Responsive Engagement

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THE PROJECT:

- Joint update of two statewide transportation plans
- August 2015 – January 2017

Some quick context

12,500+ responses
We analyzed our engagement data monthly to identify *underserved communities* and introduce *new engagement methods* to broaden the project reach.

*It requires a little bit of…*
Have an adaptable strategy

**MOTTO:**
However you want to engage, we have an option for you

### Use all the tools in your tool box

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<th>Online Outreach</th>
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<td><strong>INFORMATION SUPER HIGHWAY</strong></td>
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<th><strong>ALL TOGETHER NOW</strong></th>
<th><strong>SOCIAL MEDIA</strong></th>
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Use technology to increase flexibility

Technology can make you more efficient and effective…

Scheduling:
- SignUpGenius
- Doodle

Spreading the word:
- Facebook ads
- GovDelivery

Live polling:
- Mentimeter

Surveying:
- getfeedback
- MetroQuest
- SurveyMonkey
- qualtrics
- Twitter Polls

…but don’t forget about the traditional stuff too!
Ask for the information you need

- We asked for optional demographic info:
  - Race / Ethnicity
  - Age
  - Gender
  - Zip Code
- All were open ended – let people self-identify using their own words
- Over half of participants gave us at least some demographic information

TRADE OFF:
We did not ask for emails or other identifying information
Meet Mike
Mike is our typical participant.

51 years old, male, white
...and he probably works in transportation

Mike is important!
There are a lot of people like Mike in Minnesota, but...

There also are a lot more
We developed a strategy to **PILOT** NEW TOOLS & TECHNIQUES to reach Underserved communities.

**Data & Experience** identified some of these communities:
- Communities of color
- Women
- People with disabilities
- Limited English Proficiency

**TARGETED ACTIVITIES:**
- Community Leader Meetings
- Translation
- Accessibility Plan
- Targeted Ads
Track your results – age

Average AGE skews OLDER
Track your results – gender

*Three participants identified as trans and one as “other”
Track your results – race

REPRESENTATIVE participation among all Minnesotans

(After targeted efforts)
Track your results – ethnicity

Representative participation among all Minnesotans

(After targeted efforts)
Track your results – geography

DECENT
Statewide Coverage
(After targeted efforts)
Know how much traditional methods cost

Let's start with

TRADITIONAL

**Stakeholder Briefings**

**ATP 2 Meeting**
Bemidji - December 2015

12 Responses
$1,187 Total Cost
$99 per measured feedback

**3 Full-Day Forums**
Statewide - November 2015

157 Responses
$30,074 Total Cost

**Stakeholder Forums**

$192 per measured feedback
Know how much new methods cost

Now let's talk about the NEW

**State Fair**
**The Great MN Get Together**
*St. Paul - August 2015*

- **10,422 Responses**
- **$14,785 Total Cost**
- **$1.4 per measured feedback**

**Event**
**Zombie Pub Crawl**
*Minneapolis - October 2015*

- **26 Responses**
- **$612 Total Cost**
- **$24 per measured feedback**
Know how much even more new methods cost

**ECHO**

**Village Market**
Minneapolis - February 2016

- 28 Responses
- $1,711 Total Cost
- $61 per measured feedback

**Targeted Ads Round 1**
Statewide - December 2015

- 357 Responses
- $4,946 Total Cost
- $14 per measured feedback

**Workplace**
Rosen's Beverage
Fairmont - January 2017

- 12 Responses
- $1,550 Total Cost
- $129 per measured feedback

Lesson Learned: Don't forget to document!
Compare new and old methods

Cost per measurable response of select activities

- Stakeholder Forums: $192
- Zombie Pub Crawl: $24
- Village Market: $61
- Rosen’s Beverage: $129
- ATP 2: $99
- Facebook Ads: $14

$1 can buy a lot of different things.

(Be intentional about your goals)
Side note: what’s in our numbers

**Assumptions**
- MnDOT staff hourly rate assumed $30 per hour
- Added 39% overhead (no fixed costs like office space)
- Consultant hourly rate assumed $35 per hour
- Added 170% overhead/fixed rate
- Only measured captured feedback – quantifiable, tangible results (not capturing value of conversation, etc.)
- Not valuing length of interaction/information exchanged
- Planning level estimates – took some educated guesses!

**What’s included**
- Capital costs (website hosting, digital tool cost, incentives, etc.)
- Sub-contracting costs
- Staff prep time
- Staff attendance and travel time
- Cost of food, etc. for in-person meetings
- Number of responses (surveys, feedback, etc.)
It’s as easy as 1, 2, 3*…

*actually 1, 2, 3, 4, 5, 6

1. Build flexibility into your strategy
2. Collect the information you need
3. Track your results
4. Figure out who you are reaching
5. Figure out how much it costs
6. Adjust your strategy as needed
Learn more:
www.MinnesotaGO.org