



# Public Involvement Customer Sensitive and Context Sensitive Approaches



*Your Destination...Our Priority*





# 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*



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

**Do you commute on I-35E?**

MnDOT is proposing the addition of a MnPASS Express Lane on I-35E between Pennsylvania Avenue and Little Canada Road. Join us at a public meeting near you to learn about your travel options with the MnPASS Program. See side bar for meeting details.

**Join us at a public meeting!**

Your input and involvement are important to us! Please attend a meeting to participate, give feedback, and learn more about the I-35E MnPASS Project!

**February 9, 2012**  
Vadnais Heights City Hall  
800 E. County Road E., Vadnais Heights  
4 pm – 7 pm | Presentation at 6 pm

**February 16, 2012**  
Headwaters Service Center  
19955 Forest Road North, Forest Lake  
4 pm – 7 pm | Presentation at 6 pm

**February 16, 2012**  
Securian  
401 North Robert Street, St. Paul  
11 am – 1 pm | Presentation at noon

For more information, visit us at: [www.do.state.mn.us/cayugamnpass/index.html](http://www.do.state.mn.us/cayugamnpass/index.html)

MnPASS

Icons: Bus, Ship, Train, Airplane, Car, Bicycle, Van, Foot





# Questions?

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**[www.dot.state.mn.us/publicinvolvement/  
index.html](http://www.dot.state.mn.us/publicinvolvement/index.html)**

