



Stakeholder Engagement Plan

District 6 Freight Plan

March 8, 2021

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 6 Freight Plan project. This document outlines how key stakeholders will be involved to give input on future freight-related 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:

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

The purpose of stakeholder engagement is to meaningfully engage a broad array of public and private sector stakeholders to guide the development of the plan and to gather their perspectives on the freight system, how freight-dependent industries use the system, current needs and issues and potential opportunities.

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Project Overview

MnDOT is studying the freight transportation system in Southeast Minnesota to better understand the trends, issues and needs of the area. The District Freight Plan will outline how MnDOT District 6 and public and private-sector freight stakeholders should move forward in freight-related planning, investment and operations. The plan will:

- Provide an understanding of the current multimodal freight system.
- Expand on existing studies and plans using current data and analysis to identify area freight priorities.
- Help MnDOT understand the needs and issues of local industries and how they use the system.
- Identify opportunities for public and private stakeholders to give their input.
- Guide MnDOT District 6 investments to improve the multimodal freight system including roadways, railroads, regional airports and pipelines.

The long-term objective of this plan is to identify opportunities to improve freight infrastructure for all modes that use the system in Southeast Minnesota. These future investments are focused on increasing the economic competitiveness of the region.

Audiences

The success of this project will depend on maintaining 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. Our data driven, but stakeholder informed approach will be critical to developing a plan to improve freight mobility in District 6. 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 has created an initial stakeholder list and the project team will continue to build out this list as the project progresses.

Type	Stakeholders
Local Government	Dodge County Fillmore County Freeborn County Goodhue County

Type	Stakeholders
	Houston County Mower County Olmsted County Rice County Steele County Wabasha County Winona County
Municipalities	Faribault Cannon Falls Red Wing Lake City Wabasha Winona La Crescent Caledonia Spring Valley Austin Albert Lea Owatonna DMC (Quasi)
Carriers	Lawrence Transportation Pro Trucking McFarland Truck Lines
Regional Planning	Rochester/Olmsted Council of Governments La Crosse Area Planning Committee
Port Authority	Port Authority of Winona Red Wing Port Authority
Corridor Coalitions	US 52 Coalition TH 14 Coalition
Aviation	Rochester Airport FedEx Express

Type	Stakeholders
Rail	Canadian Pacific Canadian National Union Pacific
Freight Generators	Mayo Clinic Mayo Medical Labs Minnesota Metals Acrotech Hormel 3M, Cargill Hiatt Manufacturing Red Wing Shoes
Public	Area Farmers Area Chamber of Commerce Large employers who commute using these roads, such as Red Wing Shoe, Riedell, others Red Wing Area Public Schools Emergency Responders (Fire Departments) Area Hospitals/Clinics Law Enforcement Local Public Health

Engagement

The primary engagement tactics that will be used for stakeholder engagement on the Plan include Advisory Committee and Technical Team Meetings, facilitated interviews, surveys, focus groups and/or virtual public engagement.

Advisory Committee

The project team will identify key freight stakeholders, MnDOT, MPOs and other public agencies in the region to participate on an advisory committee to guide the project. The committee will meet regularly (approximately quarterly) throughout the project.

To prevent the further spread of COVID-19, these committee meetings will take place virtually via Webex for the foreseeable future. The project team will maintain a list of advisory committee

membership. The list will be updated throughout the project as needed. HDR will set up and coordinate and prepare materials (agenda, presentation slides, etc.) for each meeting.

Facilitation Interviews

Facilitated virtual interviews will be used throughout the project to engage stakeholders and have meaningful conversations to understand freight issues in the area. The project team will identify up to 10-15 key freight stakeholders to be interviewed (via Webex or Microsoft Teams) 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 virtual interviews will be conducted using a common script prepared by HDR.

Project Website

A project page will be developed by MnDOT and hosted on state.mn.us and will exist with other already established freight plan pages. The project website will include a project overview, schedule, area map, contact information, and supporting documents, as needed. The project website will be updated as new tools become available or at project milestones. Final content will be provided in plain language and will be in an accessible format.

- Example: <https://www.dot.state.mn.us/ofrw/freight/districtfreightplan/d8.html>

Virtual Engagement

To prevent the further spread of COVID-19, the project team will be using virtual engagement opportunities for stakeholder and community participation.

- **Virtual stakeholder meetings:** Microsoft Teams will be utilized to share in-depth information the advisory committee and key stakeholders and conduct the listening sessions and interviews.
 - HDR will create virtual meeting presentation slides.
 - The meeting will be advertised via direct email notifications.
 - Breakout rooms could be utilized on Teams to facilitate small group discussions with certain stakeholders.
- **Online open house:** Provide an opportunity for the public to learn about the plan and give their input on their own time and at their convenience. The online meeting will:
 - Continue to be updated as the project progresses and when new information becomes available for the public to view.
 - Share materials, messaging and project overview information
 - Offer customized online input opportunities for community members to identify needs and share their thoughts. Example:
<https://district2freightplan.com/>
 - Include interactive ways of engaging with our stakeholders, such as a survey or comment map.
 - Meet MnDOT brand standards and be live on the project website for a defined duration of time.

- Use social media advertising and email distribution to drive traffic to the online open house. The project team will also encourage project partners to share the survey on their professional social channels as well.
- **MetroQuest Survey:** The project team will administer one online to collect input from stakeholders. The online surveys will be coordinated with and used as part of the online open houses. They will also be distributed directly through other methods, such as email lists, social media and GovDelivery. HDR will create the survey content and MnDOT will develop and create the survey in MetroQuest.
- **Social media campaign:** Develop and coordinate a social media campaign that leverages zip code-targeted advertising to reach project stakeholders and community members to participate in our online open house. The campaign will also include other Facebook pages that can be utilized to increase engagement – Red Wing Bridge page, Southeast MnDOT page and other freight-related groups to share on their social channels.
- **GovDelivery emails:** Distribute GovDelivery emails during key phases of the project and during public engagement opportunities to encourage participation in the online engagement opportunities. MnDOT will utilize other relevant project email distribution lists to send out information to help increase project awareness and the number of email subscribers for our project. GovDelivery also allows for people to sign up for text alerts, which will be utilized on this project.

Outreach Roles and Responsibilities

Engagement	HDR	MnDOT	Zan Associates
Stakeholder Engagement Plan	<ul style="list-style-type: none"> ● Develop Plan to be used throughout the project ● Update Plan, as needed 	<ul style="list-style-type: none"> ● Review and provide comments 	<ul style="list-style-type: none"> ● Review and provide comments
Stakeholder List	<ul style="list-style-type: none"> ● Review and provide comments 	<ul style="list-style-type: none"> ● Review and provide comments 	<ul style="list-style-type: none"> ● Research stakeholders and pull together contact list
Facilitated Interviews	<ul style="list-style-type: none"> ● Create facilitation guide 	<ul style="list-style-type: none"> ● Review facilitation guide 	<ul style="list-style-type: none"> ● Review and provide comments on facilitation guide

Engagement	HDR	MnDOT	Zan Associates
	<ul style="list-style-type: none"> Coordinate and staff facilitated interviews 	<ul style="list-style-type: none"> Participate in interviews, as available 	<ul style="list-style-type: none"> Participate in interviews
Advisory Committee and Technical Advisory Committee Meetings	<ul style="list-style-type: none"> Setup and facilitate meetings Develop meeting materials 	<ul style="list-style-type: none"> Participate in meetings Review meeting materials 	<ul style="list-style-type: none"> Develop meeting email invitations and distribute Create and manage committee contact list Participate in meetings, as needed
Project Website	<ul style="list-style-type: none"> Draft and provide updated content and graphics to MnDOT for posting 	<ul style="list-style-type: none"> Review and provide comments on content and materials Coordinate updates with MnDOT Web Team 	-
GovDelivery Email Updates	<ul style="list-style-type: none"> Draft and provide email content to MnDOT for review and distribution 	<ul style="list-style-type: none"> Review and distribute emails to subscription list 	<ul style="list-style-type: none"> Review and provide comments, as needed
Virtual engagement materials	<ul style="list-style-type: none"> Draft online open house and survey content and graphics 	<ul style="list-style-type: none"> Review and provide comments on content and materials Coordinate updates with 	<ul style="list-style-type: none"> Review and provide comments

Engagement	HDR	MnDOT	Zan Associates
	<ul style="list-style-type: none"> • Create virtual engagement materials 	MnDOT Web Team	
Social Media	<ul style="list-style-type: none"> • Develop strategy, content and graphics 	<ul style="list-style-type: none"> • Review strategy and post content • Coordinate with MnDOT Social Media Coordinator 	<ul style="list-style-type: none"> • Review and provide comments

Schedule

Spring 2021

- Data Gathering and Analysis
- Plan/Technical Advisory Committee meeting #1
 - Focus
 - Project overview and goals
 - Stakeholder identification
 - Initial high-level input
 - Materials
 - Agenda
 - Presentation slides
 - Meeting facilitation via WebEx
 - Meeting summary
- Stakeholder interviews (10-15 total)
 - 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

Spring and Summer 2021

- Policy/Technical Advisory Committee meeting #2
 - Focus
 - Review Freight System and Economic Profile
 - Initial discussion on SWOT task
 - Initial Stakeholder Outreach Approach/Results
 - Materials
 - Agenda
 - Presentation slides
 - Meeting facilitation via WebEx
 - Meeting summary
- Virtual Public Engagement (online open house)
 - Focus
 - Study overview
 - Materials
 - Tailored emails to stakeholders for online open house distribution
 - Social media strategy for online open house distribution
 - Online open house content document
 - Final online open house
 - Interactive comment map
 - Summary

Fall 2021

- Policy/Technical Advisory Committee meeting #3
 - Stakeholder outreach results
 - Initial recommendations based on Preliminary Findings
 - Major findings
 - Evaluation of projects
- Virtual Public Engagement (online open house – updated from first round of engagement)
 - Focus
 - Study overview
 - Engagement summary
 - Profile information (Economic, Freight, Highway, Railroad, etc.)
 - Analysis
 - Needs and Prioritization Categories
 - Conceptual Designs
 - Materials
 - Tailored emails to stakeholders for online open house distribution
 - Social media strategy for online open house distribution
 - Online open house content document
 - Final online open house
 - Interactive comment map

- Summary

Winter 2021

- Policy/Technical Advisory Committee meeting #4
 - Final Plan Establishment

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.

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