



Engagement Update – August 2017

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Engagement – Overarching Goals

- **Design an Engagement Process which will:**
- Engage **MORE** voices in transportation planning
- Focus on those **IMPACTED** by the project (communities in the corridor)
- Improve diversity and **INCLUSION** of underrepresented voices
- Engage the impacted **EARLIER** in the process
- Engage with purpose to **BUILD RESILIENT RELATIONSHIPS**

Engagement – By the Numbers

- **Baseline Survey** (*Quantitative*)
 - **1086** complete surveys (**38%** from underrepresented population).
- **Listening Sessions** (*Qualitative*)
 - **Sixty-Five 65** people (and counting) from over **50** organizations
- **Cultural Mapping & Historical Overviews**
 - **Six (6)** education tools on underrepresented communities in the corridor (American Indian, Euro-American, African-American, Asian-American, Latino, Recent African)
- **Listening for “Values” Segmentation of Corridor** (*Quantitative, with open ended*)
 - Over **800** interviews by telephone of people who live in the corridor
 - To date, over **1200** completed online surveys of those who live or drive in the corridor

Goal for underrepresented voices were met in ALL of these areas



Engagement – The Zone Approach

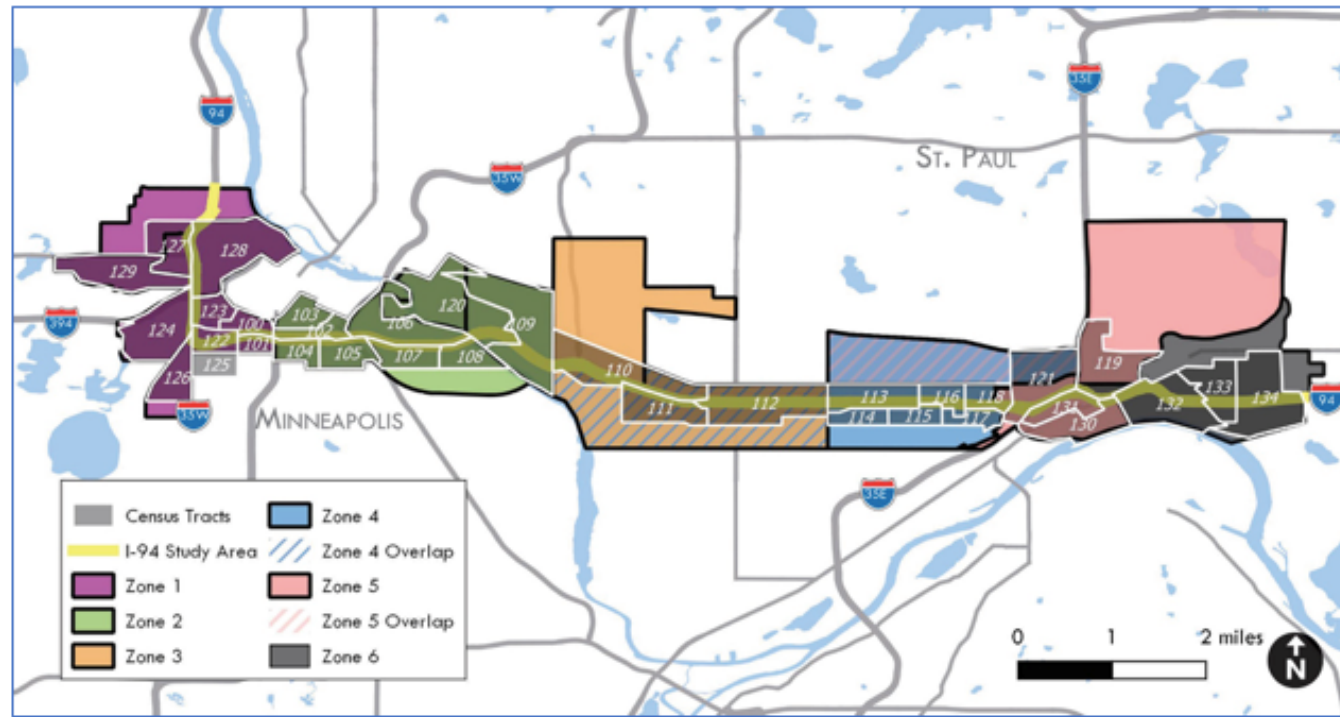
- We narrowed and analyzed data sets by Zone, leading to Zone Profiles:
- **Purpose:** Provide MNDOT staff with focused information on communities and neighborhoods potentially impacted by projects.
- **Sources:** Zone Profiles have been drafted by combining information from various modes of listening over the past year and a half.
 - Desk Research; Baseline Study; Historical Overviews and Cultural Maps; Qualitative and Quantitative Listening
- **How to Use:** Reference for deep information on who will potentially be impacted.
 - Clearer picture of commonalities; Listening for converging or diverging values over time; Development of focused messaging; Development of customized methods of engagement

Engagement – The Zone Approach In Action

ZONE PROFILES - RETHINKING I-94

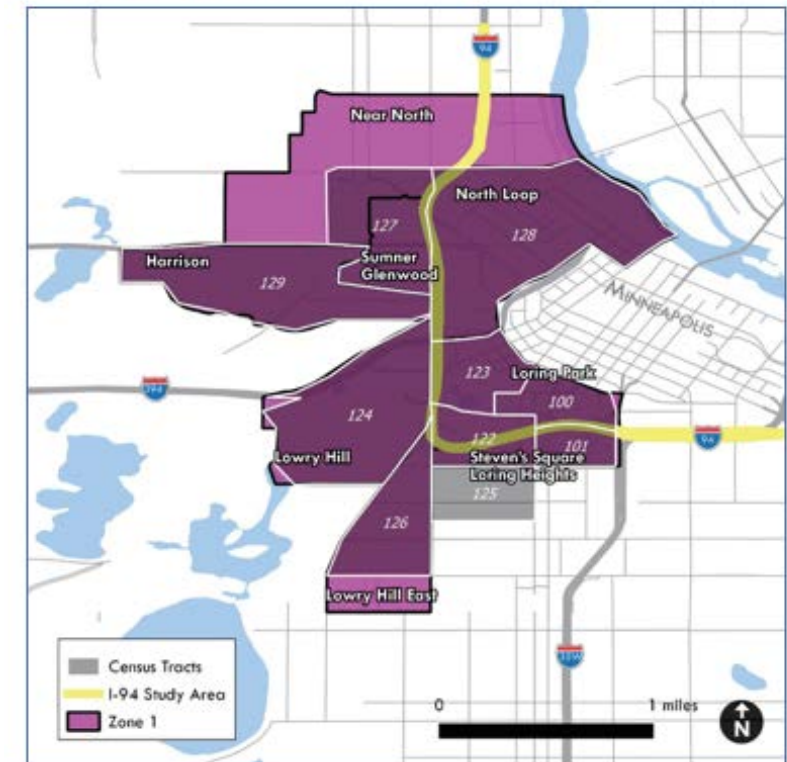
The I-94 corridor was broken into six zones based on anticipated future design and construction projects. Data that was collected for the corridor was broken into these six zones for ease of use. Census tract data was collected for the area within approximately one-half mile of each side of I-94. The census tract areas do not directly coincide with the adjoining neighborhoods along the corridor so, in some cases, neighborhood information is also provided. The overlap between corridor census tracts and corridor neighborhoods is illustrated in the map below.

I-94 Corridor Zones by Neighborhood and Census Tract



Zone 1 Profile - Broadway to I-35W

Zone 1 by neighborhoods and census tract



Engagement – The Zone Approach In Action

- Demographics
 - By census tract
 - For each neighborhood in the Zone
- Organizations
 - By Zone
 - By Neighborhood
- Key Destinations
 - Community spaces (schools, parks, rec centers, etc.)
 - Festivals and events

Neighborhood		Lowry Hill	
		2014 data from census tract in zone	2011-2015 total neighborhood data (MNCompass)
	Population	3920	3860
Race/Ethnicity	American Indian	0.00%	0.00%
	Asian	5.38%	6.00%
	African American/Black	3.04%	0.00%
	Hispanic/Latino	3.34%	0.00%
	White	83.62%	86.00%
Primary Language	Spanish	0.77%	
	Russian	0.60%	
	Chinese	0.47%	
	Hmong	0.44%	
	Vietnamese	0.00%	
	African Language	0.00%	
	Language other than English*		N/A
	Families below poverty	0.00%	7.80%



Engagement – The Zone Approach Next

- We will continue to listen and learn about the various communities in each Zone and how they live, play, work, and travel together.
- Analysis of “Common Themes” from the open-ended responses to the quantitative listening from Jan-Feb 2017.
 - Incorporation into the Zone Profiles
- “Deeper Dive” into what we’ve heard from each of the Zones during the Visioning Sessions.
 - Incorporation into the Zone Profiles
- Engagement roadmaps customized for each Zone.



Engagement – Future of The Zone Approach

- Nothing is static, especially in the I-94 corridor.
- We've learned how people's lives and the culture that surrounds them is ever-changing.
- Quickly shifting demographics and evolving communities of culture, religion and interests mean that the “results” of our listening will be less and less relevant over time.
- Information in the initial Zone Profiles has emerged from the pilot study and can be used (or not) depending on their relevance to each additional project proposed.
- The steps and methods used to gather these results can be used to continue to learn in any context. The I94 Project team will need to update their understanding on a regular basis.
- The forthcoming Rethinking I94 Engagement Toolkit will address the “How To” of these questions regarding cultural and social change.



Engagement – Lessons Learned



Engagement – Summer 2017

- **TPT Documentary**
 - Available on Rethinking I94 Project website
- **Engagement Toolkit**
 - Final deliverable September 2017
 - Implementation Strategy to Follow
- **Metropolitan Council Community Engagement Contracts**
 - Funded by Met Council
 - Up to \$150K awarded
 - Assist in engagement efforts with underrepresented communities
- **Smart Growth America**
 - Funded by McKnight Foundation
- **PEL Peer Exchange**
 - April 26-27
- **ULI Task Force**
 - Under Development
- **Vision Sessions**
 - June 2017 – five sessions complete