

## Public Participation Summary for Hwy 19 project (SP 4204-40)

This document outlines how the Minnesota Department of Transportation connected with the public, stakeholders and partners on the Hwy 19 Marshall reconstruction project since 2019.

### Engagement Opportunities & Dates

Engagement Type	Date(s)	# Engaged	Purpose
Project website	9/1/19-3/25/22	<ul style="list-style-type: none"> <li>7,091 unique visitors</li> <li>5,994 unique visitors</li> <li>9,015 page views</li> <li>52% of traffic referred from social media</li> <li>23% direct traffic</li> <li>221 return visitors</li> </ul>	<ul style="list-style-type: none"> <li>Provide information on the project including benefits.</li> <li>Provide project updates</li> <li>Provide a project schedule</li> <li>Provide the opportunity to comment and ask questions.</li> <li>Provide the opportunity to sign up for project email and text updates</li> <li>Project information on in-person engagement opportunities and links to virtual engagement.</li> </ul>
Targeted focus group	January 2019	7 participants representing MN State Patrol, True Light Christian School, Marshall Police, Avera, Marshall Police and UCAP	<ul style="list-style-type: none"> <li>Ask participants questions about vision and priorities for the Hwy 19 corridor.</li> </ul>
Presentation	July 2019	Marshall City Council members	<ul style="list-style-type: none"> <li>Provide basic information and plans to engage community in scoping of project.</li> </ul>
World Cafe	October 2019	<ul style="list-style-type: none"> <li>39 at lunch session</li> <li>23 at evening session</li> </ul>	<ul style="list-style-type: none"> <li>Provide basic information on project and ask questions about vision and priorities for the Hwy 19 corridor.</li> </ul>
Online survey (Survey Monkey)	October 2019	<ul style="list-style-type: none"> <li>318 completed surveys</li> <li>Demographic responses (voluntary) <ul style="list-style-type: none"> <li>White = 290</li> <li>Latino = 3</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Provide basic information on project and ask questions about vision and priorities for the Hwy 19 corridor.</li> </ul>

		<ul style="list-style-type: none"> <li>• Asian = 1</li> <li>• American Indian = 2</li> <li>• Other = 1</li> </ul>	
In-person survey/Adult Basic Education students (LEP)	February 2020	<ul style="list-style-type: none"> <li>• 20 surveys</li> <li>• Demographic responses (voluntary) <ul style="list-style-type: none"> <li>• Asian = 1</li> <li>• Black/African American = 1</li> <li>• White = 1</li> <li>• Latino = 2</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Provide basic information on project and ask questions about vision and priorities for the Hwy 19 corridor.</li> </ul>
Targeted focus group	March 2020	<ul style="list-style-type: none"> <li>• Early Childhood Families (Marshall Public Schools)</li> <li>• 48 attendees, including three translators <ul style="list-style-type: none"> <li>- Latino = 16</li> <li>- Somali = 14</li> <li>- Karen = 18</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Provide basic information on project and ask questions about vision and priorities for the Hwy 19 corridor.</li> </ul>
Targeted focus group/Marshall Chamber of Commerce business members	February 2020	35 attendees/3 sessions	<ul style="list-style-type: none"> <li>• Provide basic information on project and ask questions about vision and priorities for the Hwy 19 corridor.</li> </ul>
GovDelivery & stakeholder email	April 2020	1,562 on GovDelivery list	<ul style="list-style-type: none"> <li>• Summary of vision/priorities engagement and next steps.</li> </ul>
Direct mail/postcard	April 2020	All zip codes in Marshall	<ul style="list-style-type: none"> <li>• Summary of vision/priorities engagement and next steps.</li> </ul>
Newspaper ad	April 2020	Marshall Independent subscribers & Facebook followers	<ul style="list-style-type: none"> <li>• Summary of vision/priorities engagement and next steps.</li> </ul>
Presentation	June 2020	Marshall City Council members	<ul style="list-style-type: none"> <li>• Seek input on intersection options.</li> </ul>
Virtual open house	July - August 2020	<ul style="list-style-type: none"> <li>• 442 visitors</li> <li>• 880 visits</li> </ul>	<ul style="list-style-type: none"> <li>• Seek input on intersection options.</li> </ul>

Online survey (Survey Monkey)	July 2020	<ul style="list-style-type: none"> <li>600 surveys</li> </ul>	<ul style="list-style-type: none"> <li>Seek input on intersection options.</li> </ul>
Direct mail/postcard	July 2020	All zip codes in Marshall	<ul style="list-style-type: none"> <li>Provide webpage info and link to survey. Seek input on intersection options.</li> </ul>
GovDelivery & stakeholder email	July 2020	1,562 on GovDelivery list	<ul style="list-style-type: none"> <li>Provide webpage info and link to survey. Seek input on intersection options.</li> </ul>
Virtual listening session	July 2020	Marshall Chamber of Commerce members (19 attendees)	<ul style="list-style-type: none"> <li>Presentation on intersection options. Seek input.</li> </ul>
Presentation	August 2020	Marshall City Council members	<ul style="list-style-type: none"> <li>Presentation on feedback heard around intersection options</li> </ul>
GovDelivery & stakeholder email	April 2021	1,562 on GovDelivery list	<ul style="list-style-type: none"> <li>Provide information on feedback heard and next steps.</li> </ul>
Social Media ad	April 2021		<ul style="list-style-type: none"> <li>Provide information on feedback heard and next steps.</li> </ul>
Presentation	May 2021	Marshall City Council members	<ul style="list-style-type: none"> <li>Present layout</li> </ul>
Direct mail/postcard	July 2021	All zip codes in Marshall	<ul style="list-style-type: none"> <li>Provide webpage information including information on virtual open house and project layout.</li> </ul>
Virtual open house with live presentation	July 2021-August 2021	849 unique visitors	<ul style="list-style-type: none"> <li>Present layout, take comments and questions.</li> </ul>
Presentation	July 2021	Marshall City Council members	<ul style="list-style-type: none"> <li>Request Municipal Consent process begin.</li> </ul>

Targeted focus group/Marshall Chamber of Commerce business members	August 2021	2 sessions/15 members	<ul style="list-style-type: none"> <li>• Provide information on project layout and take feedback.</li> </ul>
Individual meetings	July – August 2021	Various directly impacted businesses	<ul style="list-style-type: none"> <li>• Provide information on project layout and take feedback.</li> </ul>
Studio One/Community Access TV	August 2021	General public	<ul style="list-style-type: none"> <li>• Provide information on project layout and provide information on where to give feedback.</li> </ul>
Pop-Up events	July – August 2021	Music in the Park, Farmers Market and National Night Out (500+ attendees)	<ul style="list-style-type: none"> <li>• Provide information on project layout, answer questions and take feedback.</li> </ul>
Direct mail/postcard	August 2021	All zip codes in Marshall	<ul style="list-style-type: none"> <li>• Provide information on webpage/layout including information on in-person open house and public hearing.</li> </ul>
Open House	August 2021	15 attendees	<ul style="list-style-type: none"> <li>• Provide layout, answer questions and take feedback.FA</li> </ul>
Public Hearing – Municipal Consent	August 2021	City's meeting	<ul style="list-style-type: none"> <li>• Present information on layout &amp; answer questions</li> </ul>
Southwest Minnesota State University WorldFest	April 2022	160 community members	<ul style="list-style-type: none"> <li>• Present information on layout &amp; answer questions.</li> <li>• Event attracts many traditionally underserved and hard to reach populations</li> </ul>
Pop-up at the Marshall Farmers Market	July through September 2022	142 community members	<ul style="list-style-type: none"> <li>• Provide layout, answer questions and take feedback.</li> </ul>

## Promotion

Project information and events were presented and promoted using a variety of methods such as:

- Direct mail (postcards/mailings to households)
- Emails (stakeholders, partners & GovDelivery website list)
- Paid and organic social media (Facebook & Twitter)
- Paid newspaper ads (Marshall Independent)
- Organic newspaper and radio stories (press releases)
- Television (Studio One – community access)
- Presentations (in person and virtual)
- Online surveys (Survey Monkey)
- Paper surveys (translated into Spanish, Karen & Somali)
- In-person meetings (provided in English and some interpreted in Spanish, Karen & Somali)
- Pop-up events
- Hybrid virtual meetings (virtual and live)

## Social Media Analytics

Project information and events were promoted through paid social media (Facebook events and ads). Below are analytics for the placed ads.

### **World Café event promotion (10/3/19-10/15/19)**

- Reach – 13,920
- Impressions – 21,868
- Unique clicks – 130

### **Vision & Priorities survey (10/25/19-11/5/19)**

- Reach – 18,975
- Impressions – 26,177
- Unique clicks – 158

### **What we heard (vision & priorities) (5/20/20-5/23/20)**

- Reach – 3,438
- Impressions – 5,537
- Unique clicks – 72

### **Proposed intersection improvements (6/29/20-7/5/20)**

- Reach – 9,998
- Impressions – 21,683
- Unique clicks – 455

### **Hybrid virtual open house (7/6/20-7/9/20)**

- Reach – 899
- Impressions – 3,156
- Unique link clicks – 21

#### **What we heard (11/10/20-11/15/20)**

- Reach – 4,198
- Impressions – 10,234
- Unique clicks – 372

#### **Project layout (12/1/20-12/3/20)**

- Reach – 3,474
- Impressions – 4,888
- Unique link clicks – 144

#### **Municipal Consent project layout (5/14/21-6/6/21)**

- Reach – 7,734
- Impressions – 22,100
- Unique clicks – 1,277

#### **Virtual open house (7/21/21-7/27/21)**

- Reach – 6,610
- Impressions – 21,427
- Unique clicks – 427

#### **Public Meeting (8/6/21-8/11/21)**

- Reach – 4,251
- Impressions – 13,693
- Unique clicks – 111
- Event responses - 9