



# Stakeholder Engagement Plan 2019 Annual Report

Prepared by the  
Saint Cloud Area  
Planning  
Organization

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## DISCLAIMER

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## INTRODUCTION

The Code of Federal Regulations (23 CFR §450.316) requires all Metropolitan Planning Organizations (MPOs) to develop and use a documented public participation plan that defines a process for providing citizens, affected public agencies, and others with reasonable opportunities to be involved in the metropolitan transportation planning process.

As the MPO for the Saint Cloud metropolitan planning area (MPA), the Saint Cloud Area Planning Organization (APO) is responsible for complying with these regulations. The APO's [Stakeholder Engagement Plan \(SEP\)](https://bit.ly/2TGYZ3H) (<https://bit.ly/2TGYZ3H>) – approved by the APO's Executive Board in June 2018 and amended in January 2019 – fulfills those federal requirements and reinforces the APO's commitment to meaningful public involvement in its planning and programming efforts.

The APO's SEP provides detailed information regarding how the public can be involved in the APO's planning and programming processes, including: 1) the Metropolitan Transportation Plan (MTP); 2) the Transportation Improvement Program (TIP); and 3) the Unified Planning Work Program (UPWP). It also provides general guidance for all other planning products done by the APO, such as region-wide planning studies, corridor studies, and sub-area studies.

In order to assess and evaluate the successes and shortcomings of the APO's public engagement strategies, the SEP outlines a process for staffers to compile pertinent data – both quantitative and qualitative – in regards to public engagement. Per the expectations outlined in the APO's SEP, staff will conduct a review of all public outreach efforts on an annual basis and will use the information gathered to help modify any perceived deficiencies in public outreach strategies.

This document, thereby, fulfills this expectation as outlined in the APO's SEP.

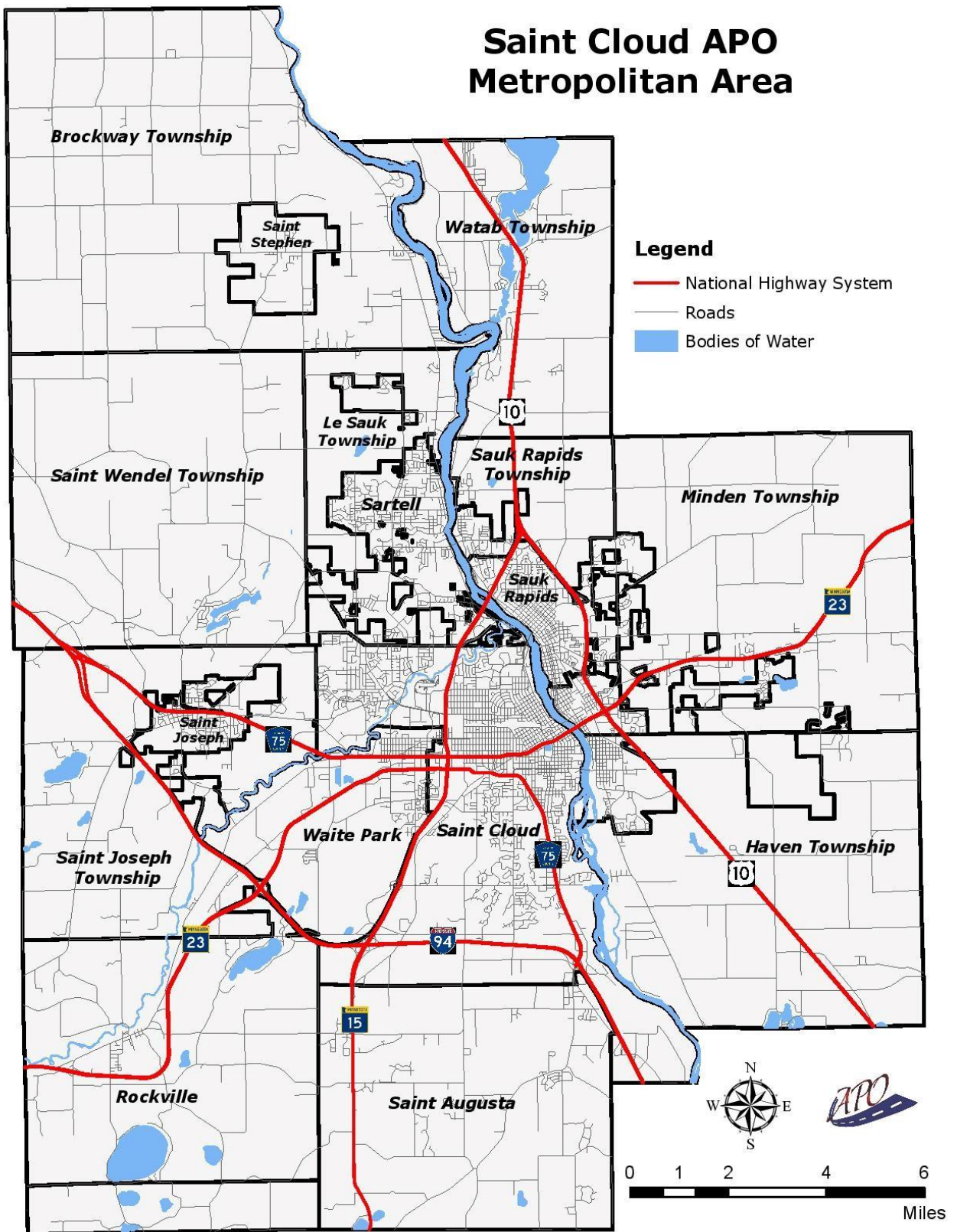
## SAINT CLOUD AREA PLANNING ORGANIZATION

The APO Urbanized Area is designated by the U.S. Census Bureau after every decennial census. Criteria for defining this area include population density and density of development. The APO, in conjunction with the Minnesota Department of Transportation (MnDOT), approves a 20 year planning boundary that includes not only the Census-defined Urbanized Area, but also considers expected urbanized growth within that time period.

Member jurisdictions include Benton County, Sherburne County, Stearns County, City of Saint Cloud, City of Saint Joseph, City of Sartell, City of Sauk Rapids, City of Waite Park, and LeSauk Township. Saint Cloud Metropolitan Transit Commission (MTC) – more commonly referred to as Saint Cloud Metro Bus – is also a member.

The cities of Rockville, Saint Augusta, and Saint Stephen along with Brockway Township, Haven Township, Minden Township, Saint Joseph Township, Saint Wendel Township, Sauk Rapids Township, and Watab Township are located within the designated APO 20 year planning boundary but are not formal member jurisdictions. Instead, these jurisdictions are represented through their respective counties.

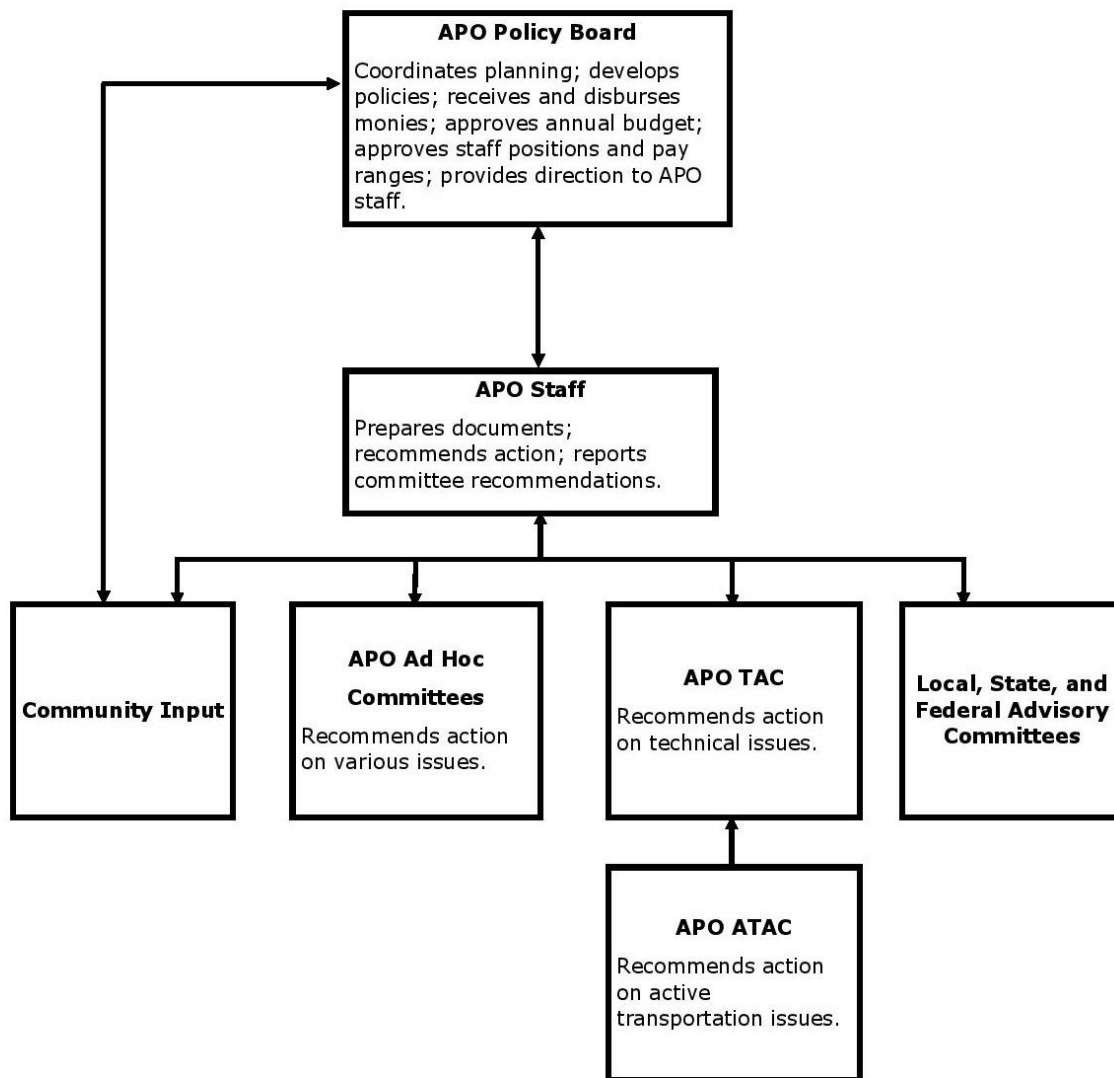




**Figure 1:** APO planning area map.

As a comprehensive, intergovernmental transportation planning agency for the Saint Cloud MPA, the APO works with member agencies and jurisdictions to facilitate local, state, and federal funds for programs and improvement projects.

The APO Policy Board is made up of elected officials and a senior-level management position from Saint Cloud Metro Bus. The Policy Board is the decision-making body of the APO and provides guidance and direction to staff. The Policy Board is advised by a Technical Advisory Committee (TAC) and a TAC subcommittee for active transportation (i.e., non-motorized transportation such as biking and walking) issues known as the Active Transportation Advisory Committee (ATAC).



**Figure 2:** APO organizational chart.

The APO is committed to coordinated planning – in a fair and mutually beneficial manner – on select issues transcending jurisdictional boundaries for the betterment of the entire Saint

Cloud MPA. This mission is accomplished through professional planning initiatives, the provision of objective information, and building collaborative partnerships that foster consensus.

The APO strives to be:

- Public service-oriented by providing accountability to constituents and exhibiting the highest standards of ethical conduct.
- Creative problem solvers by anticipating potential challenges and developing creative solutions based on professional knowledge, public involvement, and collaboration with our partners.
- Continuous learners who constantly seek new information, knowledge, and skills to better serve the Saint Cloud MPA.

In the transportation planning process, the APO's role includes:

- Maintaining a certified "3-C" (comprehensive, cooperative, and continuing) transportation planning process.
- Coordinating the planning and implementation activities of local, regional, and state transportation agencies.
- Undertaking an effective stakeholder engagement process which ensures meaningful public input is part of the decision-making process behind plans and programs.
- Providing leadership both in setting transportation policy and in metropolitan system planning.
- Lending technical support in planning and operations to local governments.
- Planning for an intermodal transportation system that is economically efficient, environmentally sound, provides the foundation to compete in the global economy, and will move people and goods in an energy-efficient manner.

## **2018-2019 PUBLIC OUTREACH**

### **GOALS**

As identified in the APO's SEP, APO staffers strive to educate and engage the public in meaningful ways that allow for fully informed participation and engagement. With this in mind, the APO has created a list of goals and strategies to aid in the public development and implementation of the SEP.

The three goals of the SEP are:

1. Provide early, accessible, and continuous opportunities for public involvement from diverse stakeholders.
2. Provide reasonable public access to technical and policy information used in the development of plans and projects.
3. Provide a reasonable amount of time to review materials and comment prior to adoption of any plan or amendment.

A complete list of the strategies can be found within [Chapter Four of the SEP](https://bit.ly/2TGYZ3H) (https://bit.ly/2TGYZ3H).

### **STRATEGIES**

As outlined in the APO's SEP, APO staffers utilize a variety of techniques to engage and inform members of the public on regional transportation planning and programming

processes. From July 2018 through June 2019, APO staff utilized the following strategies. A brief description of those strategies is also included below.

**Public Meetings:** These meetings generally function in coordination with transportation plan updates or planning studies with the overall intent of involving the public in the determination and consideration of identified issues and the development of project alternatives. All public meetings are announced to the public via social media and the APO's website.

**Advertising of Public Meetings:** Notice of public involvement opportunities may include posting of notices in public places, direct notification of stakeholders identified in the process, and/or publishing legal notices in the local newspaper of record (St. Cloud Times).

**APO Website:** The [APO website](http://www.stcloudapo.org) ([www.stcloudapo.org](http://www.stcloudapo.org)) is utilized to accommodate the timely delivery of information to the public. Information inclusive of meeting agendas, notices, announcements, draft/final plans, minutes, maps, and studies are located on the web in formats accessible to the public.

**Social Media:** The APO utilizes appropriate social media avenues to post pertinent information and notices on a frequent basis. This also provides another opportunity for the public to provide input to the APO's on-going planning process.

**Visualization Techniques:** This content-focused technique utilizes graphics such as maps, charts, graphs, pictures, renderings, and PowerPoint presentations to communicate relationships, trends, performance thresholds, deficiencies, issues, recommendations, and considerations to the public.

**Interested Persons List:** The APO will maintain list of stakeholder contacts which includes citizens; affected public agencies; representatives of public transportation employees; freight shippers; providers of freight transportation services; private providers of transportation; representatives of users of public transportation; representatives of users of pedestrian walkways and bicycle transportation facilities; representatives of people with disabilities, people-of-color, persons of low income; and other interested parties. The list is used to notify stakeholder contacts of opportunities to be involved in the transportation planning process.

**Ensuring Accessible Meetings:** For meetings to be successful, everyone involved must have an equal opportunity to participate. Three components are key to presenting meetings that are accessible to people with disabilities: 1) where the meeting is held, 2) how the meeting room furniture is arranged, and 3) how the meeting information is communicated. APO staff shall use the guidance provided in [Accessible Information Exchange: Meeting on a Level Playing Field](https://www.ada.gov/business/accessiblemtg.htm) (<https://www.ada.gov/business/accessiblemtg.htm>). When preparing public meetings, APO staff shall make all reasonable good-faith efforts to provide auxiliary services if requested to do so.

## QUANTITATIVE DATA

### Public Meetings

During the aforementioned time period, APO staff conducted a combined total of 27 in-person outreach events and meetings that were open to the public. These events included project-specific open houses and meetings of the APO's Bicycle and Pedestrian Advisory Committee (BPAC) – renamed the Active Transportation Advisory Committee (ATAC) in

October 2019 – Technical Advisory Committee (TAC), Executive Board (dissolved as of January 2019), and Policy Board. During this time frame, APO staff were also the recipients of a MnDOT [Regional Transportation Coordinating Council \(RTCC\)](https://bit.ly/2SGLZHZ) (<https://bit.ly/2SGLZHZ>) planning grant. Staffers conducted both public input meetings and project management team (PMT) meetings as part of the completion of this planning effort.

For a full list of public meetings and input events please see Appendix A.

Of note, for purposes of this analysis, APO staff define a “member of the public” as someone who does not work for the APO, jurisdiction, or agency. This includes consulting firm representatives who are under contract with the APO.

### ***Open Houses***

Between July 2018 and June 2019, APO staff hosted five open house events at the APO office, 1040 County Road 4 in Saint Cloud. These events were organized to discuss the APO’s Transportation Improvement Program (TIP).

Open houses at the APO’s offices occurred on the following dates:

- July 10, 2018.
- Oct. 1, 2018.
- Dec. 18, 2018.
- Feb. 20, 2019.
- March 27, 2019.

The open houses were advertised to public via legal notices found within the APO’s newspaper of record (St. Cloud Times).

APO staff also used the APO’s Facebook page to create an event for the Oct. 1, 2018, and Feb. 20, 2019, events.

No one from the public attended these open houses.

### ***BPAC Meetings***

Between July 2018 and June 2019, APO staff hosted three BPAC meetings at the Saint Cloud branch of the Great River Regional Library – 1300 W Saint Germain Street in Saint Cloud. Those meetings focused heavily on active transportation issues.

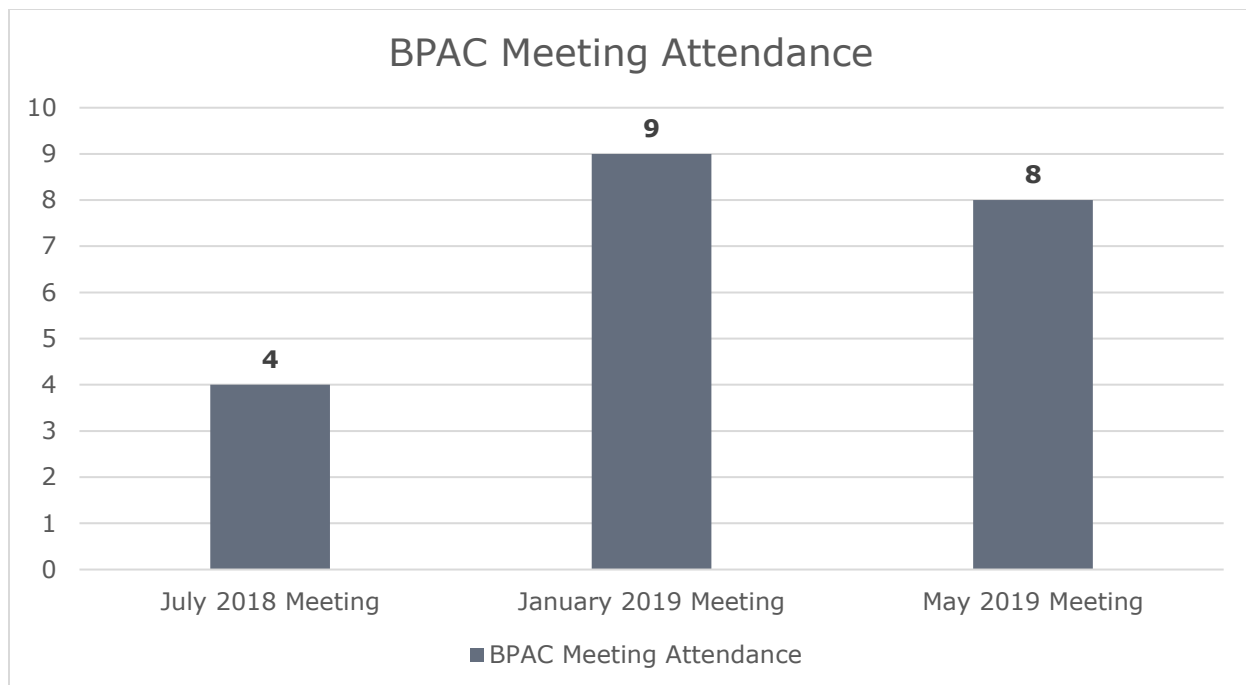
BPAC meetings occurred on the following dates:

- July 11, 2018.
- Jan. 22, 2019.
- May 14, 2019.

BPAC meetings were advertised to members of the public through an email listserv of interested stakeholders. In addition, APO staff used the APO’s Facebook page to create an event about the May 14 meeting.

By its nature, BPAC meetings are citizen-driven meetings. Given this, BPAC meetings had the some of the largest attendance by members of the public.





**Figure 3:** Attendance at the APO's Bicycle and Pedestrian Advisory Committee (BPAC) meetings between July 2018 and June 2019.

### **TAC Meetings**

Between July 2018 and June 2019 APO staff hosted nine TAC meetings at the Stearns County Public Works Department/Highway Department – 455-28<sup>th</sup> Ave. S in Waite Park. Those meetings primarily focused on technical transportation issues. Voting membership on the TAC is comprised of planners and engineers from the agencies and jurisdictions of the APO.

TAC meetings occurred on the following dates:

- Aug. 2, 2018.
- Oct. 9, 2018.
- Jan. 3, 2019.
- Feb. 7, 2019.
- March 7, 2019.
- April 4, 2019.
- May 2, 2019.
- May 30, 2019.
- June 27, 2019.

TAC meetings were advertised to members of the public on the homepage of the APO's website. Some of the APO's TAC meetings were also advertised on the APO's Facebook page. Meetings that were advertised on social media include:

- Aug. 2, 2018.
- Oct. 9, 2018.
- March 7, 2019.

A Facebook event was created for the June 27, 2019 meeting.

No one from the public attended TAC meetings.

### ***Executive Board/Policy Board***

Between July 2018 and June 2019 the APO hosted five board meetings. During this time frame, the APO underwent a transition from a two governing board body – a 30+ member Policy Board which met three times a year and a 12 member Executive Board which met roughly seven times a year – to a one governing board body. The new governing structure essentially eliminated the larger Policy Board and allowed the smaller governing body (the former Executive Board) to be the only governing body (now the Policy Board effective January 2019).

One Executive Board meeting and one Policy Board meeting were held prior to the reconfiguration of the governing structure. The Executive Board met on Aug. 9, 2019, at the Saint Cloud branch of the Great River Regional Library. The Policy Board met on Oct. 25, 2019, at Waite Park City Hall – 19-13<sup>th</sup> Ave. N in Waite Park. One member of the public was present and provided comments at the Aug. 9 meeting. Those comments were recorded in the APO's Executive Board minutes. No members of the public were present at the Oct. 25 Policy Board meeting.

Under the new Policy Board reconfiguration, the APO held an additional three meetings through the end of June 2019. All of these meetings were held at the Saint Cloud branch of the Great River Regional Library. The dates of those meetings are as follows:

- March 14, 2019.
- May 9, 2019.
- June 13, 2019.

Under the new reorganization, only one Policy Board meeting had members of the public present. Two members of the public were in attendance at the March 14 meeting. One person provided comments to members of the APO's Policy Board. Those comments were recorded in the APO's Policy Board minutes.

Similar to the TAC meetings, APO Executive and Policy Board meetings were advertised to members of the public on the homepage of the APO's website. Some of the APO's board meetings were also advertised on the APO's Facebook page. Meetings advertised on social media include:

- Aug. 9, 2018, Executive Board meeting.
- March 14, 2019, Policy Board meeting.
- April 11, 2019, Policy Board meeting. This meeting was cancelled due to weather.
- May 9, 2019, Policy Board meeting.

APO staff also created Facebook events for the June 13, 2019, meeting.

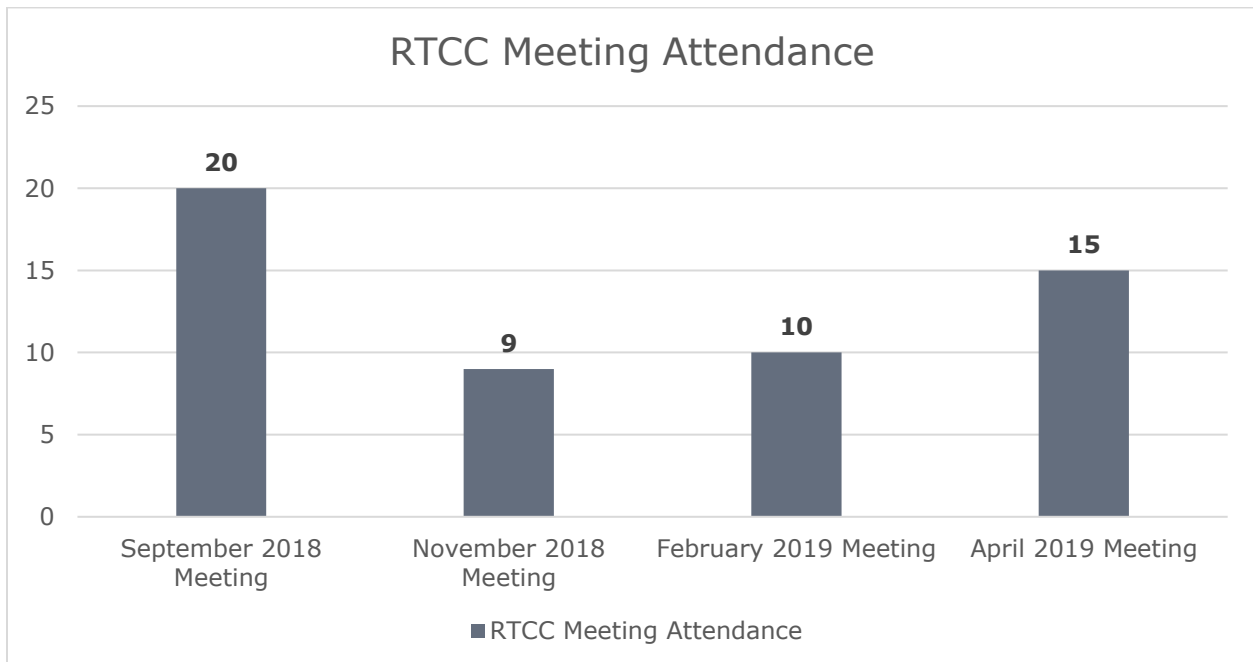
### ***RTCC Meetings***

APO staff along with consulting firm WSB, hosted a series of meetings with stakeholders interested in transportation issues primarily for transit-dependent populations in order to create an Operational Implementation Plan (OIP) for the development of an RTCC within Central Minnesota.

From July 2018 through June 2019, four stakeholder meetings were held at the Saint Cloud branch of the Great River Regional Library. The meeting dates were as follows:

- Sept. 19, 2018.
- Nov. 27, 2018.
- Feb. 22, 2019.
- April 4, 2019.

Given the nature of these meetings, APO staff targeted individuals and organizations that had either 1) expressed interest in the development of an RTCC or 2) worked closely with transit-dependent populations that would benefit from the development of an RTCC. APO staff reached out to these specific individuals and organizations through an interested stakeholder email listserv specifically developed for the RTCC effort.



**Figure 4:** Attendance at the Regional Transportation Coordinating Council (RTCC) meetings between July 2018 and June 2019.

#### **RTCC Public Input**

In order to fulfill the obligations of the RTCC grant, APO staff, along with WSB, were required to host a minimum of four public outreach/input meetings/events. These meetings/events were designed to inform the public about the ongoing effort APO staff, WSB, and the interested stakeholders were undertaking to develop an RTCC for the Central Minnesota area.

From July 2018 through June 2019, APO staff conducted three public input meetings/events.

- Jan. 8, 2019, at CareerForce job fair at the Saint Cloud Technical & Community College in Saint Cloud.
- Jan. 11, 2019, at the Big Lake Farmers Market at Saron Lutheran Church in Big Lake.
- Jan. 17, 2019, at Wellness on Wheels at Annandale City Hall in Annandale.

One public input event – the Jan. 21 Fare for All event in Little Falls – was cancelled due to weather.

APO staff notified members of the public of these opportunities by creating events on Facebook, listing these dates on the APO's website, and providing the RTCC stakeholders email notifications.



**Figure 5:** APO's RTCC informational table at the Wellness on Wheels event at Annandale City Hall.

At these events, APO staff utilized a table with flyers/brochures about the RTCC along with an easel summarizing the basics behind the RTCC effort. Approximately 15 people engaged with APO staff at these three events. All comments received were documented and presented to the RTCC's Project Management Team (PMT) at its February meeting.

### Demographic Questionnaire

At all in-person engagement opportunities, APO staff made available a demographic questionnaire. This voluntary survey asked meeting attendees to provide basic information such as gender, age, ethnicity, ability, household size, household income, and language. The information gathered from these surveys was designed to provide APO staff with information about who was attending APO-led public participation events. In addition, this survey was created to help gauge the current audience APO staff is reaching and identify areas in which APO staff can improve targeting engagement strategies to all members – particularly Title VI and Environmental Justice populations – within the MPA.

Between July 2018 and June 2019 a total of six questionnaires were completed.

All survey participants were white, less than 65 years old, and spoke English as their primary language. Two of the six participants were female. One participant identified as having a difficult time hearing. One participant noted their household income was in



between \$16,461 to \$20,780. One person noted their household size consisted of one person.

A copy of the demographic questionnaire and data pertaining to the results of those questionnaires can be found in Appendix B.

## Social Media

During the time frame from July 2018 through June 2019, the APO's social media presence was strictly Facebook. APO staff utilized this platform to provide its Facebook followers with information about transportation projects or topics of importance to the MPA. In addition, APO staff used Facebook as a way to communicate with its audience about opportunities to provide input on the transportation planning process.

As of July 1, 2018, the APO's Facebook page had 220 followers. During this one year time frame, the number of followers to the APO's Facebook page grew to 237, a 7.7 percent increase.

In terms of posts pertaining to the APO directly soliciting public input, from July 2018 through June 2019, the APO created 21 posts. The topics of these posts included:

- TIP public comments: 5 posts.
- BPAC meetings: 1 post.
- TAC meetings: 4 posts.
- Executive Board meetings: 1 post.
- Policy Board meetings: 4 posts.
- RTCC public engagement: 5 posts.
- APO logo: 1 post.

APO staff used four styles of post types to engage members of the public. Those styles included events, photos, links, and Facebook Live videos. While APO staff did not receive a lot of comments – only one post had a public comment – posts pertaining to these public input opportunities reached an average of 89 people. Of note, these specific posts during this time frame were not boosted (APO staff did not pay Facebook to do additional promotion).

The top three performing posts in terms of reach – as defined by Facebook as the estimated number of people who had any posts from your page on their screen, broken down by total, organic, and promotions – were the APO's BPAC meeting event (with a reach of 564), the April 2 Policy Board meeting photo (with a reach of 117), and the APO's Oct. 8 TAC meeting photo (with a reach of 109).

Date	Purpose of Post	Post Type	Reach
05/14/2019	BPAC meeting	Event	564
04/02/2019	Policy Board meeting	Photo	117
10/08/2018	TAC meeting	Photo	109
07/30/2018	Executive Board meeting	Photo	108
12/18/2019	TIP public comment	Facebook Live	99
02/20/2019	TIP public comment	Facebook Live	99
06/27/2019	TAC meeting	Event	74
06/27/2019	TIP public comment	Photo	70
03/11/2019	Policy Board meeting	Photo	69
04/30/2019	Policy Board meeting	Photo	69

**Figure 6:** The top 10 APO Facebook posts in terms of reach between July 2018 and June 2019. Data courtesy of Facebook.

The top three performing posts in terms of engagement – as defined by Facebook as the number of times people have engaged with your posts through likes, comments, and shares, and more – were the APO’s TIP public comment Facebook Live from February 2019 (26 engagements), the APO’s TIP public comment Facebook Live from December 2018 (23 engagements), and a two way tie for third with the APO’s April Policy Board meeting photo and the APO’s June 27 TIP public comment photo (both with 12 engagements). Facebook events were excluded from the engagement analysis.

Date	Purpose of Post	Post Type	Engagement
02/20/2019	TIP public comment	Facebook Live	26
12/18/2019	TIP public comment	Facebook Live	23
04/02/2019	Policy Board meeting	Photo	12
06/27/2019	TIP public comment	Photo	12
10/08/2019	TAC meeting	Photo	9
07/30/2018	Executive Board meeting	Photo	4

**Figure 7:** The top six APO Facebook posts in terms of engagement between July 2018 and June 2019. Data courtesy of Facebook. Of note, the remaining posts had either one or no engagements associated with them.

A full list of Facebook posts during this time frame can be found in Appendix C.

## Website

APO staff also provide members of the public with the opportunity to reach staff via the [APO’s website](http://www.stcloudapo.org) (www.stcloudapo.org). Between July 2018 and June 2019 APO staff received no emails that were generated from the APO’s website.

## QUALITATIVE DATA

While the number of public engagement events held, how APO staff notified/provided the public opportunities for input, and the demographic make-up of those participants are important; APO staff felt it necessary to survey participants on their experience to determine what APO staff are doing well and what areas are in need of improvement.

### Online Survey

APO staff developed an online survey (through SurveyMonkey) to poll APO meeting/event attendees about their experience attending APO meetings and/or outreach events.

The 14-question survey asked participants, among other things, about how they heard about the APO event they attended; if they believed that any views they offered would be taken seriously by APO staff; if APO staff provided a safe, fair, and well-managed

environment for participants; and if there was sufficient opportunity for the participant to express their views. In addition, the survey asked participants about what types of public outreach events would work best and if there were ways APO staff could improve public engagement.

A full list of the survey questions and results can be found in Appendix D.

APO staff distributed this survey link to its interested stakeholders email listserv, meeting attendees who had provided their email contact information, BPAC members, and those involved with the RTCC planning effort.

Between Aug. 7 and Sept. 24, 2019, a total of four people participated in the survey.

Participants agreed APO staff did a good job with the following:

- Developing a notice, advertisement, or invitation to participate in an event that was clear and welcoming.
- Providing information prior to or at the meeting that helped people prepare to participate more effectively.
- Defining the purpose of the event clearly.
- Providing sufficient opportunity for participants to express their views about what they believed was important.
- Providing a safe, fair, and well-managed environment for participants.

At least one survey respondent “somewhat disagreed” with each of the following statements:

- Before the event, I believed that any views offered would be taken seriously by APO staff.
- During the event, APO staff heard my opinions on the topic(s) presented.
- After the event, I believed that the event would result in better decisions on the topic(s) discussed.
- After the event, I believed that any views offered would be taken seriously by APO staff.
- Given the chance, I would participate in an APO outreach activity again.
- I would encourage other residents to participate in similar APO events on this or other appropriate topics.

Participants in this survey felt that online surveys and in-person events were the best ways to get them to participate in public outreach events.

### In-Person Interview

During the SurveyMonkey window of participation for the SEP survey, one member of the public requested an in-person interview to discuss the survey questions and provide comments to APO staff.

Comments from this full in-person interview are summarized in Appendix E. Key points listed below.

- APO staff need to place advertisements of engagement opportunities in places where all members of the public can access/view them. Those advertisements need to be in simpler language (equitable language) and not bogged down with technical jargon.
- The purpose of each meeting/event should be clearly stated at the start.

- Follow up is needed by APO staff on topics discussed at meetings/events.
- Equity training is needed and highly encouraged for APO staff.

## RECOMMENDATIONS

Based upon the quantitative and qualitative data compiled between July 2018 and June 2019, APO staff have had some successes when it comes to engaging members of the public. However, APO staff recognize the need for improvement. The following is a summary of the recommendations in no particular order.

1. **Public Meetings.** APO staff realize they cannot change the nature of many of its meetings. TIP open houses are designed to discuss changes to federally funded transportation projects; ATAC (formerly BPAC) meetings are convened to discuss active transportation issues; TAC meetings have a heavy focus on technical information presented to agency and jurisdictional planners and engineers; and Policy Board meetings are designed to present actionable information to elected officials. However, APO staff can do a better job of advertising those meetings to encourage more public participation. In order to do this, APO staff will:
  - a. Consistently utilize its social media platform to advertise meetings. This will include creating Facebook events.
  - b. Utilize simpler, less jargon-filled language. This will be included in advertising on social media platforms, on the APO's website, and in agenda packet material.
2. **Infrequent APO Meetings.** APO staff realize that distributing flyers or printed material around the MPA for regularly scheduled meetings may not be the best use of limited staff time. But for infrequent meetings such as the ATAC or TIP open houses posting flyers or notifications at key locations would be beneficial in notifying the public of input opportunities. In order to do this, APO staff will:
  - a. Identify several key locations – locations with high traffic and those that attract a demographically diverse audience – within the MPA to distribute flyers about infrequent APO meetings.
    - i. For ATAC meetings, APO staff will explore locations that garner a wide variety of active transportation users as locations to post flyers alerting that audience of the meeting date, time, and location.
    - ii. For TIP open houses, APO staff will explore a variety of locations within the MPA. If the open house is evaluating the full TIP document, APO staff will post flyers in key locations in each of the APO member jurisdiction's communities. For specific amendments to the TIP, APO staff will target the communities of those jurisdictions requesting changes to the document.
  - b. Utilize simpler, less jargon-filled language. This will be included in advertising on social media platforms, on the APO's website, and in agenda packet material (should the meetings contain an agenda).
3. **Follow Up on Action Taken on Public Input.** When directly soliciting comments for specific plans or studies undertaken by the APO, APO staff record comments received by the public. Those documented comments are then individually responded to and are subsequently included into the plan/study. Comments received at public meetings (ATAC/TAC/Policy Board) are recorded in the meeting's minutes. These comments, however, are typically not disposed of in the same way as those on specific plans or studies. APO staff will do their best to provide follow up information



to comments made during public meetings either with a follow up at the next regularly scheduled meeting and/or directly to the commenter dependent upon whether contact information is provided. By doing so, this will provide participants with the assurance that their opinions were heard.

- a. At public input events, APO staff will ask participants if they are interested in signing up (providing their email address) in order to be contacted on specific topics they are interested in. However, currently these emails are lumped into one general stakeholder email listserv and are contacted very infrequently, if at all. Rather than attempt to manage multiple listservs on a wide variety of topics, APO staff will provide – at a minimum – quarterly updates to the one general stakeholder email listserv. These updates will consist of an e-newsletter that will be distributed electronically and will be placed on the APO’s website. These newsletters will consist of updates surrounding APO planning activities, such as active transportation, transit, and roadway construction projects, along with relevant transportation related information within the MPA. It is the hope that by providing this platform to interested stakeholders they will become more familiar with the roles and responsibilities of the APO and will receive regular updates on topics they have expressed interest in.
4. **TIP Participation.** Out of all of the events and engagement opportunities provided during the time period of July 2018 and June 2019, participation in events around the TIP were virtually non-existent. In order to improve participation at TIP open houses APO staff will:
  - a. Relocate the open house events from the APO office to either a more centralized location – such as the Saint Cloud branch of the Great River Regional Library – or reach out to member jurisdictions who are impacted by the changes to the TIP during the amendment process for suggested locations for in-person events.
  - b. Develop an online survey during the 30-day public comment period that would be advertised online, in the required legal notice, and on social media.
    - i. For the draft TIP document, APO staff will develop a large survey that encompasses all projects. Staff will also develop smaller, individualized surveys that are specific to each agency and/or jurisdiction.
    - ii. For the TIP amendments, APO staff will develop a single survey that encompasses all projects.
5. **Demographic Questionnaire.** The purpose of the demographic questionnaire is to ensure APO staff are providing all members of the community with the opportunity to receive information, ask questions, provide feedback, and be involved in the overall planning process. However, based upon the information presented in this report, the amount of demographic data collected using this tool is insufficient in terms of drawing conclusions for analysis. APO staff will work toward improving the amount of demographic data collected via this questionnaire through the following ways:
  - a. Updating the demographic survey questions. APO staff will modify the existing demographic questionnaire to further determine gaps in achieving the goals of engaging all segments of the community.
    - i. APO staff provide an “other” option when asking about gender.
    - ii. APO staff will modify the age question. The question will read: What is your age? Answers will include: 16 or under, 17-25, 26-62, 63 or over.

- iii. APO staff will modify the ability question. The question will read: Do you have a physical disability? Answers will be yes or no.
- iv. APO staff will modify the household income question. The question will read: Last year, what was your total household income? Answers will include: Under \$10,000, \$10,001-\$25,000, \$25,001-\$50,000, \$50,001 to \$75,000, and Over \$75,000.
- v. APO staff will modify the language question. The question will read: What is the primary language spoken in your home? Answers will include: English and Something other than English.
- vi. APO staff will ask the following question: In what city do you reside? Answers to this question will include: Saint Cloud, Sauk Rapids, Waite Park, Saint Joseph, Sartell, Saint Augusta, Rockville, Saint Stephen, or Other (please specify).
- vii. APO staff will ask the following question: Where were you born? Answers will include: In the United States or Outside the United States.
- b. On every online survey engagement opportunity APO staff will include the nine demographic questions at the end of the survey. There will be a disclaimer attached stating: The following questions are OPTIONAL, but completing them will help APO staff understand if they are reaching all segments of the population.
- c. APO staff will continue to explore options to improve demographic questionnaire results from public meetings and in-person engagement events.

APO staff hope that by accomplishing these five actionable items, they can work toward improving the public engagement experience. These recommendations will be incorporated into the APO's SEP during its next amendment update and will be reevaluated and assessed for effectiveness during the development of the next SEP Annual Report.

## **APPENDIX A**

### **ENGAGEMENT MATRIX**

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In-Person Public Engagement Calendar of Events						
Date	Location	Purpose of Event	Number of Public Participants	Number of Comments Received	Comments Received	Comment Disposition
7/10/2018	APO Office	TIP Open House	0	0	N/A	N/A
7/11/2018	Saint Cloud Library	BPAC meeting	4	N/A	See minutes -- this deals with the advisory group to the TAC made up of members of the public.	
8/2/2018	Stearns County Public Works	TAC meeting	0	0	N/A	N/A
8/9/2018	Saint Cloud Library	Executive Board meeting	1	1	Ms. Kim Pettman, community member, suggested that with the creation of an upcoming approval of the RTCC, the committee members, vendors, and APO staff receive one hour of disability awareness/sensitivity training. Ms. Pettman felt by completing this training, the RTCC would be more inclusive and understanding of the elderly and disabled. Mr. Goerger thanked her for her comments.	APO staff completed sensitivity training in April 2019 at a session that included most of the RTCC project coordinators from around the state.
9/19/2018	Saint Cloud Library	RTCC meeting	20	N/A	See minutes -- this deals with the initial outreach to form the organization so all comments have been recorded and reflected in the minutes and the creation of the draft OIP.	
10/9/2018	Stearns County Public Works	TAC meeting	0	0	N/A	N/A
10/25/2018	Waite Park City Hall	Policy Board meeting	0	0	N/A	N/A
11/27/2018	Saint Cloud Library	RTCC meeting	9	N/A	See minutes -- this deals with the initial outreach to form the organization so all comments have been recorded and reflected in the minutes and the creation of the draft OIP.	
12/18/2018	APO Office	TIP Open House	0	0	N/A	N/A
1/3/2019	Stearns County Public Works	TAC meeting	0	0	N/A	N/A



In-Person Public Engagement Calendar of Events						
Date	Location	Purpose of Event	Number of Public Participants	Number of Comments Received	Comments Received	Comment Disposition
1/8/2019	Career Force	RTCC public input	6	N/A	<p>Comments summarized from APO Executive Director:</p> <ol style="list-style-type: none"> <li>1. Rural residents have the toughest time. There's no money in providing transportation for one person in Foley or Rice who needs to get to Saint Cloud.</li> <li>2. Contact businesses and get their input. They know what their employees need.</li> <li>3. Try working with businesses to coordinate shifts. If there are many different businesses in one geographic location which all end their shift at, say, 11 p.m., there might be enough demand to justify providing transit. If they all end shifts at different times, it's much harder to justify.</li> <li>4. Sometimes employers are just far enough off of a route that an employee can't make it to work. A 1.5 mile walk from the bus stop to work in the summer isn't bad, but in the winter it's far enough to prevent people from even wanting to apply for the job.</li> <li>5. Speaker who is employed by a work force organization: Often times we do the leg work to get someone a job but then transportation falls through. We can't get them there. You might have a home of eight residents and one person gets a job, but then we would have to hire one more staff person just to get them to and from work and that's not practical.</li> <li>6. Speaker is employed as a baker at Perkins who works midnight to 8 a.m.: He takes the bus home from work, but has to ride his bike to work or, in winter, take a cab at \$10 per ride, which gets expensive. He wishes there were a couple of buses at shift change so he could get to work.</li> <li>7. Provide incentives for services. Privatize those services that can be privatized. It's all about the money. Volunteer drivers are typically "paying back" in life for something they have received. The speaker doesn't see that attitude in the next generation. Kids nowadays work on projects -- they do a project for Company A and then leave to do a project for Company B. They don't care about the companies. They work to gain specific experiences. So relying on long-term volunteer drivers may be dying as a business model.</li> <li>8. Speaker use to take transit, but had to get up really early to get to work on time. Having kids and not having a car makes it even harder. You have to get the kids to daycare before work.</li> </ol>	Comments provided from this public outreach were reported to the RTCC's Project Management Team (PMT) at the Feb. 22 meeting.
1/11/2019	Big Lake Farmers Market	RTCC public input	6			
1/17/2019	Annandale City Hall	RTCC public input	4		<p>Comments summarized from APO Senior Planner:</p> <ol style="list-style-type: none"> <li>1. Couple who came in said they did not utilize public transit. However, they felt there would be benefits for woman's mother who would want to get out to see people but who did not drive. Woman suggested doing outreach in churches and places of worship to reach more people.</li> <li>2. Public health nurses present felt that this would be a good concept.</li> </ol>	Comments provided from this public outreach were reported to the RTCC's Project Management Team (PMT) at the Feb. 22 meeting.
1/22/2019	Saint Cloud Library	BPAC meeting	9	N/A	See minutes -- this deals with the advisory group to the TAC made up of members of the public.	
2/7/2019	Stearns County Public Works	TAC meeting	0	N/A	N/A	N/A

In-Person Public Engagement Calendar of Events						
Date	Location	Purpose of Event	Number of Public Participants	Number of Comments Received	Comments Received	Comment Disposition
2/22/2019	Saint Cloud Library	RTCC meeting	10	N/A	See minutes -- this deals with the initial outreach to form the organization so all comments have been recorded and reflected in the minutes and the creation of the draft OIP.	
3/7/2019	Stearns County Public Works	TAC meeting	0	0	N/A	N/A
3/14/2019	Saint Cloud Library	Policy Board meeting	2	1	Ms. Kim Pettman, community member, requested and was granted five minutes to make comments. She expressed her concerns over the Saint Cloud APO hosting the staff of the RTCC. She was concerned that people do not understand what the RTCC does. She found errors in the RTCC document. Transit coordination involves many organizations. Transit dependent population includes people of varying disabilities and people of color. Ms. Pettman stated she has tried to get the APO to understand people of disability. She felt that it is very important that the Policy Board and APO change to improve reaching out to the public in an equitable manner. She said 7E was an excellent example of providing outreach to the public. She felt the RTCC is in big trouble and felt people needed to better understand transit. She encouraged the Board to learn more about the Minnesota Council on Transportation Access (MCOTA) and their goals. She felt there was a big need to include more of the public in the RTCC. She offered to speak more about this to members after the meeting. Mr. Goerger asked if the Board members could receive a response, via e-mail, from the Executive Director about Ms. Pettman's comments and concerns.	APO staff working on the RTCC have been in close communication with Sue Siemers and Tom Gottfried at MnDOT/DHS about the future of the RTCC within Central Minnesota. The APO is taking direction from the state as to how to best execute the project. The RTCC draft OIP was available for public comment and APO staff were soliciting feedback from the public to improve upon the draft and have received no specific comments from Ms. Pettman. APO staff and other RTCC project managers from across the state have attended a sensitivity training at MnDOT Central Office in April 2019. APO staff attended an MCOTA meeting in April 2019. Executive Director to provide clarifying email to board members about Ms. Pettman's comments and concerns to provide context behind comments.
3/27/2019	APO Office	TIP Open House	0	0	N/A	N/A
4/4/2019	Stearns County Public Works	TAC meeting	0	0	N/A	N/A
4/9/2019	Saint Cloud Library	RTCC meeting	15	N/A	See minutes -- this deals with the initial outreach to form the organization so all comments have been recorded and reflected in the minutes and the creation of the draft OIP.	N/A
5/2/2019	Stearns County Public Works	TAC meeting	0	N/A	N/A	N/A
5/9/2019	Saint Cloud Library	Policy Board meeting	1	0	N/A	N/A
5/14/2019	Saint Cloud Library	BPAC meeting	8	N/A	See minutes -- this deals with the advisory group to the TAC made up of members of the public.	N/A
5/30/2019	Stearns County Public Works	TAC meeting	0	0	N/A	N/A
6/13/2019	Saint Cloud Library	Policy Board meeting	1	N/A	Presentation from the auditor	N/A
6/27/2019	Stearns County Public Works	TAC meeting	0	0	N/A	N/A

## **APPENDIX B**

### **DEMOGRAPHIC QUESTIONNAIRE**

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**Demographic Questionnaire** *(Please mark your answers with an (x) to the questions below).*

This survey is **voluntary**. All individual answers are and will remain completely anonymous.

The Saint Cloud Area Planning Organization is committed to providing all members of the community the opportunity to receive information, ask questions, provide feedback, and be involved in the overall planning process. In order to ensure staff are meeting that goal, the APO has developed the following demographic survey. All answers gained from the survey will help direct APO staff on future public engagement strategies and techniques.

**1. Gender**

Male\_\_\_ Female\_\_\_ Non-binary\_\_\_

**2. Age**

Less than 65 years\_\_\_ 65 years or older\_\_\_

**3. Ethnicity (Race) (Check all that apply)**

African/Black\_\_\_ American Indian/Alaska Native\_\_\_

Asian\_\_\_ Hispanic or Latino\_\_\_

White\_\_\_ Other\_\_\_

Native Hawaiian/Pacific Islander\_\_\_

**4. Ability (Check all that apply)**

I have serious difficulty hearing\_\_\_

I have serious difficulty seeing even when wearing glasses/contacts\_\_\_

I have a physical condition that limits basic physical activities\_\_\_

I have a physical, mental, or emotional condition that makes it difficult to concentrate, remember tasks, and/or make decisions\_\_\_

I do not have a disability\_\_\_

**5. Household Size**

1 person\_\_\_ 2 people\_\_\_ 3 people\_\_\_ 4 people\_\_\_ 5 people\_\_\_

6 people\_\_\_ 7 people\_\_\_ 8+ people\_\_\_



## 6. Household Income

\$0-\$12,140____	\$12,141-\$16,460____	\$16,461-\$20,780____
\$20,781-\$25,100____	\$25,101-\$29,420____	\$29,421-\$33,740____
\$33,741-\$38,060____	\$38,061-\$42,380____	\$42,381 or more____

## 7. Language

English is **not** my primary language\_\_\_\_

English is my primary language but I also speak another language at home\_\_\_\_

English is my primary language\_\_\_\_

## Demographic Questionnaire

Survey Number	Gender	Age	Ethnicity	Ability	Household Size	Household Income	Language
1	Male	Less than 65	White	N/A	2	\$42,381+	English
2	Male	Less than 65	White	No Disability	2	\$16,461 to \$20,780	English
3	Female	Less than 65	White	No Disability	1	\$42,381+	English
4	Male	Less than 65	White	Hearing Difficulty	2	\$42,381+	English
5	Male	Less than 65	White	N/A	2	\$42,381+	English
6	Male	Less than 65	White	No Disability	2	\$42,381+	English

## **APPENDIX C**

### **FACEBOOK ENGAGEMENT MATRIX**

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Facebook Public Engagement									
Date	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Responses (FB events)	Event Page Views	Number of Comments Received	Comments Received	Comment Disposition
7/27/2018	TAC meeting	<b>Post Type: Photo</b> The Saint Cloud APO will be hosting its Technical Advisory Committee meeting at 10 a.m. Thursday, Aug. 2 at the Stearns County Highway Department building, 455-28th Ave. S, Waite Park. This meeting is open to the public.	1	64			0	N/A	N/A
7/30/2018	Executive Board meeting	<b>Post Type: Photo</b> The Saint Cloud APO will be hosting its executive board meeting at 5 p.m. on Thursday, Aug. 9 in the Array Room at the St. Cloud Library. This meeting is open to the public.	4	108			0	N/A	N/A
10/1/2018	TIP Public Comment	<b>Post Type: Event</b> The Saint Cloud APO is hosting a public input session to hear feedback about a proposed change to the FY 2019-2023 Transportation Improvement Program. The cost of a bridge redeck/rehab project slated for 2019 has decreased from \$1,501,000 to \$588,000. The APO is soliciting public input. If you cannot attend the meeting but would still like to provide comment, please email Vicki Ikeogu at <a href="mailto:ikeogu@stcloudapo.org">ikeogu@stcloudapo.org</a> or call her at 320-252-7568 by no later than 5 p.m. on Wednesday, Oct. 17.		0	2	0	0	N/A	N/A
10/8/2018	TAC meeting	<b>Post Type: Photo</b> The Saint Cloud Area Planning Organization will be hosting its Technical Advisory Committee (TAC) meeting at 10 a.m. on Tuesday, Oct. 9 at the Stearns County Highway Department Building, 455-28th Ave. S, Waite Park. The public is invited to attend.	9	109			0	N/A	N/A
12/18/2018	TIP Public Comment	<b>Post Type: Facebook Live</b> Transportation Improvement Program amendments and modifications for FY 2019-2023. Learn more about this at <a href="http://stcloudapo.org">stcloudapo.org</a>	23	99			0	N/A	N/A
1/4/2019	RTCC engagement	<b>Post Type: Photo</b> Do you use transit to get to work? How about to school? Or visiting friends? If the answer is yes (or probably yes if it is was easier) we want to hear from you! Provide us with your feedback and help shape the development of Central Minnesota's Regional Transportation Coordinating Council (RTCC). Learn more about the RTCC effort by visiting <a href="http://www.stcloudapo.org/rtcc.html">http://www.stcloudapo.org/rtcc.html</a> , calling 320-252-7568, or emailing <a href="mailto:gibson@stcloudapo.org">gibson@stcloudapo.org</a> or <a href="mailto:ikeogu@stcloudapo.org">ikeogu@stcloudapo.org</a> . Feel free to let us know your thoughts about the region's transportation services by taking the online survey: <a href="https://www.surveymonkey.com/r/T26ZCZM">https://www.surveymonkey.com/r/T26ZCZM</a> . Thanks for your input!	1	51			0	N/A	N/A

Facebook Public Engagement									
Date	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Responses (FB events)	Event Page Views	Number of Comments Received	Comments Received	Comment Disposition
1/8/2019	RTCC engagement	<b>Post Type: Event</b> Do you use transit to get to work? How about to school? Or visiting friends? If the answer is yes (or probably yes if it is was easier) we want to hear from you! Join us at CareerForce's job fair to discuss how coordinating transportation services could possibly benefit you. Provide us with your feedback and help shape the development of Central Minnesota's Regional Transportation Coordinating Council (RTCC).  Can't make the event but still want to participate? Check out the online survey ( <a href="https://www.surveymonkey.com/r/T26ZCZM">https://www.surveymonkey.com/r/T26ZCZM</a> ). More information can be found online at <a href="http://www.stcloudapo.org/rtcc.html">http://www.stcloudapo.org/rtcc.html</a> .		58	2	7			
1/11/2019	RTCC engagement	<b>Post Type: Event</b> Do you use transit to get to work? How about to school? Or visiting friends? If the answer is yes (or probably yes if it is was easier) we want to hear from you! Join us at Wright County Public Health's Wellness on Wheels to discuss how coordinating transportation services could possibly benefit you. Provide us with your feedback and help shape the development of Central Minnesota's Regional Transportation Coordinating Council (RTCC).  Can't make the event but still want to participate? Check out the online survey ( <a href="https://www.surveymonkey.com/r/T26ZCZM">https://www.surveymonkey.com/r/T26ZCZM</a> ). More information can be found online at <a href="http://www.stcloudapo.org/rtcc.html">http://www.stcloudapo.org/rtcc.html</a> .		23	0	3			
1/17/2019	RTCC engagement	<b>Post Type: Event</b> Do you use transit to get to work? How about to school? Or visiting friends? If the answer is yes (or probably yes if it is was easier) we want to hear from you! Join us at Wright County Public Health's Wellness on Wheels to discuss how coordinating transportation services could possibly benefit you. Provide us with your feedback and help shape the development of Central Minnesota's Regional Transportation Coordinating Council (RTCC).  Can't make the event but still want to participate? Check out the online survey ( <a href="https://www.surveymonkey.com/r/T26ZCZM">https://www.surveymonkey.com/r/T26ZCZM</a> ). More information can be found online at <a href="http://www.stcloudapo.org/rtcc.html">http://www.stcloudapo.org/rtcc.html</a> .		31	0	2			

Facebook Public Engagement									
Date	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Responses (FB events)	Event Page Views	Number of Comments Received	Comments Received	Comment Disposition
1/21/2019	RTCC engagement	<b>Post Type: Event</b> Do you use transit to get to work? How about to school? Or visiting friends? If the answer is yes (or probably yes if it is was easier) we want to hear from you! Join us at Fare for All to discuss how coordinating transportation services could possibly benefit you. Provide us with your feedback and help shape the development of Central Minnesota's Regional Transportation Coordinating Council (RTCC).  Can't make the event but still want to participate? Check out the online survey ( <a href="https://www.surveymonkey.com/r/T26ZCZM">https://www.surveymonkey.com/r/T26ZCZM</a> ). More information can be found online at <a href="http://www.stcloudapo.org/rtcc.html">http://www.stcloudapo.org/rtcc.html</a> .		44	1	4			
2/20/2019	TIP Public Comment	<b>Post Type: Facebook Live</b> Information on Transportation Improvement Program amendments.	26	99			0	N/A	N/A
2/20/2019	TIP Public Comment	<b>Post Type: Event</b> Learn about and provide valuable input to transportation projects within the Saint Cloud Metropolitan Planning Area.		40	0	11			
3/1/2019	TAC meeting	<b>Post Type: Photo</b> The Saint Cloud Area Planning Organization's Technical Advisory Committee will be meeting at 10 a.m. on Thursday, March 7 at the Stearns County Highway Department Building in Waite Park. All are welcome to attend.	0	62			0	N/A	N/A
3/11/2019	Policy Board meeting	<b>Post Type: Photo</b> The APO Board will be meeting this Thursday evening at the library. Consider joining us; the agenda is shown below:	0	69			0	N/A	N/A
3/19/2019	APO logo	<b>Post Type: Link</b> The APO is rebuilding its website. You can help guide the development of our new website by answering a few questions in the survey linked below: <a href="https://www.surveymonkey.com/r/8H2GNBB">https://www.surveymonkey.com/r/8H2GNBB</a> Thank you for your input!	1	51			0	N/A	N/A
4/2/2019	Policy Board meeting	<b>Post Type: Photo</b> The APO Board will next meet on April 11th at 5 pm in the Waite Park City Hall.	12	117			1	APO comment: Please note the change in meeting location to the Waite Park City Hall.	N/A
4/30/2019	Policy Board meeting	<b>Post Type: Photo</b> The Saint Cloud APO's Policy Board meeting will take place on Thursday, May 9, 2019. All are welcome to attend.	1	69			0	N/A	N/A



Facebook Public Engagement									
Date	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Responses (FB events)	Event Page Views	Number of Comments Received	Comments Received	Comment Disposition
5/14/2019	BPAC meeting	<b>Post Type: Event</b> The Saint Cloud Area Planning Organization (APO) Bicycle Pedestrian Advisory Committee (BPAC) is meeting on 5/14 in the Bremer Room of the GRRL/Saint Cloud. Please consider attending if you have any interest in bicycle and pedestrian transportation planning in the Saint Cloud area.  This meeting open and welcoming to all.		564	9	0			
6/13/2019	Policy Board meeting	<b>Post Type: Event</b>		59	2	13			
6/27/2019	TIP Public Comment	<b>Post Type: Photo</b> The draft 2020-2023 Transportation Improvement Program (TIP) is out and ready for public review. Visit our website to find out more information and provide your feedback!	12	70			1	I just want to say that the cities restoration on 22nd st s. From 33rd ave to oak grove rd. Was beautiful... the restoration on the seberger development was great. The cities restoration on 33rd st s. Is the worst I have ever seen. Thanks for the weeds they are growing wonderfully.	Comments incorporated into the draft Mr. Hansen, we will pass your comment to the City. We appreciate you taking the time to provide feedback! Mr. Hansen, the City says that the turf is not final. The contractor will be mowing and treating the weeds soon. You should contact Janice Koetter at the City for more details.
6/27/2019	TAC meeting	<b>Post Type: Event</b> Public Event: June TAC Meeting  The Technical Advisory Committee (TAC) is made up of technical representatives (urban planners, civil engineers) from each member jurisdiction. The TAC advise the Policy Board on transportation matters. Come join us on June 27th, 2019 to discuss the 2045 MTP Project List, the Draft 2020 Unified Planning Work Program, the TIP amendment schedule, and more!		74	4	20			

## **APPENDIX D**

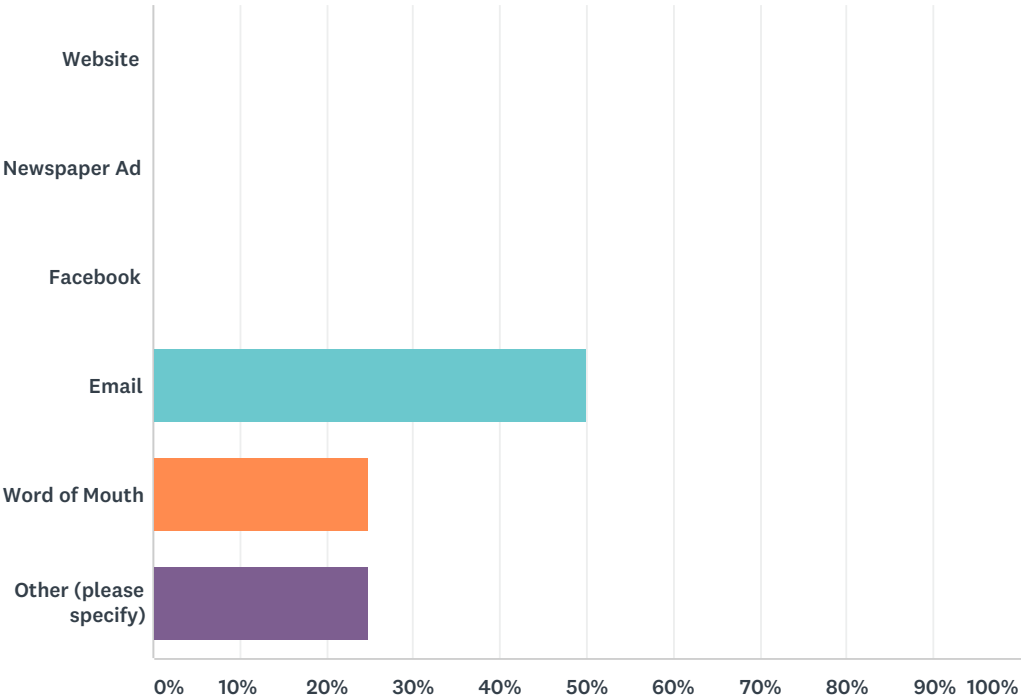
### **STAKEHOLDER ENGAGEMENT PLAN SURVEY**

#### Questions

1. How did you hear about the APO's public meeting or outreach event that you attended?
2. Before the event, the notice, advertisement, or invitation to participate was clear and welcoming?
3. The information about the event topic provided before or at the meeting helped prepare me to participate more effectively.
4. Before the event, the purpose of the event was clearly defined.
5. Before the event, I believed that any views offered would be taken seriously by APO staff.
6. During the event, there was sufficient opportunity for me to express my views about what I thought was important.
7. During the event, APO staff provided a safe, fair, and well-managed environment for participants.
8. During the event, APO staff heard my opinions on the topic(s) presented.
9. After the event, I believed that the event would result in better decisions on the topic(s) discussed.
10. After the event, I believed that any views offered would be taken seriously by APO staff.
11. Given the chance, I would participate in an APO outreach activity again.
12. I would encourage other residents to participate in similar APO events on this or other appropriate topics.
13. What types of public outreach events work best for you? Pick all that apply.
  - a. In-person events.
  - b. Public meetings.
  - c. Online surveys.
  - d. Social media.
  - e. Email.
  - f. Other (please specify).
14. How do you feel APO staff can improve public engagement events?

Q1 How did you hear about the APO's public meeting or outreach event that you attended?

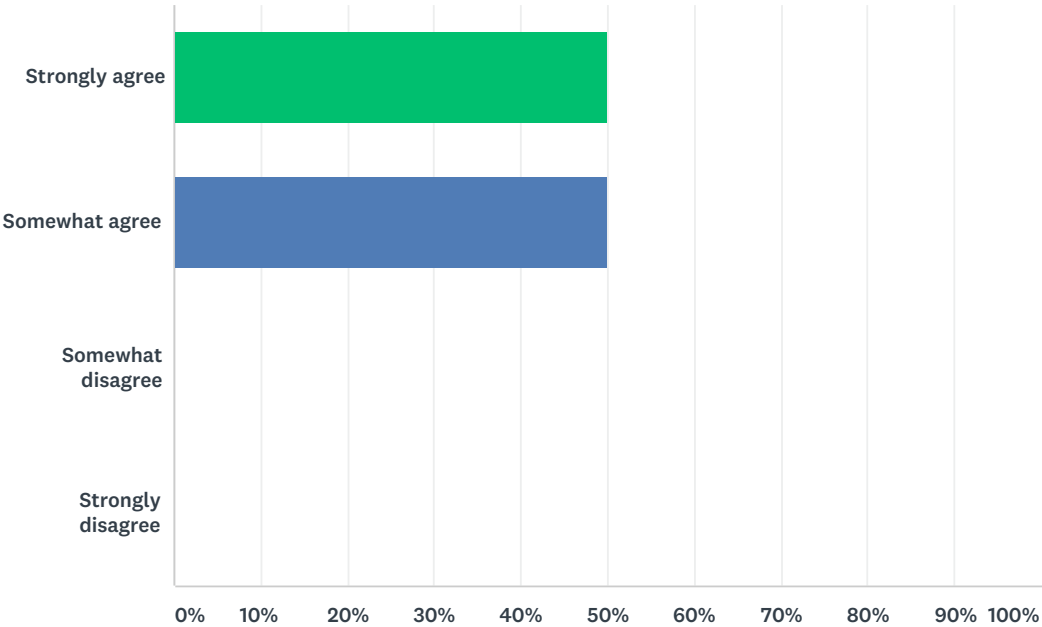
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Website	0.00%	0
Newspaper Ad	0.00%	0
Facebook	0.00%	0
Email	50.00%	2
Word of Mouth	25.00%	1
Other (please specify)	25.00%	1
TOTAL		4

Q2 Before the event, the notice, advertisement, or invitation to participate was clear and welcoming?

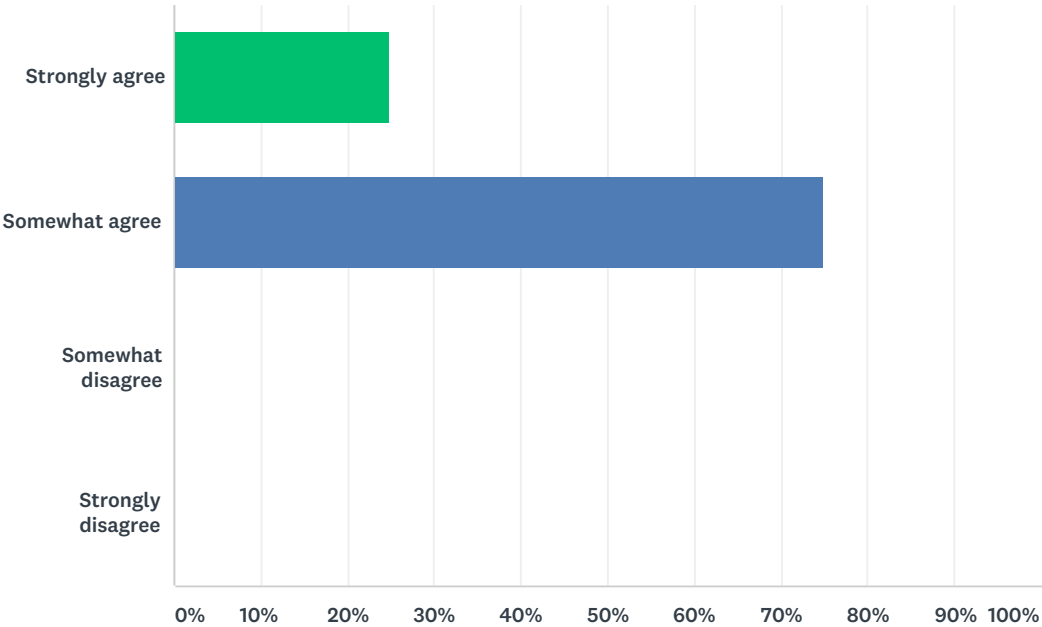
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	50.00%	2
Somewhat agree	50.00%	2
Somewhat disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		4

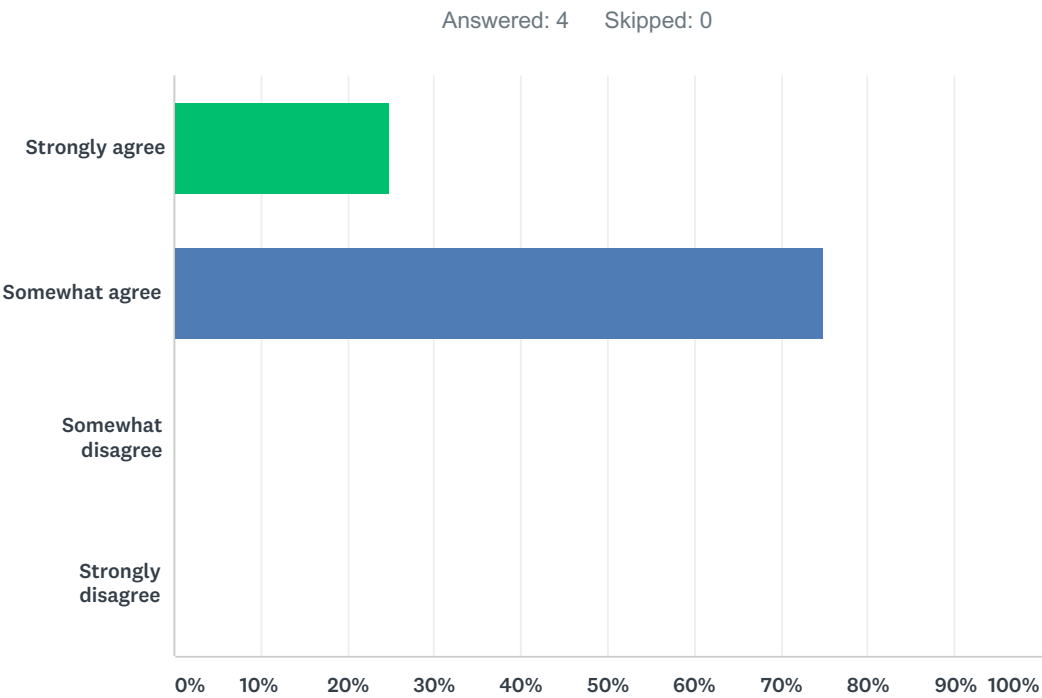
Q3 The information about the event topic provided before or at the meeting helped prepare me to participate more effectively.

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	25.00%	1
Somewhat agree	75.00%	3
Somewhat disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		4

Q4 Before the event, the purpose of the event was clearly defined.

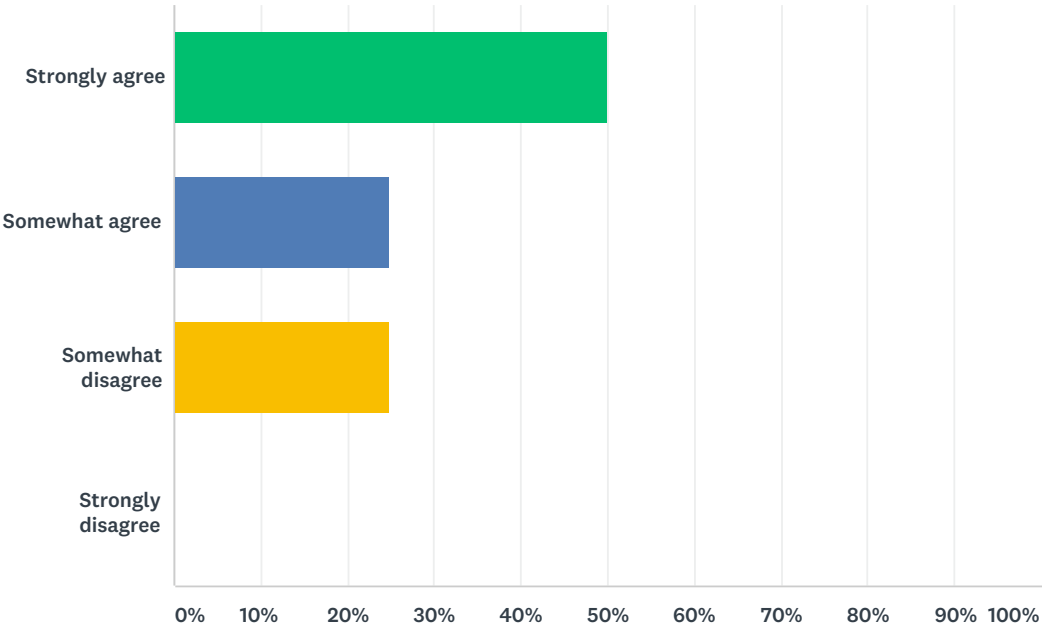


ANSWER CHOICES		RESPONSES	
Strongly agree		25.00%	1
Somewhat agree		75.00%	3
Somewhat disagree		0.00%	0
Strongly disagree		0.00%	0
TOTAL			4



Q5 Before the event, I believed that any views offered would be taken seriously by APO staff.

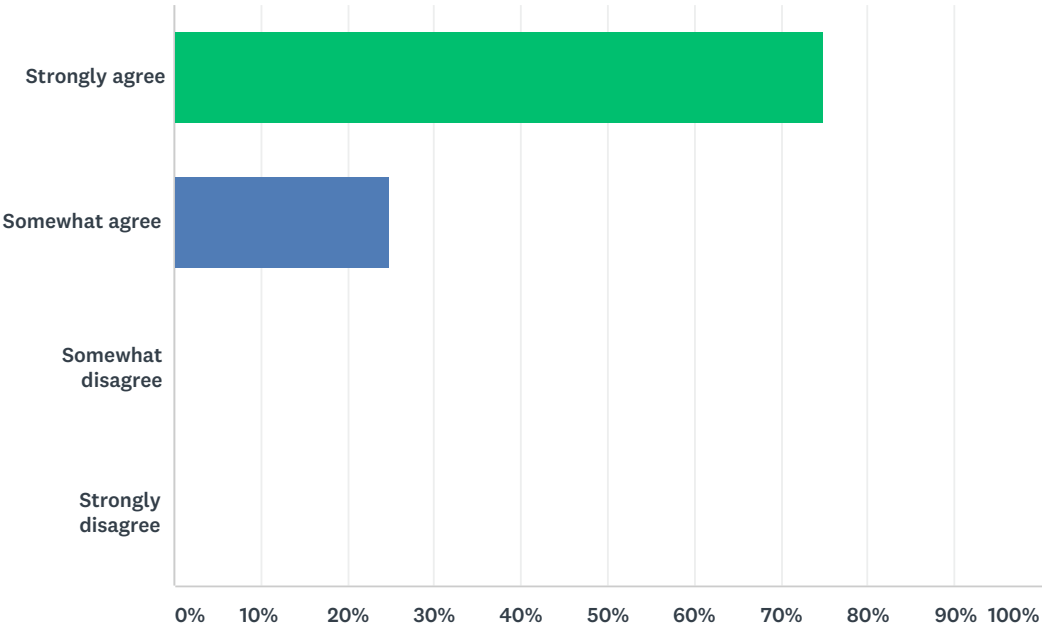
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	50.00%	2
Somewhat agree	25.00%	1
Somewhat disagree	25.00%	1
Strongly disagree	0.00%	0
TOTAL		4

Q6 During the event, there was sufficient opportunity for me to express my views about what I thought was important.

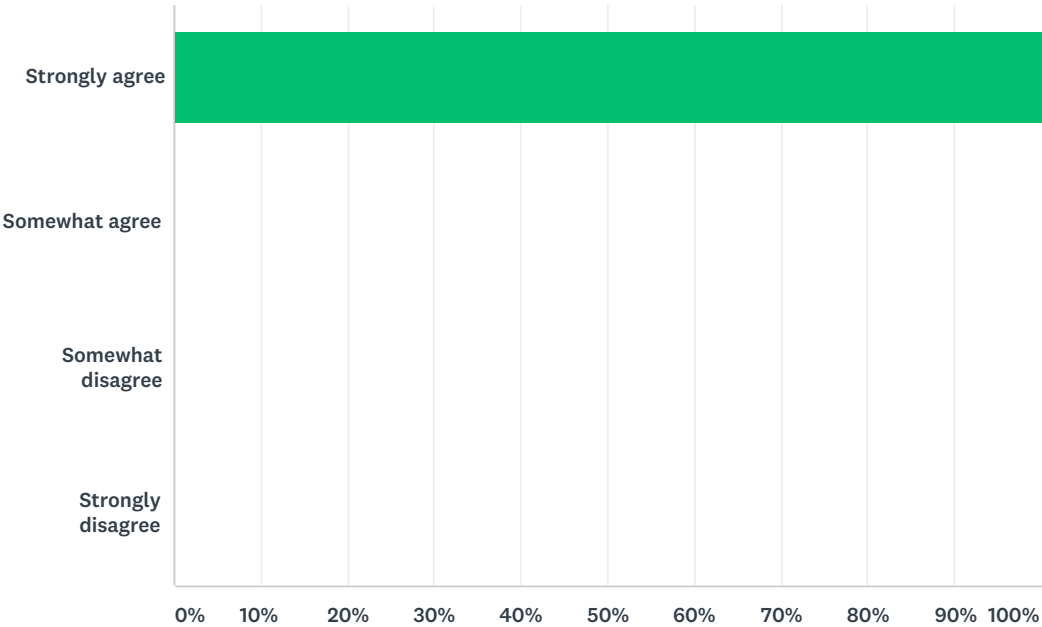
Answered: 4 Skipped: 0



ANSWER CHOICES		RESPONSES	
Strongly agree		75.00%	3
Somewhat agree		25.00%	1
Somewhat disagree		0.00%	0
Strongly disagree		0.00%	0
TOTAL			4

Q7 During the event, APO staff provided a safe, fair, and well-managed environment for participants.

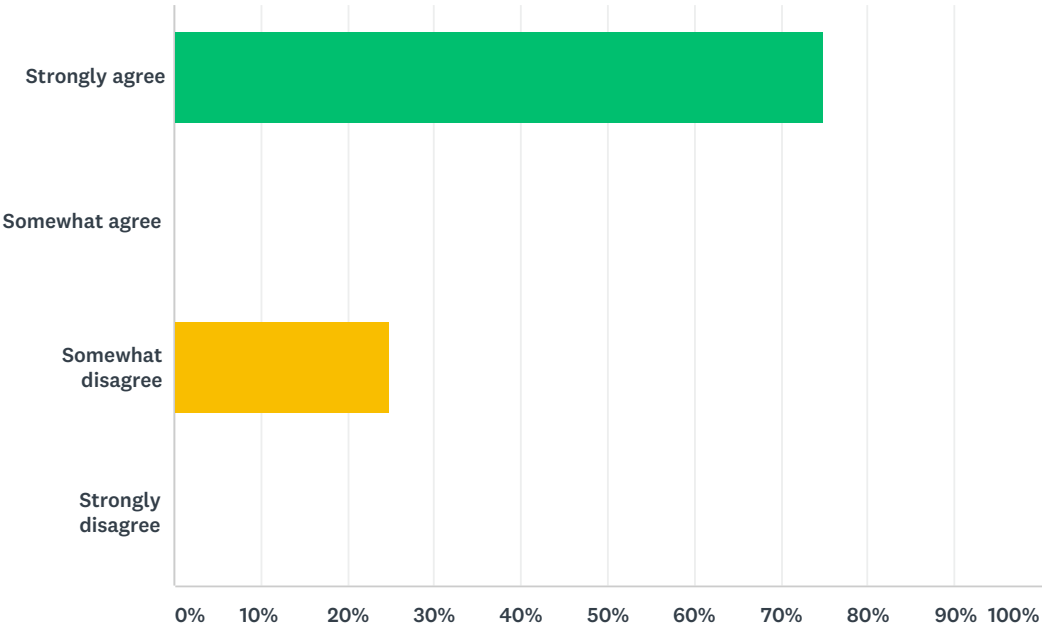
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	100.00%	4
Somewhat agree	0.00%	0
Somewhat disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		4

Q8 During the event, APO staff heard my opinions on the topic(s) presented.

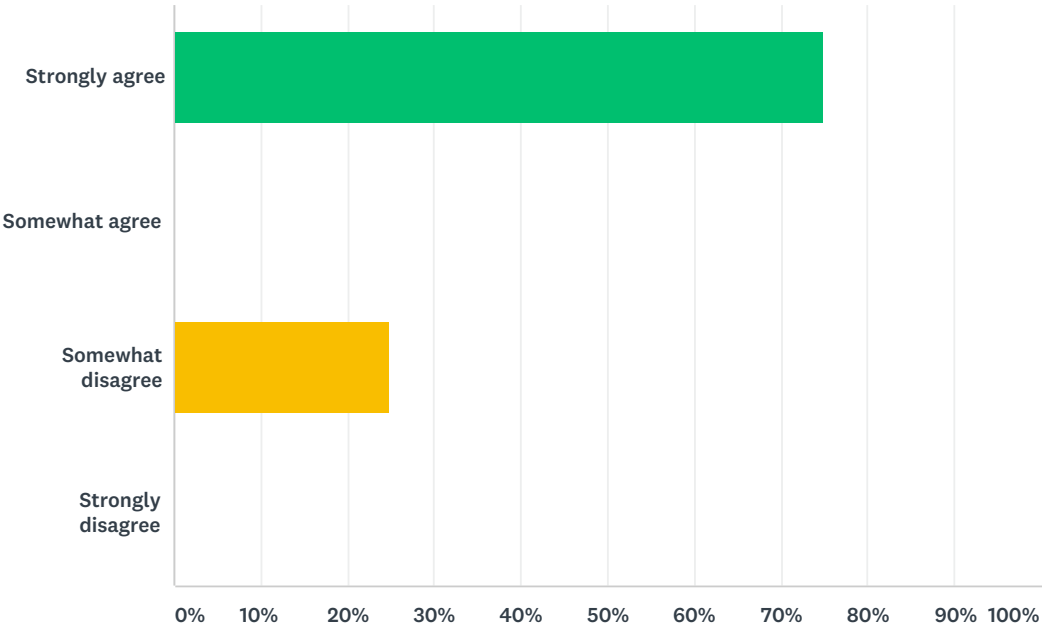
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	75.00%	3
Somewhat agree	0.00%	0
Somewhat disagree	25.00%	1
Strongly disagree	0.00%	0
TOTAL		4

Q9 After the event, I believed that the event would result in better decisions on the topic(s) discussed.

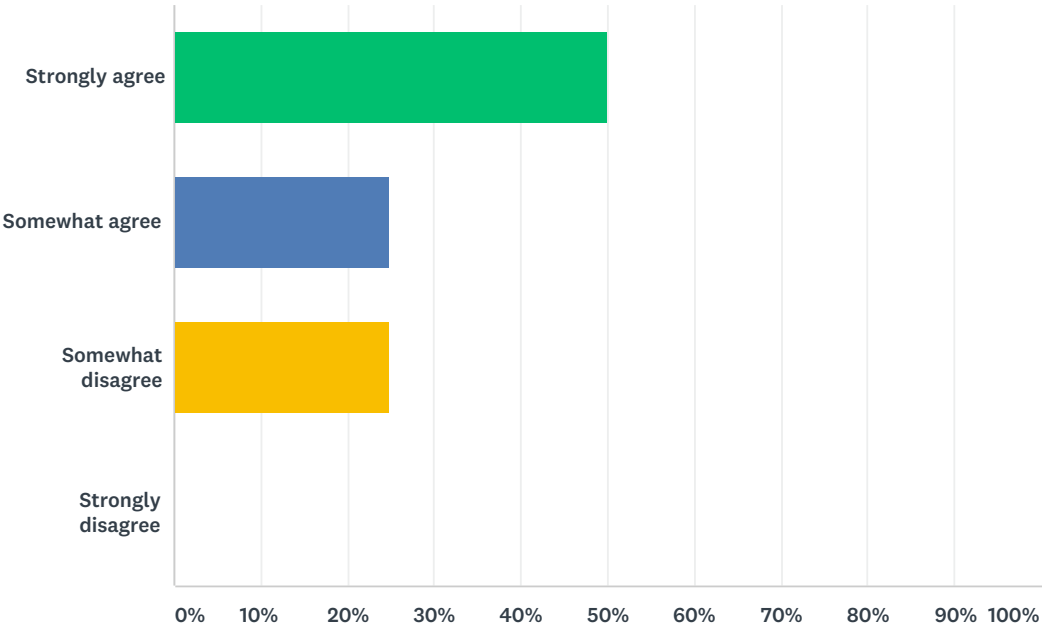
Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	75.00%	3
Somewhat agree	0.00%	0
Somewhat disagree	25.00%	1
Strongly disagree	0.00%	0
TOTAL		4

Q10 After the event, I believed that any views offered would be taken seriously by APO staff.

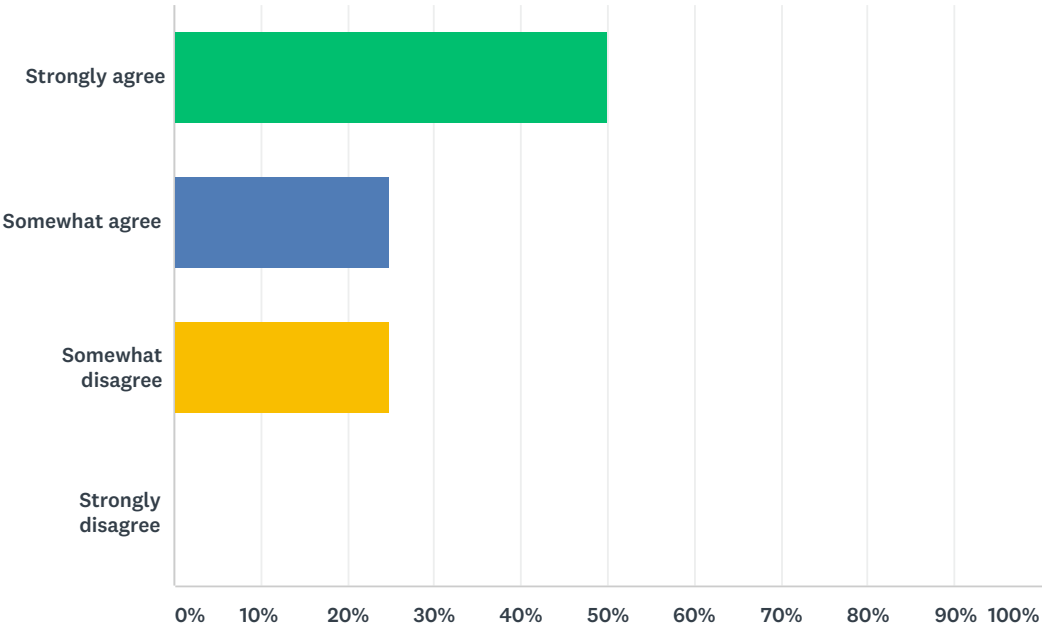
Answered: 4 Skipped: 0



ANSWER CHOICES		RESPONSES	
Strongly agree		50.00%	2
Somewhat agree		25.00%	1
Somewhat disagree		25.00%	1
Strongly disagree		0.00%	0
TOTAL			4

Q11 Given the chance, I would participate in an APO outreach activity again.

Answered: 4 Skipped: 0

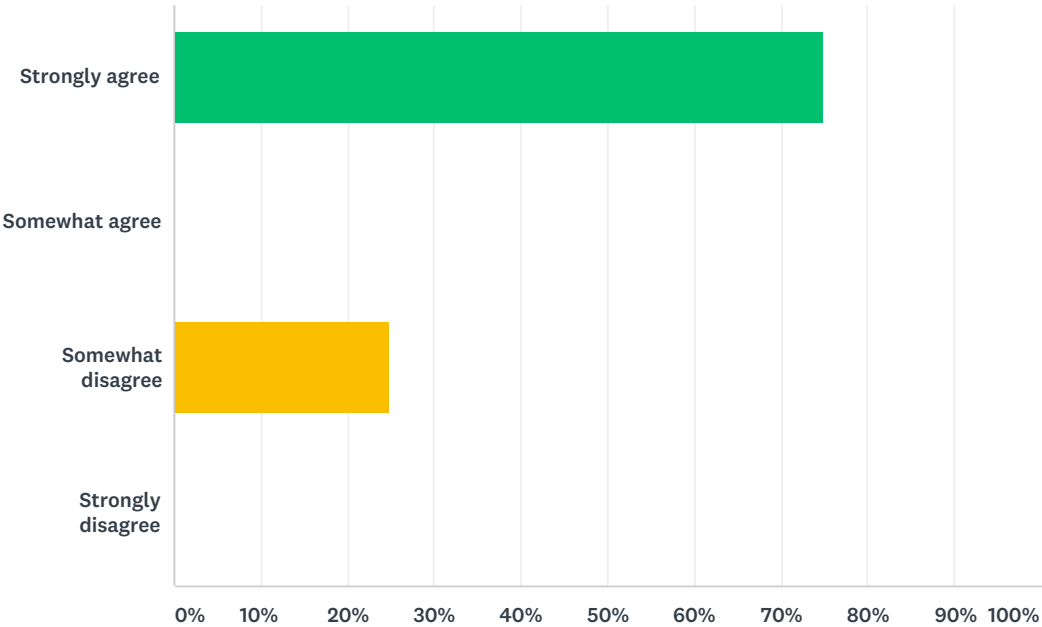


ANSWER CHOICES	RESPONSES	
Strongly agree	50.00%	2
Somewhat agree	25.00%	1
Somewhat disagree	25.00%	1
Strongly disagree	0.00%	0
TOTAL		4



Q12 I would encourage other residents to participate in similar APO events on this or other appropriate topics.

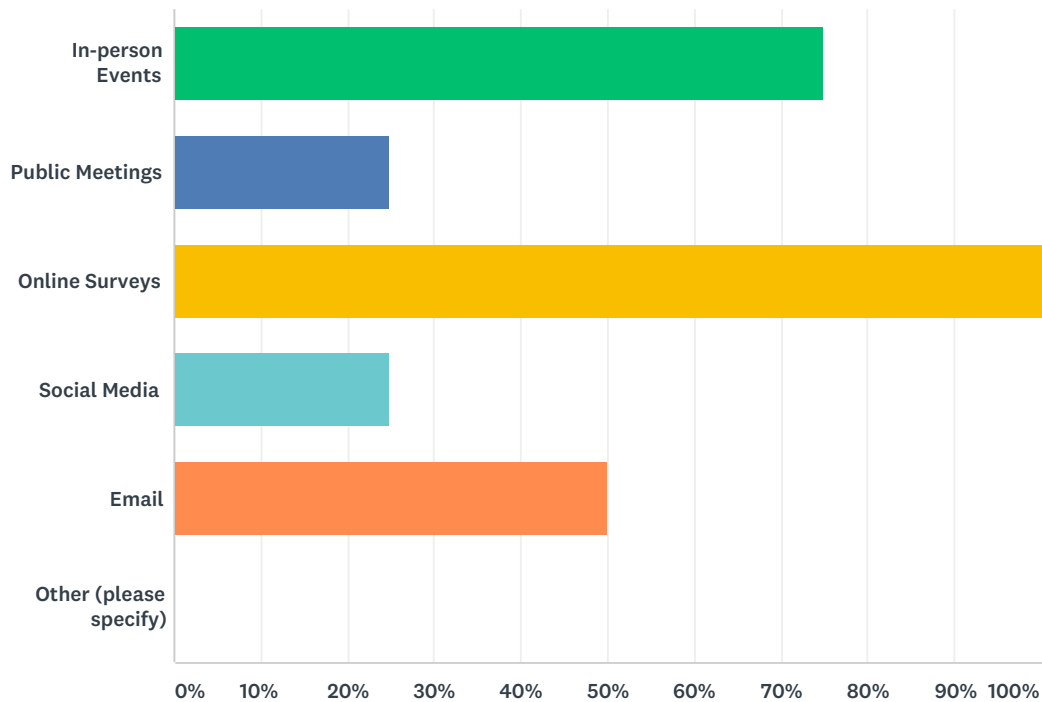
Answered: 4   Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	75.00%	3
Somewhat agree	0.00%	0
Somewhat disagree	25.00%	1
Strongly disagree	0.00%	0
TOTAL		4

Q13 What types of public outreach events work best for you? Pick all that apply.

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES	
In-person Events	75.00%	3
Public Meetings	25.00%	1
Online Surveys	100.00%	4
Social Media	25.00%	1
Email	50.00%	2
Other (please specify)	0.00%	0
Total Respondents: 4		

## Q14 How do you feel APO staff can improve public engagement events?

Answered: 2   Skipped: 2

#1

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, August 27, 2019 1:10:45 PM  
**Last Modified:** Tuesday, August 27, 2019 1:12:37 PM  
**Time Spent:** 00:01:51  
**IP Address:** 24.196.53.94

## Page 1: Help Public Engagement Grow at the APO!

**Q1** How did you hear about the APO's public meeting or outreach event that you attended? **Email**

**Q2** Before the event, the notice, advertisement, or invitation to participate was clear and welcoming? **Somewhat agree**

**Q3** The information about the event topic provided before or at the meeting helped prepare me to participate more effectively. **Somewhat agree**

**Q4** Before the event, the purpose of the event was clearly defined. **Somewhat agree**

**Q5** Before the event, I believed that any views offered would be taken seriously by APO staff. **Somewhat disagree**

**Q6** During the event, there was sufficient opportunity for me to express my views about what I thought was important. **Somewhat agree**

**Q7** During the event, APO staff provided a safe, fair, and well-managed environment for participants. **Strongly agree**

**Q8** During the event, APO staff heard my opinions on the topic(s) presented. **Somewhat disagree**

**Q9** After the event, I believed that the event would result in better decisions on the topic(s) discussed. **Somewhat disagree**

**Q10** After the event, I believed that any views offered would be taken seriously by APO staff. **Somewhat disagree**

## Stakeholder Engagement Plan (SEP) Survey

**Q11** Given the chance, I would participate in an APO outreach activity again.

**Somewhat disagree**

**Q12** I would encourage other residents to participate in similar APO events on this or other appropriate topics.

**Somewhat disagree**

**Q13** What types of public outreach events work best for you? Pick all that apply.

**Online Surveys,  
Email**

**Q14** How do you feel APO staff can improve public engagement events?

**Respondent skipped this question**

## #2

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, August 27, 2019 2:04:57 PM  
**Last Modified:** Tuesday, August 27, 2019 2:10:33 PM  
**Time Spent:** 00:05:36  
**IP Address:** 66.191.69.130

## Page 1: Help Public Engagement Grow at the APO!

<b>Q1</b> How did you hear about the APO's public meeting or outreach event that you attended?	<b>Word of Mouth</b>
<b>Q2</b> Before the event, the notice, advertisement, or invitation to participate was clear and welcoming?	<b>Strongly agree</b>
<b>Q3</b> The information about the event topic provided before or at the meeting helped prepare me to participate more effectively.	<b>Somewhat agree</b>
<b>Q4</b> Before the event, the purpose of the event was clearly defined.	<b>Somewhat agree</b>
<b>Q5</b> Before the event, I believed that any views offered would be taken seriously by APO staff.	<b>Somewhat agree</b>
<b>Q6</b> During the event, there was sufficient opportunity for me to express my views about what I thought was important.	<b>Strongly agree</b>
<b>Q7</b> During the event, APO staff provided a safe, fair, and well-managed environment for participants.	<b>Strongly agree</b>
<b>Q8</b> During the event, APO staff heard my opinions on the topic(s) presented.	<b>Strongly agree</b>
<b>Q9</b> After the event, I believed that the event would result in better decisions on the topic(s) discussed.	<b>Strongly agree</b>
<b>Q10</b> After the event, I believed that any views offered would be taken seriously by APO staff.	<b>Somewhat agree</b>

## Stakeholder Engagement Plan (SEP) Survey

**Q11** Given the chance, I would participate in an APO outreach activity again.

**Strongly agree**

---

**Q12** I would encourage other residents to participate in similar APO events on this or other appropriate topics.

**Strongly agree**

---

**Q13** What types of public outreach events work best for you? Pick all that apply.

**In-person Events** ,  
**Online Surveys,**  
**Email**

---

**Q14** How do you feel APO staff can improve public engagement events?

Continue to get participation from all areas of the community

---

## #3

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, August 28, 2019 7:33:46 AM  
**Last Modified:** Wednesday, August 28, 2019 7:35:28 AM  
**Time Spent:** 00:01:41  
**IP Address:** 136.234.66.100

## Page 1: Help Public Engagement Grow at the APO!

**Q1** How did you hear about the APO's public meeting or outreach event that you attended? Other (please specify):  
 I was contacted by APO thru work

**Q2** Before the event, the notice, advertisement, or invitation to participate was clear and welcoming? **Strongly agree**

**Q3** The information about the event topic provided before or at the meeting helped prepare me to participate more effectively. **Strongly agree**

**Q4** Before the event, the purpose of the event was clearly defined. **Strongly agree**

**Q5** Before the event, I believed that any views offered would be taken seriously by APO staff. **Strongly agree**

**Q6** During the event, there was sufficient opportunity for me to express my views about what I thought was important. **Strongly agree**

**Q7** During the event, APO staff provided a safe, fair, and well-managed environment for participants. **Strongly agree**

**Q8** During the event, APO staff heard my opinions on the topic(s) presented. **Strongly agree**

**Q9** After the event, I believed that the event would result in better decisions on the topic(s) discussed. **Strongly agree**

**Q10** After the event, I believed that any views offered would be taken seriously by APO staff. **Strongly agree**



## Stakeholder Engagement Plan (SEP) Survey

**Q11** Given the chance, I would participate in an APO outreach activity again.

**Strongly agree**

---

**Q12** I would encourage other residents to participate in similar APO events on this or other appropriate topics.

**Strongly agree**

---

**Q13** What types of public outreach events work best for you? Pick all that apply.

**In-person Events** ,  
**Online Surveys**

---

**Q14** How do you feel APO staff can improve public engagement events?

**Respondent skipped this question**

---

## #4

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, August 28, 2019 12:00:33 PM  
**Last Modified:** Wednesday, August 28, 2019 12:03:49 PM  
**Time Spent:** 00:03:16  
**IP Address:** 156.99.127.65

## Page 1: Help Public Engagement Grow at the APO!

**Q1** How did you hear about the APO's public meeting or outreach event that you attended? **Email**

**Q2** Before the event, the notice, advertisement, or invitation to participate was clear and welcoming? **Somewhat agree**

**Q3** The information about the event topic provided before or at the meeting helped prepare me to participate more effectively. **Somewhat agree**

**Q4** Before the event, the purpose of the event was clearly defined. **Somewhat agree**

**Q5** Before the event, I believed that any views offered would be taken seriously by APO staff. **Strongly agree**

**Q6** During the event, there was sufficient opportunity for me to express my views about what I thought was important. **Strongly agree**

**Q7** During the event, APO staff provided a safe, fair, and well-managed environment for participants. **Strongly agree**

**Q8** During the event, APO staff heard my opinions on the topic(s) presented. **Strongly agree**

**Q9** After the event, I believed that the event would result in better decisions on the topic(s) discussed. **Strongly agree**

**Q10** After the event, I believed that any views offered would be taken seriously by APO staff. **Strongly agree**

## Stakeholder Engagement Plan (SEP) Survey

**Q11** Given the chance, I would participate in an APO outreach activity again.

**Somewhat agree**

---

**Q12** I would encourage other residents to participate in similar APO events on this or other appropriate topics.

**Strongly agree**

---

**Q13** What types of public outreach events work best for you? Pick all that apply.

**In-person Events** ,  
**Public Meetings,**  
**Online Surveys,**  
**Social Media**

---

**Q14** How do you feel APO staff can improve public engagement events?

I have no suggestions for improvement. I think you do a good job.

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## **APPENDIX E**

### **SEP IN-PERSON INTERVIEW**

#### **SEP Survey** **In-Person Interview**

**Question 1:** How did you hear about the APO's public meeting or outreach event that you attended?

- Already knows about the APO from a long time ago, however she uses word of mouth to tell others about meetings/events the APO is hosting
- Website/Email are the ways she will typically receive notifications because she is not only a member of the public but a stakeholder

**Question 2:** Before the event, the notice, advertisement, or invitation to participate was clear and welcoming?

- The advertisements need to be placed where all members of the public can access it (such as Metro Bus vehicles (dial-a-ride, fixed route, Connex)
- The Advertisement needs to be in simpler language, she is annoyed that she has to continuously explain to others what the meeting/event is about (equity based language would be preferred)
- The advertisement was not welcoming (referring to RTCC)
- Wants a balance between stakeholder language and the public message
- Wants to know if we can mail out flyers? (Pictures is a must and captions for ADA compliancy)
- Wants the APO to do more one on one relationship building with the public, suggests getting connectors to reach out
- Reminds us that not everyone has email or a smartphone, and that equity is key

**Question 3:** The information about the event topic provided before or at the meeting helped prepare me to participate more effectively.

- Most people are the Saint Cloud area do not trust government, therefore no matter what information is given about the event people will not show up
- People will show up if someone of importance is there (referring to a Politian)
- Through messaging the APO needs to overcome the trust barrier between the public and the government

**Question 4:** Before the event, the purpose of the event was clearly defined.

- Most people decide to either go or not go based on the items listed on the agenda
- Simpler terms, may lead to more people participating
- Facilitator of meeting should go over what the meeting is for the "purpose"
- Equity is key, and WSB doesn't get it. Stonebrook (another private company) gets it.

**Question 5:** Before the event, I believed that any views offered would be taken seriously by the APO staff.

- Yes I somewhat agree
- Body language is key to how to make people feel welcomed or their voices heard
- All members of the APO board and staff should be trained in equity and ADA compliancy

**Question 6:** During the event, there was sufficient opportunity for me to express my views about what I thought was important.

- At Policy Board Meetings it's uncomfortable to speak/express my opinion
- County Commissioners are not respectful
- Maybe if I talk about how equity could get them grant money, they'd listen

**Question 7:** During the event, the APO staff provided a safe, fair, and well-managed environment for participants.

- Disability Inclusion Training is needed for the Policy Board in order for them to understand
- Follow up would be nice from APO staff after something is brought up at a meeting by the public
- BPAC seems more inclusive, everyone has a voice
- RTCC, the stakeholders don't understand and the facilitator needs to create equal opportunity for the public to express their opinions

**Question 8:** During the event, APO staff heard my opinions on the topic(s) presented.

- The APO is doing the best they can with what they have
- The Saint Cloud area is a tough crowd to deal with

**Question 9:** After the event, I believed that the event would result in better decisions on the topic(s) discussed.

- Follow up would be nice
- Also, can the public have a say in who is hired for the mobility manager for the RTCC?

**Question 10:** After the event, I believed that any views offered would be taken seriously by APO staff.

- Somewhat Agree

**Question 11:** Given the chance, I would participate in an APO outreach activity again.

- Depends on the agenda items
- Somewhat Agree

**Question 12:** I would encourage other residents to participate in similar APO events on this or other appropriate topics.

- Strongly Agree
- I try my best

**Question 13:** What type of public outreach events work best for you?

- Highly recommend In-person events (they are number one for me)

**Question 14:** How do you feel APO staff can improve public engagement events?

- Make it more inclusive (everyone should have a chance to talk)
- For people with social anxiety find a way to communicate with them, if they don't feel comfortable at a meeting
- Engage one-on-one with the public

- Feed them
- Always try and get the Mississippi Room at the Great River Regional Library