

Stakeholder Engagement Plan

Prepared by the Saint Cloud Area Planning Organization

April 11, 2024



2023 Report



SAINT CLOUD | AREA PLANNING ORGANIZATION

Disclaimer

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A complaint may also be submitted to Minnesota Department of Transportation Office of Civil Rights by submitting an online complaint form (<https://www.dot.state.mn.us/civilrights/nondiscrimination-complaint-form.html>) or by calling 651-366-3071

Ciwaanka VI Ee Xaqiijinta

Ururka Qorsheynta Deegaanka ee Cloud Cloud (APO) wuxuu halkan ku siinayaa ogeysiis dadweyne in ay tahay sharciga APO in ay si buuxda u hoggaansanto Cinwaanka VI ee Xuquuqda Madaniga ee 1964 iyo Sharciga Soo-celinta Xuquuqda Madaniga ee 1987, Amarka Fulinta 12898 ee ku saabsan Cadaaladda Deegaanka, Iyo qaynuunada iyo qawaaniinta la xiriira barnaamijyada iyo nashaadaadka. Cinwaanka VI wuxuu xaqiijinayaa in qofna, sabab asal, midab, ama asal qaran ah, laga reebi doonin kaqeybgalka, loo diidi doonin faa'iidooyinka, ama haddii kale lagula takoorin barnaamij kasta ama waxqabad ee APO ay ku hesho kaalmada maaliyadeed ee Federaalka . Qof kasta oo aaminsan inuu ka xanaaqay fal sharci darro ah oo takoor ay ku sameysay APO wuxuu xaq u leeyahay inuu dacwad rasmi ah u gudbiyo APO, MnDOT ama US DOT. Cabasho kasta oo kale waa inay ahaataa mid qoraal ah lagana xaraystaa maareeyaha u hoggaansamida cinwaankeeda ee 'APO' VI VI waa boqol iyo siddeetan (180) maalmood gudahood taarikhda dhacday markii la sheegay in ay dhacday midabtakoor. Macluumaad dheeri ah, ama si aad u hesho Foomka Cabashada Kala-Takoorida Cinwaan ee 'VI kalasoc Foom', fadlan ka eeg bogga internetka ee 'Cloud Cloud APO' (www.stcloudapo.org) ama waxaad ka arki kartaa nuqul xafiiskayaga 1040 County Road 4, Saint Cloud, MN 56303.

Cabashada ayaa sidoo kale waxaa loo soo gudbin karaa Waaxda Gaadiidka ee Minnesota Xafiiska Xuquuqda Madaniga ah iyadoo la soo dirayo foom cabashada ee khadka internetka (<https://www.dot.state.mn.us/civilrights/nondiscrimination-complaint-form.html>) ama iyada oo la soo wacayo 651 -366-3071.

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La Organización de Planificación del Área de Saint Cloud (APO en inglés) da un aviso público con la presente de que es política de la APO el cumplir plenamente con el Título VI de la Ley de Derechos Civiles de 1964 y de la Ley de Restauración de Derechos Civiles de 1987, de la Orden Ejecutiva 12898 sobre la Justicia Ambiental, y los estatutos y reglamentos relacionados en todos los programas y actividades. El Título VI asegura que ninguna persona, por motivos de raza, color o nacionalidad, podrá quedar excluida de la participación en, se le podrán negar los beneficios de, o de algún modo podrá ser objeto de discriminación en virtud de cualquier programa o actividad por la cual la APO recibe asistencia financiera Federal. Cualquier persona que cree que ha sido perjudicada por una práctica discriminatoria ilegal por la APO tiene el derecho de presentar un reclamo formal con la APO MnDOT o U.S. DOT. Cualquiera de estos reclamos debe ser por escrito y debe ser presentado ante el Gerente de Cumplimiento del Título VI de la APO dentro de los ciento ochenta (180) días naturales siguientes a la fecha en que la presunta ocurrencia discriminatoria. Para obtener más información, o para obtener un Formulario de Reclamo por Discriminación del Título VI, por favor, dirígete al Sitio web de la APO de Saint Cloud (www.stcloudapo.org) o puedes ver una copia en nuestra oficina en 1040 County Road 4, Saint Cloud, MN 56303.

También se puede presentar una queja a la Oficina de Derechos Civiles del Departamento de Transporte de Minnesota enviando un formulario de queja en línea (<https://www.dot.state.mn.us/civilrights/nondiscrimination-complaint-form.html>) o llamando al 651-366-3071.

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The Saint Cloud Area Planning Organization (APO) hereby gives public notice that it is the policy of the APO to fully comply with the Americans with Disabilities Act of 1990 (ADA) and the Rehabilitation Act of 1973 (Rehabilitation Act) and related statutes and regulations in all programs and activities. Title II of the Americans with Disabilities Act (ADA) requires all state and local government agencies to take appropriate steps to ensure that communications with applicants, participants, and members of the public with disabilities are as effective as communications with others. Any person who believes they have been aggrieved by an unlawful discriminatory practice by the APO has a right to file a formal complaint with the APO, MnDOT, or the U.S. DOT. Any such complaint should be in writing and contain information about the alleged discrimination such as name, address, phone number of complainant, and location, date, and description of the problem. Alternative means of filing complaints, such as personal interviews or a tape recording of the complaint, will be made available as a reasonable modification for persons with disabilities upon request. Complaints should be submitted by the complainant and/or his/her/their designee as soon as possible but no later than sixty (60) calendar days after the alleged discriminatory occurrence and should be filed with the APO's Executive Director. For more information, or to obtain a Discrimination Complaint Form, please see the Saint Cloud APO website (www.stcloudapo.org) or you can view a copy at our offices at 1040 County Road 4, Saint Cloud, MN 56303.

Ciwaanka II Ee Zaqiijinta

Hay'adda Qorsheynta ee Saint Cloud Area Organisation (APO) waxay siisaa ogeysiis dadweyne inay tahay siyaasada APO inay si buuxda ugu hoggaansanto Sharciga Naafada Mareykanka ee 1990 (ADA) iyo Sharciga Baxnaaninta 1973 (Sharciga Baxnaaninta) iyo qawaaniinta iyo qawaaniinta la xiriira Dhammaan barnaamijyada iyo nashaadaadka. Qodobka II ee Sharciga Naafada Mareykanka (ADA) wuxuu u baahan yahay dhammaan hay'adaha gobolka iyo kuwa maxalliga ah inay qaadaan tillaabooyinka ku habboon si loo hubiyo in xiriirka lala yeesho codsabayaasha, ka qeybgalayaasha, iyo xubnaha bulshada naafada ah ay u la mid yihiin sida xiriirka lala yeesho kuwa kale. Qof kasta oo aaminsan inuu ka xanaaqay fal sharci darro ah oo takooris ah oo ay sameysay APO wuxuu xaq u leeyahay inuu dacwad rasmi ah u gudbiyo APO, MnDOT, ama US DOT. Cabasho kasta oo noocan oo kale ahi waa inay ahaataa mid qoraal ah oo ay kujirto macluumaad ku saabsan takoorida la soo sheegay sida magaca, cinwaanka, taleefan lambarka cabashada, iyo goobta, taariikhda, iyo faahfaahinta dhibaataada. Hab kale oo lagu xareeyo cabashada, sida wareysiyada shaqsiyeed ama cajalad duuban cabashada, ayaa loo heli doonaa sidii wax looga badali karo macquul ahaan dadka naafada ah markii la codsado. Ashtakooyinka waa in ay soo gudbiyaan cabashada iyo / ama wakiilkiisa / wakiilkiisa sida ugu dhakhsaha badan ee suurtoogalka ah laakiin aan ka dambayn lixdan (60) maalmood taariikhi ah ka dib dhacdada la xiriirta midab kala sooca waana in lagu fayl gareeyaa Agaasimaha Fulinta APO. Macluumaad dheeri ah, ama si aad u hesho Foomka Cabashada Kala-Takoorida, fadlan eeg bogga internetka ee 'Cloud Cloud APO' (www.stcloudapo.org) ama waxaad ka arki kartaa nuqul xafiiskayaga 1040 County Road 4, Saint Cloud, MN 56303.

Garantía Del Título II

La Organización de Planificación del Área de Saint Cloud (APO en inglés) da un aviso público con la presente de que es política de la APO el cumplir plenamente con la Ley sobre los Estadounidenses con Discapacidad de 1990 (ADA en inglés) y con la Ley de Rehabilitación de 1973 (Ley de Rehabilitación) y con los estatutos y reglamentos en todos los programas y actividades. El Título II de la Ley sobre los Estadounidenses con Discapacidad de 1990 (ADA en inglés) requiere que todas las agencias de gobierno estatales y locales tomen las medidas adecuadas para asegurar que la comunicación con los aplicantes, participantes y miembros del público con discapacidades sea tan efectiva como la comunicación con otros. Cualquier persona que cree que Cualquier persona que cree que ha sido perjudicada por una práctica discriminatoria ilegal por la APO tiene el derecho de presentar un reclamo formal con la APO MnDOT o U.S. DOT. Cualquiera de estos reclamos debe ser por escrito y debe contener información sobre la presunta discriminación tales como el nombre, la dirección, el número de teléfono del denunciante, y la ubicación, la fecha y la descripción del problema. Los medios alternativos de presentar un reclamo, tales como una entrevista personal o una grabación de audio del reclamo, estarán disponibles como una modificación razonable para las personas con discapacidades a petición. Los reclamos deben ser presentados por el denunciante y/o su persona designada tan pronto como sea posible pero no más tarde de sesenta (60) días naturales después de la presunta ocurrencia discriminatoria y deben ser presentados ante el Director Ejecutivo de la APO. Para obtener más información, o para obtener un Formulario de Reclamo por Discriminación, por favor, dirígete Sitio web de la APO de Saint Cloud (www.stcloudapo.org) o puedes ver una copia en nuestra oficina e 1040 County Road 4, Saint Cloud, MN 56303.

A Summary of the APO's 2023 Stakeholder Engagement Plan Annual Report

The Saint Cloud Area Planning Organization (APO) is dedicated to fostering coordinated planning for the collective benefit of the entire Saint Cloud metropolitan planning area (MPA). Our commitment revolves around ensuring fair, mutually beneficial processes that transcend jurisdictional boundaries. Central to this mission is meaningful public input, shaping the decision-making process behind every plan and program developed by the APO.

The Stakeholder Engagement Plan (SEP) serves as our roadmap, guiding APO staff, advisory committees, and decision-makers on how to engage with the community. Our overarching goal is to provide every community member an equal and equitable opportunity to participate in the planning process.

The APO has developed three specific goals when it comes to getting the community involved in the regional transportation planning process:

1. **Opportunities for Involvement.** We strive to offer early, accessible, and continuous opportunities for public involvement, embracing diversity among stakeholders.
2. **Access to Information.** We are committed to providing reasonable public access to technical and policy information used in planning and project development.

3. **Review of Materials.** Ensuring transparency, we provide sufficient time for the community to review materials and offer comments before plan adoption.

To assess our progress, APO staff conducts an annual evaluation, measuring the effectiveness of policies and practices around public involvement. The 2023 SEP Annual Report serves as a public engagement evaluation tool.

Chapter 1 of this report begins with an introduction to the APO's role and significance in the region.

Chapter 2 outlines various techniques APO staff used to engage and inform members of the public on regional transportation planning and programming processes.

Chapter 3 gives a detailed insight into various outreach activities employed by APO staff and consultants in 2023, from meetings and events to online surveys and social media engagement. Emphasizing the importance of inclusivity, the report dives into using demographic data in outreach efforts to ensure representation from a diverse community. Recognizing the commitment to obtaining feedback from participants, the APO asked for advice through a survey on how to improve APO-sponsored events and activities.

Chapter 4 provides insight into the social media platforms employed by the APO to connect with the public,

In Chapter 5, the staff conducts a self-evaluation, explicitly discussing their efforts to engage people with limited English proficiency.

The last chapter explores a two-fold approach, reviewing past recommendations and proposing new strategies that will help engage the public more effectively.

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Glossary of Terms

3-C – Continuing, Cooperative, and Comprehensive: A Federal mandate in accordance with the Federal-Aid Highway Act of 1962 that requires transportation projects in urbanized areas of 50,000 or more in population be based on a continuing, comprehensive urban transportation planning process undertaken cooperatively by the states and local governments.

APO - Saint Cloud Area Planning Organization: The organization designated by agreement between the Governor, member units of local government, and relevant agencies as being responsible for carrying out the terms of 23 USC Sec. 134. The APO is the Metropolitan Planning Organization (MPO) for the Saint Cloud urban area.

ATAC - Active Transportation Advisory Committee: The Active Transportation Advisory Committee consists of citizen volunteers from within the APO planning area who have a special interest in bicycle and pedestrian issues. The ATAC reviews transportation studies, plans, and projects from a citizen's perspective.

ATP – Active Transportation Plan: The regional ATP aims to provide a long-range planning framework to support non-motorized forms of transportation in the Saint Cloud Metropolitan Planning Area (MPA). This plan identifies needs, resources, and strategies to enhance the safe and convenient use of non-motorized modes of transportation and the facilities necessary to accommodate them.

BIPOC – Black, Indigenous and People-of-Color: A group of historically underrepresented people.

GRRL - Great River Regional Library: The location where various APO sponsored events are held. The library is located at 1300 West Saint Germain Street in Saint Cloud.

Jurisdictions: The member units of government which are within the APO's planning area. The member jurisdictions of the APO include the following: 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.

LEP – Limited English Proficiency: A person who do not speak English as their primary language and has limited ability to read, speak, write, or understand English.

MnDOT – Minnesota Department of Transportation: The State department the APO coordinates with on transportation issues and which has oversight responsibilities for ensuring the APO complies with applicable Federal and State requirements.

MPA - Metropolitan Planning Area: The geographic area over which a Metropolitan Planning Organization (MPO) exercises planning authority and which must include the Census-defined Urban Area, plus other urban and urbanizing areas as agreed to by the MPO's Board.

MPO - Metropolitan Planning Organization: An MPO is the policy board of an organization created and designated to carry out the metropolitan transportation planning process. MPOs are required to represent localities in all urbanized areas with populations over 50,000 as determined by the U.S. Census. The Saint Cloud APO is the MPO for the Saint Cloud urban area.

MTC – Saint Cloud Metropolitan Transit Commission: MTC, more commonly known as Saint Cloud Metro Bus (or simply "Metro Bus"), is the urban transit provider within the Saint Cloud Metropolitan Planning Area (MPA). Founded in 1969, Metro Bus provides fixed route, paratransit (Dial-a-Ride), and commuter bus services – via the Northstar Commuter Link to access the Northstar Commuter Rail train in the City of Big Lake – for the cities of Saint Cloud, Sartell, Sauk Rapids, and Waite Park.

MTP - Metropolitan Transportation Plan: The regional transportation plan with at least a 20-year planning horizon, developed cooperatively between the units of government and relevant agencies which are members of any Metropolitan Planning Organization, including the Saint Cloud APO.

PWD/HD - Stearns County Public Works Department/Highway: The location where Technical Advisory Committee (TAC) meetings are primarily held. The department is located at 455-28th Ave. S in Waite Park.

SEP - Stakeholder Engagement Plan: The public participation plan of the Saint Cloud Area Planning Organization. Public participation plans are required by 23 CFR §450.316. The SEP is intended to fulfill the Saint Cloud APO's requirement for such a plan. In addition, the SEP also includes the APO's Title VI and Limited English Proficiency (LEP) plans – both of which are also federally required.

TAC – Technical Advisory Committee: The Technical Advisory Committee consists of voting representatives from each APO's member jurisdictions and representation from Saint Cloud Metro Bus and the Minnesota Department of Transportation (MnDOT). This committee – typically composed of planners and engineers – reviews plans and programs from a technical perspective and makes recommendations to the APO's decision-makers.

Title VI: A portion of the Civil Rights Act of 1964 that prohibits discrimination on the basis of race, color, or national origin in any program or activity receiving Federal financial assistance.

TIP - Transportation Improvement Program: A compilation of significant surface transportation improvements scheduled for implementation in the APO's planning area during the next four years.

UPWP - Unified Planning Work Program: A Federally-required statement of work identifying the planning priorities and activities to be carried out by the staff of a Metropolitan Planning Organization (MPO). It is also the MPO's annual budget, and it identifies any special studies and consultant contracts for the fiscal year.

1 – 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](https://bit.ly/327W6vf) (https://bit.ly/327W6vf) – updated in October 2022 – fulfills those federal requirements and reinforces the APO's commitment to meaningful public involvement in its planning and programming efforts.

The APO's Stakeholder Engagement Plan (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 addition to the public participation plan, the APO's SEP also contains the Title VI and Limited English Proficiency (LEP) plan – both of which are also federally required.

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 quantitative and

qualitative data regarding public engagement. Per the expectations outlined in the APO's SEP, staff will review all public outreach efforts annually and will use the information gathered to help modify any perceived deficiencies in public outreach strategies.

Since the first SEP Annual Report in 2019, the traditional one-year time frame has been from July 1 to June 30, coinciding with the state fiscal year. However, due to most work items – particularly consultant lead studies – being contained within a traditional calendar year (Jan. 1 through Dec. 31), APO staff felt it best to align SEP annual reports with this schedule. All reports beginning in 2023 will align with the new reporting period.



Figure 1. Example of a public engagement event.

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 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.

As a comprehensive, intergovernmental transportation planning agency for the Saint Cloud MPA, the APO receives local, state, and Federal funds to administer programs and transportation-related studies.

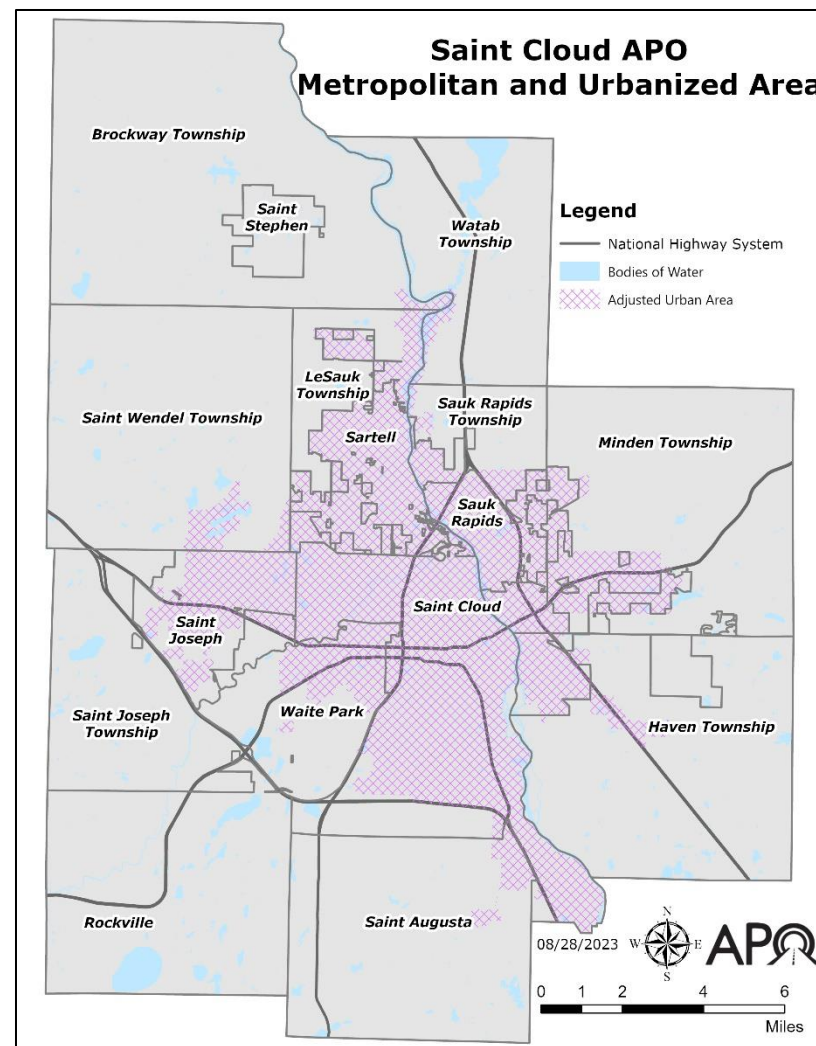


Figure 2. The APO's metropolitan and urbanized area.

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).

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.

2 – Community Participation Approaches

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. 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. **Opportunities for Involvement.** We strive to offer early, accessible, and continuous opportunities for public involvement, embracing diversity among stakeholders.
2. **Access to Information.** We are committed to providing reasonable public access to technical and policy information used in planning and project development.
3. **Review of Materials.** Ensuring transparency, we provide sufficient time for the community to review materials and offer comments before plan adoption.

Public Involvement Techniques

APO staffers utilize various techniques to engage and inform members of the public on regional transportation planning and programming processes. 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 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 and direct notification of stakeholders identified in the process. The APO utilizes legal notices in the local newspaper of record to advertise public input opportunities on the documents and planning studies in their draft form prior to formal completion and/or adoption by the APO's Policy Board.

News Media: The APO notifies news media through general purpose meeting notifications for the Policy Board and project-specific press releases. The APO may also submit letters to the editor of the newspaper of record on current trends in transportation that would have implications on the APO planning area. The APO maintains a current list of media contacts.

APO Website: The [APO website](http://www.stcloudapo.org) (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 frequently. This also provides another opportunity for the public to provide input to the APO's ongoing planning process.

Citizen Surveys: On a project-specific basis, citizen surveys will be used to collect data and other relevant information. This information is generally documented within the transportation plan or study and is posted on the

APO's website. These surveys will be available both online and in hard copy.

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: APO staffers maintain a 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, Black Indigenous and People-of-Color (BIPOC), 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.

Speaking Engagements: APO staff members are available to provide general and project-specific information as requested by interested community groups. Staff members also may perform public outreach to community and advocacy groups.

Ensuring Accessible Meetings: For meetings to be successful, everyone involved must have an equal opportunity to participate. Three components are vital in 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>). When preparing public meetings, APO staff shall make all reasonably good-faith efforts to provide auxiliary services if requested.



Figure 3. Presentation at the Saint Cloud Area Chamber of Commerce.

3 – Public Outreach

During the calendar year 2023, the APO actively engaged with the public through a variety of channels, hosting a total of 19 in-person outreach events, eight hybrid meetings, one radio interview, and seven online virtual engagement meetings. These efforts were designed to foster transparency and inclusivity in the decision-making processes related to the Transportation Improvement Program (TIP) and the development of the 2050 Metropolitan Transportation Plan (MTP) visioning themes. Additionally, meetings such as the TAC, ATAC, and Policy Board meetings were conducted to address various aspects of project development.

When the APO needs public input, we design a public engagement strategy that includes a variety of techniques outlined in Chapter 2. For those public outreach meetings, APO staff advertise these events through a variety of channels, including social media. To gauge the effectiveness of social media posts, the APO utilized the concept of "reach," representing the estimated number of individuals who had any posts from the APO page on their screen. This metric was further broken down into total, organic, and promotional reach.

APO staff documents those members of the public who attend all in-person meetings. For the purpose of this analysis, a "member of the public" is defined as:

1. Someone who does not work for the APO or its member jurisdictions/agencies.
2. An elected or appointed official not serving on the APO Policy Board.
3. Staff of an organization attending for employment purposes.

Part of the participant documentation also includes providing an optional demographic survey. As part of all APO online surveys, participants are presented with nine demographic questions. These questions cover gender, city of residence, age, ethnicity, household size, household income, physical disability, place of birth (inside or outside the U.S.), and primary language spoken at home. Responding to these demographic questions is optional, and the information collected assists APO staff in identifying the diverse groups within the MPA reached through surveys.

The intention behind collecting demographic data is to ensure equal and equitable opportunities for all community members to participate in the process. By understanding the demographics of participants, the APO can develop targeted strategies to reach traditionally underrepresented populations.

Concluding each public outreach event, APO staff conduct surveys to gather feedback on participants' experiences. Following each public engagement opportunity, APO staff distribute an online survey to gather feedback on participants' experiences, the usefulness of provided information, and their perception of staff responsiveness to comments and feedback. Participants are presented with a series of statements related to their experiences before, during, and after the event, and are asked to express agreement or disagreement. Additionally, the survey assesses participants' likelihood to engage in future events or recommend participation to others.

This comprehensive approach to public engagement and feedback collection reflects the APO's commitment to transparency, inclusivity, and continuous improvement in serving the community's diverse needs.

TAC Meetings

The APO's TAC comprises of planners and engineers from APO member agencies and jurisdictions primarily focusing on technical transportation issues.

Eight in-person and one online-only TAC meetings were held in 2023 at the Stearns County Public Works Department/Highway Department (Stearns Co PWD/HD) -- 455-28th Avenue S. in Waite Park. TAC meetings and public participation were as follows:

Method of Event	Date Held	Location	Public Participants
Hybrid	2/2/2023	Stearns Co PWD/HD	0
Online	2/23/2023	Online	0
Hybrid	3/30/2023	Stearns Co PWD/HD	0
Hybrid	4/27/2023	Stearns Co PWD/HD	0
Hybrid	5/25/2023	Stearns Co PWD/HD	0
Hybrid	7/27/2023	Stearns Co PWD/HD	0
Hybrid	8/31/2023	Stearns Co PWD/HD	0
Hybrid	9/28/2023	Stearns Co PWD/HD	0
Hybrid	10/26/2023	Stearns Co PWD/HD	0

Figure 3.1. A table of TAC 2023 meeting dates, locations, and the number of participants who attended.

Given the existing technology capabilities, APO staff were able to offer a hybrid option for TAC representatives and members of the public to participate in meetings via Zoom. However, TAC representatives who participated online did

not count toward establishing a quorum and were not allowed to vote. There was an exception to this with the Feb. 23 meeting due to inclement weather conditions.

To enhance public awareness, TAC meetings were advertised on the homepage of the APO's website. No members of the public attended.

There were six Facebook and three Instagram posts related to the TAC meetings, as shown in Figure 3.2. APO staff used two styles of Facebook posts, events and photos, to engage members of the public.

Date	Platform	Post Type	Reach
2/14/2023	Facebook	Photo (Event)	39
4/25/2023	Facebook	Photo	49
4/25/2023	Instagram	Photo	36
5/17/2023	Facebook	Photo	39
7/21/2023	Facebook	Photo (Event)	27
7/26/2023	Instagram	Photo	23
8/22/2023	Facebook	Photo (Event)	0
10/16/2023	Facebook	Photo	49
10/16/2023	Instagram	Photo	36

Figure 3.2. A table of TAC-related social media posts, including the purpose of the post, post type, and the reach.

The most effective post type on Facebook, in terms of reach, was a photo closely followed by a photo (event) post.

Previous SEP Annual Reports recommend consistently posting notices of public meetings on Facebook. The APO missed posting the Feb. 2, March 30, and Sept. 28 TAC meetings.

Policy Board Meetings

The APO Policy Board is comprised of elected officials and a senior-level management position from Saint Cloud Metro Bus.

In 2023, the APO hosted 10 Policy Board meetings at the Saint Cloud branch of the Great River Regional Library (GRRL) – 1300 West Saint Germain Street in Saint Cloud. The dates of Policy Board meetings and public participation are as follows:

Method of Event	Date Held	Location	Public Participants
In-Person	1/12/2023	GRRL	0
In-Person	2/9/2023	GRRL	0
In-Person	3/9/2023	GRRL	0
In-Person	4/13/2023	GRRL	0
In-Person	5/11/2023	GRRL	0
In-Person	6/8/2023	GRRL	0
In-Person	8/10/2023	GRRL	0
In-Person	9/21/2023	GRRL	1
In-Person	10/12/2023	GRRL	0
In-Person	11/9/2023	GRRL	0

Figure 3.3. A table of Policy Board 2023 meeting dates, locations, and the number of participants who attended.

Policy Board meetings were advertised to members of the public on the homepage of the APO's website. One member of the public attended the Sept. 21 meeting.

There were four Facebook and one Instagram post related to Policy Board meetings, as shown in Figure 3.4. APO staff used two styles of Facebook posts, events and photos, to engage members of the public.

The most effective post type on Facebook, in terms of reach was photo, closely followed by a photo (event) post.

Date	Platform	Post Type	Reach
1/31/2023	Facebook	Photo (Event)	35
4/12/2023	Facebook	Photo	58
5/9/2023	Facebook	Photo	51
5/9/2023	Instagram	Photo	32
9/15/2023	Facebook	Photo	46

Figure 3.4. A table of Policy Board-related social media posts, including the purpose of the post, post type, and the reach.

Previous SEP Annual Reports recommend consistently posting notices of public meetings on Facebook. The APO missed posting the Jan. 12, March 9, June 8, Aug. 10, and Nov. 9 Policy Board meetings.



Figure 3.5. Photo of a Policy Board Meeting.

ATAC Meetings

The ATAC Committee consists of citizen volunteers and professionals working to advance active transportation efforts within the APO planning area.

In the 2023 calendar year, the APO held one ATAC meeting online via Zoom. The date of the ATAC meeting and public participation is as follows:

Method of Event	Date Held	Public Participants	Non-Public Participants
Online	1/24/2023	1	3

Figure 3.6. A table of the ATAC 2023 meeting dates, and the number of participants who attended.

The ATAC meeting was advertised to members of the public on the homepage of the APO's website. One member of the public and three non-public members attended the meeting.

In 2023, there was one post related to ATAC meetings, as shown in Figure 3.7. APO staff used a photo (event) style of events to engage members of the public on Facebook.

Date	Platform	Post Type	Reach
1/18/2023	Facebook	Photo (Event)	34

Figure 3.7. A table of ATAC-related social media posts, including the purpose of the post, post type, and the reach.

Previous SEP Annual Reports recommend consistently posting notices of public meetings on Facebook. The APO satisfied that recommendation for 2023 ATAC meetings.



Figure 3.8. A person in a motorized scooter rolling over an active transportation counting tube.

Transportation Improvement Program

The TIP is a compilation of significant surface transportation improvements scheduled for implementation in the APO's planning area during the next four years.

In the calendar year 2023, the APO hosted eight TIP open houses. Four were in-person at the Saint Cloud branch of the Great River Regional Library (GRRL)-- 1300 W Saint Germain Street in Saint Cloud. The other four were held online via Facebook Live. The dates of the TIP open house are as follows:

Method of Event	Date Held	Location	Public Participants
In-Person	1/13/2023	GRRL	1
Online	1/17/2023	Online	N/A
Online	2/28/2023	Online	N/A
In-Person	3/1/2023	GRRL	0
Online	3/24/2023	Online	N/A
In-Person	3/29/2023	In-Person	0
Online	7/25/2023	Online	N/A
In-Person	7/26/2023	GRRL	1

Figure 3.9. A table of 2023 TIP meeting dates, locations, and the number of participants who attended.

TIP open house meetings were advertised to members of the public on the homepage of the APO's website. Two members of the public attended a TIP-related meeting in 2023.

There were 25 Facebook, three Instagram, and two TikTok posts related to TIP public engagement, as shown in Figure 3.11. APO staff used seven styles of Facebook posts: photo, photo (survey), photo (event), Facebook Live video, text, video, and survey to engage members of the public. TIP updates was also included in the January issue of the APO's newsletter, The Oxcart.

The most effective post type on Facebook, in terms of average reach was photos at 101, followed by Facebook Live videos at 68, text at 67, photo (surveys) at 39, photo (events) at 20, and surveys at 22.



Figure 3.10. Example of a Facebook photo post for the TIP.

Date	Platform	Post Type	Reach
1/13/2023	Facebook	Photo	158
1/17/2023	Facebook	Facebook Live Video	93
2/15/2023	Facebook	Photo (Survey)	39
2/15/2023	Instagram	Photo	42
2/21/2023	Facebook	Photo (Event)	37
2/28/2023	Facebook	Facebook Live Video	103
3/14/2023	Facebook	Photo (Event)	23
3/24/2023	Facebook	Facebook Live Video	57
3/24/2023	TikTok	Video	823
3/29/2023	Facebook	Text	67
7/21/2023	Facebook	Video	24
7/21/2023	Facebook	Photo (Event)	1
7/21/2023	Facebook	Video	N/A
7/25/2023	Facebook	Photo	41
7/25/2023	Facebook	Facebook Live Video	19
7/25/2023	Instagram	Photo	30
7/26/2023	Facebook	Photo	39
7/27/2023	Facebook	Photo	34
7/27/2023	TikTok	Video	94
7/28/2023	Facebook	Photo	27
7/29/2023	Facebook	Survey	22
7/31/2023	Facebook	Photo	48
8/2/2023	Facebook	Photo	695
8/2/2023	Facebook	Photo	47
8/3/2023	Facebook	Photo	36
8/3/2023	Facebook	Photo	190
8/4/2023	Facebook	Photo	38
8/5/2023	Facebook	Photo	40
8/9/2023	Facebook	Photo	26
8/9/2023	Instagram	Photo	23
12/20/2023	Facebook	Video	19
12/20/2023	Instagram	Video	27

Figure 3.11. A table of TIP-related social media posts, including the purpose of the post, post type, and the reach.

One recommendation for previous SEP Annual reports was to review the TIP public engagement process. Currently, the majority of public outreach events conducted by the APO revolve around TIP development and amendments. The APO should review how we published and conducted TIP notices, events, and research how other MPOs do TIP public engagement. We did not complete a review of the engagement process this year but will make it a goal for 2024.

Demographic Questionnaire

There were four separate demographic surveys for the TIP ending in the calendar year 2023, with 28 participants. The surveys were conducted from Dec. 28, 2022, to Jan. 27, 2023; Feb. 15 to March 17; March 13 to April 14; and July 12 to Aug. 11.

Based on Figure 3.12, the average participant in TIP-related engagements was:

- Male (70% of total respondents).
- Living in Sartell or Saint Cloud (44% and 30% of total respondents, respectively).
- White (92% of total respondents).
- Living in a two-person or four or more-person household (71% of total respondents).
- Earning a household income of over \$150,000 (42% if total respondents).
- Between the ages of 35 to 44 (37% of total respondents).
- Not a person with a physical disability (77% of total respondents).
- Born in the United States (100% of total respondents).
- Using English as the primary language spoken at home (96% of total respondents).

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA 2018-2022 Population Estimates
Gender			
Male	18	69.2%	50.2%
Female	8	30.8%	49.8%
Other	0	0.0%	NA
City of Residence			
Rockville	0	0.0%	1.6%
Saint Augusta	0	0.0%	2.5%
Saint Cloud	8	29.6%	49.4%
Saint Joseph	2	7.4%	5.1%
Saint Stephen	1	3.7%	0.6%
Sartell	12	44.4%	13.9%
Sauk Rapids	1	3.7%	9.9%
Waite Park	0	0.0%	5.9%
Other	3	11.1%	11.1%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA 2018-2022 Population Estimates
Ethnicity			
White or Caucasian	22	91.7%	77.7%
Black or African American	0	0.0%	11.7%
Hispanic or Latino	0	0.0%	3.6%
Asian or Asian American	0	0.0%	2.7%
American Indian or Alaska Native	0	0.0%	0.2%
Native Hawaiian or Other Pacific Islander	0	0.0%	0.0%
Some Other Race	1	4.2%	0.2%
Two or More Races	1	4.2%	3.9%
Number in Household			
1 Person	4	14.3%	30.0%
2 People	10	35.7%	33.9%
3 People	4	14.3%	14.9%
4 or More People	10	35.7%	21.2%
Household Income			
Less than \$5,000	0	0.0%	2.3%
\$5,000 to \$9,999	0	0.0%	1.6%
\$10,000 to \$14,999	0	0.0%	3.9%
\$15,000 to \$19,999	0	0.0%	4.0%
\$20,000 to \$24,999	0	0.0%	4.1%
\$25,000 to \$34,999	0	0.0%	7.8%
\$35,000 to \$49,999	4	15.4%	12.8%
\$50,000 to \$74,999	3	11.5%	18.8%
\$75,000 to \$99,999	2	7.7%	14.8%
\$100,000 to \$149,999	6	23.1%	16.2%
\$150,000 or more	11	42.3%	13.6%
Age			
Under 20	0	0.0%	27.0%
20 to 24	0	0.0%	11.7%
25 to 29	0	0.0%	6.9%
30 to 34	2	7.4%	6.6%
35 to 39	4	14.8%	6.2%
40 to 44	6	22.2%	6.1%
45 to 49	1	3.7%	5.1%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA 2018-2022 Population Estimates
50 to 54	1	3.7%	5.2%
55 to 59	4	14.8%	5.5%
60 to 64	1	3.7%	5.4%
65 to 69	4	14.8%	4.3%
70 to 74	1	3.7%	3.8%
75 to 79	1	3.7%	2.8%
80 to 84	2	7.4%	1.4%
85 and over	0	0.0%	1.8%
Physical Disability			
Yes	6	23.1%	11.9%
No	20	76.9%	88.1%
Where Were You Born			
In the U.S.	26	100.0%	90.8%
Outside the U.S.	0	0.0%	9.2%
Primary Language Spoken at Home			
English	25	96.2%	87.4%
Something Other than English	1	3.8%	12.6%

Figure 3.12. Results from the APO's demographic questionnaire compared to the population estimates of various demographics within the Saint Cloud MPA. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted.

Survey of Participants

In 2023, the APO sent out four surveys of participants regarding the TIP, as shown in Figures 3.13 through 3.16. These surveys were conducted from Feb. 3 to April 3, March 24 to April 28, April 18 to May 22, and Aug. 17 to Sept. 15. Of those surveys, there were two participants. Both participants found out about the TIP survey via email.

Overall, the participants had mixed feelings before the event. One of the participants somewhat disagreed that the information and purpose of the event were clearly defined or helped them prepare to participate more effectively. Both participants felt the notice was clear and welcoming, and their views were taken seriously.

During the event, one participant somewhat disagreed that there was sufficient opportunity to express their views and that APO staff heard their opinions. On the other hand, both participants felt the APO staff provided a safe, fair, and well-managed environment for participants.

After the event, both participants felt the event would result in a better decision on the topic and that their views would be taken seriously. Both participants would partake in an APO-sponsored event again regarding future engagement opportunities.

Before the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
The notice or invitation to participate was clear and welcoming?	2	0	0	0
Information about the event topic helped prepare me to participate more effectively.	1	0	1	0
The purpose of the event was clearly defined.	1	0	1	0
I believed that any views offered would be taken seriously by APO staff.	1	1	0	0

Figure 3.13. A list of responses about people's experiences providing public input before the TIP event as part of the APO's public engagement qualitative survey.

During the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
There was sufficient opportunity for me to express my views about what I thought was important.	1	0	1	0
APO staff provided a safe, fair, and well-managed environment for participants.	1	1	0	0
APO staff heard my opinions on the topic(s) presented.	1	0	1	0

Figure 3.14. A list of responses about people's experiences providing public input during the TIP event as part of the APO's public engagement qualitative survey.

After the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I believed that the event would result in better decisions on the topic(s) discussed.	1	1	0	0
I believe that any views offered would be taken seriously by APO staff.	1	1	0	0

Figure 3.15. A list of responses about people's experiences providing public input after the TIP event as part of the APO's public engagement qualitative survey.

Regarding future engagement opportunities ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Given the chance, I would participate in an APO outreach activity again.	1	1	0	0
I would encourage other residents to participate in similar APO events on this or other appropriate topics.	1	1	0	0

Figure 3.16. A list of responses from the APO’s public engagement qualitative survey inquiring about their willingness to participate in future APO-sponsored outreach events.



Figure 3.17. Example of a Facebook Live Video for the TIP.

Looking Ahead 2050 – MTP Proposed Visioning Themes

The public input for the draft Metropolitan Transportation Plan (MTP) visioning themes officially launched in December 2022 and concluded in January 2023. This input stemmed from the comments received from the 2021 visioning themes survey. APO staff boiled down the comments into six main visioning themes and went back to public comment to ask two main questions: 1) "Did we hear you correctly?" and 2) "Should these themes remain a priority for the region?" To solicit feedback, APO staff developed a SurveyMonkey and promoted it at each of the public events held during the latter half of 2022 into 2023.



Figure 3.18. APO staff at the Southside Boys & Girls Club.

In 2023, the APO hosted six public engagement events for the MTP. Four events were held in-person at the following locations: the Metro Bus Downtown Transit Center--510 First St. S in Saint Cloud; the Roosevelt Boys & Girls Club – 345-30th Ave. N in Saint Cloud; the Southside Boys & Girls Club –1205 Sixth Ave. S in Saint Cloud, and the Eastside Boys & Girls Club –320 Raymond Ave. NE in Saint Cloud.

The other two events were conducted online via Facebook Live and on WJON Radio, a Townsquare Media station. The dates of the MTP public events were as follows:

Method of Event	Date Held	Location	Public Participants
In-Person	1/9/2023	Metro Bus Downtown Transit Center	10
Online	1/10/2023	Online	N/A
In-Person	1/11/2023	Roosevelt Boys & Girls Club	10
In-Person	1/17/2023	Southside Boys & Girls Club	10
In-Person	1/19/2023	Eastside Boys & Girls Club	13
Radio	1/26/2023	WJON Radio	N/A

Figure 3.19. A table of MTP engagement dates, locations, and the number of participants who attended.

The Facebook Live video event held on Jan. 10 was advertised to members of the public on the homepage of the APO's website. The Looking Ahead 2050 Plan update was also included in the January, September and December issue of the APO's newsletter, The Oxcart.

There were three Facebook, one Instagram, and one TikTok posts related to MTP public engagement, as shown in Figure 3.20. APO staff used three styles of Facebook posts, photo (event), photo (survey), and Facebook Live video, to engage members of the public.

Date	Platform	Post Type	Reach
1/5/2023	Facebook	Photo (Event)	37
1/5/2023	Facebook	Photo (Survey)-Boosted	9,349
1/5/2023	Instagram	Photo	30
1/10/2023	Facebook	Facebook Live Video	77
1/10/2023	TikTok	Video	823

Figure 3.20. A table of MTP-related social media posts, including the purpose of the post, post type, and the reach.

Demographic Survey

There was one demographic survey for the Looking Ahead 2050 Proposed Visioning Themes ending in 2023 with 80 participants. The survey ran from Dec. 7, 2022, to Jan. 31, 2023.

Based on Figure 3.21, the average participant was:

- Female (65% of total respondents).
- Living in Saint Cloud or Saint Joseph (44% and 20% of total respondents, respectively).
- White (93% of total respondents).
- Living in a two-person household (39% of total respondents).
- Earning a household income of over \$100,000 (40% if total respondents).
- Between the ages of 50 to 69 (48% of total respondents).
- Not a person with a physical disability (80% of total respondents).
- Born in the United States (97% of total respondents).
- Using English as the primary language spoken at home (100% of total respondents).

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Gender			
Male	25	32.5%	50.2%
Female	50	64.9%	49.8%
Other	2	2.6%	0.0%
City of Residence			
Rockville	0	0.0%	1.6%
Saint Augusta	1	1.3%	2.5%
Saint Cloud	33	44.0%	49.4%
Saint Joseph	15	20.0%	5.1%
Saint Stephen	0	0.0%	0.6%
Sartell	5	6.7%	13.9%
Sauk Rapids	7	9.3%	9.9%
Waite Park	1	1.3%	5.9%
Other	13	17.3%	11.1%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Ethnicity			
White or Caucasian	69	93.2%	77.7%
Black or African American	2	2.7%	11.7%
Hispanic or Latino	1	1.4%	3.6%
Asian or Asian American	0	0.0%	2.7%
American Indian or Alaska Native	0	0.0%	0.2%
Native Hawaiian or Other Pacific Islander	0	0.0%	0.0%
Some Other Race	2	2.7%	0.2%
Two or More Races	0	0.0%	3.9%
Number in Household			
1 Person	17	22.1%	30.0%
2 People	30	39.0%	33.9%
3 People	12	15.6%	14.9%
4 or More People	18	23.4%	21.2%
Household Income			
Less than \$5,000	2	3.1%	2.3%
\$5,000 to \$9,999	2	3.1%	1.6%
\$10,000 to \$14,999	0	0.0%	3.9%
\$15,000 to \$19,999	1	1.5%	4.0%
\$20,000 to \$24,999	3	4.6%	4.1%
\$25,000 to \$34,999	4	6.2%	7.8%
\$35,000 to \$49,999	5	7.7%	12.8%
\$50,000 to \$74,999	11	16.9%	18.8%
\$75,000 to \$99,999	11	16.9%	14.8%
\$100,000 to \$149,999	17	26.2%	16.2%
\$150,000 or more	9	13.8%	13.6%
Age			
Under 20	0	0.0%	27.0%
20 to 24	2	2.7%	11.7%
25 to 29	3	4.0%	6.9%
30 to 34	8	10.7%	6.6%
35 to 39	7	9.3%	6.2%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
40 to 44	7	9.3%	6.1%
45 to 49	7	9.3%	5.1%
50 to 54	8	10.7%	5.2%
55 to 59	7	9.3%	5.5%
60 to 64	10	13.3%	5.4%
65 to 69	11	14.7%	4.3%
70 to 74	3	4.0%	3.8%
75 to 79	2	2.7%	2.8%
80 to 84	0	0.0%	1.4%
85 and over	0	0.0%	1.8%
Physical Disability			
Yes	15	19.7%	11.9%
No	61	80.3%	88.1%
Where Were You Born			
In the U.S.	74	97.4%	90.8%
Outside the U.S.	2	2.6%	9.2%
Primary Language Spoken at Home			
English	73	100.0%	87.4%
Something Other than English	0	0.0%	12.6%

Figure 3.21. Results from the APO's demographic questionnaire compared to the population estimates of various demographics within the Saint Cloud MPA. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted.

Survey of Participants

In 2023, the APO sent one survey of participants regarding the MTP visioning themes running from Feb. 2 to April 3. One person participated and found out about the event through Facebook. As shown in Figures 3.22 through 3.25.

Staff are appreciative of the one person who participated in the survey of participants. However, given the lack of responses, it is unclear if a majority of participants felt the same way.

Before the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
The notice or invitation to participate was clear and welcoming?	0	1	0	0
Information about the event topic helped prepare me to participate more effectively.	1	0	0	0
The purpose of the event was clearly defined.	0	1	0	0
I believed that any views offered would be taken seriously by APO staff.	1	0	0	0

Figure 3.22. A list of responses about people's experiences providing public input before the MTP Proposed Visioning Themes survey as part of the APO's public engagement qualitative survey.

During the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
There was sufficient opportunity for me to express my views about what I thought was important.	1	0	0	0
APO staff provided a safe, fair, and well-managed environment for participants.	1	0	0	0
APO staff heard my opinions on the topic(s) presented.	1	0	0	0

Figure 3.23. A list of responses about people's experiences providing public input during the MTP Proposed Visioning Themes survey as part of the APO's public engagement qualitative survey.

After the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I believed that the event would result in better decisions on the topic(s) discussed.	1	0	0	0
I believe that any views offered would be taken seriously by APO staff.	1	0	0	0

Figure 3.24. A list of responses about people's experiences providing public input after the MTP Proposed Visioning Themes survey as part of the APO's public engagement qualitative survey.

Regarding future engagement opportunities ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Given the chance, I would participate in an APO outreach activity again.	1	0	0	0
I would encourage other residents to participate in similar APO events on this or other appropriate topics.	1	0	0	0

Figure 3.25. A list of responses from the APO's public engagement qualitative survey inquiring about their willingness to participate in future APO-sponsored outreach events.



Figure 3.26. Example of a MTP public engagement event at the Eastside Boys & Girls Club.

Consultant Led Public Meetings

To assist APO staff, consultants are hired to conduct various planning activities. In 2023, the APO hired consultants to lead various activities including: the Mississippi River Bridge Planning Study, CSAH 1 (River Avenue N) Corridor Study, and the community liaison. As stated in the APO's SEP, it is important to ensure the public is given ample opportunity to access, review, and comment on plans, studies, and other documents as they are being developed and to provide a complete and open participation process. APO staff requires consultants to follow the same guidelines and procedures in the APO's SEP.

Mississippi River Bridge Planning Study

Beginning in 2021, the APO partnered with the City of Saint Cloud, Haven Township, MnDOT, the Minnesota Department of Natural Resource (DNR), Stearns and Sherburne Counties, and Coborn's to hire a consultant to assist in the Mississippi River Bridge Planning Study. The consultant, Stantec, completed their final report in November 2023.

During the calendar year 2023, the consultant conducted four in-person events. Two events were held at Haven Town Hall – 230-45th Ave. SE in Saint Cloud, one at CrestView Shoppes – 3031 Roosevelt Road in Saint Cloud, and one at Saint Cloud City Hall – 1201 Seventh St. S in Saint Cloud. The dates of the public events were as follows:

Method of Event	Date Held	Location	Public Participants
In-Person	1/25/2023	CrestView Shoppes	53
In-Person	1/30/2023	Haven Town Hall	80
In-Person	9/19/2023	Haven Town Hall	NA

Method of Event	Date Held	Location	Public Participants
In-Person	9/20/2023	Saint Cloud City Hall	NA

Figure 3.27. A table of event dates, locations, and the number of participants who attended.

All in-person events besides the January 30 event were advertised to members of the public on the homepage of the APO's website. The study was also mentioned in the January and September issue of The Oxcart.

There was one Facebook and TikTok-related post about the Mississippi River Bridge Study public engagement, as shown in Figure 3.28. APO staff used one style of Facebook post, a photo, to engage members of the public.

Date	Platform	Post Type	Reach
1/17/2023	Facebook	Photo: Boosted	11,550
1/19/2023	TikTok	Video	933

Figure 3.28. A table of Mississippi River Bridge Planning Study-related social media posts, including the platform type, post type, and the reach.

Survey of Participants

In 2023, the APO sent one survey of participants regarding the Mississippi River Bridge Planning Study running from Feb. 28 to March 31, as shown in Figures 3.29 through 3.32. Ten people participated and learned about the event through various methods, such as email, word of mouth, and a mailer.

Those who attended the event felt the discussion before and after was helpful, and that comments and questions were allowed at appropriate times. Others liked the face-to-face interactions. One participant did not like the meeting

location and felt the plan didn't adequately review other project locations before sticking with the 33rd Street option.

Before the event, all participants either strongly or somewhat agreed that the notice or invitation was clear and welcoming. Around 20% either somewhat or strongly disagreed that the event's purpose was clearly defined, and 30% disagreed that staff would take their views seriously.

During the event, around 80% of participants felt there was sufficient opportunity to express their views, that it was a safe, fair, and well-managed environment, and that their opinions were heard.

After the event, around 65% of participants felt the event would result in better decisions on the topics and that staff would take their views seriously.

Regarding future engagement opportunities, almost 90% of participants would partake in a similar outreach activity again and encourage other residents to participate.

A new recommendation from the 2022 Mid-Year SEP Annual Report was to send a qualitative survey after every public engagement event hosted by a consultant. The APO sent one survey covering the engagement conducted at the Jan. 25 and Jan. 30 meetings. The APO did not send a survey for the two meetings in September.

Before the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
The notice or invitation to participate was clear and welcoming?	5	5	0	0
Information about the event topic helped prepare me to participate more effectively.	4	4	1	1
The purpose of the event was clearly defined.	6	3	1	0
I believed that any views offered would be taken seriously by consultant staff.	2	5	2	1

Figure 3.29. A list of responses about people's experiences providing public input before an event as part of the consultant's public engagement qualitative survey.

During the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
There was sufficient opportunity for me to express my views about what I thought was important.	5	3	1	1
Consultant staff provided a safe, fair, and well-managed environment for participants.	6	2	0	1
Consultant staff heard my opinions on the topic(s) presented.	5	3	1	0

Figure 3.30. A list of responses about people's experiences providing public input during an event as part of the consultant's public engagement qualitative survey.

After the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I believed that the event would result in better decisions on the topic(s) discussed.	3	3	3	0
I believe that any views offered would be taken seriously by consultant staff.	3	3	1	2

Figure 3.31. A list of responses about people's experiences providing public input after an event as part of the consultant's public engagement qualitative survey.

Regarding future engagement opportunities ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Given the chance, I would participate in an APO sponsored outreach activity again.	6	2	1	0
I would encourage other residents to participate in similar APO sponsored events on this or other appropriate topics.	7	1	1	0

Figure 3.32. A list of responses from the public engagement qualitative survey inquiring about their willingness to participate in future APO-sponsored outreach events.

Survey of Participants - Demographic Survey

There was one demographic survey for the Mississippi River Bridge Study in 2023 with nine participants. The survey ran from Feb. 28 to March 31.

Based on Figure 3.33, the average participant was:

- Female (55% of total respondents).
- Living in Saint Cloud (90% of total respondents).
- White (100% of total respondents).
- Living in a two-person household (67% of total respondents).
- Earning a household income of over \$50,000 (100% of total respondents).
- Between the ages of 60 to 84 (100% of total respondents).
- Not a person with physical disability (100% of total respondents).
- Born in the United States (100% of total respondents).
- Using English as the primary language spoken at home (100% of total respondents).

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Gender			
Male	4	44.4%	50.25
Female	5	55.6%	49.8%
Other	0	0.0%	NA

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
City of Residence			
Rockville	0	0.0%	1.6%
Saint Augusta	0	0.0%	2.5%
Saint Cloud	8	88.9%	49.4%
Saint Joseph	0	0.0%	5.1%
Saint Stephen	0	0.0%	0.6%
Sartell	0	0.0%	13.9%
Sauk Rapids	0	0.0%	9.9%
Waite Park	0	0.0%	5.9%
Other	1	11.1%	11.1%
Ethnicity			
White or Caucasian	9	100.0%	77.7%
Black or African American	0	0.0%	11.7%
Hispanic or Latino	0	0.0%	3.6%
Asian or Asian American	0	0.0%	2.7%
American Indian or Alaska Native	0	0.0%	0.2%
Native Hawaiian or Other Pacific Islander	0	0.0%	0.0%
Some Other Race	0	0.0%	0.2%
Two or More Races	0	0.0%	3.9%
Number in Household			
1 Person	2	22.2%	30.0%
2 People	6	66.7%	33.9%
3 People	1	11.1%	14.9%
4 or More People	0	0.0%	21.2%
Household Income			
Less than \$5,000	0	0.0%	2.3%
\$5,000 to \$9,999	0	0.0%	1.6%
\$10,000 to \$14,999	0	0.0%	3.9%
\$15,000 to \$19,999	0	0.0%	4.0%
\$20,000 to \$24,999	0	0.0%	4.1%
\$25,000 to \$34,999	0	0.0%	7.8%
\$35,000 to \$49,999	0	0.0%	12.8%
\$50,000 to \$74,999	3	37.5%	18.8%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
\$75,000 to \$99,999	2	25.0%	14.8%
\$100,000 to \$149,999	2	25.0%	16.2%
\$150,000 or more	1	12.5%	13.6%
Age			
Under 20	0	0.0%	27.0%
20 to 24	0	0.0%	11.7%
25 to 29	0	0.0%	6.9%
30 to 34	0	0.0%	6.6%
35 to 39	0	0.0%	6.2%
40 to 44	0	0.0%	6.1%
45 to 49	0	0.0%	5.1%
50 to 54	0	0.0%	5.2%
55 to 59	0	0.0%	5.5%
60 to 64	2	22.2%	5.4%
65 to 69	2	22.2%	4.3%
70 to 74	3	33.3%	3.8%
75 to 79	1	11.1%	2.8%
80 to 84	1	11.1%	1.4%
85 and over	0	0.0%	1.8%
Physical Disability			
Yes	0	0.0%	11.9%
No	9	100.0%	88.1%
Where Were You Born			
In the U.S.	9	100.0%	90.8%
Outside the U.S.	0	0.0%	9.2%
Primary Language Spoken at Home			
English	9	100.0%	87.4%
Something Other than English	0	0.0%	12.6%

Figure 3.33. Results from the APO's demographic questionnaire compared to the population estimates of various demographics within the Saint Cloud MPA. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted.

CSAH 1 (River Avenue N) Corridor Study

Beginning in February 2023, the APO partnered with the City of Saint Cloud, the City of Sartell, LeSauk Township, and Stearns County to hire consultant TC2 to assist in the CSAH 1 (River Avenue N) Corridor Study.

In 2023, the consultant conducted three in-person events. Two events were at Sartell Community Center – 850-19th St. S in Sartell, and one at the Whitney Senior Center – 1527 Northway Drive in Saint Cloud. The dates of the public events were as follows:

Method of Event	Date Held	Location	Public Participants
In-Person	5/23/2023	Sartell Community Center	32
In-Person	10/10/2023	Whitney Senior Center	25
In-Person	12/11/2023	Sartell Community Center	20

Figure 3.34. A table of event dates, locations, and the number of participants who attended.

All in-person events were advertised to members of the public on the homepage of the APO's website. The corridor study was also in the December issue of the APO's newsletter, The Oxcart.

There were two Facebook and one Instagram-related post about the CSAH 1 Corridor Study public engagement, as shown in Figure 3.35. APO staff used one style of Facebook post, a photo, to engage members of the public.

The APO missed posting the October event on Facebook.

Date	Platform	Post Type	Reach
5/10/2023	Facebook	Photo	43
12/7/2023	Facebook	Photo	28
12/8/2023	Instagram	Photo	32

Figure 3.35. A table of CSAH 1 Corridor Study-related social media posts, including the purpose of the post, post type, and the reach.



Figure 3.36. CSAH 1 Corridor Study Public Engagement Event.

A new recommendation from the 2022 Mid-Year SEP Annual Report was to send a qualitative survey of participants after every public engagement event hosted by a consultant. The APO sent one survey of participants for all three meeting dates from Dec. 14, 2023, to Jan. 19, 2024.

Survey of Participants

The APO sent one survey of participants regarding the CSAH 1 Corridor Study running from December 14, 2023, to January 19, 2024, as shown in Figures 3.37 through 3.40.

Four people participated and learned about the event through various methods, such as email, and a mailer.

Those who attended the event felt handouts would have been helpful and that open meeting, the presenters should use a strategy to keep person focused and respectful of others.

Before the event, all participants either strongly or somewhat agreed that the notice or invitation was clear and welcoming. Around 30% disagreed that consultant staff would take their views seriously.

During the event, all participants felt there was sufficient opportunity to express their views, that it was a safe, fair, and well-managed environment, and that their opinions were heard.

After the event, around 65% of participants felt the event would result in better decisions on the topics and that staff would take their views seriously.

Regarding future engagement opportunities, around 65% of participants would partake in a similar outreach activity again and encourage other residents to participate.

A new recommendation from the 2022 Mid-Year SEP Annual Report was to send a qualitative survey after every public engagement event hosted by a consultant. The APO sent one survey covering the engagement conducted at the May, October, and December meetings.

Before the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
The notice or invitation to participate was clear and welcoming?	1	3	0	0
Information about the event topic helped prepare me to participate more effectively.	0	2	1	0
The purpose of the event was clearly defined.	1	1	0	0
I believed that any views offered would be taken seriously by consultant staff.	1	1	1	0

Figure 3.37. A list of responses about people's experiences providing public input before an event as part of the consultant's public engagement qualitative survey.

During the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
There was sufficient opportunity for me to express my views about what I thought was important.	1	2	0	0
Consultant staff provided a safe, fair, and well-managed environment for participants.	1	2	0	0

During the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Consultant staff heard my opinions on the topic(s) presented.	1	2	0	0

Figure 3.38. A list of responses about people's experiences providing public input during an event as part of the consultant's public engagement qualitative survey.

After the event ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
I believed that the event would result in better decisions on the topic(s) discussed.	0	2	0	1
I believe that any views offered would be taken seriously by consultant staff.	0	2	0	1

Figure 3.39. A list of responses about people's experiences providing public input after an event as part of the consultant's public engagement qualitative survey.

Regarding future engagement opportunities ...	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Given the chance, I would participate in an APO sponsored outreach activity again.	1	1	0	1
I would encourage other residents to participate in similar APO sponsored events on this or other appropriate topics.	0	2	0	1

Figure 3.40. A list of responses from the public engagement qualitative survey inquiring about their willingness to participate in future APO-sponsored outreach events.

Survey of Participants - Demographic Survey

There was one demographic survey for the CSAH 1 Corridor Study with four participants. The survey ran from December 14, 2023, to January 19, 2024.

Based on Figure 3.41, the average participant was:

- Male (75% of total respondents).
- Living in Saint Cloud (50% of total respondents).
- White (50% of total respondents).
- Living in a two-person household (75% of total respondents).
- Earning a household income between \$75,000 to \$99,999 (100% of total respondents).
- Between the ages of 55 to 84 (100% of total respondents).
- Not a person with physical disability (75% of total respondents).
- Born in the United States (100% of total respondents).
- Using English as the primary language spoken at home (100% of total respondents).

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Gender			
Male	3	75.0%	50.25
Female	1	25.0%	49.8%
Other	0	0.0%	NA
City of Residence			
Rockville	0	0.0%	1.6%
Saint Augusta	0	0.0%	2.5%
Saint Cloud	2	50.0%	49.4%
Saint Joseph	0	0.0%	5.1%
Saint Stephen	0	0.0%	0.6%
Sartell	1	25.0%	13.9%
Sauk Rapids	0	0.0%	9.9%
Waite Park	0	0.0%	5.9%
Other	1	25.0%	11.1%
Ethnicity			
White or Caucasian	2	50.0%	77.7%
Black or African American	0	0.0%	11.7%
Hispanic or Latino	0	0.0%	3.6%
Asian or Asian American	0	0.0%	2.7%
American Indian or Alaska Native	0	0.0%	0.2%
Native Hawaiian or Other Pacific Islander	0	0.0%	0.0%
Some Other Race	1	25.0%	0.2%
Two or More Races	1	25.0%	3.9%
Number in Household			
1 Person	0	0.0%	30.0%
2 People	3	75.0%	33.9%
3 People	1	25.0%	14.9%
4 or More People	0	0.0%	21.2%
Household Income			
Less than \$5,000	0	0.0%	2.3%
\$5,000 to \$9,999	0	0.0%	1.6%
\$10,000 to \$14,999	0	0.0%	3.9%
\$15,000 to \$19,999	0	0.0%	4.0%
\$20,000 to \$24,999	0	0.0%	4.1%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
\$25,000 to \$34,999	0	0.0%	7.8%
\$35,000 to \$49,999	0	0.0%	12.8%
\$50,000 to \$74,999	0	0.0%	18.8%
\$75,000 to \$99,999	3	100.0%	14.8%
\$100,000 to \$149,999	0	0.0%	16.2%
\$150,000 or more	0	0.0%	13.6%
Age			
Under 20	0	0.0%	27.0%
20 to 24	0	0.0%	11.7%
25 to 29	0	0.0%	6.9%
30 to 34	0	0.0%	6.6%
35 to 39	0	0.0%	6.2%
40 to 44	0	0.0%	6.1%
45 to 49	0	0.0%	5.1%
50 to 54	0	0.0%	5.2%
55 to 59	1	25.0%	5.5%
60 to 64	0	0.0%	5.4%
65 to 69	1	25.0%	4.3%
70 to 74	1	25.0%	3.8%
75 to 79	0	0.0%	2.8%
80 to 84	1	25.0%	1.4%
85 and over	0	0.0%	1.8%
Physical Disability			
Yes	1	25.0%	11.9%
No	3	75.0%	88.1%
Where Were You Born			
In the U.S.	3	100.0%	90.8%
Outside the U.S.	0	0.0%	9.2%
Primary Language Spoken at Home			
English	3	100.0%	87.4%
Something Other than English	0	0.0%	12.6%

Figure 3.41. Results from the APO's demographic questionnaire compared to the population estimates of various demographics within the Saint Cloud MPA. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted.

Community Liaison

The APO allocated \$5,000 to hire two different community organizations as part of this pilot program. Independent Lifestyles, Inc.: A Center for Independent Living (ILICIL) and the Center for Africa Immigrants and Refugees Organization (CAIRO) were chosen. This pilot project aimed to hire persons from traditionally underserved/transportation-disadvantaged populations to conduct public outreach in their communities. It was the belief that people would be more likely to participate in the planning process if they heard about it from someone they knew and trusted.

The Community Liaison program was used for the APO’s MTP visioning public outreach.

Under this contract, APO staff educated these liaisons on the APO’s visioning survey and asked them to assist their clientele in completing the surveys. APO staff provided ILICIL and CAIRO staffers with copies of the APO’s visioning themes survey. ILICIL was contracted to provide 70 completed surveys for \$3,150. CAIRO was contracted to provide 20 surveys for \$2,000; however, CAIRO staff was able to complete 26 surveys.

The APO’s 2022 mid-year annual report recommended hiring a community liaison for hard-to-reach populations. This recommendation was complete.

Demographic Survey

There was one demographic survey for the Looking Ahead 2050 Proposed Visioning Themes conducted by the consultants ending in calendar year 2023 with a total of 78 participants. The survey ran from Dec. 7, 2022, to Jan. 31, 2023.

Based on Figure 3.42, the average participant was:

- Female (56% of total respondents).
- Living in Saint Cloud (50% of total respondents).
- White (60% of total respondents).
- Living in a one person or two-person household (54% of total respondents).
- Earning a household income between \$25,000 and \$99,999 (53% of total respondents).
- Between the ages of 35 to 49 (40% of total respondents).
- A person without a physical disability (60% of total respondents).
- Born in the United States (70% of total respondents).
- Using English as the primary language spoken at home (76% of total respondents).

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Gender			
Male	33	42.9%	50.2%
Female	43	55.8%	49.8%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
Other	1	1.3%	NA
City of Residence			
Rockville	1	1.3%	1.6%
Saint Augusta	0	0.0%	2.5%
Saint Cloud	39	50.0%	49.4%
Saint Joseph	6	7.7%	5.1%
Saint Stephen	0	0.0%	0.6%
Sartell	8	10.3%	13.9%
Sauk Rapids	9	11.5%	9.9%
Waite Park	11	14.1%	5.9%
Other	4	5.1%	11.1%
Ethnicity			
White or Caucasian	45	57.7%	77.7%
Black or African American	29	37.2%	11.7%
Hispanic or Latino	2	2.6%	3.6%
Asian or Asian American	1	1.3%	2.7%
American Indian or Alaska Native	0	0.0%	0.2%
Native Hawaiian or Other Pacific Islander	0	0.0%	0.0%
Some Other Race	0	0.0%	0.2%
Two or More Races	1	1.3%	3.9%
Number in Household			
1 Person	21	27.6%	30.0%
2 People	20	26.3%	33.9%
3 People	9	11.8%	14.9%
4 or More People	26	34.2%	21.2%
Household Income			
Less than \$5,000	6	10.0%	2.3%
\$5,000 to \$9,999	1	1.7%	1.6%
\$10,000 to \$14,999	7	11.7%	3.9%
\$15,000 to \$19,999	7	11.7%	4.0%
\$20,000 to \$24,999	6	10.0%	4.1%
\$25,000 to \$34,999	8	13.3%	7.8%
\$35,000 to \$49,999	8	13.3%	12.8%

Category	Total Survey Participant Responses	% of Total Survey Participant Responses	% of MPA Population Estimates
\$50,000 to \$74,999	8	13.3%	18.8%
\$75,000 to \$99,999	8	13.3%	14.8%
\$100,000 to \$149,999	1	1.7%	16.2%
\$150,000 or more	0	0.0%	13.6%
Age			
Under 20	0	0.0%	27.0%
20 to 24	1	1.4%	11.7%
25 to 29	7	9.5%	6.9%
30 to 34	3	4.1%	6.6%
35 to 39	9	12.2%	6.2%
40 to 44	10	13.5%	6.1%
45 to 49	11	14.9%	5.1%
50 to 54	7	9.5%	5.2%
55 to 59	10	13.5%	5.5%
60 to 64	6	8.1%	5.4%
65 to 69	3	4.1%	4.3%
70 to 74	4	5.4%	3.8%
75 to 79	2	2.7%	2.8%
80 to 84	1	1.4%	1.4%
85 and over	0	0.0%	1.8%
Physical Disability			
Yes	30	40.0%	11.9%
No	45	60.0%	88.1%
Where Were You Born			
In the U.S.	54	70.1%	90.8%
Outside the U.S.	23	29.9%	9.2%
Primary Language Spoken at Home			
English	59	75.6%	87.4%
Something Other than English	19	24.4%	12.6%

Figure 3.42. Results from the APO's demographic questionnaire compared to the population estimates of various demographics within the Saint Cloud MPA. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless note.

4 - Social Media

In 2023, the APO had the following active social media accounts: Facebook, Instagram, and TikTok. Facebook is the predominant platform staffers use. Along with social media platforms the APO relied on their quarterly newsletter, The Oxcart, to engage members of the public.

Facebook

Throughout 2023, the number of followers on the APO's Facebook page remained relatively the same. As of Jan. 1, 2024, the APO's Facebook page had 467 followers, a 1.7% increase compared to the 459 followers in January 2023.

Time Period	Total Number of Followers	Percent Increase from the Previous Year
2018 - July	220	N/A
2019 - July	237	7.7%
2020 - July	272	23.6%
2021 - July	343	26.1%
2022 - July	428	24.8%
2023 - January	459	7.2%
2024 - January	467	1.7%

Figure 4.1. Number of Facebook followers by year.

The number of Facebook reaches from 2022 to 2023 increased substantially (766%). This increase can be primarily attributed to the post about the Mississippi River Bridge study in January, which was a boosted post. That post alone accounted for over half of this year's reach at 11,550.

Time Period	Reach	Percent Increase from the Previous Year
2022	2,273	NA
2023	19,684	766%

Figure 4.2. The number of yearly Facebook reaches.

Demographics

Based on the demographic breakdown of the APO's Facebook followers compared to the MPA population estimates, there is a notable gender disparity, with a higher representation of females. The majority of our followers are between the ages of 25-44, with a notable underrepresentation of followers in the 18-24 age group.

Category	% of APO Facebook Followers	% of Total Facebook Users	% of MPA Population Estimates
Gender			
Male	41.7%	56.3%	50.2%
Female	58.3%	43.7%	49.8%
Age			
18-24	0.4%	21.5%	11.7%*
25-34	22.4%	29.9%	13.5%
35-44	31.6%	19.4%	12.3%
45-54	21.2%	11.6%	10.3%
55-64	13.8%	7.3%	10.9%
65 and over	10.6%	5.6%	14.1%

Figure 4.3. Population estimates of various demographics within the Saint Cloud MPA compared to Facebook followers. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted. *ACS data groups under 20 into one category. Percent of Facebook user's data courtesy of Hootsuite.

Instagram

Throughout 2023, the number of followers on the APO's Instagram page gradually grew. As of Jan. 1, 2024, the APO's Instagram page had 198 followers, a 7.6% increase compared to the 184 followers in January of 2023.

Time Period	Total Number of Followers	Percent Increase from the Previous Year
2023 - January	184	NA
2024 - January	198	7.6%

Figure 4.3. Number of Instagram followers by year.

The number of Instagram reaches from 2022 to 2023 increased substantially (997.5%).

Time Period	Reach	Percent Increase from the Previous Year
2022	122	NA
2023	1,339	997.5%

Figure 4.3. The number of yearly Instagram reaches.

Demographics

Much like Facebook, the APO's Instagram demographic of followers, compared to the MPA population estimates, shows a notable gender disparity, with a higher representation of females. The majority of our followers are between the ages of 25 and 44, with a notable underrepresentation of followers in the 18 to 24 age group.

Category	% of APO Instagram Followers	% of Total Instagram Users	% of MPA Population Estimates
Gender			
Male	35.7%	50.7%	50.2%
Female	64.3%	49.3%	49.8%
Age			
18-24	3.0%	30.1%	11.7%*
25-34	23.7%	31.5%	13.5%
35-44	33.3%	16.1%	12.3%
45-54	19.4%	8.0%	10.3%
55-64	14.0%	3.6%	10.9%
65 and over	6.6%	2.1%	14.1%

Figure 4.4. Population estimates of various demographics within the Saint Cloud MPA compared to Instagram followers. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted. *ACS data groups under 20 into one category. Percent of Instagram user's data courtesy of Hootsuite.

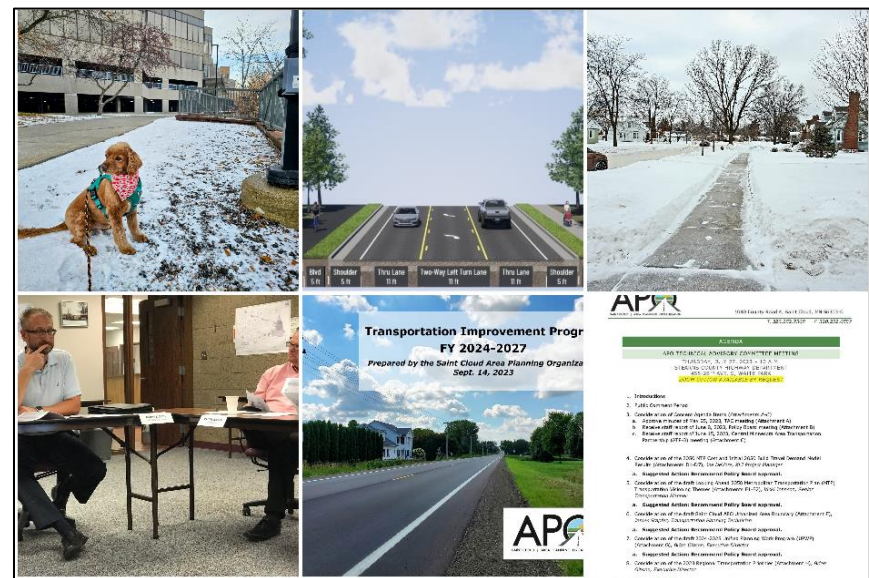


Figure 4.5. Example of APO Instagram posts.

TikTok

APO staff created a TikTok account in October 2022 and posted four videos in 2023. The APO felt this platform was underutilized in 2023 and will make an effort to post at least monthly in 2024. The creation of a TikTok account came out of the 2022 Annual Report, which suggested creating a TikTok to reach a younger audience.

Time Period	Total Number of Followers	Percent Increase from the Previous Year
2023 - January	4	NA
2024 - January	3	-25%

Figure 4.6. Number of TikTok followers by year.

Though the APO did not post frequently on TikTok, the number of reaches from 2022 to 2023 increased by 828%.

Time Period	Reach	Percent Increase from the Previous Year
2023 - January	288	NA
2024 - January	2,673	828.1%

Figure 4.7. The number of yearly TikTok reaches.

Demographics

The APO's TikTok audience is predominantly male and skews younger (18-34) compared to other social media platforms such as Facebook and Instagram.

Category	% of TikTok users who viewed an APO video	% of Total TikTok Users	% of MPA Population Estimates
Gender			
Male	60.6%	50.8%	50.2%
Female	39.4%	49.2%	49.8%
Age			
18-24	33.1%	23.9%	11.7%*
25-34	34.1%	25.2%	13.5%
35-44	18.6%	17.1%	12.3%
45-54	9.2%	6.7%	10.3%
55 and over	5.0%	7.0%	25.0%

Figure 4.8. Population estimates of various demographics within the Saint Cloud MPA compared to TikTok users who viewed an APO video. Population data courtesy of 2018-2022 American Community Survey Five-Year Estimates unless noted. *ACS data groups under 20 into one category. Percent of total TikTok users' data courtesy of Backlinko.

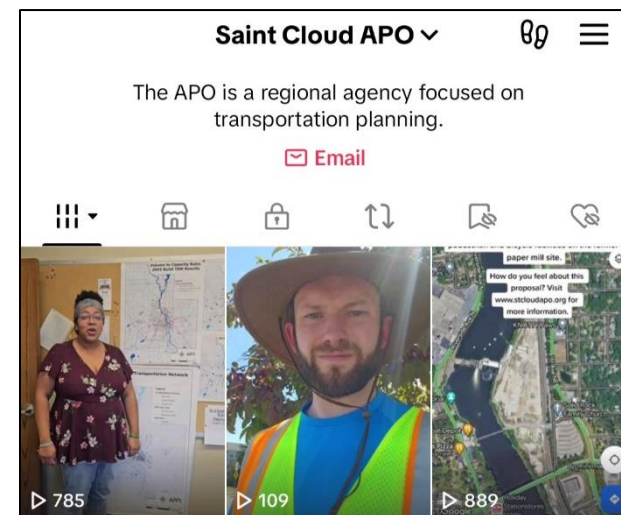


Figure 4.9. Example of the APO's TikTok page.

The Oxcart

The Saint Cloud APO puts out a quarterly newsletter titled The Oxcart. During the calendar year 2023, the newsletter had three editions: January, September, and December. Due to technology issues, we could not obtain metrics (recipients, link clicks, etc.) for the January issue.



Figure 4.10. Logo of The Oxcart.

January Issue

The January issue of The Oxcart had five stories related to APO activities. The stories included the Looking Ahead 2050 proposed vision themes public comment period, the proposed changes to the 2023-2026 TIP, the two planning studies that were conducted in 2022 (Mayhew Lake Road and Opportunity Drive), the community input for the Mississippi Bridge study, and information on the upcoming ATAC meeting.

September Issue

The September issue of Oxcart was sent to 179 recipients. Of those 179 recipients, 44.1% opened the email, and 15.1% clicked on a link within a story. There was a total of 88 clicks on stories with links. The stories with the most link clicks are as follows: Safe Routes to School Grant (28), The Mississippi River Bridge (25), the link to the APO's Facebook (13), Looking Ahead 2050 Plan (12), and a link to the APO's website (10). Two recipients unsubscribed.

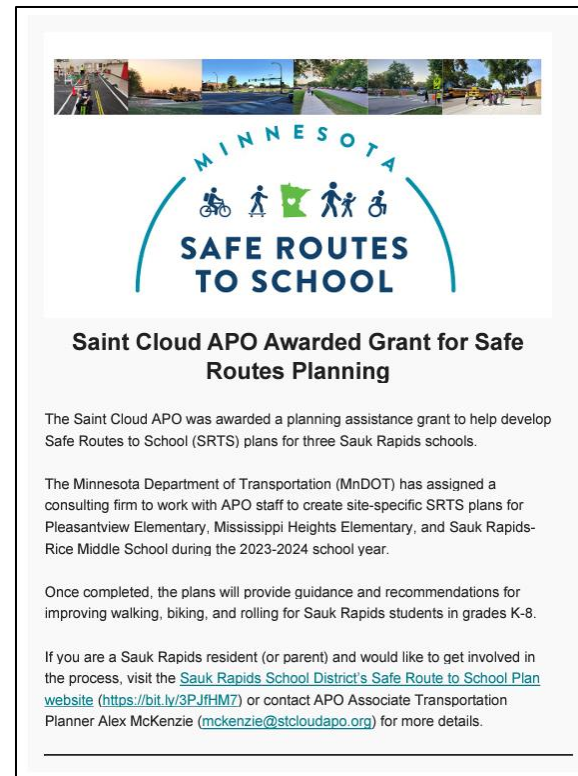


Figure 4.11. Example of the Safe Routes to School story from the September issue of The Oxcart.

December Issue

The December issue of The Oxcart was sent to 184 recipients. Of those 184 recipients, 36.4% opened the email, and 1.1% clicked on a link within a story. There was a total of seven clicks on stories with links. The stories with the most link clicks are as follows: Know Before you Go: Check out 511 (2), a link to the APO's website (2), a link to the APO's Facebook page (2), and a link to the APO's YouTube Channel which no longer exists (1).

5 – Limited English Proficiency (LEP) Monitoring

As part of the APO's SEP, staff have developed a Limited English Proficiency (LEP) plan to identify reasonable steps for providing language assistance to persons with limited English proficiency who wish to access services provided. Defined in Executive Order 13166, persons with limited English language proficiency are those who do not speak English as their primary language and have limited ability to read, speak, write, or understand English.

Per Federal regulations, APO staff will review its LEP Plan on an annual basis. As part of that review, staff will include the following:

- The number of documented persons with limited English language proficiency contacts encountered.
- How the needs of persons with limited English language proficiency have been addressed.
- Determination of the current LEP population in the service area.
- Determination of whether the need for translation services has changed.
- Determination of whether local language assistance programs have been effective and sufficient to meet the need.
- Determination of whether the APO's financial resources are sufficient to fund language assistance resources needed.
- Determination of whether the APO fully complies with the goals of the LEP plan.

- Determination of whether complaints have been received concerning the agency's failure to meet the needs of individuals with limited English language proficiency.
- Maintain a Title VI complaint log which includes LEP to determine issues and basis of complaints.

Below is the APO's 2023 LEP self-evaluation.

Number of documented persons with limited English language proficiency contacts encountered.

In calendar year 2023, the APO had no requests for interpreters and no requests for translated documents. The APO's Board, committees, staff, contractors, and sub-recipients have not knowingly had any contact with persons with limited English language proficiency. There were no encounters from those with limited English language proficiency at any APO meetings, events, or activities.

How the needs of persons with limited English language proficiency have been addressed.

A person who does not speak English as their primary language and who has a limited ability to read, write, speak, or understand English may be identified as a person with limited English language proficiency and may be entitled to language assistance with respect to the APO's programs and services. Language assistance can include interpretation, which means oral or spoken transfer of a message from one language into another language, and/or translation, which means the written transfer of a message from one language into another language.

APO staff may notify and identify a person with limited English language proficiency who needs language assistance by:

- Posting notice in a conspicuous and accessible place in the APO office of the LEP plan and the availability of interpretation or translation services free of charge in languages persons with limited English language proficiency would understand.
- Posting the APO’s LEP plan on the APO website.
- Greeting visitors and participants as they arrive at the APO office or APO-sponsored meetings or events. By informally engaging participants in conversation or by using language identification cards, it is possible to gauge each attendee’s ability to speak and understand English. Although translation may not be available at the time, it will help identify future needs.
- Providing “I Speak” cards to assist in identifying the language interpretation needed if the occasion arises.
- APO staff will be surveyed annually as part of the annual monitoring process.
- Publishing advanced public notice of the event including information on procuring a translator or interpreter.

In regard to meeting the needs of persons with limited English language proficiency, the APO strives to:

1. Take reasonable steps to provide the opportunity for meaningful access to clients who have difficulty communicating in English.
2. Provide the following resources to clients who have difficulty communicating in English:
 - a. Interpretive services for public meetings, if advance notice is provided to the APO and such services are available.
 - b. Translated versions (or provide for interpretation of relevant sections) of all

documents/publications upon request, within a reasonable time frame and if resources permit.

Additionally, the APO includes the following paragraph – which is translated into both Somali and Spanish in accordance with the Safe Harbor Provision – at the bottom of every agenda distributed to the public by the APO; on the APO’s website under the [Get Involved](https://stcloudapo.org/get-involved/) (<https://stcloudapo.org/get-involved/>) dropdown; displayed at the APO office near the desk of the administrative assistant and within the APO’s conference room; and displayed near the sign-in form at all in-person meetings and in-person engagement events:

The Saint Cloud Area Planning Organization (APO) fully complies with the Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act of 1990, Executive Order 12898, Executive Order 13116 and related statutes and regulations. The APO is accessible to all persons of all abilities. A person who requires a modification or accommodation, auxiliary aids, translation services, interpreter services, etc., in order to participate in a public meeting, including receiving this agenda and/or attachments in an alternative format, or language please contact the APO at 320-252-7568 or at admin@stcloudapo.org at least seven (7) days in advance of the meeting.

Somali Translation:

Ururka Qorsheynta Deegaanka ee Cloud Cloud (APO) wuxuu si buuxda u waafaqsanahay Cinwaanka VI ee Xuquuqda Xuquuqda Rayidka ee 1964, Cinwaanka II ee Sharciga Naafada Mareykanka ee 1990, Amarka Fulinta 12898, Amarka Fulinta 13116 iyo qawaaniinta

iyo qawaaniinta la xiriira. APO waa u furan tahay dhammaan dadka awooda oo dhan. Qofka u baahan dib-u-habeyn ama dejin, caawimaad gargaar ah, adeegyo turjumaad, adeegyo turjubaan, iwm, si uu uga qeyb galo kulan dadweyne, oo ay ku jiraan helitaanka ajendahaan iyo / ama ku lifaaqan qaab kale, ama luqadda fadlan la xiriir APO. 320-252-7568 ama at admin@stcloudapo.org ugu yaraan toddobo (7) maalmood kahor kulanka.

Spanish Translation:

La Organización de Planificación del Área de Saint Cloud (APO en inglés) cumple plenamente con el Título VI de la Ley de Derechos Civiles de 1964, con el Título II de la Ley sobre los Estadounidenses con Discapacidad de 1990), de la Orden Ejecutiva 12898, de la Orden Ejecutiva 13116 y los estatutos y reglamentos relacionados. La APO es accesible para todas las personas de todas las capacidades. Una persona que requiere una modificación o acomodación, ayudas auxiliares, servicios de traducción, servicios de interpretación, etc., para poder participar en una reunión pública, incluyendo recibir esta agenda y/o archivos adjuntos en un formato o idioma alternativo, por favor, contacta a la APO al número de teléfono 320-252-7568 o al admin@stcloudapo.org al menos siete (7) días antes de la reunión.

During this time frame, APO staff did not provide any surveys in multiple languages. However the APO’s community liaison CAIRO did interpret the MTP survey to their clients.

LEP Population in the MPA

The most current data set available to APO staff that provided the most complete breakdown of languages by individual jurisdiction within the MPA was the 2018-2022 ACS Five Year Estimates.

According to the estimates, approximately 87.4% of the Saint Cloud MPA population over the age of 5 speaks only English. About 12.6% of the people within the MPA over age 5 speak a language other than English at home. Of this, 4.5% speak English less than “very well.” This is on par with the state (4.5%) and below the national (8.2%) threshold for people who speak English less than “very well.”

Geographic Area	Population Estimates (Population 5 Years and Over)	Population (5+) Who Speak English Less Than “Very Well”	Percent of Total Population
United States	312,092,668	25,704,846	8.2%
Minnesota	5,354,746	240,339	4.5%
Saint Cloud MPA	130,891	5,944	4.5%

Figure 5.1: A geographic breakdown of the 2018-2022 population estimates of people over age 5 who speak English less than “very well.” Data courtesy of the 2018-2022 American Community Survey Five-Year Estimates.

Among persons speaking English “less than very well” within the MPA, the most common languages, according to the ACS data, are other and unspecified languages (3,578

people or 2.7%); Spanish (875 people or 0.7%); and Vietnamese (473 people or 0.4%).

In consultation with the Saint Cloud area’s urban transit provider, Saint Cloud Metro Bus, and St. Cloud ISD 742 data it was determined that other and unspecified languages is most likely Somali. Data from District 742 reveal the most common languages excluding English are Somali (26.5%), Spanish (5.5%), and Vietnamese (0.8%).

U.S. DOT has adopted the Safe Harbor Provision, which outlines circumstances that can provide a “safe harbor” for recipients regarding the translation of vital written materials for LEP populations. A vital document includes paper or electronic, written material that contains information that is critical for accessing a component’s programs, services, benefits, or activities; directly and substantially related to public safety; or required by law. The Safe Harbor Provision applies to eligible LEP language groups that constitute 5% or 1,000 persons, whichever is less of the total population of persons eligible to be served or likely to be affected or encountered.

Determination of whether the need for translation services has changed.

The need for interpretation and translation services and the APO's commitment to respond to those needs have remained consistent.

Determination of whether local language assistance programs have been effective and sufficient to meet the need.

APO staff can respond to requests for language assistance utilizing a list of interpreter and translation services that can be made available. As stated earlier, the APO has had no documented encounters with LEP individuals. However, staff

feel they are prepared to accommodate individuals with limited English proficiency appropriately.

Determination of whether the APO's financial resources are sufficient to fund language assistance resources needed.

Given its limited financial resources, the APO is likely unable to provide full multi-language translations of large planning documents or agenda packets. Given the limited LEP population, it is unlikely this would be warranted. However, the APO will consider any such requests and its ability to satisfy them on a case-by-case basis as they arise.

Determination of whether the APO fully complies with the goals of the LEP plan.

While citizens' involvement in APO planning activities is voluntary and not considered a vital, immediate, or emergency direct service, the APO is committed to ensuring all persons interested in APO activities have equal and equitable access to do so.

The APO’s goals for public involvement include early accessible, and continuous opportunities for public participation; reasonable public access to technical and policy information used in the development of plans and projects; and a reasonable amount of time to review materials and comment prior to adoption of any plan or amendment.

In pursuit of these goals, the APO is committed to ensuring materials are accessible to those whose who speak English “less than very well.” As identified in the SEP, the APO provides notice to the public of how translation and/or interpretive services can be provided to review APO documents (including agendas) and participate in APO planning activities.

Sufficient Staff Training

The APO recognizes the significance of staff with appropriate training and resources available to assist LEP individuals. The following training will be provided to all staff on an annual basis and upon new hire employee orientation:

- Information on the Title VI Policy and LEP responsibilities.
- Description of language assistance services available and offered to the public.
- Use of the “I Speak” cards.
- Documentation of language assistance requests.
- How to handle a potential Title VI/LEP complaint.

APO staff attended training sessions for each of the following: Title VI on June 5, 2023; LEP on July 10, 2023; and a Title II training on June 5, 2023. The next training sessions will be held in early 2024.

To provide added assurances of staff training, the APO has prepared an LEP training and certificate of completion log to ensure staff compliance as it pertains to annual LEP training. This can be found in Appendix C.

Title VI/LEP Complaints

The APO assures that no person shall, on the grounds of race, color, or national origin as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987 (PL 100.259), be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination under an agency-sponsored program or activity.

In the event an individual (or his/her/their representative) believes that he/she/they have been subject to discrimination prohibited by Title VI and other

nondiscrimination provisions they have the right to file a complaint. This includes LEP individuals.

In addition to responding to the complaint, the APO Title VI Coordinator, Brian Gibson, must maintain a log of all Title VI complaints filed against the APO.

As of December 2023, the APO has had no formal Title VI complaints filed against the organization.



*Figure 5.2. Person boarding a Saint Cloud Metro Dial-a-Ride Bus.
Photo courtesy of Metro Bus.

6 - Recommendations

Response to Past Recommendations

During the development of the past SEP Annual Reports, APO staff have made numerous recommendations for improving public engagement. It is crucial to ensure we evaluate recommendations from the prior year's SEP and continue working on recommendations from all SEPs. We aim to continue building off past recommendations and adjust our strategies and focuses. A complete list of past recommendations can be found in Appendix D.

Recommendations for Public Engagement

In addition to the self-evaluations in Appendix D, APO staff recommends focusing on the following strategies in the coming year. Some of these strategies have been recommendations from past annual reports that the APO is still working on. These recommendations are listed in no particular order.

Community Liaison for Hard-To-Reach Populations

APO staff annually evaluates its public input campaigns of the previous years to determine their effectiveness. Past demographic questionnaire results have indicated low to no response rates to APO outreach efforts among traditionally underserved populations. In response, APO staff met with community organizations that serve these under-represented populations to identify strategies or tools that could be used to ensure that they are aware of the opportunity to impact the decision-making process. One identified strategy was to hire people from within the various communities to convey the message to their friends

and neighbors. Outsiders and people from government organizations can often be distrusted. The community liaison initiative will serve as a pilot project to implement the suggestions received from community organizations. As public input opportunities become available, the APO will seek members of traditionally underserved populations, train them on the available product for public review and comment, and then ask them to work within their communities to spread the word. These individuals will be contractors to the APO and keep a timesheet that includes descriptions of their actions in support of this effort. Afterward, APO staff will again evaluate participation from under-represented populations to determine if the pilot project was successful or not.

- **Results: Achieved.** The APO did hire two community liaisons in 2023. The 2024-2025 UPWP allocates \$8,000 to continue the community liaison program.

Reach a Younger Audience on TikTok

Social media apps such as Facebook, Instagram, and YouTube have existed for many years. Other apps, such as TikTok, are relevantly new to the lineup but have a growing audience. APO's demographic surveys reveal that the average age of survey takers skews on the older side. Creating a TikTok can help the APO reach a younger audience.

- **Results: Ongoing progress.** APO staff created a TikTok account in Oct. 2022. Four TikToks were posted to the APO's account in 2023. Our reach on TikTok does show about one-third of those who viewed an APO video were 18-24 years of age, and another third were 25-34 APO staff will work to

continue creating content on TikTok and grow our following.

Explore Innovative Engagement Tools

Cited in the 2021 SEP Annual Report, APO staff will further explore a variety of public engagement tools and determine if they are practical to implement, including weighing the costs of using these methods.

- **Results: Ongoing.** APO staff have consistently explored innovative engagement tools, including Jamboard and Nextdoor.

Send Qualitative Survey to Consultant Participants

The APO contracts with consultants to help with a variety of tasks. Some tasks include hosting engagement events or creating surveys for the public. After every APO-hosted event and/or survey, we send a qualitative survey to participants who gave us their email. When the public attends an engagement event or takes a survey hosted by a consultant that reflects upon the APO, we should know how they felt about the experience.

- **Results: Adequate.** The APO did not send a survey for the two Mississippi River Bridge Study meetings in September.

Review TIP Public Engagement Process

The TIP is a multi-year program of transportation investments in the Saint Cloud MPA. Currently, the majority of public outreach events conducted by the APO revolve around TIP development and amendments. The APO should further review how we publish and conduct TIP notices, events and research how other MPOs do TIP public engagement.

- **Results: Did not complete.** Review the TIP Public Engagement Process and improve engagement in 2024.

Though the APO did not accomplish every recommendation during this report, the APO should always strive to improve its public engagement process through a wide variety of strategies.



Figure 6.1 Example of a news article posed about the APO from KNSI.

New Recommendations for Public Engagement

Consistency in Posting Public Meetings on Facebook, Instagram, and the APO’s Website

Expanding on the goal in the 2022 Annual Report of consistency in posting public meetings on Facebook, the APO wants to expand this goal to include Instagram. Informing the public of opportunities to voice their opinions at APO-related activities increases the visibility and understanding of transportation issues for the public, APO staff, and decision-makers. To increase public awareness of the Policy Board, TAC, ATAC, and consultant lead public meetings, every meeting date should be advertised via Facebook, Instagram, and the APO’s website.

- **Recommendation:** APO staff will advertise all public meetings on Facebook, Instagram, and the APO’s website.

Post Original Content on All Social Media Accounts

This recommendation is very similar to previous recommendations including from 2020 (be more consistent in the use of all social media accounts) and 2022 (explore more effective usage of available social media). Facebook is the predominant social media platform the APO staff uses, though the APO does have a presence on other platforms, including Instagram and TikTok. Instagram had several posts over the last year, but TikTok had only four. Posting consistency will help grow our following on each social media platform as well as keep the public informed on APO-related activities.

- **Recommendation.** The APO should post original weekly content on Facebook and Instagram and at least monthly to TikTok.

Establish Social Media Roles Within the APO

Based on the review of 2023, there were inconsistent postings for public meetings. In 2024 and going forward, internally, the APO should assign a person(s) to post on Facebook, Instagram, and the APO’s website for meetings such as TAC, Policy Board, ATAC, and consultant-led public events.

- **Recommendation:** Establish social media roles within the agency.

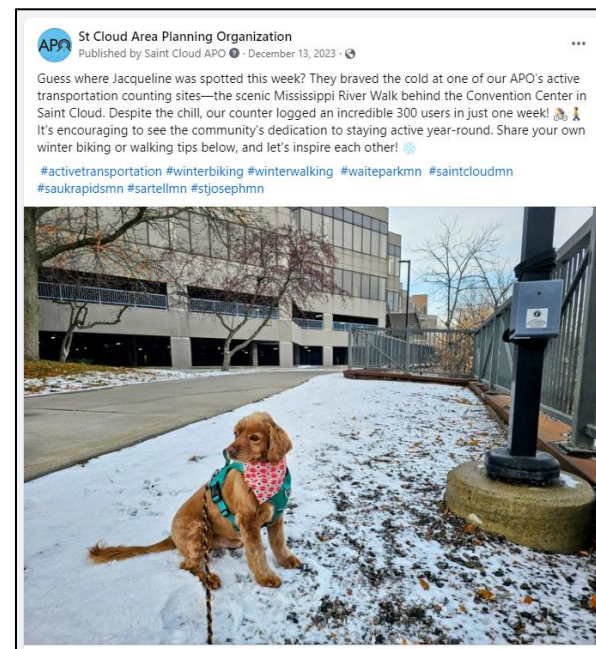


Figure 4.2. Example of a post on the APO’s Facebook page.

Appendix A

Public Engagement Calendar of Events

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Public Engagement Calendar of Events

Month	Date	Location	Method of Event	Purpose of Event	Number of Public Participants
January	1/9/2023	Metro Bus Downtown Transit Center	In-Person	MTP Public Engagement	10
January	1/10/2023	Online -- Facebook Live	Online -- Facebook Live	MTP Public Engagement	NA
January	1/11/2023	Roosevelt Boys and Girls Club	In-Person	MTP Public Engagement	10
January	1/12/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
January	1/13/2023	Great River Regional Library	In-Person	TIP Open House	1
January	1/17/2023	Online -- Facebook Live	Online -- Facebook Live	TIP Open House	NA
January	1/17/2023	Southside Boys and Girls Club	In-Person	MTP Public Engagement	10
January	1/19/2023	Eastside Boys and Girls Club	In-Person	MTP Public Engagement	13
January	1/24/2023	Online -- Zoom	Online -- Zoom	ATAC Meeting	1
January	1/25/2023	CrestView Shoppes, 3031 Roosevelt Road, Saint Cloud	In-Person	Mississippi River Bridge Community Meeting	53
January	1/26/2023	WJON Radio	WJON Radio	MTP Public Engagement	NA
January	1/30/2023	Haven Town Hall 4230 45th Ave SE Saint Cloud, MN	In-Person	Mississippi River Bridge Community Meeting	80
February	2/2/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
February	2/9/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
February	2/23/2023	Online -- Zoom	Online -- Zoom	TAC Meeting	0
February	2/28/2023	Online -- Facebook Live	Online -- Facebook Live	TIP Open House	NA
March	3/1/2023	Great River Regional Library	In-Person	TIP Open House	0
March	3/9/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
March	3/24/2023	Online -- Facebook Live	Online -- Facebook Live	TIP Open House	NA
March	3/29/2023	Great River Regional Library	In-Person	TIP Open House	0
March	3/30/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
April	4/6/2023	City of Saint Cloud City Hall	In-Person	Transportation Summit	18
April	4/13/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
April	4/27/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
May	5/11/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
May	5/23/2023	Sartell Community Center 850 19th Street South Sartell, MN	In-Person	CSAH 1 (River Avenue North) Corridor Study Public Input Meeting	32
May	5/25/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
June	6/8/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
July	7/25/2023	Online -- Facebook Live	Online -- Facebook Live	TIP Open House	NA
July	7/26/2023	Great River Regional Library	In-Person	TIP Open House	1
July	7/27/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
August	8/10/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
August	8/31/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0

Public Engagement Calendar of Events

Month	Date	Location	Method of Event	Purpose of Event	Number of Public Participants
September	9/19/2023	Haven Town Hall 4230 45th Ave SE Saint Cloud, MN	In-Person	Mississippi River Bridge Community Meeting	NA
September	9/20/2023	St. Cloud City Hall 1201 7th Street South Saint Cloud, MN	In-Person	Mississippi River Bridge Community Meeting	NA
September	9/21/2023	Great River Regional Library	In-Person	Policy Board Meeting	1
September	9/28/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
October	10/10/2023	Whitney Senior Center 1527 Northway Drive Saint Cloud, MN	In-Person	CSAH 1 (River Avenue North) Corridor Study Public Input Meeting	25
October	10/12/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
October	10/26/2023	Stearns County Highway Department	Hybrid	TAC Meeting	0
November	11/9/2023	Great River Regional Library	In-Person	Policy Board Meeting	0
December	12/1/2023	Sartell Community Center 850 19th Street South Sartell, MN	In-Person	CSAH 1 (River Avenue North) Corridor Study Public Input Meeting	20

Appendix B

Social Media Public Engagement

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Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
January	01/05/2023	Facebook	MTP	Post Type: Photo (Event) In 2021 we asked you to share your transportation stories with us – the things that worked well and the things that needed to be improved upon. Through our combined engagement efforts, we received nearly 2,000 comments from central Minnesotans. APO staff were able to boil those comments down into six main “visioning” themes – the blueprint of where the Saint Cloud metropolitan area should be headed over the next 25 years. Between now and Tuesday, Jan. 31, we want to know – Did we hear you correctly? Should these themes remain a priority for the region? More information on the visioning themes: www.lookingahead2050.org MTP Survey: https://www.surveymonkey.com/r/V2CQ8FW	NA	37	NA
January	01/05/2023	Facebook	MTP	Post Type: Photo (Survey): Boosted In 2021 we asked you to share your transportation stories with us – the things that worked well and the things that needed to be improved upon. Through our combined engagement efforts, we received nearly 2,000 comments from central Minnesotans. APO staff were able to boil those comments down into six main “visioning” themes – the blueprint of where the Saint Cloud metropolitan area should be headed over the next 25 years. Between now and Tuesday, Jan. 31, we want to know – Did we hear you correctly? Should these themes remain a priority for the region? To take our survey and for more information on each of these themes, check out www.lookingahead2050.org	313	9,349	32,295
January	01/05/2023	Instagram	MTP	Post Type: Photo In 2021 we asked you to share your transportation stories with us – the things that worked well and the things that needed to be improved upon. Through our combined engagement efforts, we received nearly 2,000 comments from central Minnesotans. APO staff were able to boil those comments down into six main “visioning” themes – the blueprint of where the Saint Cloud metropolitan area should be headed over the next 25 years. Between now and Tuesday, Jan. 31, we want to know – Did we hear you correctly? Should these themes remain a priority for the region? To take our survey and for more information on each of these themes, check out www.lookingahead2050.org	0	30	35
January	01/10/2023	Facebook	MTP	Post Type: Facebook Live Video Join Senior Transportation Planner Vicki Johnson as she provides updates on the development of the APO's next long-range plan Looking Ahead 2050.	NA	77	NA
January	01/13/2023	Facebook	TIP	Post Type: Photo Senior Transportation Planner Vicki Johnson is ready to talk transportation! She will be at the St. Cloud library until 2:15 today (Jan. 13) getting feedback on proposed changes to Federally funded projects in the APO's Transportation Improvement Program. Can't make it? No problem! Check out www.stcloudapo.org for more information on the TIP and how you can get your voice heard!	19	158	184
January	01/17/2023	Facebook	TIP	Post Type: Facebook Live Video Senior Transportation Planner Vicki Johnson is here to discuss proposed changes to the APO's FY 2023-2026 Transportation Improvement Program.	NA	93	NA
January	01/17/2023	Facebook	Mississippi River Bridge Study	Post Type: Photo: Boosted We are seeking your feedback on the potential for a new Mississippi River bridge at 33rd Street South. Two community meetings are scheduled for: Wednesday, January 25, 2023, 2-5 pm at the CrestView Shoppes - 3031 Roosevelt Road Monday, January 30, 2023, 2-5 pm at Haven Town Hall, 4230 45th Ave. You can also review the information by clicking on this link: https://storymaps.arcgis.com/.../1259055ef6c24d0baf0def45... There is a survey at the end that you can use to provide your feedback.	3,488	11,550	16,671
January	01/18/2023	Facebook	ATAC Meeting	Post Type: Photo (Event) Contact Alex McKenzie (mckenzie@stcloudapo.org) to participate via Zoom. Agenda Packet found here: http://stcloudapo.org/.../01/January-2023-ATAC-Packet.pdf	NA	34	NA

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
January	01/31/2023	Facebook	Policy Board Meeting	Post Type: Photo (Event) The APO Policy Board will be meeting February 9, 2023 at the Great River Regional Library in the Bremer Community Room. Visit our website for more information. https://stcloudapo.org/boards-committees/policy-board/	NA	35	NA
February	02/14/2023	Facebook	TAC Meeting	Post Type: Photo (Event) Due to the impending winter weather, the APO's Technical Advisory Committee will be meeting online via Zoom for its regularly scheduled meeting on Thursday, Feb. 23 starting at 10 a.m. Members of the public are welcome to email ikeogu@stcloudapo.org at least 24 hours in advance for access to the Zoom link. Visit our website for more information: https://stcloudapo.org/.../technical-advisory-committee.../	NA	39	NA
February	02/15/2023	Facebook	TIP	Post Type: Photo (Survey) The Saint Cloud Area Planning Organization (APO) has received several requests to amend its Transportation Improvement Program (TIP). The APO is beginning its initial 30-day public comment period on these changes starting on Wednesday, Feb. 15, and running through Friday, March 17, 2023. During this time period, we are asking the public to weigh in and provide their input on these proposed changes. Take our online survey: https://www.surveymonkey.com/r/B7GRVLH . Attend our in-person open house from 11 a.m. to 1 p.m. on Wednesday, March 1 at the St. Cloud library. Participate in our virtual open via Facebook Live starting at 3:30 p.m. on Tuesday, Feb. 28.	1	39	52
February	02/15/2023	Instagram	TIP	Post Type: Photo The Saint Cloud Area Planning Organization (APO) has received several requests to amend its Transportation Improvement Program (TIP). The APO is beginning its initial 30-day public comment period on these changes starting on Wednesday, Feb. 15, and running through Friday, March 17, 2023. During this time period, we are asking the public to weigh in and provide their input on these proposed changes! 🗳️ Take our online survey: https://www.surveymonkey.com/r/B7GRVLH 🗳️ Attend our in-person open house from 11 a.m. to 1 p.m. on Wednesday, March 1 at the St. Cloud library 🗳️ Participate in our virtual open house on the APO's Facebook page (www.facebook.com/stcloudapo) starting at 3:30 p.m. on Tuesday, Feb. 28.	1	42	44
February	02/21/2023	Facebook	TIP	Post Type: Photo (Event) A virtual public input meeting via Facebook Live to discuss changes to the TIP will be held starting at 3:30 p.m. on Tuesday, Feb. 28. Visit our website for more details. http://stcloudapo.org/changes-to-the-tip-need-your-feedback/	NA	37	NA
February	02/28/2023	Facebook	TIP	Post Type: Facebook Live Video Join Saint Cloud APO Senior Transportation Planner Vicki Johnson as she walks through the latest requests to modify the 2023-2026 Transportation Improvement Program (TIP).	NA	103	NA
March	03/14/2023	Facebook	TIP	Post Type: Photo (Event) The Transportation Improvement Program (TIP) is a multi-year program of transportation improvements for the Saint Cloud Metropolitan Planning Area (MPA). As a document, the TIP reports how the various agencies and jurisdictions within the MPA have prioritized their use of limited Federal highway and transit funding. The City of Sartell has requested a change be made to the current TIP. Visit the Saint Cloud APO website for more details: http://stcloudapo.org/changes-to-the-tip-need-your.../	NA	23	NA
March	03/24/2023	Facebook	TIP	Post Type: Facebook Live Video Join Saint Cloud APO Associate Transportation Planner Alex McKenzie as he walks through the latest requests to modify the 2023-2026 Transportation Improvement Program (TIP).	NA	57	NA
March	03/29/2023	Facebook	TIP	Post Type: Text Associate Transportation Planner Alex McKenzie will be at the Great River Regional Library in Saint Cloud talking about the latest TIP amendment. Come out and say hi! He will be here from 11a.m. until 1p.m.	1	67	78

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
April	04/12/2023	Facebook	Policy Board Meeting	Post Type: Photo The APO Policy Board will be meeting Thursday at 4:30 pm at the Great River Library. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at bit.ly/3MxG6LM	4	58	68
April	04/25/2023	Facebook	TAC Meeting	Post Type: Photo The APO Technical Advisory Committee (TAC) will be meeting Thursday at 10:00 a.m. at the Stearns County Highway Department. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at https://bit.ly/3NcITdr	5	49	60
April	04/25/2023	Instagram	TAC Meeting	Post Type: Photo The APO Technical Advisory Committee (TAC) will be meeting Thursday at 10:00 a.m. at the Stearns County Highway Department. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at https://bit.ly/3NcITdr .	0	36	37
May	05/09/2023	Facebook	Policy Board Meeting	Post Type: Photo The APO Policy Board will be meeting Thursday at 4:30 pm at the Great River Library. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at https://bit.ly/3pmhRGM .	3	51	60
May	05/09/2023	Instagram	Policy Board Meeting	Post Type: Photo The APO Policy Board will be meeting Thursday at 4:30 pm at the Great River Library. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at https://bit.ly/3pmhRGM .	0	32	34
May	05/10/2023	Facebook	CSAH 1 (River Avenue N) Corridor Study	Post Type: Photo The APO, in coordination with Stearns County and the cities of Sartell and Saint Cloud, has undertaken a study of River Avenue North in St. Cloud. A public input meeting has been scheduled for May 23rd from 5:00 until 6:30 pm at the Sartell Community Center (850 19th Street North, Sartell). You can find many more details on the County's project webpage: https://www.stearnscountymn.gov/1662/CSAH-1-Corridor-Study	3	43	56
May	05/17/2023	Facebook	TAC Meeting	Post Type: Photo Join us next Thursday (May 25) for the APO's Technical Advisory Committee (TAC) meeting. This meeting will be held at the Stearns County Highway Department (455-28th Ave. S, Waite Park) starting at 10 a.m. To participate via Zoom, please contact APO Senior Transportation Planner Vicki Johnson for the link! Check out our agenda packet here: http://stcloudapo.org/.../05/05252023-FINAL-TAC-Agenda.pdf	2	39	48
May	05/22/2023	Facebook	Safety Town	Post Type: Photo Last week the APO had the honor of participating in Safety Town with kids from Saint Peter & Paul School, Saint Boniface School, and Richmond Elementary School. What an amazing time! All of us had a blast!	NA	NA	NA
June	06/05/2023	Facebook	Bike Rodeo	Post Type: Photo Are you interested in bike and pedestrian safety? The APO is looking for volunteers at the bike rodeo during this year's Saint Cloud Granite City Days on June 25th from 11 AM-2 PM. Bike rodeos present driving courses designed to simulate actual road situations commonly encountered by bicyclists. Contact Alex McKenzie (mckenzie@stcloudapo.org) for more information.	1	73	84
June	06/25/2023	Facebook	Bike Rodeo	Post Type: Photo Come down to Lake George and test your skills at the bike rodeo! We'll be here from 11am to 2pm.	16	132	141
July	07/21/2023	Facebook	TIP	Post Type: Video The APO is now taking your comments on the draft 2024-2027 Transportation Improvement Program (TIP). More information can be found here: https://stcloudapo.org/draft-2024-2027-tip-open-for.../	1	24	33

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
July	07/21/2023	Facebook	TIP	Post Type: Photo (Event) The APO is now taking your comments on the draft 2024-2027 Transportation Improvement Program (TIP). More information can be found here: https://stcloudapo.org/draft-2024-2027-tip-open-for.../	NA	1	NA
July	07/21/2023	Facebook	TAC Meeting	Post Type: Photo (Event) The APO's TAC will be hosting a regularly scheduled meeting. To view the agenda click here: https://stcloudapo.org/.../technical-advisory-committee.../	5	27	31
July	07/21/2023	Facebook	TIP	Post Type: Video The APO is now taking your comments on the draft 2024-2027 Transportation Improvement Program (TIP). More information can be found here: https://stcloudapo.org/draft-2024-2027-tip-open-for.../	NA	NA	NA
July	07/25/2023	Facebook	TIP	Post Type: Photo Calling all Benton County, MN residents. The APO is currently asking for your thoughts on a Federally-funded project the county is hoping to construct -- a roundabout at the intersection of Mayhew Lake Road and CSAH 29. Let us know what you think by completing this short survey: https://www.surveymonkey.com/r/8GN2YWP Public comment on this and other Federally funded projects within the Saint Cloud metro ends on Aug. 11 as part of the 2024-2027 Transportation Improvement Program (TIP). Find out more at www.stcloudapo.org .	3	41	43
July	07/25/2023	Facebook	TIP	Post Type: Facebook Live Video Join Senior Transportation Planner Vicki Johnson as she walks through the 2024-2027 Transportation Improvement Program (TIP).	NA	19	NA
July	07/25/2023	Instagram	TIP	Post Type: Photo The APO is now taking your comments on the draft 2024-2027 Transportation Improvement Program (TIP). More information can be found here: https://bit.ly/43GovWM	1	30	36
July	07/26/2023	Facebook	TIP	Post Type: Photo Stearns County MN Government has several Federally funded projects occurring in the St. Cloud metro area over the next several years. We want to know what you think. Let us know as part of the APO's 2024-2027 Transportation Improvement Program (TIP) public comment period. To find out more about the proposed Stearns County projects (and other Federal/state funded projects in the region) check out our website: https://stcloudapo.org/draft-2024-2027-tip-open-for.../ Or feel free to take the Stearns County TIP survey: https://www.surveymonkey.com/r/W9DQMZ8 Don't delay. The public comment period ends on Aug. 11!	1	39	45
July	07/26/2023	Instagram	TAC	Post Type: Photo The APO Technical Advisory Committee (TAC) will be meeting Thursday at 10:00 a.m. at the Stearns County Highway Department. The meeting is open to the public. The agenda is pictured below, but you can see the full agenda packet at https://stcloudapo.org/boards-committees/tac/ .	0	23	27
July	07/27/2023	Facebook	TIP	Post Type: Photo Sherburne County MN Government is looking to do some safety projects (intersection lighting and mumble strip installation) in various locations across Haven Township. How do you feel about that? We want to know! These projects and other Federal and/or state-funded projects across the St. Cloud metro are currently being proposed as part of the draft 2024-2027 Transportation Improvement Program (TIP). Find out more about the projects and how you can provide your feedback by checking out our website: www.stcloudapo.org . To take the Sherburne County TIP survey, follow this link: https://www.surveymonkey.com/r/W9WNKHJ Public comment on this closes Aug. 11!	1	34	1
July	07/28/2023	Facebook	TIP	Post Type: Photo City of St. Cloud, MN has pursued Federal funding to construct some electric vehicle charging stations as well as reconstruct 22nd Street S from Oak Grove Road SW to Cooper Avenue. What do you think? We want to know! These projects are included as part of the APO's draft 2024-2027 Transportation Improvement Program (TIP) which is out for public comment now through Aug. 11. Share your thoughts about these particular	2	27	31

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
				projects by taking this survey: https://www.surveymonkey.com/r/8G9RS9W To learn more about the 2024-2027 TIP as well as see the other Federal and/or state-funded projects slated to occur during this time frame, check out our website: www.stcloudapo.org . Remember, get your comments in by Aug. 11!			
July	07/29/2023	Facebook	TIP	Post Type: Survey WACOSA is currently planning on replacing two buses in their fleet between now and 2027 using Federal dollars. What are your thoughts? The APO is currently seeking comments on the draft 2024-2027 Transportation Improvement Program and the projects in it -- including WACOSA's. To weigh in on the WACOSA bus purchases follow this survey link: https://www.surveymonkey.com/r/YLJVB5C To learn more about the draft TIP and to see the other projects that are planning on being funded with Federal and/or state funds, check out our website: www.stcloudapo.org . Public comment ends on Aug. 11!	0	22	28
July	07/31/2023	Facebook	TIP	Post Type: Photo Have you heard? The APO's draft 2024-2027 Transportation Improvement Program (TIP) is now out for public review and comment!!! And we want to hear from YOU! The TIP contains projects that will be occurring in the Saint Cloud metro area between 2024-2027. This includes projects like a roundabout in St. Joseph (Minnesota Street and CSAH 2), sidewalks near Riverview Intermediate School in Sartell, and the reconstruction of Second Avenue S in Sauk Rapids. Find out what federally funded projects are slated to occur in the region by checking out our website: www.stcloudapo.org . And feel free to provide your comments on ALL of the proposed projects by taking our full TIP survey: https://www.surveymonkey.com/r/83DFLHW .	0	48	52
August	08/02/2023	Facebook	TIP	Post Type: Photo Live, work, or visit the City of Sartell ? Have an opinion on transportation? We want to hear from you! The city is proposing to complete several transportation improvements between 2024-2027 using federal funding. These projects are included as part of the APO's draft 2024-2027 Transportation Improvement Program now out for public comment. So if you have thoughts about Sartell projects, feel free to take our survey: https://www.surveymonkey.com/r/W75PDTZ To find out more about the draft 2024-2027 TIP and to view and comment on other proposed federally funded projects (or MnDOT projects) please check out the APO's website: www.stcloudapo.org Public comment on the draft TIP closes on Aug. 11, so get your comments in today!	85	695	763
August	08/02/2023	Facebook	TIP	Post Type: Photo The City of Sauk Rapids is preparing to do a major reconstruction project on Second Avenue S (Phase I is from Benton Drive to 10th Street S in 2024 and Phase II is from 10th Street S to the southern city limits in 2026). Both phases of this reconstruction project are receiving Federal dollars. What are your thoughts? The APO is taking public comments on the draft 2024-2027 Transportation Improvement Program (TIP) which includes both of these Sauk Rapids projects. To provide your comments on these specific projects, please take our survey: https://www.surveymonkey.com/r/83HZVSP To learn about these and other projects receiving Federal funding, check our website www.stcloudapo.org to find out more. Public comment closes on Aug. 11, so don't delay!	1	47	51
August	08/03/2023	Facebook	TIP	Post Type: Photo Like to walk/bike/roll? The City of Waite Park, Minnesota Government is planning on providing more options for you to do so. The city is hoping to construct a shared-use path along 15th N using federal funding. What are your thoughts? We want to know. This project and others receiving Federal funding across the metro are part of the APO's 2024-2027 Transportation Improvement Program (TIP) which is open for public comment through Aug. 11. Provide your comments on this Waite Park project by taking our survey: https://www.surveymonkey.com/r/W7XZZQM Check out our website at www.stcloudapo.org for more information on this and other projects within the draft TIP.	1	36	40
August	08/03/2023	Facebook	TIP	Post Type: Photo Did you know? The APO was a recipient of Congressionally Directed Spending to continue progress on the 33rd Street S Mississippi River crossing? Yes, it's true. The Federal government has awarded \$800,000 to the APO to begin the environmental process for this crossing. We want to know what you think? Let us know: https://www.surveymonkey.com/r/83RH9SS This project is just one of several Federally funded projects included in the	77	190	212

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
				draft 2024-2027 Transportation Improvement Program (TIP). To learn more about the TIP and to check out all the other projects check out www.stcloudapo.org . Public comment on the draft TIP ends on Aug. 11!			
August	08/04/2023	Facebook	TIP	Post Type: Photo It's everyone's favorite time of year: Road construction season! The Minnesota Department of Transportation has several projects coming up in the Saint Cloud metro between 2024 and 2027. Find out more about them as well as let us know your thoughts by participating in the APO's 2024-2027 Transportation Improvement Program (TIP) public input period. Check out our survey on MnDOT specific projects: https://www.surveymonkey.com/r/W728NYD To learn more about the draft TIP be sure to check out our website: www.stcloudapo.org . Public comment on the draft TIP ends on Aug. 11.	5	38	40
August	08/05/2023	Facebook	TIP	Post Type: Photo Metro Bus has a ton of projects receiving Federal funding between 2024 and 2027 ranging from operating assistance to bus purchases. We want to know what you think! Let us know by taking our survey: https://www.surveymonkey.com/r/PR6QMDV These projects are part of the APO's 2024-2027 draft Transportation Improvement Program (TIP) which is out for public comment until Aug. 11. Feel free to check out our website www.stcloudapo.org for more information on the Metro Bus projects as well as learn more about all the other projects slated to receive federal funding assistance. Remember, you have until Aug. 11 to share your opinions with us!	1	40	42
August	08/09/2023	Facebook	TIP	Post Type: Photo Time is running out to provide your comments on the draft 2024-2027 Transportation Improvement Program (TIP)! For more information check out our website www.stcloudapo.org ! Hurry because public comment closes on Friday, Aug. 11!	1	26	29
August	08/09/2023	Instagram	TIP	Post Type: Photo Time is running out to provide your comments on the draft 2024-2027 Transportation Improvement Program (TIP)! For more information check out our website www.stcloudapo.org ! Hurry because public comment closes on Friday, Aug. 11!	2	23	27
August	08/22/2023	Facebook	TAC Meeting	Post Type: Photo (Event) The APO's Technical Advisory Committee (TAC) will have its regularly scheduled August TAC meeting. To learn more and/or view the agenda check out the APO's website: www.stcloudapo.org . A virtual option is also available. Please contact APO Senior Transportation Planner Vicki Johnson at ikeogu@stcloudapo.org for more information.	NA	0	NA
September	09/15/2023	Facebook	Policy Board Meeting	Post Type: Photo The next meeting of the APO Policy Board will be on Sept. 21 at 4:30 pm in the Mississippi Room of the Great River Regional Library. You can download the full agenda packet at: https://stcloudapo.org/.../September_Policy_Board_Full...	2	46	48
October	10/06/2023	Facebook	CSAH 1 (River Avenue N) Corridor Study	Post Type: Photo Stearns County is hosting the second public open house for the County Road 1 (River Avenue North) between County Road 120 and 9th Avenue in St. Cloud. The open house will be Tuesday, October 10 at the Whitney Senior Center from 5-7 pm with a short presentation at 6 pm. https://www.stearnscountymn.gov/1662/CSAH-1-Corridor-Study	2	38	43
October	10/16/2023	Facebook	TAC Meeting	Post Type: Photo Join the Saint Cloud APO's Technical Advisory Committee for its next regularly scheduled meeting at 10 a.m. on Thursday, Oct. 26. Check out the agenda on our website: https://tinyurl.com/4n6mnm9 .	2	49	56
October	10/16/2023	Instagram	TAC	Post Type: Photo Join the Saint Cloud APO's Technical Advisory Committee for its next regularly scheduled meeting at 10 a.m. on Thursday, Oct. 26. Check out the agenda on our website: https://tinyurl.com/4n6mnm9 .	1	36	39

Month	Date	Platform	Purpose of Post	Post (Including post type)	Engagement (30 days after posted)	Reach	Impressions
December	12/7/2023	Facebook	CSAH 1 (River Avenue N) Corridor Study	Post Type: Photo This year, the APO, in association with Transportation Collaborative & Consultants (TC^2), has been conducting a study of Stearns County Road 1 (aka, River Avenue North) between County Road 120 and 9th Avenue North. The public will have one more opportunity to provide their input and feedback on these draft recommendations. A public input meeting will be held on Monday, December 11 at 5:00 pm in the Sartell Community Center (850 19th Street South, Sartell, MN). All members of the public are invited to attend.	2	28	33
December	12/8/2023	Instagram	CSAH 1 (River Avenue N) Corridor Study	Post Type: Photo This year, the APO, in association with Transportation Collaborative & Consultants (TC^2), has been conducting a study of Stearns County Road 1 (aka, River Avenue North) between County Road 120 and 9th Avenue North. The public will have one more opportunity to provide their input and feedback on these draft recommendations. A public input meeting will be held on Monday, December 11 at 5:00 pm in the Sartell Community Center (850 19th Street South, Sartell, MN). All members of the public are invited to attend. #saintcloud #sartellmn #saukrapidsmn #stearnscounty #waiteparkmn	1	32	34
December	12/20/2023	Facebook	TIP	Post Type: Video Public comment is now open on proposed changes to the APO's 2024-2027 Transportation Improvement Program. Check out our website, stcloudapo.org, for more information on how you can leave your feedback. Public comment is open through Jan. 19.	0	19	25
December	12/20/2023	Instagram	TIP	Post Type: Video Public comment is now open on proposed changes to the APO's 2024-2027 Transportation Improvement Program. Check out our website, stcloudapo.org, for more information on how you can leave your feedback. Public comment is open through Jan. 19.	NA	27	NA

Appendix C

Staff Training Certifications


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LEP

2023 Annual Training Certification

The undersigned attended a training session regarding Title VI of the Civil Rights Act and its applicability to the Area Planning Organization.

The training occurred on July 10, 2023 and consisted of watching **Breaking Down the Language Barrier - Translating Limited English Proficiency into Practice** by the US Department of Health & Human Services, the USDA, and the US Department of Justice, and discussing it within the context of the APO's processes.



Brian Gibson



Alex McKenzie



Vicki Johnson



James Stapfer

Title II

2023 Annual Training Certification

The undersigned attended a ninety-minute training session regarding Title II of the Civil Rights Act and its applicability to the Area Planning Organization.

The training occurred on June 5, 2023 and consisted of watching ADA Title II 2016¹, a presentation to the Gaston County DHHS.



Brian Gibson



Alex McKenzie



Wicki Johnson



James Stapfer

¹ <https://youtu.be/ayQNmAqAI0s>

Title VI

2023 Annual Training Certification

The undersigned attended a 45-minute training session regarding Title VI of the Civil Rights Act and its applicability to the Area Planning Organization.

The training occurred on June 5, 2023 and consisted of watching **2020 Title VI Training**¹ by the Tennessee Coalition to end Domestic & Sexual Violence and discussing it within the context of the APO's processes.



Brian Gibson



Alex McKenzie



Vicki Johnson



James Stapfer

¹ https://youtu.be/_etLdKrCPYU

Appendix D

Past Recommendations

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Report Year	Category	Issue/Problem	Suggestion	Year End Assessment	Recommendation
2019	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.	Consistently utilize its social media platform to advertise meetings. This will include creating Facebook events.	Poor - The APO irregularly posted APO-sponsored public meetings on Facebook.	Continue advertising meetings on social media.
			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.	Good - The APO should always be mindful when sharing information to the public.	Continue utilizing simpler, less jargon-filled language to the public.
2019	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.	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.	Poor - Did not do.	Due to limited staff time and low effectiveness, this suggestion is not recommended unless a specific and wide spread targeted public input campaign is underway.
			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).	Good - The APO should always be mindful when sharing information to the public.	Continue utilizing simpler, less jargon-filled language to the public.

Report Year	Category	Issue/Problem	Suggestion	Year End Assessment	Recommendation
2019	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.	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.	Excellent - The APO solicits emails at every public engagement event and creates specific lists based on topics the participant is interested in.	Continue soliciting emails at public engagement events.
			These updates will consist of a 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.	Fair - The APO has a quarterly newsletter (The Oxcart) that is sent out to interested stakeholders and is shared on social media and the APO's website. The Oxcart was only sent out three of the four quarter of 2023.	Continue the quarterly newsletter.
2019	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.	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.	Great - The APO moved open house events from the APO to the Great River Regional Library.	Continue open houses at the library and look into adding event locations in the jurisdictions who are impacted by changes to the TIP.
			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.	Excellent - A 30-day public comment period with a SurveyMonkey is created for every public input process with a survey.	Continue online surveys.

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2019	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.	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.	Excellent - The demographic survey is aligned with U.S. Census and ACS data.	Continue collecting demographic information.
			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.	Excellent - The APO includes demographic question at the end of every survey.	Continue collecting demographic information.
2020	Explore hybrid in-person/virtual meetings	With COVID-19 effectively eliminating in-person meetings and public engagement opportunities, APO staff have been relying heavily on virtual platforms like Zoom to conduct meetings. Once public health guidelines allow for in-person meetings APO staff will more than likely transition back to this type of platform. However, APO staff realize members of the public may feel more comfortable attending and participating in meetings and/or events virtually.	To offer greater transparency and participation, staff will investigate the technology, costs, and practicality of methods that would permit members of the public to view, listen, or join meetings and events virtually.	Adequate - The APO offers members of the public to attend TAC Meetings via Zoom, but not Policy Board Meetings.	Continue offering the Zoom option to members of the public when feasible.
			Consideration will be given to posting audio recordings of meetings on the APO website.	Poor - Did not do.	Meeting minutes are provided for every public meeting are sufficient. Recordings of meetings are often low quality and not utilized by the public.

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2020	Explore targeted and more frequent outreach and engagement	In attempting to assure equitable access and opportunity to participate in the transportation planning process, APO staff have relied on their interested stakeholder email list. This list is comprised of organizations that work closely with traditionally underrepresented populations (i.e., people-of-color, low-income, people with disabilities, limited English proficient populations, older adults, and young people). Despite this, the response from these demographic groups – as measured by the optional demographic survey responses – was minimal. Representatives from these demographic groups have expressed a need for APO staff to do one-on-one engagement within their communities on a regular basis. This does not have to be tied to a specific activity or public comment period. Several comments received from the SEP survey suggest that strategies currently in use by the APO fall short in achieving meaningful participation.	APO staff will explore opportunities to reach and engage with potentially underrepresented stakeholders on a more frequent basis and in alternative forums. APO staff will be mindful of the available staff time and financial resources needed to accomplish this task.	Good - The APO is continually working on reaching underrepresented populations such as working with community liaisons.	Continue to explore ways to reach underrepresented populations.
2020	Solicit email addresses as part of online survey	For in-person meetings and engagement events, APO staff utilize a sign-in sheet which allows individuals the option to provide their email address to stay informed about APO planning activities. However, as APO staff have transitioned to online engagement – in part due to COVID-19 – providing the public with a means to stay connected to planning activities has not been consistent.	As part of online surveys, APO staff will include the option for individuals to provide their email address. This will provide participants the opportunity to receive the APO's newsletter and emails regarding public input opportunities. It will also allow APO staff to more readily conduct qualitative assessments on public engagement.	Excellent - The APO includes the option for participants to leave their email address on surveys.	Continue to provide opportunities for individuals to include their emails as part of online surveys.

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2020	Provide qualitative surveys more frequently	Currently, APO staff annually distribute a qualitative assessment to individuals who have participated in an APO public outreach activity within the past year. This survey allows participants to provide their feedback on their experience in dealing with APO staff. However, APO staff have noticed that for some events significant time has passed between the initial public engagement opportunity and when staff are inquiring about participant experience. Staff believe inviting feedback closer to the time frame for the product or event in which people were engaged will improve their recall of the activity and likelihood to participate in the survey.	APO staff will distribute public engagement qualitative assessment surveys to individuals immediately following the close of public comment periods. For plans that will be developed over multiple years like the MTP, APO staff will identify appropriate opportunities to receive feedback from participants on the quality of public engagement. At a minimum, these qualitative assessment surveys will be conducted on an annual basis.	Excellent - The APO distributes the qualitative assessment survey directly after public input has closed.	Continue to distribute qualitative assessment surveys in a timely manner.
2020	Explore more effective usage of available social media	APO staff has generally made much more effective use of Facebook through posts pertaining to events and announcements concerning public meetings and activities. Tools such as Facebook Live have increased engagement and public participation. In the last year (2020), social media accounts for Instagram, YouTube and LinkedIn were created, though there has been little use of these platforms for planning related announcements or public engagement.	APO staff will explore opportunities to make improved use of Instagram, YouTube and LinkedIn for informational purposes and other announcements.	Poor - The APO has utilized Instagram more frequently, but YouTube and LinkedIn have rarely ever been used.	Examine the usage of unused social media platforms and decide whether to delete them.
2021	Respond to Comments and How Considered	As a standard practice, all comments on APO planning documents are recorded and responded to as part of their respective document. However, this is often not easily or readily accessible to members of the public. How staff responds to those who provide their input has varied. Those commenting on the TIP, for example, are informed that their comments are recorded and that they have been received and presented (or will be presented) to members of the TAC and Policy Board. Plans and studies prepared by consultants typically record public comments, however, consultants may not necessarily respond directly to participants regarding how their comments were considered.	The recommendation is to provide the comment disposition matrix to participants after the process of public engagement has concluded for that activity. If the person who provided the input is known, this may also include directly responding to the individual and – if relevant – how it influenced the outcome of the plan or study.	Excellent - The APO has begun to attach or direct participants of where and how their comments were disposed of.	Continue to inform participants of how their comments disposed of.

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2021	Provide Standard Demographic Survey Questions	The APO surveys from last year created from SurveyMonkey include nine optional questions that ask for demographic information, specifically in response to gender, city of residence, ethnicity, household size, household income, age, disability, place of birth, and the primary language spoken in the home. The two consultant led surveys asked a different set of questions to obtain demographic data. The TH 15 Corridor Alternatives Survey asked about gender, race, age, and language only. The Mississippi River Bridge Study only asked survey respondents to identify their age, race, and affiliation with the area.	The staff recommendation is that consultants be required at a minimum to provide the same set of demographic questions with their survey engagement as are asked in other APO surveys. This would enable the APO to obtain more complete information on demographic characteristics needed to track progress toward equity in participation.	Good - When the APO writes an RFP for consultant work, included in the scope of work is the inclusion of using the APO's set of demographic questions.	Continue to include demographic questions as part of the scope of work for any consultant contracts.
2021	Explore Innovative Engagement Tools	In 2020, the APO received 27 comments from the public by using an interactive online tool, Wikimap, to obtain comments from the public relevant to active transportation needs. Besides Wikimap, there are a variety of other interactive two-way information sharing tools with brands such as Mentimeter, Video Ask, etc. that may be helpful in obtaining public input. In addition, other innovative passive tools such as sidewalk clings placed along shared use paths and/or sidewalks could also be used to boost public involvement.	APO staff will further explore a variety of public engagement tools and determine if they are practical to implement including weighing the costs to use these methods.	Adequate - As public engagement is needed the APO should consider innovative engagement tools.	Continue to consider innovative engagement tools.

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2022	Community Liaison for Hard-To-Reach Populations	APO staff annually evaluates its public input campaigns of the previous year to determine their effectiveness. Past demographic questionnaire results have indicated low to no response rates among traditionally underserved populations to APO outreach efforts. In response, APO staff met with community organizations that serve these under-represented populations to identify strategies or tools that could be used to ensure that they are aware of the opportunity to impact the decision-making process.	One of the identified strategies was to hire persons from within the various communities to carry the message to their friends and neighbors. Outsiders and persons from government organizations can often be distrusted. The community liaison initiative will serve as a pilot project to implement the suggestion received from community organizations. As public input opportunities become available, the APO will seek members of traditionally underserved populations, train them on the product that is available for public review and comment, and then ask them to work within their communities to spread the word. These individuals will be contractors to the APO and will keep a time sheet that includes descriptions of their actions taken in support of this effort. Afterward, APO staff will again evaluate participation from under-represented populations to determine if the pilot project was successful or not.	Good - The APO did hire a community liaison, but plans to in 2023.	Continue the community liaison program in 2024.
2022	Join a Community Organization	In addition to the work of the community liaison, APO staff should also be more "plugged in" to the community, particularly organizations that engage hard-to-reach populations.	APO staff can then explore joining a community organization comprised of a hard-to-reach population. To engage with these populations, the APO must build trust, engage with respected community leaders, learn about the group, go beyond digital engagement and make it beneficial to the community we are engaging with.	Adequate - The APO is part of one community organization geared towards underrepresented populations.	As staff time allows, join other community organizations.
2022	Reach a Younger Audience on TikTok	Social media apps such as Facebook, Instagram, and YouTube have existed for many years. Other apps such as TikTok are relevantly new to the lineup but have a growing audience. According to Hootsuite Blog, TikTok was the most downloaded app in 2021 with 656 million downloads making it the sixth most used social media platform worldwide. Wallaroo states that in July 2022, there were over 80 million active users in the U.S., with 80% being between the ages of 16-34. The APO's demographic surveys reveal that the average age of survey takers skews on the older side. Creating a TikTok can help the APO reach a younger audience.	TikTok accounts with similar content to the APO include channels such TalkingCities, which explores urban design, city planning, and architecture has 200,000 followers and 5.5 million likes. Other similar accounts to model after include Everyday Engineering, philritz1, and pedestriandignity, to name a few. In order to assist in reaching and engaging a younger audience, APO staff should explore the idea of developing and maintaining a TikTok channel.	Adequate - The APO created a TikTok in late 2022, and has only a couple of videos.	Continue to create content on TikTok

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2022	Update Demographic Survey	APO staff uses nine demographic questions at the end of all APO online surveys. Respondents are asked to provide information regarding their gender, city of residence, age, ethnicity, household size, household income, whether they have a physical disability, place of birth (inside or outside the U.S.), and their primary language spoken at home. Completion of these the demographic questions by survey participants was optional.	Responses to these demographic questions assist APO staff in identifying the various groups within the MPA that are being reached through surveys. The intent is to ensure that all community members are afforded an equal and equitable opportunity to participate in the process. The survey results have been very insightful but have one major flaw. The demographic survey categories do not align with the Census and ACS categories. To resolve this, the demographic survey questions should be revised to line up with the questions for the Census and ACS data so they can be directly compared.	Excellent - The demographic survey was tweaked to aligned with U.S. Census and ACS categories.	Continue to use the most up-to-date demographic questions.
2022	Consistency in Posting Public Meetings to Facebook	Informing the public of opportunities to voice their opinions at APO-related activities increases the visibility and understanding of transportation issues for the public, APO staff, and decision-makers. Between July 2021 and June 2022, only four of the nine Policy Board meetings were advertised on the APO's Facebook page, with no member of the public attending any of the meetings.	To increase public awareness of the Policy Board, TAC, and ATAC meetings, every meeting date should be advertised via Facebook.	Fair - The APO did not advertise every Policy Board Meeting or TAC Meeting.	Continue to advertise all meetings on Facebook.
2022	Be More Consistent Use of All Social Media Accounts	Facebook is the predominant social media platform the APO staff uses, though the APO does have a presence on other platforms including YouTube, Instagram, and LinkedIn. Instagram had several posts over the last year, but YouTube and LinkedIn had none.	The APO should post to each social media account at least quarterly or delete them if they are not being utilized.	Good - The APO deleted YouTube and LinkedIn profiles.	Consider deleting YouTube and LinkedIn profiles.
2023	Consistency in Posting Public Meetings on Facebook, Instagram, and the APO's Website	As stated in many other SEP's it is important to reach the public through social media. It has become apparent that certain social media platforms have different user demographics.	In order to reach as many different demographics as possible, the APO should consistency post public meeting notices on Facebook, Instagram, and the APO's Website.	New Suggestion.	APO staff will advertise all public meetings on Facebook, Instagram, and the APO's website.
2023	Post Original Content on All Social Media Accounts	Many of the APO's posts are either reshares of other agencies information or posting about upcoming public engagement events. Though this type of information is important and should continue to be on the APO's social media platforms, it is also important to engage our audience on other APO related activities.	To engage our social media audiences and grow our following the APO should most original content of all social media platforms more frequently.	New Suggestion.	The APO should post original weekly content on Facebook and Instagram and at least monthly to TikTok.
2023	Establish Social Media Roles Within the APO	The APO was inconsistent in posting our public engagement events on social media.	Within the APO, we should assign social media roles, so posting of public engagement events are not missed.	New Suggestion.	Establish social media roles within the agency.