



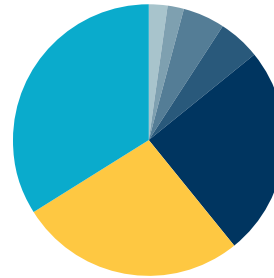
Overview information

MnDOT recently hosted an virtual open house for area residents, travelers, and business owners to learn more about the study, to review the design and to learn more about what to expect during construction.

How we got the word out

The virtual open house was distributed to the Chamber of Commerce, the GovDelivery distribution list, PAC members, and via targeted social media advertisements in the Hackensack area.

Who we heard from



- 34% I live in the area
- 27% I own a cabin in the area
- 25% I drive through the area
- 5% I work at a local business
- 5% I own or manage a local business
- 2% I drive a truck/large freight
- 2% Other

What we heard

We asked participants to tell us about their experiences using this corridor. The following are example open-ended comments received from participants.

What do you like and dislike about traveling in this area?

(72 COMMENTS RECEIVED)

- “ We love our small communities and the upgrades will provide economic benefits throughout the area.”
- “ There are too many access points into the Hwy 371 county road 5 intersection. I believe a better solution would be a traffic circle at that point.”
- “ The highway noise can be very loud and very heavy traffic during the weekends in summer months. The two lanes from Pequot north can get cumbersome with a slow driver.”

How about for Hwy 371 through Hackesack—what do you think works well or not?

- (73 COMMENTS RECEIVED)
- “ Would like crosswalk signs that light up when pedestrians want to cross for safety. Would prefer to route highway around town instead of through.”
 - “ Traffic is important to support local businesses. Do not like how dangerous it is to walk along Hwy 371 through Hackensack or cross the highway. Traffic does not slow down enough and there is nowhere for pedestrians to walk safely.”
 - “ The traffic circle for Highway 5 seems an excellent solution to enhance safety and better regulate speed, especially traffic coming from the north”
 - “ Many cars are exceeding the speed limit. The multiple turns in and out of the streets and businesses along the highway can be dangerous and pedestrians find it difficult to cross the street”

Facebook Comments (34 COMMENTS RECEIVED)

- “ People drive 50mph straight through town without any regard to pedestrians or other vehicles. People have died at the county road 5 intersection within the last year.”
- “ A roundabout at junction of 371 and 5 will serve to slow traffic down for no reason. I've never in 20 years had to wait for traffic at that intersection.”

TARGETED SOCIAL MEDIA ADS

13,857 Reach (people who saw our advertisement)
33,882 Impressions (times our advertisements were viewed)

26 Reactions	34 Comments	24 Shares	1,025 Link Clicks
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VIRTUAL OPEN HOUSE STATISTICS

Duration: Nov 29-Dec 20 (22 days)

Total Online Visitors: 922 people	Total Form Responses: 145 submissions	Average Time on Site: 1:19 minutes
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Top Response Locations:

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- Blaine
 - Brainerd
 - Breezy Point
 - Minneapolis
 - Walker
 - Pequot Lakes
 - Saint Paul
 - Pine River
 - Bemidji
 - Maple Grove
 - Park Rapids
 - St. Cloud
 - Eagan

Website Access Sources:

Social Media Link 48%	Direct Link 25%	Referral Link 25%	Internet Searches 2%
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Learn More:

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