

Meeting Notes: Hwy 91 Adrian open house

Date: 03/27/2018
Minutes prepared by: Rebecca Arndt, Public Engagement Director
Location: Adrian – Argonne American Legion

Attendance

- Approximately 75 attendees mostly from Maine Street in Adrian, some rural
- Adrian City Council representation
- Nobles County Commissioner
- Nobles Co Review Reporter
- MnDOT District 7 and District 8 staff, KLJ consultants and appraisers

Meeting Notes

In general, the following topics were discussed:

- Individual questions about sidewalk and/or driveway aprons in front of their homes
- Tree removal was generally accepted and there was an understanding of the necessity (either damaged, dying or would not survive construction)
- A few rural attendees with questions about culverts and rural access during construction
- Consultant staff worked with a few local businessmen regarding access changes
- Several homeowners met with appraisers for temporary easement or set up future meeting
- Representatives from church were able to review minor changes to driveway, sidewalk and tree
- Additional rural accesses were requested, they will be forwarded to MnDOT Permit Office in Windom
- Public was largely aware of the project as there was an extensive mailing/invite to them with a comprehensive overview of the project
- Overall well attended and productive public meeting

Next Steps

- MnDOT will work with consultant on comments that can be addressed within the scope of this project
- Project Manager to circle back to City of Adrian officials regarding the open house

Our Reach

In addition to sending 165 invitations and a news release to the media; we also placed a Facebook Ad which seem to have also been a fairly successful way to inform the public of the meeting.

- Budget: \$50
- Time Ran: 7 Days
- Paid Reach: 501 (additional views we would have not received without the paid boost)
- Total Reach: 1,623 (views combined with paid reach, and organic)
- Post Shares: 10 (People who decided to share the Facebook post)
- Link Clicks: 64 (MnDOT Open House article we had in the post, <http://www.dot.state.mn.us/d7/newsrels/2018/03/9-hwy91.html>)
- Primary Demographics Reached: 59% Women, 41% Men. Primary audience age between 25 and 55.
- We also posted the information on our Twitter, we had 474 impressions. (people reading the tweet)