

D7
Public Involvement

RESPONSIVE ENGAGEMENT: THE FUTURE OF TRANSPORTATION MEETS THE FUTURE OF
PUBLIC INVOLVEMENT

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When doing engagement, there is often so much information to share but the audience only has so much time and attention. How do you decide what to focus on? The future of transportation meets the future of public involvement in a session on user-driven, responsive engagement.

The Minnesota Department of Transportation is updating the Statewide Multimodal Transportation Plan and the Minnesota State Highway Investment Plan. Both are key documents in MnDOT's Family of Plans and guide transportation decision-making for the future. The updates create an opportunity to increase public education and engagement on how MnDOT identifies transportation priorities and guides investments on the State highway system.

In this interactive session, we will demonstrate a number of the public engagement tools used as part of the plan update process. Recognizing that there is limited time and a lot of information we could cover, just like at a public meeting, the presentation will start with a live poll of the conference audience to determine which engagement tools they want to learn more about and customize the presentation based on the feedback received. The presenter will be prepared to speak on a variety of engagement tools — workplace-based outreach, event-based outreach, underserved community engagement, MnDOT's first online accessibility plan, a plain language approach, infographics, social media ads, social media campaigns, Prezi, Mentimeter, GetFeedback, MetroQuest, GoPro, a responsive website and more!

This session will engage the audience like never before through a unique and dynamic presentation. It will give transportation professionals the information they want while demonstrating new ways to approach engagement: looking at the process from the user's perspective. In addition to engagement, the presentation will also touch on future transportation trends and funding, performance measurement, and all transportation modes.