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I. ✈️ PURPOSE AND BACKGROUND

The Minnesota Department of Transportation (MnDOT) is updating Minnesota's State Aviation System Plan (SASP). The SASP is part of MnDOT's Family of Plans, which stem from the Minnesota GO 50-year Vision. The Vision outlines what Minnesotans desire from the state's transportation system and identifies key guiding principles MnDOT strives to achieve. One of the primary objectives of the SASP is to provide the State of Minnesota with planning tools that will assist in making informed decisions. This will help guide the development of Minnesota's system of airports and the expenditure of funds in a cost-effective manner. For the SASP to be successful it is important that Minnesota's aviation partners, stakeholders, and public have opportunities for participation in and implementation of the plan. Toward that end, it is the goal of MnDOT and the Office of Aeronautics to develop the SASP in an open, collaborative, and innovative manner with end products that are user-friendly.

This SASP is being developed as Minnesota's first *Continuous* State Aviation System Plan (CSASP). A CSASP will allow for data and other key components of the plan to be consistently updated. In the past, the SASP and its associated data have only been updated every 5-7 years; the result of which has been a plan of more limited use than is desired. A formal plan will still be published at regular intervals as in the past; however, the data that supports the plan will be current and usable in the interim as well. The development of the CSASP is being divided into two phases, with Phase 1 producing the framework of system classification and metrics, and Phase 2 collecting data and publishing the document.

The purpose of the Public Involvement Plan (PIP) is to provide a framework for how public involvement activities will be conducted during the plan update process. The overall PIP is intended to be a dynamic document which will be updated periodically throughout both phases of the plan based on input from partners, stakeholders and the public and results from previous engagement activities. This PIP covers Phase 1 and will be updated and expanded to reflect Phase 2 tasks and requirements (e.g. the Public Hearing), considering lessons learned from the first phase.

II. ➔ GOALS & EXPECTED OUTCOMES

The mission of this PIP is to make the SASP more relevant to more people more of the time. We believe users of the SASP know how it could be improved, while non-users of the SASP know what would make the SASP useful. The plan will be better for knowing and implementing these ideas.

In support of this mission, the overarching goals for public involvement are to:

- Create more opportunities for public involvement than has traditionally been done for the SASP, focusing on going to the public and stakeholder groups where they are.
- Use innovative engagement methods to reach more individuals statewide.
- Offer a variety of platforms to provide input, including online and in-person coordination opportunities.
- Guide the development of policy objectives and strategies for aviation in Minnesota.
- Convey complex, technical information using plain language and graphics.
- Comply with federal and state requirements and recommendations.

The intended outcome is that the public, including stakeholders, has actively participated in the planning process and assisted MnDOT in shaping the CSASP, including the second phase of this effort.

III. → AUDIENCES

It is understood that not every audience shares the same level of interest or commitment to the planning process. As a result, it is important to offer opportunities for different levels of involvement. Some audiences desire to be informed of the plan, while others seek to be fully invested in plan outcomes.

The audiences listed below require participation levels customized to their unique needs consistent with the PIP mission.

MnDOT

The SASP is a plan for the State of Minnesota. As the state’s transportation agency, MnDOT plays a critical role in implementing the planning direction. It is important that MnDOT employees be engaged in the planning process, so they have a desire to follow and achieve the objectives of the plan.

Stakeholders

Minnesota has a broad range of stakeholders who play an important role in planning and developing a strong aviation system for Minnesota. Like MnDOT, there are partner agencies and organizations that will play a key role in advancing Minnesota’s aviation system towards plan goals and outcomes. These include airport sponsors (e.g., cities, counties, and airport authorities), the Federal Aviation Administration (FAA), the Metropolitan Airports Commission (MAC), MPOs (Metropolitan Planning Organizations), RDCs (Regional Development Commissions), and Tribal governments. **Table 4.1** lists a more comprehensive set of initially identified stakeholders; additional stakeholders will continue to be included as the project evolves and as specific needs are identified.

Public

As the ultimate beneficiary of this update, the general public is a key audience that the plan intends to reach. The interest of a member of the general public may be less specific than that of a stakeholder, but is no less important. Those with any level of interest should have the opportunity to learn about the plan and provide input. MnDOT will employ a variety of outreach techniques with the goal of reaching a broad audience. These techniques are documented in **Section 5.0** of the PIP.

IV. ✈️ PROJECT DEVELOPMENT PROCESS

Project Management Team

The update of this plan will be a coordinated effort led by a Project Management Team (PMT) comprised of the Aeronautics Director, Director of Planning & Finance, the Project Manager, an Office of Transportation System Management representative, and consultants. The PMT will be responsible for overseeing all tasks associated with the plan update and coordinating tasks with the broader project team staff. The project team consists of the Office of Aeronautics Planning Section and the consultant team.

Project Advisory Structure

The advisory structure for the plan update will primarily rely on feedback from four advisory stakeholder groups, comprised of both internal MnDOT staff and external partners.

MnDOT Internal Advisory Group

The internal advisory group will be made up of representatives from all sections of the Aeronautics Office in order to make the plan better reflect the needs of each section and make the plan more useful to the entire Office.

SASP Advisory Committee (SAC)

The SAC will consider higher-level policy issues important to the plan's development and provide guidance and insight regarding different aspects of the aviation industry with potential impact to the State. For example, in the 2012 iteration of the SASP, the SAC was crucial in prioritizing the values and goals that should typify Minnesota's airports and gave critical guidance relating to the system forecasts.

Technical Advisory Committee (TAC)

The TAC will provide technical guidance for the planning process.

Aviation Consultant Workshop

These workshops will be open to any airport consultant that wishes to attend, and will allow for more in-depth input from a broader number of consultants than the SAC and TAC allows. Aeronautics values the feedback that it receives from those that work on behalf of the cities and counties that own airports throughout the state.

Table 4.1 (following page) Identifies stakeholder groups that will be invited to advise the development of the SASP. These are key examples of project advisory groups, but others may be engaged throughout the development of the plan.

Table 4.1 Potential advisory stakeholder groups

Advisory Partners & Stakeholders	Advisory Partners & Stakeholders (cont.)
Federal Aviation Administration	Minnesota Agricultural Aircraft Association
Minnesota Council of Airports	Minnesota Women in Aviation
Minnesota State House of Representatives	Minnesota Aviation Trades Association
Minnesota State Senate	Aircraft Owners & Pilots Association
Tribal Nations	Minnesota Flying Farmers
Advocacy Council for Tribal Transportation	Commemorative Air Force
Minnesota Air National Guard	Minnesota Seaplane Pilots Association
Minnesota Civil Air Patrol	
Minnesota Chapter 99s	MnDOT Advisory Stakeholders
WisDOT Bureau of Aeronautics	Planning Management Group
Iowa DOT Office of Aviation	Modal Planning and Program Management Division
South Dakota DOT - Aviation	Office of Aeronautics
North Dakota Aeronautics Commission	District Offices
Transport Canada Civil Aviation	Office of Transit
Metropolitan Council	Office of Freight/Rail/Waterways
Greater Minnesota Metropolitan Planning Organizations	Office of Public Engagement
Regional Development Commissions	Office of Transportation System Management
Metropolitan Airports Commission	Office of Financial Management
Minnesota Association of County Planning & Zoning Administrators	
League of Minnesota Cities	
Minnesota Business Aviation Association	
Minnesota Chamber of Commerce	
Minnesota Department of Employment and Economic Development	
Minnesota Department of Natural Resources	
Minnesota Information Technology Services	
Minnesota Pilots Association	
Minnesota Air Medical Council	
Minnesota Airport Sponsors (e.g. Managers, Commissions)	
Airlines	
Aviation Consultants	

Opportunities for the different stakeholder groups to come together for joint discussion will be provided through the outreach techniques described in [Section 5.0](#).

Project Stages

The SASP will advance through a number of stages as the plan develops. At each stage, the type of outreach, as well as the stakeholders targeted, varies. Opportunities for all audiences and levels of stakeholders will be available throughout the plan update. The following list identifies the project stages and summarizes the type of outreach that occurs at each phase.

- **Assessment of Prior Efforts:** This stage examines the 2012 SASP and how the goals and strategies of that plan performed. Outreach will focus on what parts of the 2012 SASP were most useful to ensure the most effective parts of the plan are carried forward to the new SASP. Similarly, elements of the 2012 SASP that provided little value will be considered for removal.
- **Trends Identification:** This stage identifies trends that are emerging and will have a wide impact on aviation both nationally and specific to Minnesota. Those trends that have impact to other stages of the plan development (performance measures, etc.) will receive additional attention. Outreach activities will help identify what these trends are and what impact they will have on the future aviation system.
- **Airport Classification Review:** The method by which the SASP classifies airports has impacts to recommendations the plan makes to individual airports. This stage will examine the current statutorily defined classification system and compare to other federal and state systems. Outreach will focus on what characteristics airports share that produce similar goals and development patterns. A new classification system may be recommended and used to develop the plan moving forward.
- **Develop/Update Minimum System Objectives:** The efforts of the previous stages will be used to update the SASP's Minimum System Objectives. These system objectives identify development objectives based on an airport's classification. Outreach efforts will focus on what types of development make an airport successful, and what level of development is appropriate for a given class of airports.
- **Performance Measures:** The Performance Measures section of the SASP identifies what must be measured to determine how the system is performing. This project stage will continue to build on other stages, adding or removing performance measures as recommended during the assessment of prior efforts, adding any measures identified by the trends assessment, subdividing measures based on new classification schemes, and identifying which system objectives should be tracked. Outreach efforts will focus on which identified potential measures should be included and to potentially develop a hierarchy of measures to prioritize them.
- **Inventory Needs and Methods:** This stage will identify the data needs to satisfy the questions posed by the Minimum System Objectives and Performance Measures. Data sources and methods of obtaining the data will be identified. Outreach efforts will be focused on identifying data sources and providing awareness of coming phases of the SASP.

V. ✈️ OUTREACH TECHNIQUES

The core public outreach techniques that will be used for the plan update include the following list, which is also summarized in **Table 5.1**. The outreach techniques include a balance of in-person and online tools to maximize engagement statewide. Every effort will be made to provide information in alternative formats and/or languages by request. A comprehensive calendar of all outreach events will be available on the plan website and updated throughout the SASP process.

In-Person Engagement

AIRPORT NEEDS MEETINGS

The Office of Aeronautics performs an ongoing type of outreach with airports throughout the state in the form of ‘Needs Meetings’. These are one-on-one meetings with individual airports, resulting in a detailed conversation and an exchange of information on a wide range of topics. The goal during the meeting is for MnDOT Aeronautics to better understand the airport and community's needs and vision, and to provide assistance and information on resources available to help airports reach their goals. The SASP is outlined in these meetings, and Aeronautics intends to increase the SASP message as the plan develops, seeking specific input depending on where in the process the plan is. Additionally, airport sponsors are given the option to play a role in the updating of the plan on a variety of involvement levels.

INDIVIDUAL STAKEHOLDER BRIEFINGS

The project team will offer to schedule informational meetings with stakeholder groups. Any interested group will also be able to request a presentation via the project website, and the project team will make a good faith attempt to present whenever possible.

The goal of these meetings is to increase overall project awareness and provide key information to interested and affected stakeholders. The option to request a presentation will be made available on the project website, which will include a translation option for limited English proficiency audiences.

ADVISORY STAKEHOLDER COMMITTEES

MnDOT has an interest to involve certain advisory stakeholder groups, as listed in **Table 4.1**. These groups play advisory and implementation roles that are critical to the plan's successful implementation. For these groups, in addition to providing informational project briefings, the project team will also be asking for guidance on the overall project direction and key decisions by forming a SASP Advisory Committee (SAC) and Technical Advisory Committee (TAC), as well as holding Aviation Consultant Workshops (ACW). Input provided by these groups will be incorporated into final decision-making per the project advisory structure identified in **Section 3.0**.

STAKEHOLDER AND PARTNER FORUMS

Stakeholder forums will be held related to key issues and topics during plan development. The forums will be targeted to stakeholders and partners, although meetings will be open to the general public. The purpose of the forums is to provide an opportunity to solicit more in-depth input on specific questions and issues beyond what is able to be accomplished through more limited time-exposure events. Stakeholder forums provide an opportunity to facilitate a dialogue between differing stakeholder perspectives. A round of three stakeholder forums will be held in summer of 2018 across the state, with at least one forum being held in each [Aeronautics Planning Region](#).

PILOT FOCUS GROUPS

In an effort to engage the end-users of our system, the project team will hold 1-3 focus groups made up solely of pilots from across the state of Minnesota. These focus groups will uncover the desired outcomes of these users, which can then be addressed in the SASP to ensure that these outcomes become a reality. The Office of Aeronautics envisions these groups being made up of 12-15 individuals, with each meeting having unique members.

BUSINESS-BASED OUTREACH

The project team will identify employers of various size from across the state that use the aviation system and work with those employers to schedule engagement sessions for aviation-related employees (e.g. flight departments). Employers will be selected based on geographic diversity and other factors to reach a wide array of Minnesotans employed within the aviation industry. The goal of these events is to reach individuals who may not normally participate in the planning process by making it easy and convenient.

COMMUNITY EVENTS

The project team will identify community events throughout the state for additional engagement sessions, which will largely be made up of airshows and “fly-ins”. Fly-ins are typically weekend events where pilots are encouraged to fly into a specific airport, where a breakfast or lunch fundraiser is being held. In addition to pilots from the surrounding area, members of the host airport’s community often attend as well. In addition to fly-ins, airshows like those in Duluth and Oshkosh, WI will also be targeted. In the case of Duluth, the audience is made up of people with at least a modest interest in aviation from the central and northeast portions of Minnesota and northwestern Wisconsin. Oshkosh, on the other hand, draws people with a considerable interest in aviation from around the world. For these type of events, engagement may consist of information sharing and interactive exercises. Targeted community events will take place in the summer of 2017 and summer of 2018.

TRADITIONALLY UNDERSERVED COMMUNITIES

To reach out to traditionally underserved communities in Minnesota, MnDOT Aeronautics will identify the locations where traditionally underserved communities and airport communities are one in the same. Once these communities are determined, the project team will identify specific events in those communities where their attendance and message is appropriate. Phase 2 of the SASP will likely involve a more robust environmental justice analysis contingent upon the types of projects, strategies and goals identified by the plan.

TRIBAL OUTREACH

MnDOT Aeronautics will work with the agency’s Tribal Liaison to effectively coordinate with tribal governments within the State of Minnesota. This will involve face-to-face meetings when appropriate, as well as involvement with the Advocacy Council for Tribal Transportation.

AIRPORT POP-UP DISCUSSIONS

There is not a better place to find everyday users of the state aviation system than an airport itself. Airport pop-up discussions would entail MnDOT staff showing up at an airport on a given day in an attempt to engage with day-to-day airport users who otherwise may not take the time to come to an organized event. These discussions would provide an in-person opportunity for stakeholders, namely the general aviation public, to have direct conversation with project staff regarding the plan. Aeronautics envisions these discussions to not reach a large audience, but would afford high interaction value. Consideration of location, timing and season of the meeting will occur in an attempt to maximize the value of this type of outreach.

PRESS RELEASES

The project team will provide press releases for statewide distribution and for use by the MnDOT Public Affairs Coordinators to publish in local newspapers and media outlets, including local access television, radio and community newsletters, including minority and ethnic publications and outlets. Press releases will also be published on the project webpage. Press materials will be prepared prior to each general public outreach opportunity and will also communicate key decision points.

BRANDED MNDOT VAN

MnDOT owns a pair of branded vans with a designed vehicle wrap. The vans are both known as the Minnesota GO Mobile, and were recently updated to reflect the new “mn” logo. The Minnesota GO Mobile will be used as a part of the plan update and will appear at community events across the state. It will be a part of the social media communications strategy and help generate a conversation online through the #HeyMnDOT and #FlyMN hashtags.

Online Engagement

For a statewide effort with broad applicability, online engagement is critical to reaching a greater audience. For this reason, the engagement strategy for this plan update includes a robust series of online tools. The communications and participation tools online will mirror those implemented in-person, allowing for consistent messaging and sound data integration.

PROJECT WEBSITE

The plan update will have a devoted webpage on the Aeronautics website featuring the Minnesota GO theme, MnDOT’s brand for statewide planning. The project webpage will be developed in the summer of 2017, launched at the beginning of the fall of 2017, and be live continuously. This website will serve as a hub for information, resources and online engagement opportunities for the plans. The webpage will link to online surveys and integrate with social media. It will host a project calendar of opportunities to get involved. There will be a place to request a presentation from a project team. The project team will track hits on a bimonthly basis to evaluate the success of the webpage. The webpage will be mobile-friendly and ADA accessible. Aeronautics will coordinate with OTSM on the use of the MinnesotaGO.org website.

SOCIAL MEDIA

Social media will be used to promote engagement activities as a part of the plan update. A strategy will be crafted primarily around the Minnesota GO and Aeronautics Facebook and Twitter profiles, with interaction and occasional posts from the MnDOT general Twitter, Facebook, and possibly Instagram accounts. Posts will be made, on average, on a biweekly basis. This will include driving traffic to the project website for more information and educational materials, promoting surveys and other feedback opportunities and interacting with followers to gain input directly through Twitter. Posts will be a mixture of graphics and text-based updates, utilizing the hashtag #FlyMN.

TARGETED FACEBOOK ADS

In partnership with the social media strategy, the project will implement three rounds of targeted Facebook ads. The main goal of the ads will be to drive participation to the online survey tools. The rounds will be implemented in the fall of 2017 through the spring of 2018 to get increased input on surveys and notify people of a SASP forum in their area.

STAKEHOLDER E-MAIL UPDATES

A link to sign up for the project email list will be on the project website throughout the plan update process. Additionally, a one-time email will be sent to all stakeholders in the Aeronautics master stakeholder list at the beginning of public and stakeholder outreach inviting individuals to sign-up to receive continued project information and updates. Other strategies will be implemented to direct stakeholders and the general public to the email list throughout the process as well. Emails will be sent at key project stages and will highlight recent discussions, upcoming milestones and opportunities for input. Specific emails highlighting outreach and engagement opportunities will be sent to the targeted stakeholders identified in the master stakeholder list to increase project awareness and participation among these communities. The project team will develop email updates for distribution by MnDOT Communications on a bi-monthly basis.

WEB SURVEYS

The SASP will gain feedback from the public on trends affecting aviation and the direction of the plan, among other topics, using interactive web surveys. The timeline for implementation will be the fall of 2017 through the summer of 2018 and beyond. Where necessary, equal survey alternatives will be offered in a format compatible with screen readers.

ONLINE DIGITAL TOOLKIT

MnDOT has a vast network of partners across the state. These partnerships will be important to maximizing engagement on this project. As a part of the website, an online digital toolkit will be updated at least three times throughout the outreach process. This will be a place to host project information and tools for stakeholders to download and share with their networks. Examples of the type of information that will be available through the online digital toolkit include handouts and presentation slides.

Table 5.1: Summary of outreach techniques

Tools <i>What tools are planned?</i>	Timing <i>When and for what duration?</i>	Audience Level <i>MnDOT, Stakeholder, Public</i>	Input Solicited <i>What is needed from participants?</i>	Communication Method <i>How will we drive people to participate via this tool?</i>
In Person Engagement				
Needs Meetings	Continuous cycle	MnDOT, Stakeholders	Present plan information and ask key questions depending on the stage of plan development	Established networks
Individual Stakeholder Meetings	As requested	Stakeholders	Present plan information and ask key questions depending on the stage of plan development	Established networks, website
Advisory Stakeholder Committees	Throughout plan development; 3 planned meetings per committee (Internal, SAC, TAC, ACW)	MnDOT, Stakeholders	Advise on all stages of SASP	Established networks
Stakeholder and Partner Forums	3 planned forums for summer of 2018	MnDOT, Stakeholders, Public	Present plan information and ask key questions in the latter part of Phase 1	Established networks, e-mail, social media, website
Pilot Focus Groups	1-3 focus groups in the late fall or early winter of 2017	Stakeholders, Public	Present plan information and ask key questions in the early part of Phase 1	Established networks, e-mail, social media, website
Business-Based Outreach	Throughout plan development	Stakeholders	Present plan information and ask key questions depending on the stage of plan development	List of businesses that meet targeted audience objectives
Community Events	Throughout plan development; focus on summers of 2017 and 2018	Stakeholders, Public	Provide educational materials on plan; ask key questions depending on the stage of plan development	List of events that meet targeted audience objectives
Traditionally Underserved Communities	Throughout plan development as appropriate	Public	Provide educational materials on plan; ask key questions depending on the stage of plan development as necessary	Website, social media
Tribal Outreach	Throughout plan development as appropriate	Stakeholders	Provide educational materials on plan; ask key questions depending on the stage of plan development as necessary	Established networks, Tribal liaison
Airport Pop-up Discussions	Throughout plan development; focus on spring 2018	Stakeholders, Public	Present plan information and ask key questions depending on the stage of plan development	Walk-in – meant to be a spontaneous effort
Press Releases	Prior to each general public outreach opportunity and at key decision points	Public	Call to action	E-mail, press release, website, social media
Branded MnDOT Van (GoMobile)	Throughout the project	MnDOT, Stakeholders, Public	In coordination with other activities	In coordination with other activities
Online Engagement				
Website	Continuous hosting with regular updates	MnDOT, Stakeholders, Public	Provide information on plans; use as a platform to host other participation tools (e.g., social media and surveys)	In-person activities (business cards), e-mail, social media
Social Media	Biweekly Twitter and Facebook posts	MnDOT, Stakeholders, Public	Focus is on messaging, education and promotion of other tools	In-person activities (business cards), e-mail, website, followers (MnDOT, other agencies)
Targeted Facebook Ads	3 rounds of targeted ads	Stakeholders, Public	Targeted ads promote opportunities to provide input via surveys; participate in forums	List of geographies/demographics that meet targeted audience objectives
Stakeholder E-mail Updates	Key project stages (approximately bimonthly)	MnDOT, Stakeholders, Public	Provide updates on the process; share opportunities to get involved	E-mail list
Web Surveys	Various campaigns using online survey tools	MnDOT, Stakeholders, Public	Input on trends affecting aviation and the direction of the plan, among other topics	In-person activities (business cards), e-mail, website, social media
Online digital toolkit	Throughout plan development (e.g. project fact sheets, event notifications, handouts, and presentation slides to the website)	MnDOT, Stakeholders, Public	Equip MnDOT leaders and other stakeholders with information on the plans and engagement opportunities to share with their networks	E-mail list, website, social media

VI. PUBLIC INVOLVEMENT SCHEDULE

The general schedule for implementing the techniques listed in Section 5.0 is presented in the following table.

Table 6.1: Public involvement schedule

Techniques	Phase 1														Phase 2		
	Spring 2017		Summer 2017			Fall 2017			Winter 2017-18			Spring 2018			Summer 2018 and beyond		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
In-Person Engagement																	
Airport Needs Meetings	Needs Meetings: Each airport is met with on a staggered 3-year cycle																
Individual Stakeholder Meetings	Throughout plan development as requested																
Advisory Stakeholder Meetings							1			2			3				
Aviation Consultant Workshops							1					2					
SASP Advisory Committee Meetings								1		2			3				
Technical Advisory Committee Meetings									1	2				3			
Stakeholder and Partner Forums															Forums		
Pilot Focus Groups							Pilot Focus Groups										
Business-Based Outreach							Business Outreach			Business Outreach							
Community Events		Community Events													Community Events		
Traditionally Underserved Communities	Throughout plan development as appropriate																
Tribal Outreach	Throughout plan development as appropriate																
Airport Pop-up Discussions													Pop-up Discussions				
Press Releases	Throughout plan development as necessary																
Online Engagement																	
Project Website				Develop	Updated throughout plan development												
Social Media				Develop	Ongoing throughout plan development												
Targeted Facebook Ads							1			2				3			
Stakeholder E-Mail Updates							1		2		3		4		5	6	
Web Surveys					Develop	Ongoing throughout plan development											
Online Digital Toolkit	Throughout plan development and updated with the completion of each milestone																
Other Potential Tools																	
Branded MnDOT Van (GoMobile)	Ongoing in coordination with other activities																
SASP Milestones	Project Kickoff, Plan Development, and Outreach Formulation					Assessment of Prior Efforts / Trends Identification				Airport Classification Review			Minimum System Objectives / Performance Measures		Inventory Needs	Phase 2	

VII. ✈️ EVALUATION OF EFFORTS

Specific techniques will be evaluated by the project team on a monthly basis. Evaluation of techniques will be based on the following (example) criteria.

Quantitative

- How many place-based outreach meetings occurred? What was the attendance?
- How many stakeholder meetings, informational and advisory, have taken place? What was the attendance?
- How many people attended the stakeholder forums?
- How many people have signed up for project updates via email?
- How many hits on the project website? How many downloads of the online digital toolkit?

Qualitative

- What kind of feedback was received from the place-based outreach, stakeholder meetings and other opportunities?
- Were the locations of the meetings appropriate?
- Have stakeholders expressed any particular challenges regarding their participation in the process?
- Have different aviation interests been represented? Different geography?
- Have key demographic groups (e.g. Title VI and EJ populations) been represented?

Each outreach activity will be summarized and documented in the engagement activity log, which is a form Aeronautics is piloting for MnDOT's Office of Public Engagement. Cumulative results and trends will be used to adjust outreach related to this project and considered in the planning and execution of future outreach at MnDOT. In addition, MnDOT will generate internal reports at key points throughout the process that document the number of people that interact with the project via:

- In-person activities
- Website
- Social media
- Surveys and other online tools

When possible, this will include a breakdown of where people are located to ensure geographic diversity in engagement. If certain areas of Minnesota are missing, the public involvement strategy will be adjusted to target those populations.

VIII. ➔ COMMENTS

A draft of the Public Involvement Plan will be available for public comment from approximately mid-July through August, pending Planning Management Group (PMG) recommendation. The final Public Involvement Plan will reflect edits made as a result of comments received from both PMG and potential public comment.