

Statewide Pedestrian System Plan: Phase II Engagement Scenarios

Goals

- Gather input from general public
 - Engage new audiences, focusing on priority groups
- Deepen relationship with public and create more meaningful engagement
 - Show results of Phase I and incorporation within the planning process
 - Return to priority groups from first round of input
- Promote walking and pedestrian planning
- Educate public on MnDOT planning efforts
 - E.g., demonstration projects, current designs used in MnDOT construction projects

Scenarios

	Scenario 1	Scenario 2	Scenario 3
Assumptions	<ul style="list-style-type: none">• Stay at Home order• No in-person activities for staff or public• Demos will still take place• Would not want to turnout public to visit an event or demo in a big way	<ul style="list-style-type: none">• Social distancing remains in effect• Staff are present at the site but keep social distance• All big events cancelled• Encourage members of the public to visit demonstration projects, but without organized events	<ul style="list-style-type: none">• More or less back to normal• May be able to have events with crowds or a group meeting• Festivals, parades and big pop-up opportunities will not occur

Scenario 1

Engagement Ideas

1. Bring demonstration projects to audiences who are sheltering in place
 - Film or create a virtual tour of one or more projects
 - Live tours of demonstration projects via Facebook Live/Instagram or other social media platforms
 - Use first-person perspective style photography/videography from a drone, 3D camera or Go-pro. Use photos or videos to document roadway conditions before and after the demonstration project installation
2. Educate the public about design improvements
 - Create pictures or diagrams of short-term design improvements and descriptions of their purpose. Document conditions before and after the demonstration projects are installed
 - Provide examples of previously completed long-term improvements from throughout the state
 - Solicit feedback by creating a short survey to discuss these short- and long-term improvements
3. Reengage organizations from Phase I Engagement
 - Online video conference call or pre-recorded video at the statewide or district level. Calls could also seek to engage specific priority populations
 - Format and questions may be similar to in person listening sessions. The team could reach out to some of the organizations that participated in Phase I engagement
 - Possible platforms: WebEx, Skype, Zoom (pre-recorded or live options)
 - Shorter length (5-20 minutes, depending on format); the information would mostly be a presentation
4. Generate enthusiasm for pedestrian improvements for parents and kids
 - Drawing contest for kids
 - Ask them to draw a picture of their favorite place to walk or their ideas for improving a walking route. Note that the team would need to discuss potential issues with youth and social media
 - Have public vote
 - Award prizes

Scenario 2

Engagement Ideas

These ideas are in addition to those described in Scenario 1

1. Turn general public out to see demonstration projects
 - Could still generate interest by filming a demonstration (as described in #1 above) and promoting on social media and with Phase I contacts
 - Include signage for input at the site (e.g., sandwich board, sidewalk decals, temporary sign mounted with zip ties)
 - Signs could include a QR code or website for public input about the demonstration via a survey or comment map
2. Photo campaign or contest
 - Ask public to photograph and post with a hashtag or MN Walks handle
 - Photo prompt ideas:
 - Favorite place to walk and why
 - Walkway that feels safe, fun, etc.
 - Selfie at the demonstration site
 - This could be in addition to or in place of the coloring contest above (photos here instead of drawings because the assumption in Scenario 2 is that it is safe to be in public)
 - The goal would be to generate enthusiasm for demo projects and walking systems
3. Interviews of individuals who could share their input for improvements or why safe walkways are important
 - This could be to gather info or could be in a vlog style format (in short 10-30 second clips) and posted to social media and other media
 - This would put people and their stories front and center
 - Could coordinate with a non-profit that is doing food drop/off pick up or a similar function
 - Could also conduct interviews at the demonstration sites
 - This would provide an opportunity for input for people who are not on digital platforms for any number of reasons (e.g., access, inexperience, ability)

Scenario 3

Engagement Ideas

These ideas are in addition to those described in Scenario 1 and Scenario 2

1. Demonstration project publicity and events
 - Kick-off event with staffed booth
 - Advertise an event and/or the demonstration project through social media ads
 - Could still use ideas from other scenarios, but could also have in person conversations
2. In-person surveys/feedback gathering (coordinated with demonstration staff visit)
 - Pop-ups near demonstration site (to include priority populations)
 - Information session near demonstration project (to include priority populations)
 - Intercept surveying (to include priority populations)

Tools Required for Scenarios 1, 2, and 3

Digital Tools

- Demonstration project photos or video
- Diagrams or drawings of design concepts
- Short survey that would use diagrams to explain design concepts
- Social Media Presence
 - Need to figure out how or where SPSP will have a social media presence, such as through MnDOT's existing platforms
 - Content through individual district social media accounts, @mnwalks2020, old handle
 - Hashtags: #MNWalks2020, #MinnesotaWalks etc.

Print-based and Other Tools

- Demonstration project publicity
 - Street/sidewalk decals
 - Signs (advertising demonstration and with information about the plan's online engagement options)
- Potential prizes: Gift cards, Fitbit, or health-related tools