Identify a targeted internal and external stakeholder base to guide the development of the plan.
- Gather stakeholder input to identify current freight needs, issues and potential opportunities
- Provide timely public notice to encourage participation and input.
- Develop an overall communication strategy and materials.

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Project Overview

The District Freight Plan will outline how the MnDOT District 2 and public and private-sector freight stakeholders should move forward in freight planning, investment and operations. The intent is to leverage, validate and expand on existing studies and plans with current data analysis in order to identify priorities for freight within the District. The project team will engage key stakeholders to gather their perspectives on the freight system, how freight-dependent industries use the system, current needs and issues, and potential opportunities.

Audiences

It will be important for the project team to maintain two-way communications with stakeholders during the project. The team will distribute information to stakeholders and provide opportunities for stakeholders to give input at various stages of the project. Feedback on the freight system and our work will be critical to developing a plan to improve freight mobility in District 2. Ongoing, consistent and accurate communication with all project stakeholders creates a network of relationships and builds project understanding and acceptance.

To effectively communicate with stakeholders, a complete list of contact information and stakeholder identification will be developed by the project team. HDR will create an initial stakeholder list and the project team will continue to build out this list as the project progresses.

Tactics

The primary engagement tactics that will be used for stakeholder engagement on the Plan include – advisory committee meetings, facilitated interviews and online engagement.

Policy/Technical Advisory Committee(s)

The project team will identify key freight stakeholders in the region to participate on an advisory committee to guide the project. The advisory committee will meet regularly (approximately quarterly) throughout the project. Depending on size, the group may be split into two separate groups – one at the policy level and one focused on technical input.

The project team will maintain a list of PAC/TAC membership. The list will be updated throughout the project as needed. HDR will prepare materials (agenda, presentation, etc.) for each meeting.

Facilitated interviews

The project team will identify up to 20 freight stakeholders to be interviewed about their use of the freight system, what works and doesn't work for them and areas of concern. Interviewees will be identified to represent a cross-section of freight stakeholders in the region. One-to-one interviews will be conducted using a common script.

Online engagement

An online survey and interactive comment map will be developed to facilitate input from the broader District 2 freight community. The survey and interactive map will ask similar questions as the interviews. The link to the online engagement will be shared with the broader freight stakeholder list.

Schedule

Summer 2019

- Policy/Technical Advisory Committee meeting – *July 2019*
 - Focus
 - Project overview and goals
 - Stakeholder identification
 - Initial high-level input
 - Materials
 - Agenda
 - Meeting facilitation
 - Meeting summary

Fall 2019

- Policy/Technical Advisory Committee meeting – *October 2019*
 - Focus
 - Review Freight System and Economic Profile
 - Initial discussion on SWOT task
 - Initial Stakeholder Outreach Approach/Results
 - Materials
 - Agenda
 - Meeting facilitation
 - Meeting summary
- Online engagement – *October through November 2019*
 - Focus
 - Gather input about their business operations and how they use the freight system in the area
 - Feedback on what works and what doesn't work for them
 - What areas are they concerned about?
 - Materials
 - Tailored emails to stakeholders for survey distribution
 - Survey questions
 - Interactive comment map
 - Summary
- Stakeholder interviews (10-20 total) – *October through November 2019*
 - Focus

- Gather input about their business operations and how they use the freight system in the area
- Feedback on what works and what doesn't work for them
- What areas are they concerned about?
- Materials
 - Interview guide/questions
 - Summary

Additional engagement

This document will be updated to provide more details as additional engagement phases are planned.

Anticipated activities include:

- TAC meeting – *early March 2020*
 - Stakeholder Outreach Results
 - Initial Recommendations
- TAC meeting – *early May 2020*
 - Major Findings
 - Evaluation of Projects

Evaluation

The project team will track basic engagement metrics including number of activities, names and number of stakeholders reached, and number of public participants. The project team will also maintain a database of input received. Regular reports on engagement metrics and input received will be available to MnDOT throughout the project.