



## Public Engagement Plan

### Principal Arterial System Study

#### PHYSICAL DEVELOPMENT - TRANSPORTATION

6/13/17



# 1. Introduction

Public engagement is a critical aspect in ensuring that all Dakota County government services are performed efficiently, effectively and in a responsive manner. Dakota County strives to ensure that the proper level of public engagement is realized in all projects. To identify this proper level of engagement, the County utilizes a public engagement process tool that is standardized across the organization and results in consistent approaches and outcomes. If a project scores a 1-3 a public engagement plan must be created. The levels of engagement and what each entails in terms of description and specific examples can be seen in the table below.

Level	Description	Examples
<b>Level 1 – Inform and Listen</b>	<ul style="list-style-type: none"> <li>• Explain, educate or gather information.</li> <li>• Use when priorities and decisions are still being shaped.</li> <li>• Can explain the issue, while gathering information to understand and perspectives and ideas of citizens.</li> </ul>	<ul style="list-style-type: none"> <li>• Public meeting with information presentation and collection of comments.</li> <li>• Open houses.</li> <li>• A webpage with information about a project but also provides an email address for people to submit questions or comments.</li> </ul>
<b>Level 2 – Discuss</b>	<ul style="list-style-type: none"> <li>• Generally involves two-way information exchange in which the public discusses a policy, issue, or research priority.</li> <li>• Discussion among and with different stakeholders is encouraged.</li> <li>• Can deepen knowledge by exploring and responding to ideas and concerns described by individual participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Public meeting with information presentation and collection of comments.</li> <li>• Open houses.</li> <li>• A webpage with information about a project but also provides an email address for people to submit questions or comments.</li> </ul>
<b>Level 3 – Involve</b>	<ul style="list-style-type: none"> <li>• Different perspectives are shared and parties can influence each other and develop consensus.</li> <li>• Allows the organization and participants to explore and work through issues together, understand each other's perspectives and values, and consistently address concerns.</li> </ul>	<ul style="list-style-type: none"> <li>• Public meeting with information presentation and collection of comments.</li> <li>• Open houses.</li> <li>• A webpage with information about a project but also provides an email address for people to submit questions or comments.</li> </ul>

# 1. Introduction (cont.)

## Project Description:

The Study will effectively plan for a safe and efficient roadway system in Dakota County by identifying the need for additional principal arterials. Identifying principal arterials will provide guidance to the County, MnDOT, Met Council, cities and townships for roadway improvements and land use/development decisions. The study will document the implications of potential principal arterial routes, designate future arterial routes for inclusion in the 2040 Transportation Plan, identify routes that may need more consideration before designation, and identify which routes have merit to request principal arterial designation now.

## Engagement Level:

2 - Discuss

Based on the above engagement level score, this plan will utilize certain methods and tools to reach stakeholders based on the table from the previous page.



## 2. Public Engagement Objectives and Approaches

The purpose of this Public Engagement Plan is to serve as a means of process planning and engagement designing in order to achieve a desired level of public engagement. An important aspect in achieving this is identifying the key objectives and potential outcomes and then deciding which approaches are best suited to achieving those outcomes. The following lists the key objectives and approaches for this Public Engagement Plan.

### **Key Public Engagement Objectives:**

Share the purpose and relevance of Principal Arterials

Discuss and gather input on the implications of PA classification for selected routes

Consider feedback from stakeholders where appropriate

Share recommendations and next steps with stakeholders prior to Board consideration

### **Public Engagement Approaches:**

Study Management Team made up of key stakeholders

Subarea meetings (4 subareas) with local stakeholders (cities, twps, public)

Online Interactive "Story" Maps

Project website

### 3. Major Groups to Engage and Methods

A holistic public engagement process requires a diverse group represented by various populations that are involved from start to finish. A process that involves diverse stakeholders assists in achieving a project that is reflective of the County’s diverse interests and ever-changing population. However, in order to effectively reach and involve various stakeholders different types of specific engagement methods need to be used as their effectiveness can vary from one group to another. Major groups to engage and methods of engagement most likely to be successful are listed in the following table.

Groups to Engage	Scientific Survey	Workshops	Focus Group	Open House	SMT Mtgs	Online Tools
MnDOT		x			x	
Met Council		x			x	
cities/townships		x			x	x
residents/businesses		x				x

A Study Management Team (SMT) has been assembled to guide the study. The SMT will be made up of staff from Dakota County, MnDOT, Met Council, Scott County, the cities of Apple Valley, Eagan, Farmington, Inver Grove Heights, Lakeville, and Rosemount, and one representative of the Dakota County Township Officer's Collaborative. Four subareas have been identified for targeted meetings (shown as "workshops" above), which will allow information and discussion to be focused on routes of similar context and on issues specific to those areas instead of having larger countywide meetings with a wide range of context/issues.

## 4. Key Questions to Ask

Once the methods of engagement have been identified the questions that need to be asked then need to be created. Questions that are asked in the public engagement process must address the major concerns and issues of the proposed project. Questions that do not necessarily lead discussions towards the end goals of learning about the major issues can result in a more disjointed discussion that lacks effectiveness which is why it is important that questions are well thought out and refined. Questions need to be asked in such ways where they encourage participation and dialogue amongst those people asked to respond. They should also be asked in a way to solicit responses from a variety of groups rather than only a limited amount. Similar to the methods of engagement, certain types of questions can be more effective than others in garnering a response from certain groups of individuals.

### **Project Issues to Address with Questions:**

Benefits and issues of principal arterial designation

Access and local street system implications

Speed, noise implications

Safety and efficiency implications

### **Public Engagement Questions:**

What are the potential benefits of designating additional principal arterials?

What are the issues with principal arterial designation for residents and businesses along these routes?

Which routes/segments will require more detailed analysis before considering PA designation?

Which routes should be considered for designation through the regional process in the short term?

What other issues should be considered?

## 5. Action Plan by Project Phases

### **Phase I**

### **System Analysis**

Jul - Oct

We share study information and conduct subarea meetings to identify issues and consider potential implications of future principal arterial designation on the routes under consideration.

### **Phase II**

### **Recommendations**

Nov - Feb

We share findings of system analysis and share draft recommendations for consideration. Take comments/suggestions into account with final recommendations presented to the County Board.

### **Phase III**

## 6. Available Resources and Budget

County, MnDOT, Met Council, and city staff are all available resources for public engagement with the study. Bolton & Menk has been contracted to help lead the study and conduct public engagement activities. The total contract amount for consulting services is \$107,318. A project website and online story maps will be established for the study.

**Briefly discuss any increased project costs, project delays and additional staff/consultant resources required by this public engagement plan, if any.**

None.