

PUBLIC PARTICIPATION PLAN

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*City of Saint Paul
Pedestrian Plan*

1. Introduction to This Document

The City of Saint Paul is initiating a pedestrian plan. Throughout the summer of 2017, city staff gathered preliminary information from residents to better-understand key issues and concerns regarding walking in Saint Paul. The planning process will formally kick off in late 2017 with support from an external consultant.

This document outlines goals and tactics for plan outreach that will provide ample opportunities for residents of diverse background to shape the plan outcomes and provide input at key plan milestones. Community partners and members of the public were invited to comment on the draft through July 30, 2017. The public participation plan was revised in response to these comments and under the advice of the project consultant.

2. Purpose and Background

Pedestrian safety is a high priority in Saint Paul. The City of Saint Paul is developing its first city-wide pedestrian plan to identify strategies to proactively and equitably improve pedestrian safety throughout the city. The plan will include prioritization tools and policy recommendations for investing in pedestrian safety enhancements along and across streets, as well as on-going programming to support education, encouragement, enforcement, and evaluation of safe walking and driving behaviors.

The City of Saint Paul has identified the following objectives for the plan:

- Build capacity among city staff, elected and appointed officials, stakeholders, and the public to support safe walking everywhere in Saint Paul
- Identify proactive policies and on-going procedures for equitable implementation of pedestrian safety improvements throughout the city
- Identify locations where pedestrian improvements are most needed, based on equity principles and other criteria determined through the planning process
- Identify programs that exist or are needed to support education, encouragement, enforcement, and evaluation of behaviors that support safe walking
- Promote and energize a culture of walking in Saint Paul

The plan will be led by staff in the Transportation Planning and Safety Division of Saint Paul Public Works. The plan is being funded by the City of Saint Paul and by Saint Paul-Ramsey County Public Health through a Statewide Health Improvement Partnership grant. The plan is anticipated to be adopted by the Saint Paul City Council and amended into the 2040 Comprehensive Plan.

3. Goals and Expected Outcomes

The goals for public involvement during the pedestrian plan are to:

- Create opportunities for public involvement early and often, focusing on going to the public and stakeholder groups where they are
- Use diverse engagement methods to reach communities typically underrepresented in citywide planning engagement efforts
- Offer a variety of platforms to provide input, including online and in-person opportunities
- Guide the development of policy objectives and strategies for pedestrian safety investments in Saint Paul
- Convey technical information using plain language and graphics

The intended outcome is that Saint Paul residents have opportunities to actively participate in the planning process and understand the plan's objectives. A secondary outcome is broad buy-in and ownership of the policy and investment direction set for pedestrian safety investments in Saint Paul.

4. Audiences

Not every audience shares the same level of interest or commitment to the planning process, so it is important to offer opportunities for different levels of involvement. The planning team will seek involvement across a spectrum of participation levels including:

- **Inform:** to provide accessible, objective information to assist stakeholders and the public in understanding
- **Coordinate:** to compare plans, programs and policies, and adjust for general consistency
- **Consult:** to consider the views, actions or information from others prior to taking action
- **Cooperate:** to work together to achieve a common goal or objective

The audiences listed below require participation levels customized to their unique needs.

Saint Paul

The pedestrian plan is an official policy document of the City of Saint Paul. The plan will guide Public Works, Planning and Economic and Development, and Safety Inspections staff, as well as city policy-makers such as the Saint Paul City Council, Planning Commission and Transportation Committee, in making investments in pedestrian projects and programs. It is important that the city's staff, appointed officials, and elected officials have buy-in and support for the policy and direction set in the pedestrian plan. They will be responsible for on-going implementation of the plan.

Partners

The City of Saint Paul works with several partners who help make walking safe in the city. These include the Minnesota Department of Transportation, Ramsey County, and the Saint Paul Police Department. MnDOT and Ramsey County own and maintain roads through Saint Paul, and SPPD enforces traffic laws that keep pedestrians safe. They play an important role in supporting the policies developed in the plan.

Stakeholders

A stakeholder is generally defined as a person, group or organization with a specific interest in a project. A list of stakeholders will be developed for this planning process. While organizations and groups will be identified initially, additional stakeholders may continue to be included as the plan evolves and as specific needs are identified.

Public

As the ultimate beneficiary of this plan, the general public is a key audience to reach during this process. The interest of a member of the general public may be less specific than that of a key stakeholder, but is no less important. Those with any level of interest will have the opportunity to learn about the plan and provide input. Saint Paul 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 PPP. Saint Paul will also provide specific outreach opportunities for traditionally underserved populations. These targeted populations include ethnic or racial minority groups, low wage earners, non-English speakers, elderly, youth, persons with disabilities and zero motor vehicle households. Stakeholder groups associated with these targeted populations will be identified in the project stakeholder list.

5. Project Development Process

Technical Team

The development of this plan will be coordinated by the City's Pedestrian Safety Advocate, under the supervision of the City Engineer. A technical team made up of public works and planning staff will provide technical recommendations at all major steps in the planning process. A consultant will assist the technical team in developing its technical recommendations and coordinating these decisions with public outreach activities.

Steering Committee

The steering committee will guide the development of the plan and provide input at all major steps in the planning process. The steering committee will include partner and stakeholder agencies, as well as representatives of the general public. Steering committee members are expected to act as liaisons with local community members to share information about the planning process and bring community input forward as the planning progresses. The committee will meet approximately monthly or bi-monthly

for a total of eight meetings. Steering committee representatives will be finalized later in the planning process. A preliminary list of invitees may include:

- Saint Paul Ramsey County Public Health
- Ramsey County Public Works
- MnDOT Metro District
- MnDOT Office of Traffic Safety
- Metro Transit
- Saint Paul Police Department
- Saint Paul Public Works Operations
- Saint Paul Parks and Recreation
- Saint Paul Council Office representative
- Stop for Me campaign representative
- Transit for Livable Communities
- Public representative from each St. Paul Ward
- Saint Paul Transportation Committee representative

Project Stages

Project Stage	Plan Phase	Engagement Opportunity Types
Summer 2017	Plan initiation	Opportunities to learn about the timeline and objectives of the plan Opportunities to influence the proposed public engagement strategy Opportunities to identify key issues
Fall 2017	Review of city documents, data collection and mapping	Opportunities to learn about existing conditions that influence pedestrian safety
Fall/Winter 2017	Initiate engagement and understand issues	Opportunities to identify key issues and needs
Winter 2017-18	Establish vision and goals	Opportunities to shape the plan's vision and goals
Spring 2017-18	Prioritize Infrastructure Investment; Identify Policy Change and On-going Programming Needed to Support Safe Walking	Opportunities to influence the plan's priorities
Summer 2018	Identify evaluation measures	Opportunities to review how the plan's success will be measured
Fall/Winter 2018	Draft report and adoption	Opportunities to review and refine the plan document

6. Outreach Techniques

The primary public outreach techniques that will be used during the plan are described below and summarized in the subsequent table. The outreach techniques include both in-person and online tools to maximize engagement citywide. All meetings hosted by Saint Paul will be held in locations that are ADA and transit accessible. At a minimum, information will be provided in alternative formats and/or languages by request. Outreach materials will be written in plain language.

In-Person Engagement

Steering Committee

A steering committee will meet regularly throughout the planning process. They will become educated about all aspects of the plan and provide input at all key decision-points in the planning process. Steering committee members will include representatives from partners and stakeholders, and each St. Paul ward. Steering committee members are expected to act as liaisons to the organizations they represent

to communicate progress on the planning process and bring forward community issues or concerns to the planning team.

Stakeholder Meetings

The project team will facilitate informational meetings with stakeholder groups. Any interested group will also be able to request a presentation via e-mail, and the project manager 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.

Targeted Outreach to Under-Represented Populations

City staff will reach out to existing non-profits and other organizations that serve minority and under-represented populations. The goal will be to offer and plan targeted outreach to groups and individuals that may otherwise not be engaged in topics of city planning, or active on-line. This targeted outreach will aim to reach ethnic or racial minority groups, low wage earners, non-English speakers, elderly, youth, persons with disabilities and zero motor vehicle households. Approximately three targeted focus groups are anticipated, but the outreach format may change based on specific needs of partnering organizations and their stakeholders.

Direct Conversations

The project team will engage directly with community members in their neighborhoods at pop-up events to seek input from people who may not attend a public meeting or follow the city's social media channels. Pop-up events may take place in parks or with the city's pop-up truck. The project team will host at least three pop-ups at rotating locations throughout Saint Paul to have conversations about walking and seek input via questionnaires. Locations for the pop-up meetings will be distributed throughout St. Paul. Direct conversations will be led by city staff and take place in summer 2017. Additional pop-up events may be planned in spring 2018.

Community Events

The project team will identify community events throughout the city for additional engagement sessions. The sessions will consist of information sharing and input gathering via questionnaires. City staff will attend weekly Safe Summer Nights events and select other community events that reach a diverse population of Saint Paul residents. City staff will attend events in summer and fall 2017.

Public Open Houses

The project team will host at least two community open houses. The first open house will be held early in the plan's development, approximately January 2018. The open house will:

- Inform participants of the plan's objectives

- Present preliminary technical findings
- Share community feedback from questionnaires
- Share current pedestrian facility investment data, and build support for future investment needs and prioritization

The second open house will be held to gather comments on the draft plan, prior to initiating the formal public comment and review process. Notice of the public open houses will be posted on the project webpage, promoted through social media channels, and shared with stakeholder organizations and through the project e-mail list.

Public Comment Period and Formal Hearings

Following the second open house, the project team will present the draft plan to the Transportation Committee and the Planning Commission. Following presentation to the Planning Commission, a final draft will be released for a six-week public comment period. Members of the public will be able to comment on the plan in writing or at a formal public hearing, scheduled after close of the comment period. The project team will document all written comments and summarize comments by theme. These comments, and any plan revisions, will be presented to the Transportation Committee and Planning Commission before the plan is presented to the City Council for final adoption. The comment summary will be posted on the project webpage. A notice of the public comment period will be posted on the project webpage and through social media channels prior to its start and include the date and time of the scheduled public hearing. The draft plan and comment options will be available on the project website. Comments will be accepted online, at the hearing, in writing or via phone.

Press Releases

The project team will provide press releases for local newspapers and media outlets, including local access television, radio and community newsletters, including minority and ethnic publications and outlets. Press materials will be prepared prior to major outreach opportunities and milestones. Materials will also communicate key decision points (i.e. plan available for public review, public hearing dates and final plan adoption).

Online Engagement

For a citywide effort that impacts all residents, online engagement is critical to reaching a greater audience. The communications and participation tools online will mirror those implemented in-person, allowing for consistent messaging and sound data integration.

Project Webpage

The plan will have a dedicated webpage on the City of Saint Paul website at <https://www.stpaul.gov/departments/public-works/transportation/walking-saint-paul>

The project webpage will remain live until adoption of the plan. This webpage will serve as a hub for information, resources and online engagement opportunities for the plan. The webpage will host online surveys. The project team will track hits on a monthly basis to evaluate the success of the webpage. The webpage will be mobile-friendly and ADA accessible. The webpage will include a translation link for limited English proficiency viewers.

Social Media

Social media will be used to promote engagement activities and to crowdsource photographs of Saint Paul pedestrians to use in the plan. A strategy will be crafted around the City's Facebook and Twitter profiles. Twitter posts will be made, on average, on a weekly basis. This will include driving traffic to the project webpage for more information and educational materials, promoting surveys and other feedback opportunities and interacting with followers to gain input directly through Twitter. Facebook posts will be made to communicate major plan milestones. Posts will be a mixture of graphic and text-based updates. A paid Facebook boost may be limited to the second open house to encourage feedback on the draft report.

Web Surveys

The project team will gain feedback from the public using the "Walking St. Paul" survey on the Open St Paul website through summer 2017. Additionally, the project team will develop an interactive survey or online tool to help gauge the public's priorities related to investments in pedestrian facilities. The timeline for the interactive survey tools or games will be approximately spring 2018. The survey will be advertised on the City's social media sites, via existing city email lists, and potentially paid advertisements. Where necessary, equal survey alternatives will be offered in a format compatible with screen readers.

Targeted Facebook Ads

In partnership with the social media strategy, the project will use targeted Facebook ads to drive participation to online survey tools and to the second public open house.

Stakeholder E-mail Updates

The project team will utilize the existing Saint Paul Govdelivery e-mail service to provide project updates to interested stakeholders and the general public. A link to sign up for the email list will be on the project website. Other strategies will be implemented to direct stakeholders and the general public to the email list throughout the process. E-mails will be sent at key project stages and will highlight recent discussions, upcoming milestones and opportunities for input. Specific e-mails 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 on Govdelivery on a bi-monthly basis.

Tools	Timing	Audience	Input solicited	Communication Method	Schedule
Stakeholder Meetings	As requested, weekly or bi-weekly throughout plan development	Stakeholder	Present plan information. Ask key questions based on the stage of plan development. Respond to stakeholder questions.	Established networks	December 2017 through Summer 2018
Direct Conversations	Weekly or bi-weekly during plan initiation	Stakeholder, public	Seek input on key issues, direct traffic to project webpage	List of locations that meet targeted community objectives	Summer 2017
Community Events	Weekly or bi-weekly during plan initiation	Stakeholder, public	Seek input on key issues, direct traffic to project webpage	List of events that meet targeted community objectives	Summer 2017 and December 2017 through Summer 2018
Public Open House	Two open houses held near the beginning and conclusion of the plan	Partner, Stakeholder, Public	Seek input on key issues, share preliminary findings, and share draft plan	E-mail, press release, webpage, social media	Approx. January 2018 and late Summer 2018
Public Comment and Hearing	Public comment period and hearing to be held on release of draft plan in summer 2018	Saint Paul, Partner, Stakeholder, Public	Comments on draft plan	E-mail, press release, webpage, social media	Late Summer or Fall 2018
Press Releases	At key milestones and during opportunities for "earned media," e.g. pop-up events	Saint Paul, Partner, Stakeholder, Public	Drive traffic to project web page, community open houses, and community events	Established networks, webpage	Coincides with project milestones

Project Webpage	Hosted throughout duration of plan with regular updates	Saint Paul, Partner, Stakeholder, Public	Present plan information. Provide opportunities to contact the project team.	In-person engagement, social media, press releases	Periodically throughout project
Social Media	Bi-monthly Twitter posts	Stakeholder, Public	Focus posts on messaging, education, and driving traffic to other tools.	In-person engagement, website, regular city followers	December 2017 through Summer 2018
Targeted Facebook Ads	Up to 1 round of targeted ads	Stakeholder, Public	Promote opportunities to provide input via surveys and attend the open house	List of zip codes/demographics targeted for feedback	Summer 2018
Stakeholder E-mail Updates	Bi-monthly (average)	Saint Paul, Partner, Stakeholder, Public	Provide regular updates on the process. Share opportunities to get involved.	In-person engagement, website, established networks	Periodically throughout project
Web Surveys	During vision/goals and infrastructure prioritization phase	Saint Paul, Partner, Stakeholder, Public	Provide all plan stakeholders with opportunity to weigh in on plan priorities	Targeted emails, established networks, email updates, stakeholder posts	Spring/ summer 2018

7. 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 public outreach meetings occurred? How many responded to the plan questionnaire?
- How many stakeholder meetings have taken place? What was the attendance?
- How many people attended the open houses?
- How many people have signed up for project updates via email?
- How many hits on the project website? How many hits on the online engagement tool?

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?
- Does participant demographic mirror those of the city as a whole?

The qualitative and quantitative measures will be summarized in an outreach summary document, which will be amended following each project phase. In addition, the project team will review monthly 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 the city are underrepresented, the public participation strategy will be adjusted to target those populations.

8. Comment

Comments on the draft Public Participation Plan were accepted through July 30, 2017. Comments about the pedestrian plan may be addressed to:

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