Public Involvement
Customer Sensitive and Context Sensitive Approaches
Office of Customer Relations

- Public Involvement
- Market Research
- Multi-Cultural Customer Relations
- Marketing
Quality of Life

• Conducted 29 focus groups that resulted in 11 QOL areas with transportation (services/issues) being identified as one that can both contribute to and detract from an individual’s QOL

• Talked to 3,500 Minnesotans

• Opportunity for performance measure
Hear Every Voice

- Department Public Participation Guidance
- Dedicated department resource to public involvement
- Manager of public participation trainings and education
- Project resource, Pilot Projects east metro MnPASS, 35E Cayuga and Northern Crossroads
Public Involvement and Outreach Case Studies

I-35 Duluth Mega Project

MnPASS
Focus on impacted businesses as well as residents

Mid-project survey of businesses.

Used survey results to make changes in communication
MnPASS

Large graphic, and to the point text

Postcard mailed to homes along the corridor

Distributed to employees in downtown St. Paul skyways
Questions?

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