

# Public Involvement Customer Sensitive and Context Sensitive Approaches



Your Destination...Our Priority



















### Office of Customer Relations

- Public Involvement
- Market Research
- Multi-Cultural Customer Relations
- Marketing



















### **Quality of Life**

- Conducted 29 focus groups that resulted in 11QOL areas with transportation (services/issues) being identified as one that can both contribute to and detract from an individual's QOL
- Talked to 3,500 Minnesotans
- Opportunity for performance measure



















### **Hear Every Voice**

- Department Public Participation Guidance
- Dedicated department resource to public involvement
- Manager of public participation trainings and education
- Project resource, Pilot Projects east metro
   MnPASS, 35E Cayuga and Northern Crossroads



















## Public Involvement and Outreach Case Studies



























Focus on impacted businesses as well as residents

Mid-project survey of businesses.

Used survey results to make changes in communication











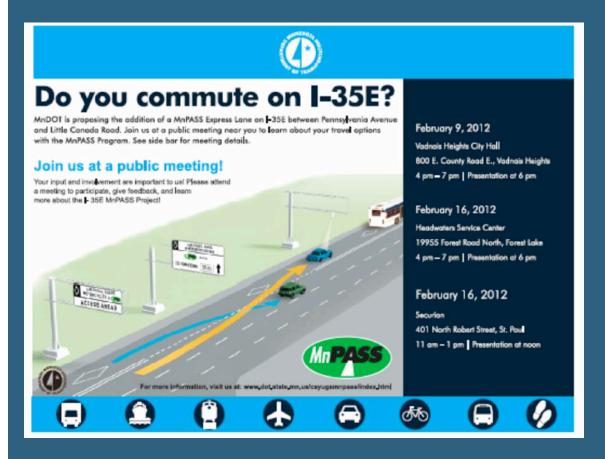








### **MnPASS**



Large graphic, and to the point text

Postcard mailed to homes along the corridor

Distributed to employees in downtown St. Paul skyways



















### **Questions?**

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