Some quick context
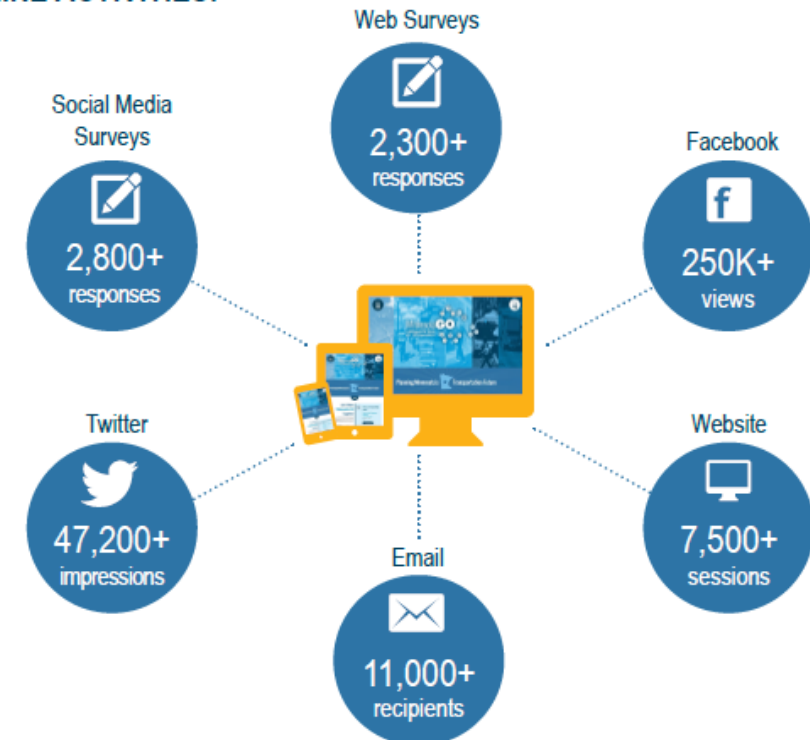

THE PROJECT:

- Joint update of two statewide transportation plans

- August 2015 – January 2017

IN-PERSON ACTIVITIES:

36 Community Events	11 Workplace Events	8 Stakeholder Forums	114 Partner & Stakeholder Briefings	1 Public Hearing

ONLINE ACTIVITIES:

Social Media Surveys
2,800+ responses

Web Surveys
2,300+ responses

Facebook
250K+ views

Twitter
47,200+ impressions

Email
11,000+ recipients

Website
7,500+ sessions

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…

Data

Strategy

Technology

Have an adaptable strategy

*Use **all the tools** in your tool box*

In-Person Outreach		Online Outreach	
OUT AND ABOUT — COMMUNITY EVENTS	• Minnesota GO Mobile • Parades • Pub crawls • Craft fairs • Expos • Sporting events • Conferences	**INFORMATION SUPER HIGHWAY** — MINNESOTAGO.ORG	• Online open house • Transportation trend library • Request a Presentation • Trend-based input • See where we've been • Hear what others are saying
WORKING 9 TO 5 — WORKPLACE OUTREACH	• Kiosks • Presentations • Live polling • Workshops • On-demand presentation requests	**CROWDSOURCING** — ONLINE SURVEYS	• Transportation trends survey • Investment survey • Trend mini-surveys • Accessible survey options
COOKIES & COFFEE — TRADITIONAL OUTREACH	• Open houses • Public hearing • Stakeholder briefings • Stakeholder forums • Comment period	**#LETSGETSOCIAL** — SOCIAL MEDIA	• Semi-weekly Facebook posts • Semi-weekly tweets • Targeted Facebook ads • Website integration
ALL TOGETHER NOW — UNDERSERVED COMMUNITY OUTREACH	• Community leader meetings • Translated material packets • Targeted ads • Targeted events		• Targeted workplaces • Translated local television broadcast • Online accessibility plan • Website translation widget

MOTTO:

However you want to engage, we have an option for you

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
Engagement…optimized

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

white

male

...and he probably works in transportation
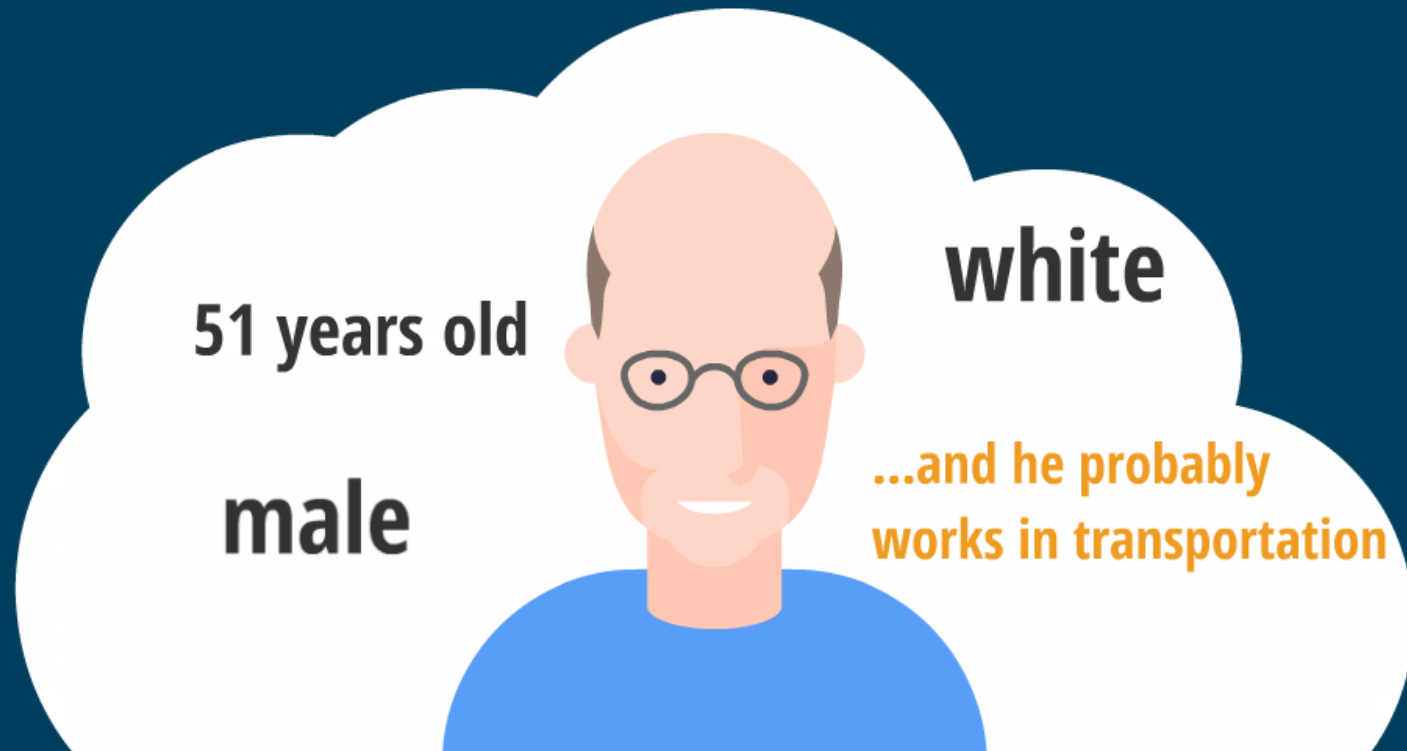
Mike is important!
There are a lot of people like Mike in Minnesota, but…

There also are
A LOT MORE

Target your engagement based on data

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

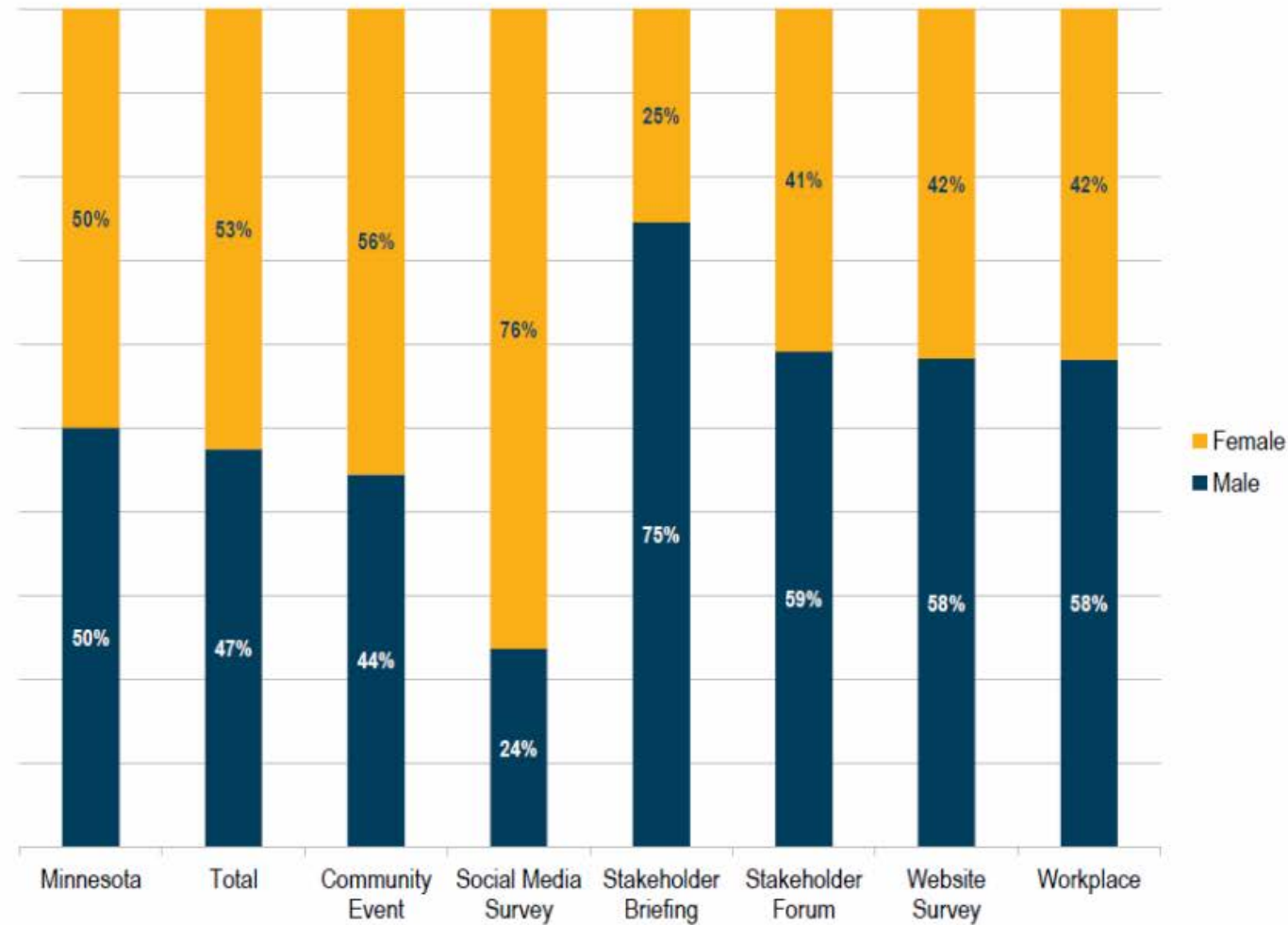Accessibility Plan

Targeted Ads

tpt | ECHO

TPT|ECHO Partnership
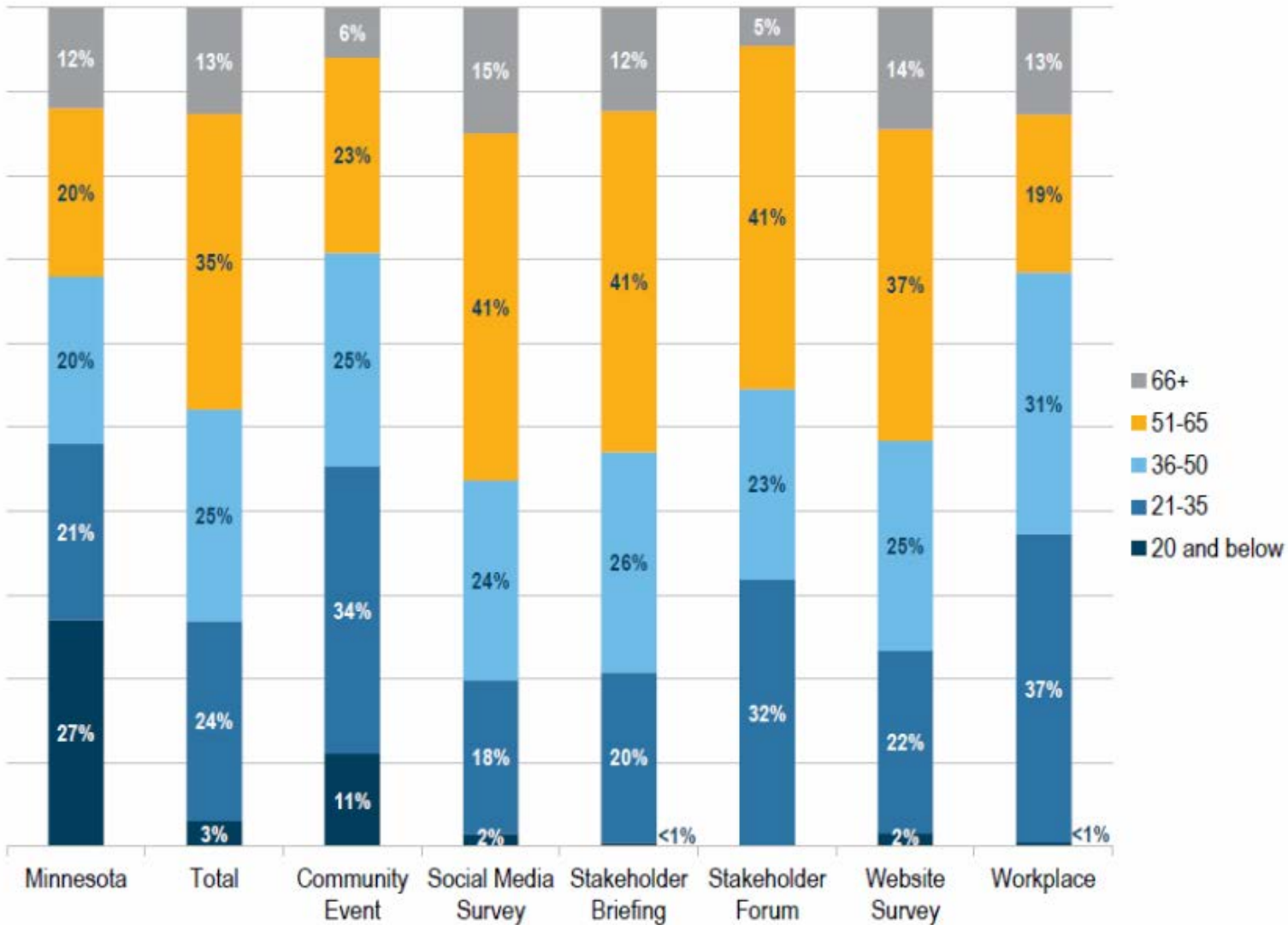
Average AGE skews OLDER

Legend: 66+ | 51-65 | 36-50 | 21-35 | 20 and below

Minnesota: 12%, 20%, 20%, 21%, 27%
Total: 13%, 35%, 25%, 24%, 3%
Community Event: 6%, 23%, 25%, 34%, 11%
Social Media Survey: 15%, 41%, 24%, 18%, 2%
Stakeholder Briefing: 12%, 41%, 26%, 20%, <1%
Stakeholder Forum: 5%, 41%, 23%, 32%
Website Survey: 14%, 37%, 25%, 22%, 2%
Workplace: 13%, 19%, 31%, 37%, <1%

*Three participants identified as trans and one as "other"

REPRESENTATIVE participation among **all** **Minnesotans**

(After targeted efforts)

REPRESENTATIVE participation among **all** **Minnesotans**

(After targeted efforts)

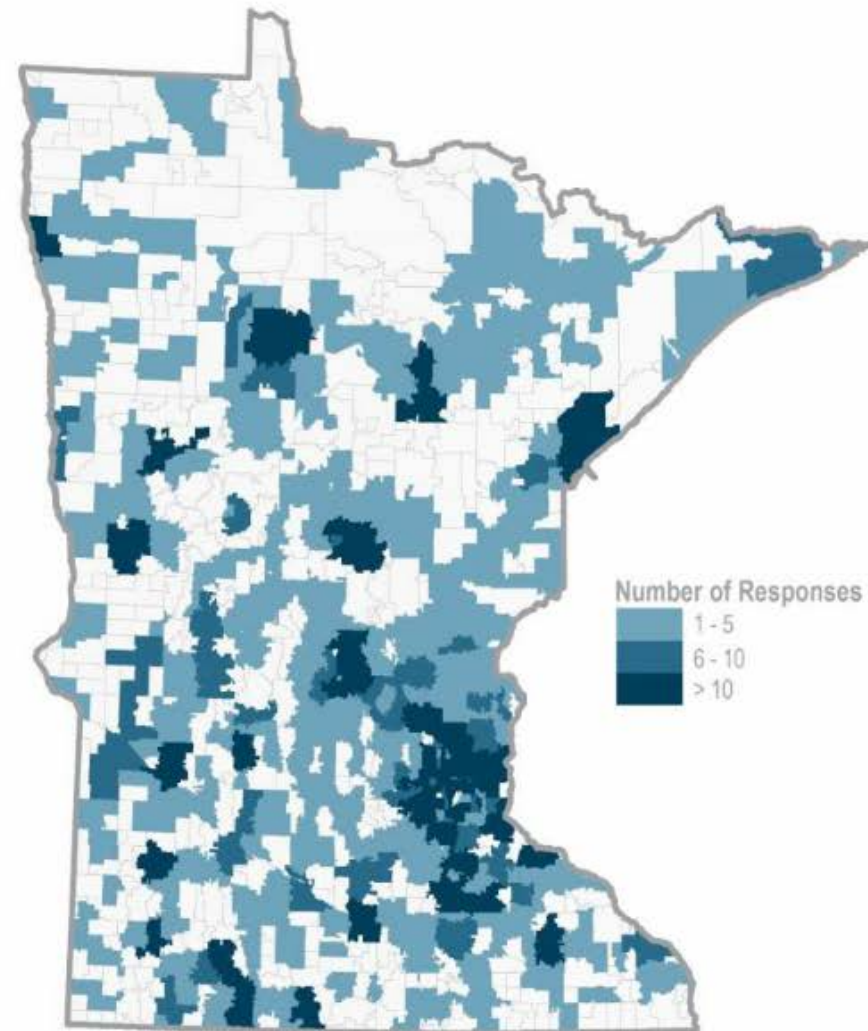|	Hispanic
Minnesota	5%
Total	5%
Community Event	20%
Social Media Survey	3%
Stakeholder Briefing	<1%
Stakeholder Forum	
Website Survey	1%
Workplace	<1%
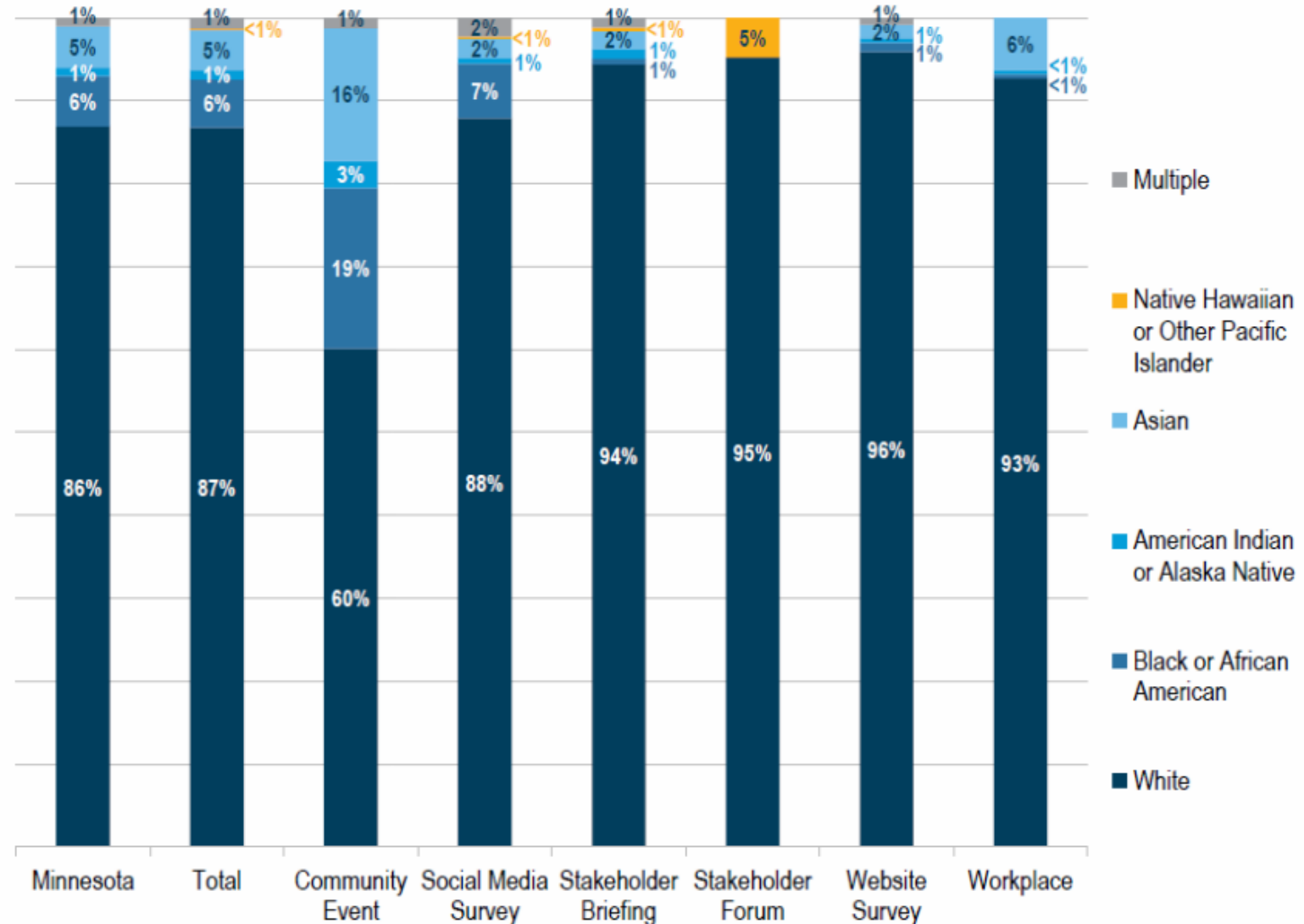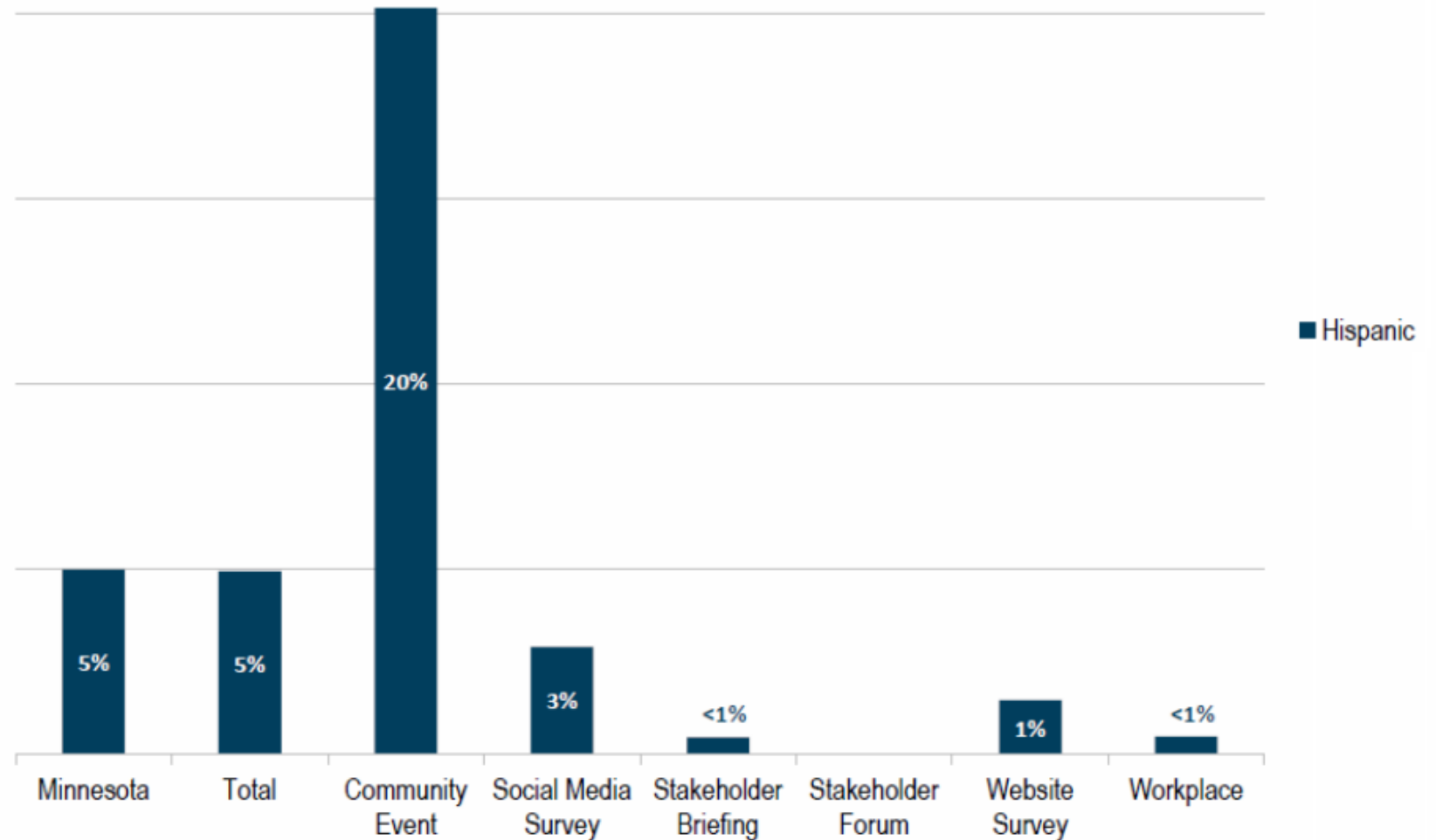
DECENT
Statewide
Coverage

(After targeted efforts)

Number of Responses
1 - 5
6 - 10
> 10

Know how much traditional methods cost

Let's start with

TRADITIONAL

Stakeholder Briefings

ATP 2 Meeting
Bemidji - December 2015

3 Full-Day Forums
Statewide - November 2015

Stakeholder Forums

12 Responses

$1,187 Total Cost

$99 per measured feedback

157 Responses

$30,074 Total Cost

$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

Social Media

Targeted Ads Round 1
Statewide - December 2015

One Future: Many Plans

Minnesota GO
Transpor...

MnDOT plans for all the ways people and goods move throughout Minnesota – individually for ...
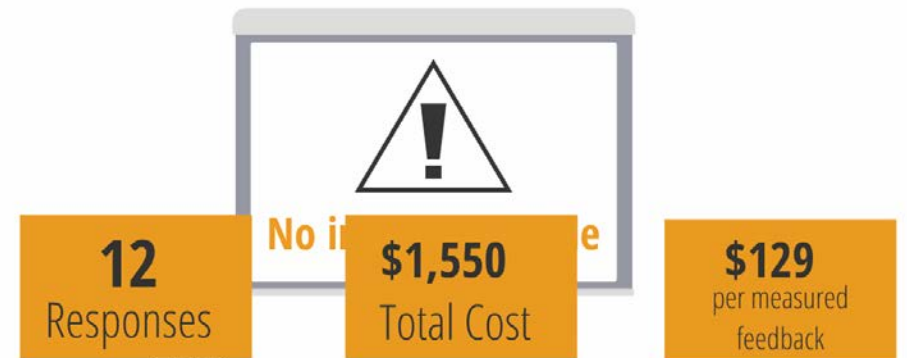
357 Responses

$4,946 Total Cost

$14 per measured feedback

Workplace

Rosen's Beverage
Fairmont - January 2017

No i...

12 Responses

$1,550 Total Cost

$129 per measured feedback

Lesson Learned: Don't forget to document!
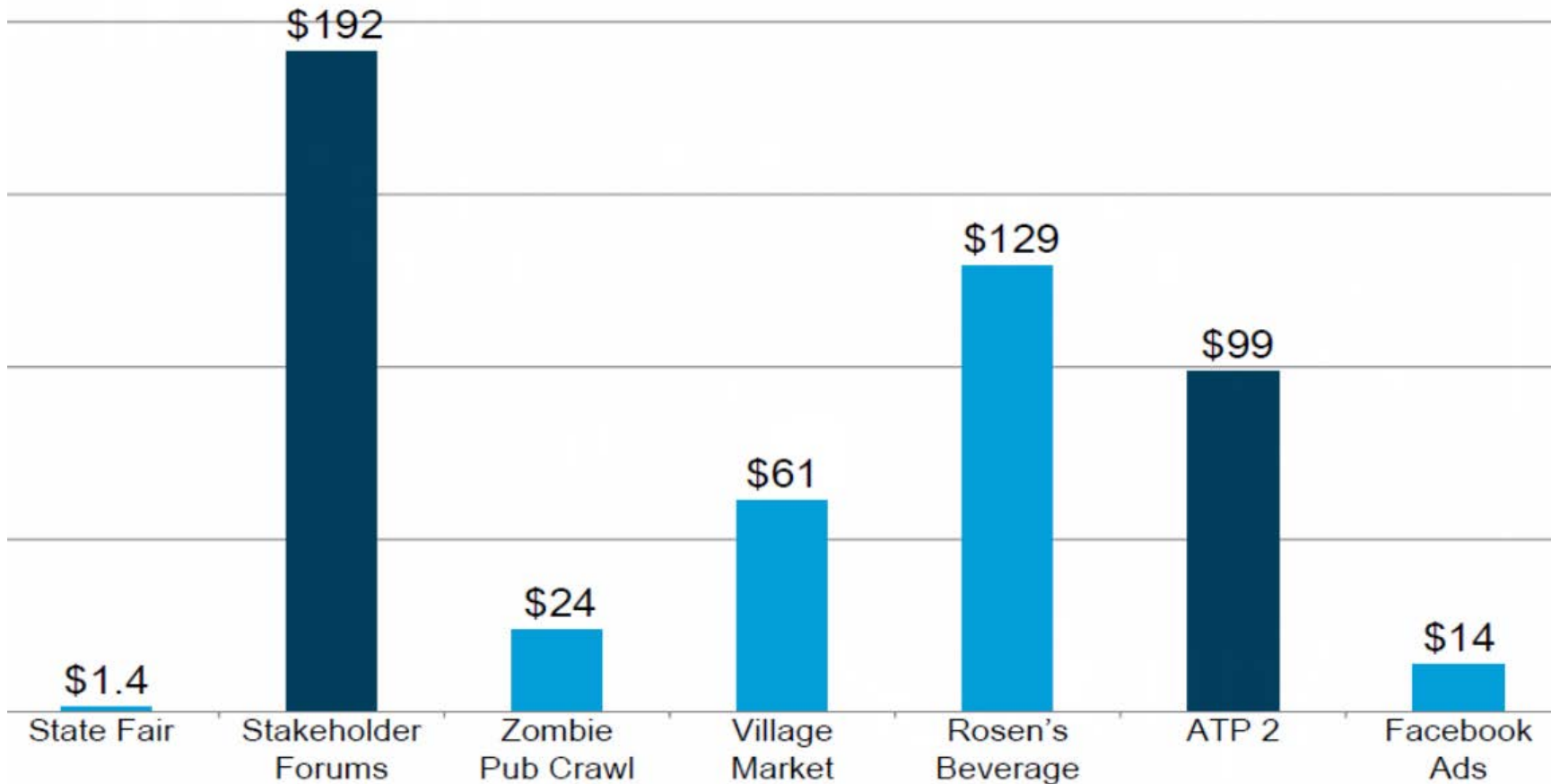
Side note: what's in our numbers

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