

Public Engagement Plan: Highway 252/I-94 Environmental Impact Statement

April 2024



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The Highway 252/I-94 Public Engagement Plan (PEP) is a living document that will evolve over the timeframe of the environmental review process. Changes to the Highway 252/I-94 PEP are identified in the table below:

Version	Date	Document Name	Revision Description
1	March 2021	Draft PEP	Set a baseline of engagement
2	April 2021	Draft 2 PEP	Revised based on Participating & Cooperating Agency comments
3	June 2021	PEP – Version No. 3	All comments addressed and ready for posting
4	April 2024	PEP – Update: Version No. 4	Moving into Phase 3 Draft Environmental Impact Statement

1. Introduction

As joint lead agencies, the Minnesota Department of Transportation (MnDOT) and the Federal Highway Administration (FHWA) in partnership with Hennepin County and the Cities of Brooklyn Park, Brooklyn Center and Minneapolis are developing solutions to reduce congestion and improve safety and reliability along Highway 252 between Highway 610 in Brooklyn Park and I-694 in Brooklyn Center and on I-94 from I-694 in Brooklyn Center to the 4th Street exit ramp into downtown Minneapolis. An Environmental Impact Statement (EIS) will be prepared for the project to comply with the National Environmental Policy Act (NEPA) and Minnesota Environmental Policy Act (MEPA). This EIS will cover the environmental review process for all federal agency actions related to this project.

Project item	Item description
Public project name	Highway 252/I-94 Environmental Review
Project area	Highway 252 and I-94 starting at Highway 610 in Brooklyn Park, through Brooklyn Center and ends at the 4th Street North exit ramp and the 3rd Street ramp into and out of downtown Minneapolis.
Target Schedule	Fall 2020 through late 2023: Scoping Decision Document (SDD) Late 2023 to 2024: Notice of Intent (NOI) April 2024 through April 2026: Draft Environmental Impact Statement (DEIS) and formal public comment period with hearing. Approval of Final Environmental Impact Statement (FEIS) /Record of Decision (ROD) 2026 through Spring 2028: Complete final construction plans Mid-2028: Begin construction (estimate)
Website	dot.state.mn.us/metro/projects/Highway252study/contacts.html Proposed short URL: Highway252andI94.com
Project Contact(s)	Ricardo Lopez, Communications and Engagement 612-441-1928 Project email: Highway252andI94.DOT@state.mn.us

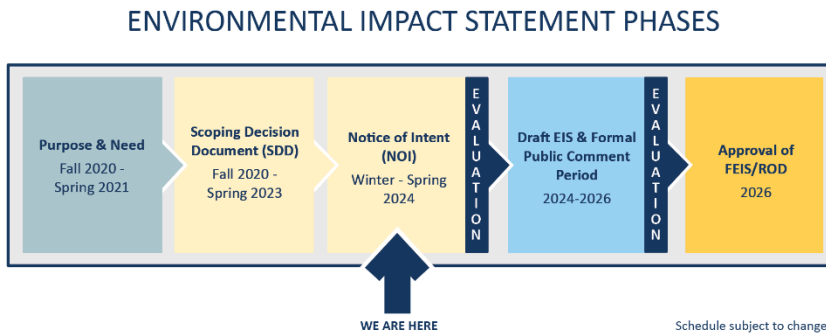
1.1 Glossary & Acronyms

Term	Definition
ADA	Americans with Disabilities
Adequacy Determination	The responsible government shall determine if the Environmental Impact Statement is adequate. If an environmental impact statement is found to be inadequate, the responsible governmental unit has 60 days to prepare an adequate environmental impact statement.
CBOs	Community-Based Organizations
CP	Coordination Plan
DEIS	Draft Environmental Impact Statement
EA	Environmental Assessment
EHNA	Equity and Health Neighborhood Advisors
EIS	Environmental Impact Statement
EJ	Environmental Justice as defined in FHWA guidance “is identifying and addressing disproportionately high and adverse effects of the agency’s programs, policies and activities on minority populations and low-income populations to achieve an equitable distribution of benefits and burdens ¹ .” ¹ https://www.environment.fhwa.dot.gov/env_topics/environmental_justice.aspx
EQB Monitor	The EQB Monitor is a weekly publication announcing environmental review documents, public comment periods and other actions of the Minnesota Environmental Quality Board (EQB).
Federal Register	The Federal Register is the official journal of the federal government of the United States that contains government agency rules, proposed rules and public notices. It is published every weekday, except on federal holidays.
FEIS	Final Environmental Impact Statement
FHWA	Federal Highway Administration
KPIs	Key Performance Indicators
Logical Termini	Rational endpoints for a transportation improvement and rational endpoints for a review of the environmental impacts.
MEPA	Minnesota Environmental Policy Act
MnDOT	Minnesota Department of Transportation
NEPA	National Environmental Policy Act
NOI	Notice of Intent
PAC	Policy Advisory Committee
PEP	Public Engagement Plan

Term	Definition
PMT	Project Management Team
Purpose & Need	A project's "Need" is an identified transportation deficiency or problem and its "Purpose" is the set of objectives that will be met to address the transportation deficiency. A reasonable solution or range of solutions is developed and evaluated based on this set of objectives.
ROD	Record of Decision
Scoping	40 CFR 1500-1508 (CEQ implementing regulations for NEPA) Section 1501.9, Scoping is a formal step of the NEPA process for an EIS that determines the reasonable range of alternatives to be studied in the EIS. MnDOT follows a merged state (MEPA) and federal (NEPA) scoping process (see page 31).
SDD	Scoping Decision Document
SEE	Social, Economic, and Environmental
SOL	Statute of Limitations is the maximum time, after the Record of Decision, that legal proceedings may be initiated under federal laws and regulations.
TAC	Technical Advisory Committee

2. About this Document

This Public Engagement Plan (PEP) details the project’s engagement strategy during four phases of the project’s EIS process: Purpose and Need Statement, Scoping and NOI, DEIS and FEIS/ROD.



This document provides the goals, strategies, messages and action steps for engaging the public in each phase of the Highway 252 / I-94 EIS process. This PEP notes the NEPA- and MEPA- required milestones and integrates them into the overall engagement strategy. The PEP is meant to be a companion to the project’s Coordination Plan (CP). The CP is a “living document” like the PEP that helps guide the project team activities, outreach and collaboration.

This PEP accounts for and builds upon the public and agency feedback gathered during the initial planning and environmental process conducted in 2018 and 2019. It describes:

- The goals of engagement during the project’s EIS process.
- The key audiences that will be reached.
- NEPA- and MEPA-required milestones.
- Key decisions when stakeholder and public input will be gathered to influence the project’s direction.
- How input received will be incorporated into the EIS process.
- A menu of engagement techniques and methods that will be used to engage the public.

The Public Engagement Vision

MnDOT, FHWA and their partners will anticipate and respond to public, stakeholder and agency engagement needs to facilitate two-way communications that effectively and efficiently navigate the environmental review process, building broad project understanding along the way.

2.1 EIS Process Engagement Goals

The project team will work toward the following goals to achieve the public engagement vision:

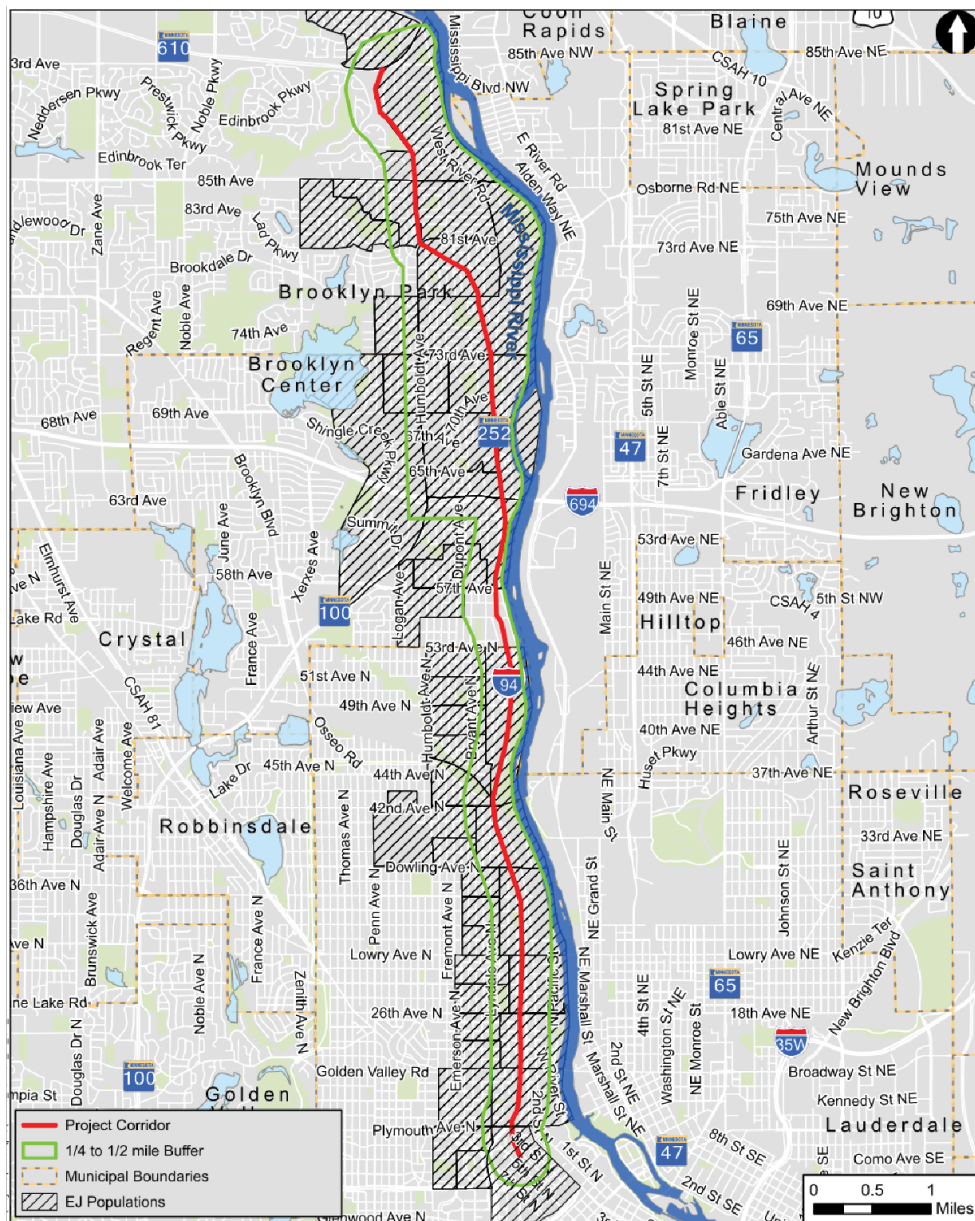
- Explain the EIS process under MEPA and NEPA and the reason an EIS is being prepared.
- Communicate key decisions in the EIS process and where stakeholders and the public can influence the project.
- Meet the public engagement requirements of MEPA and NEPA.
- Acknowledge previously made project decisions and recommendations and the role of public and agency feedback in those decisions; explain how previously made project decisions will apply to the EIS process.
- Tailor two-way communications and engagement activities to be accessible to a diverse group of corridor residents, businesses and commuters. This includes people with disabilities and youth, senior, multicultural, transit-dependent, low-income, and limited-English-proficiency stakeholders.
- Provide a wide variety of in-person (when possible) and online methods for the public to learn about and provide input on the project.
- Be aware of the ever-evolving dynamic of the corridor communities and adapt public engagement methods accordingly.
- Engage all people with an interest in the project across all backgrounds and communities including the EJ population and regional users - express bus riders, commuters, etc. - of the corridor.
- Articulate the balancing act executed at each step of the alternatives development and analysis to inform how value judgments were made while determining how well each alternative solves transportation problems versus the impacts the alternative creates.



Pop-up engagement for Hwy 252/ I-94 Environmental Review

2.2 Environmental Justice Population

Environmental Justice (EJ) is a critical component of our engagement strategy. The EJ population boundary encompasses almost the entire project study area as shown in the map below. The map was developed during the scoping process for the EIS and demonstrates that the project corridor is largely surrounded by EJ populations. The figure was developed using block groups by minority and low-income population from the Census: American Community Survey (ACS) Five-Year Estimates from 2015-2019. This map will be updated using 2020 Census and 2018-2022 ACS data during the Draft EIS phase.



EJ Population in the Project Study Area

Engagement activities conducted during the MnDOT Scoping process have revealed that many residents want MnDOT to consider specific socio-economic and environmental concerns within the context of Environmental Justice. These concerns include air pollution, child asthma rates, MnDOT's authority to use eminent domain to obtain property, increased property taxes, noise, neighborhood mobility, etc. Residents are also concerned about the project resulting in increased traffic volumes, including heavy freight traffic, in the corridor. They fear that the detrimental impacts of the project will be borne by the EJ population adjacent to the corridor.

Highway 252/I-94's EIS development offers the public an opportunity to weigh in on social, economic and environmental impacts. The engagement strategy strives to provide opportunities for the EJ communities to be involved and inform the discussion and refinement of options, through the ongoing community engagement processes; reaching communities outside of the EJ population is part of the engagement strategy described in section 5.3.1. These enhanced strategies are in response to how minorities, low-income individuals, and disabled/handicapped communities who have historically been overlooked in public outreach efforts for various reasons, including language barriers, challenges in attending meetings due to location and timing constraints, and unfamiliarity with the process of participating in public projects and providing feedback.

To ensure effective outreach, EJ Centric efforts will encompass a range of methods, including focus groups and/or interviews, pop-up events, a door-knocking campaign, translations and interpreters, an interactive online engagement platform, meeting-in-a-box materials, and bilingual decals. Moreover, the engagement team is actively establishing partnerships with community-based organizations to engage their members and disseminate project information through the organizations' trusted communication channels. This array of engagement actions is intended to foster meaningful participation, capture diverse perspectives, and ensure the voices of the EJ population, are incorporated into the EIS process.

2.3 Plan Maintenance and Documentation

The project's engagement team will maintain an engagement log throughout the project to track the plan's effectiveness including engagement tactics, performance, feedback collected and project inquiries. The PEP and engagement log will be updated monthly as needed to reflect project progress.

2.4 Appendix Documents

The PEP will include the following documentation after each phase has been completed:

- *Conflict Assessment & Management Process materials and summary*
- *Comment Management Protocol*
- *Blank Surveys*
- *Translated materials*
- *Fact Sheets*
- *Press Releases and Gov Deliveries*
- *Social media graphics*
- *Print and digital media buys and graphics*
- *Sidewalk decals, lawn signs, flyers, etc.*
- *Meeting trackers*
- *Tracking environmental justice outreach including demographics and how EJ-Centric engagement was delivered.*

2.5 Engagement Framework

The project team will use the following engagement framework to conduct comprehensive, inclusive and equitable engagement that focuses on how to best serve stakeholders – especially underserved and overburdened communities. This framework confirms the approach, garners project awareness and understanding, facilitates effective two-way communication with stakeholders to maximize the degree of participation in the process.

Category	Goal
Stakeholder Management	<ul style="list-style-type: none">• Generate and maintain a comprehensive stakeholder list that accounts for all interested groups, specifically members of the environmental justice population.• Cultivate a deeper understanding of stakeholder needs, interests and how best to engage with them.• Develop new relationships with stakeholder groups; maintain and strengthen existing stakeholder relationships.• Be aware of the ever-evolving dynamic of the corridor communities and adapt public engagement methods accordingly.
Awareness	<ul style="list-style-type: none">• Utilize a wide range of in-person and digital promotional tools to optimize outreach efforts.
Education	<ul style="list-style-type: none">• Ensure all project information and materials - outside of the technical memos - are written in plain language and are made accessible to all in a clear and timely manner, no matter their background, interests, or abilities.• Effectively explain the EIS process.• Communicate key decisions in the EIS process and where stakeholders and the public can influence the project's direction.
Involvement	<ul style="list-style-type: none">• Provide a variety of engagement opportunities to engage using a full range of tools and techniques to meet stakeholders and the public where they are and address their questions and concerns.• Gather meaningful feedback from stakeholders to collaboratively develop a community-supported design.• Document how this feedback has shaped the design.

As stakeholder engagement opportunities are conducted, the project team will evaluate attendance, participation and input provided. The project team will assess whether the collective stakeholder groups,

including the EJ population, are being reached and engaging in the project development process. If it appears specific stakeholder groups are not engaging via the opportunities being provided, the team will consider additional outreach techniques that could be implemented to reach those specific stakeholder groups.

3. Government and Agency Engagement

Government and agency stakeholders are staff and elected officials from partner organizations that are affected by the project. These stakeholders are directly involved in the guidance, management, or development of the project.

3.1 Corridor Cities

Corridor cities include the City of Brooklyn Park, City of Brooklyn Center and City of Minneapolis. The project team works with the corridor cities to determine if municipal consent is needed per state statute. City staff at each agency review project materials and are called on for engagement throughout the project beyond their involvement in the PAC, TAC and engagement staff.

3.2 Agencies and Permitting

The Coordination Plan (CP) provides the structure for coordination between MnDOT, FHWA, cooperating agencies and participating agencies during the process of preparing the DEIS to satisfy the requirements of NEPA and its implementing regulations and MEPA Chapter 4410 rules under the Environmental Quality Board (EQB) Environmental Review Program. The CP and PEP work together, informing the project schedule and coordinating the timing of the project Scoping and NOI and EIS activities.

3.3 Project Management Team

The Project Management Team (PMT) includes MnDOT's Highway 252 / I-94 Project Manager, West Area Manager and West Area Engineer, FHWA, in addition to the Project Consultant's Project Manager, Environmental Manager, Public Engagement Manager and Communications Assistant. The role of the PMT includes:

- *Provides technical and professional guidance to the Project Manager and engagement team on all issues related to the project development process.*

3.4 Technical Advisory Committee

The Technical Advisory Committee (TAC) includes staff from Hennepin County, City of Brooklyn Park, City of Brooklyn Center, City of Minneapolis, MnDOT, FHWA, Metropolitan Council, Metro Transit and Project Engagement Team. The TAC meets approximately monthly. The role of the TAC includes:

- *Provide leadership and guidance for resolution of technical issues related to project options and refinements considered as part of the project development process;*
- *Provide input on public engagement activities and materials;*

- *Provide recommendations to the Policy Advisory Committee.*

3.5 Policy Advisory Committee

The Policy Advisory Committee (PAC) includes elected and appointed officials from MnDOT, the State of Minnesota, FHWA, Hennepin County, City of Brooklyn Park, City of Brooklyn Center, City of Minneapolis and Metropolitan Council. The PAC Chairs include the MnDOT Commissioner and City of Brooklyn Center mayor. The PAC meets approximately quarterly and meetings are open to the public. The PAC is not a decision-making body. The role of the PAC includes:

- Guide policy and funding decisions about Highway 252/I-94;
- Review recommendations from the TAC;
- Provide input on public engagement materials;
- Provide help in identifying important community issues;
- Provide help in communicating with neighboring constituents on project decision points/major milestones and encourage public participation;
- Provide input as requested by MnDOT.

Beyond their role on the PAC, elected leaders from the corridor cities, Hennepin County and the State will be included in public engagement communications and events.

4. Public Stakeholder Engagement

4.1 Engagement Approach

A major goal of the engagement approach is inclusivity. Public engagement is about how and where people feel comfortable engaging, which will be different based on the community. The project's engagement team will provide accessibility, cultural expertise and community credibility that will allow for a genuine experience for stakeholders.

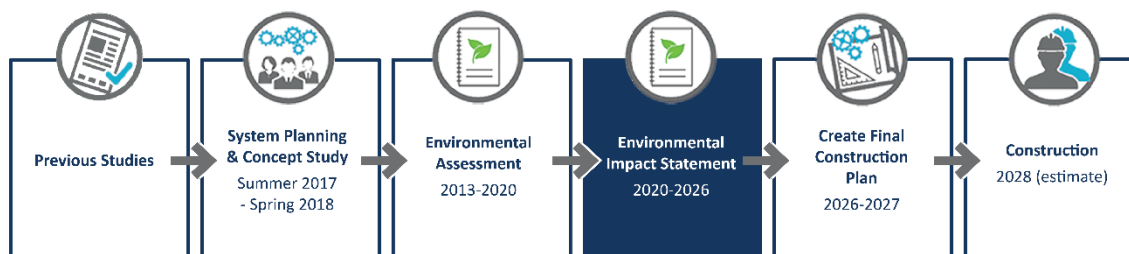
Before proceeding, it is important to understand why flexible engagement methods and measurements are necessary to gain participation in certain communities. It is also imperative to acknowledge that public engagement from the government is viewed with a bit of suspicion by certain communities. For example, many communities of color distrust where and how their personal information will be used. As a result, registration for an email list serve may not gain large participation in those communities. By comparison, other tactics, like meaningful relationship building and conversations, have proven to be more effective as evidenced on other MnDOT transportation projects. Measuring both qualitative and quantitative methods will be critical in evaluating engagement effectiveness in certain communities.

In addition, acknowledging there will be different types of participation from stakeholders throughout public engagement:

- **Active Participation** - fully aware, engaged and invested in the project.
- **Contributing Participation** - respond or comment on the project's content.
- **Consuming Participation** - exclusively views the project's content to be informed.
- **Inactive Participation** - not interested or no longer participating at any level.

4.2 Project Background & Past Engagement

Environmental Review Process



Various agencies have previously studied the Highway 252 corridor including the City of Brooklyn Center's "TH 252 Corridor Study" focusing on the 66th Ave /Highway 252 intersection in 2016 and more recently in 2018-2019, when Hennepin County led an environmental assessment (EA) of the Highway 252 corridor.

Environmental Assessment Engagement

Hennepin County, MnDOT and project partners completed three rounds of public engagement in Summer 2018, Winter 2018, and Summer 2019 as part of the previous EA phase. This engagement included community workshops, listening sessions, pop-up events and online surveys. Public engagement activities during the EA phase were well attended, with nearly 3,000 people attending events across the three rounds of engagement. Public engagement materials were provided in multiple languages and interpreters were provided upon request. The following list summarizes some of the common themes gathered during the EA phase engagement.

- *Safety along the project corridor.*
- *Providing walking and biking infrastructure and safety concerns for walkers and bikers.*
- *Access to transit and transit services/impacts to transit/incorporating transit into the project.*
- *Overall traffic congestion.*
- *Concern for reconnecting West River Road.*
- *Air quality impacts/traffic noise impacts/traffic noise reduction.*
- *Concern for Mississippi River impacts.*
- *Efforts to minimize construction and project impacts on adjacent neighborhoods and residents.*

Due to the magnitude and complexity of the project, as well as the amount of public input received during the EA phase, MnDOT and FHWA made the decision in 2020 to prepare an EIS.

Summary reports from the EA phase engagement are available upon request from the MnDOT Project Manager.

Preliminary Environmental Impact Statement Engagement

In preparation of an EIS, the scoping process is conducted to identify the primary issues of concern within the project corridor/study area. Early identification of key social, economic, natural and cultural issues provides focus for the EIS studies. MnDOT hosted three rounds of public engagement during the MEPA portion of the scoping process. Below is a high-level summary of the themes that have been collected from Spring 2021 through Spring 2022. The Scoping Decision Document was completed in November 2023, detail regarding the scoping engagement is located in Section 5.2.1.

Key Themes	Number of Comments	Description
Safety	165	Safety along the project corridor, including the need to reduce crashes along Highway 252, safety and mobility related to interchange spacing, and emergency vehicle access to adjacent neighborhoods.
Environmental Justice	130	Concerns regarding impacts to the EJ population in the project study area, including concerns with increases in traffic-related pollution.
Freeway Conversion	109	Opposition to, support for, or general concerns for the conversion of Highway 252 from a signalized highway to a freeway with interchanges.
Air Quality	90	Concerns regarding greenhouse gas emissions, vehicle miles traveled, and air quality impacts for children living along the project corridor.
Property Impacts	93	General concerns for property impacts include a desire to minimize right-of-way acquisitions, property acquisition from the EJ population, and timelines for right-of-way acquisition.

4.3 Engagement Awareness

Effectively raising public awareness has been redefined by generational events like the COVID-19 pandemic and the civil unrest following the police murder of George Floyd in 2020. Floyd's death sparked a global reckoning of continued racial disparities and how leaders can address them meaningfully. Effective public awareness has been redefined in the age of COVID-19 and the struggles many communities have experienced.

Effective public awareness today should include knowing stakeholder's demographics, geographics, and characteristics. In addition to understanding and hearing about the history and its effect on the community that has been impacted:

Know the Audience

Communicating in local and concise words and terms, with a focus on the specific target audience's contextual mindsets, circumstances, history of the area, history and experiences in the community is critical to public awareness and engagement success. This means that the outreach and public awareness approaches should be designed based on what is most relevant to the target audience. This strategy includes understanding the local environment or situation, by zip code and for the businesses, it may mean tailoring communications store by store.

Optimize Communication Channels

Digital communication has increased significantly since the COVID-19 pandemic. However, to adequately connect with all target audiences and meet their communication preferences, the project team will create a holistic and integrated public awareness approach with a communication channel media mix such as local radio and neighborhood public awareness advertising resources.

Diversify Awareness Approach

Understanding the target audience's experiences and history with public awareness messaging, barriers to accessing information and cultural values and traditions is critical to informing the messaging, media type and in-person engagement approaches, especially for EJ populations. The information and data will help create engagement experiences that resonate with the target stakeholders through these examples:

- *Messaging/content (provided using digital/email marketing, social media)*
- *Neighborhood (in-store marketing, posters, cling-ons, flyers with QR codes): gas stations, convenience and grocery stores*
- *Community organizations (places of worship, cultural centers, community meetings and events)*
- *Open house (host public events; listening sessions, 'getting to know the project team,' to build trust, conduct a community activity, partner with a trusted community organization to host the open exhibits)*

Develop Public Awareness with the Audience at the Heart of Engagement

The project team will create customized messaging and tailor public awareness approaches to build a trusting and positive engagement relationship with the identified target audiences. The team will focus the public awareness strategy and implementation plan on making positive connections with a focus on cultivating relationships that are sustainable into the future.

Positive Branding with Agility

The project team will be prepared to pivot public awareness tactics by designing an iterative strategy for all communications and public awareness entities. For example, the team will insert metrics to measure performance throughout the life of the project to enable us to make changes during the project instead of waiting until the end. The team will also leverage continuous audience listening and anticipating demands in real-time, for the benefit of the project and to advance MnDOT's brand as a brand that resonates with the community.

By understanding performance marketing and brand marketing, the team will better prioritize the perspective of the target audience and in turn, trust and positive relationships should emerge.

4.4 Public Stakeholders

Stakeholder Relationship Management

The goal is to foster and maintain positive relationships with all stakeholders. Stakeholder relationship management is essential to encourage and support public participation. Throughout the project process, the engagement team will work to maintain and improve existing relationships as well as foster new stakeholder relationships. The Project Management Team will lead stakeholder relationship management and be advised by the PAC.

EJ Population Residents

There is racial, age and economic diversity among the people who live along the Highway 252 / I-94 corridor. Signed by President Clinton in 1994, Executive Order 12898, are federal actions to address environmental justice (*definition in the glossary*). This engagement plan supports this directive, consistent with the approach for the overall project.

As a first step, it is important to identify where the EJ population live in the study area. FHWA Order on Environmental Justice (Order 5610.2(a)) Actions to Address Environmental Justice in Minority Populations and Low-Income Populations defines “minority” as “Black or African American, Hispanic, Asian American, American Indian/Alaskan Native and Native Hawaiian or Pacific Islander”, and low-income” as “any readily identifiable group of low-income persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/transient persons”. In particular, the EJ population living in the project area, identify themselves as African American, East African - Somali (Black), West African - Liberian, Nigerian, Ghanaian (Black), Latinos - Mexican (Hispanic), Hmong, Vietnamese, and Chinese (Asian American). The EJ population are often under-represented among the stakeholder groups tasked with informing the transportation decision-making process. The EJ population who live along the corridor are a key audience for this project. Sometimes EJ population residents are harder to reach due to online access issues and other time demands (i.e., work and family obligations).

For the EJ population residents to have a voice in project decisions, public engagement staff need to conduct engagement activities that specifically seek to inform and gather input from them. With guidance from the PAC, methods will be employed to intentionally connect with the EJ population.

The EJ Executive Order stipulates engagement with the EJ population as necessary within the EIS process. Such engagement will help determine if the proposed project contributes to disproportionately high and adverse impacts to these groups.

Underserved Populations

Underserved groups will be consulted to learn about how the project affects their short- and long-term goals for improving the corridor. This includes but is not limited to, groups or organizations providing services to people with disabilities or accessibility needs, the elderly and the unhoused. Many elderly adults live along the corridor.

These individuals often have specific transportation needs and may have limited access to online tools. The project team will ensure that project materials are Americans with Disabilities Act (ADA)-compatible and that alternative engagement methods such as employing visual cues and strategies are used to ensure that people with different needs can connect with project materials.

Renters and Homeowners

Residents from the communities in the project area will be engaged at key points throughout the project. The goal of engaging residents is to inform them of project decisions and updates, receive their comments and perspective during the EIS process and bring their perspective into the selection criteria and other project decisions.

The team will work with project partners to identify opportunities to engage residents, including multifamily renters and homeowners. Partners to connect with these populations will include:

- *Cities of Brooklyn Park, Brooklyn Center and Minneapolis*
- *Neighborhood and community-based organizations*
- *Hosts and organizers for community events and scheduled activities such as festivals and farmer's markets*

Businesses

Business owners in the area will be engaged at key decision points throughout the project. The goal of engaging businesses is to inform them of project decisions and updates, receive their comments and guidance during the EIS process and bring their perspective into the selection criteria, EJ analysis and other project decisions.

Some businesses are in areas where access or traffic patterns may be affected by the outcome of this project. These businesses will be engaged early in the process and included throughout the decision-making process.

- *Businesses along 65th/66th Street.*
- *Businesses along 85th Street.*
- *Minneapolis local businesses near the project corridor.*
- *Business associations and chambers.*
- *Twin West Chamber of Commerce.*
- *North Hennepin Area Chamber of Commerce.*
- *Minnesota Black Chamber of Commerce*
- *Brooklyn Center Business Association.*
- *West Broadway Business and Area Coalition.*

Schools

Schools and districts to be engaged in the project process include:

- *Monroe Elementary School.*
- *School Districts*
 - *Brooklyn Center (SD 286).*

- *Anoka-Hennepin (SD 11).*
- *Osseo (SD 279).*
- *Minneapolis (SD 1)*

Drivers

Members of the driving public who regularly travel along the corridor will be consulted to learn about their current issues and opportunities for improvement and to gain an understanding of their goals and vision for the corridor.

Pedestrians, Cyclists, Zero Car Households

People who walk, roll and bike will be consulted to learn about their current issues and needs regarding walking, rolling and biking in their communities.

Transit Riders

Transit riders have specific needs and concerns regarding the 252 and I-94 corridors. The project team will reach out to people who use transit along the corridor to understand these needs and weigh in on the proposed transit changes and improvements.

Neighborhood Associations

Neighborhood associations work together to represent the interests of their neighborhoods, organizing projects and usually communicating with local government on behalf of the group. With approximately 14 neighborhoods in the corridor, connecting with these groups, organizations and/or associations in the project area will be important in getting neighborhood representation and feedback on the project.

Places of Worship

With approximately 50+ places of worship with access to the corridor, people are commuting - near and far - to fellowship within their spiritual communities. Some places of worship also represent the interests of the neighborhoods. Connecting with these places of worship will assist in greater neighborhood representation to solicit feedback on alternatives.

Freight

Connecting freight businesses and drivers traveling in the project area will be key to soliciting feedback on alternatives from the freight community. MnDOT's Central Office of Freight is currently updating the Statewide Freight Plan, in addition MnDOT's Metro District will be developing a Freight Plan with a targeted completion by the end of the year.

Visual Quality Advisory Committee and Noise Wall Workshops

Specific advisory committees and workshops will be convened to advise on visual aspects of the project as well as noise-related issues. Visual Quality members will be selected in consultation between MnDOT staff, agency

stakeholders, and other considerations. This group will meet periodically throughout the project at dates and times to be identified. The focus will be on providing input and feedback to visual quality aspects for the project and to provide suggestions on broader engagement on this topic. This group will have no formal decision-making power. Noise Wall Workshops within each community will be used. Workshops will be subject focused, with the intent to hold 3 separate workshops within each community as the project goes through alternative selection, mitigation and noise wall voting.

4.5 Stakeholder Engagement Matrix

The following matrix demonstrates what engagement tools may be effective in reaching different targeted groups. This will help inform targeted engagement activities throughout the project.

For an ADA description of the image below, please refer to Appendix A.

	Level of Effort to Engage	Residents	EJ Population	Businesses	Neighborhood Assoc.	Places of Worship	Public & Interest Groups	Engagement Committee	Government Agencies	Transit Riders	Transit Bus Drivers	Commuters	Freight
Website / Surveys / Online Engagement		■	■	■	■	■	■	■	■	■	■	■	■
Social Media / Videos		■	■	■	■			■	■			■	
Newsletters / Publications / Memos							■	■	■				■
Direct Email / Outreach Toolkits		■	■	■	■	■	■	■		■			■
Earned Media / PSAs / Advertisements		■	■	■	■			■	■			■	
Mailers / Meeting-In-A-Box		■	■	■	■	■							
Translations / Interpreters		■	■	■	■	□							
Pop-Up / Community Events		■	■	■		■			■			■	
Educational Videos		■	■	■	■	■		■	■			■	
Coordination / City Council Meetings							■	■					
Informational Meetings				■		■							
Canvassing / Flyers / Door Knocking		■	■	■									
One-on-One Conversations			■	■		■	■	■		■			■
Community Meetings		■	■	■	■	■							
Open "House" Exhibits		■	■	■	■				■			■	
Focus Groups (virtual & in-person)			■	■		■				■			■
TAC / PAC Meetings (virtual & in-person)							■	■					
Workshops		■	■	■			■						
Building Community Relationships			■		□								

Preferred Engagement Activity by Group ■

Optional Engagement Activity by Group □

5. Engagement Phases

The EIS engagement is organized into four phases. Engagement methods vary through the four phases responsive to the goals and intent of each phase. The engagement team will use a mix of in-person and online meetings and communication tools.



Purpose and Need – Completed



Scoping and NOI - In Progress



DEIS



FEIS/ROD

Engagement Spectrum Summary of Activities



5.1 Phase 1 – Purpose and Need Statement (Completed)

The Purpose and Need phase of the project began in the Winter of 2020/21. In this phase, the project team focused on informing the public of the project process and considerations through a series of videos and listening sessions, as well as informing city councils, mayors and staff. The Purpose and Need, logical termini and evaluation criteria for the EIS were provided. Previous rounds of engagement on this project informed the Purpose and Need update as part of the EIS process.

Engagement Goals and Key Messages

- *Explained why this project is important and necessary. Described project objectives.*
- *Encouraged people to get involved. Explained how people can get involved and have their voices heard. Asked the public to weigh in during each public comment period.*
- *Communicated the changes to the project's environmental document type (from EA to EIS) and what that meant for the project going forward.*
- *The two separate scoping requests (MEPA and NEPA) for this EIS were explained to the public early and often.*
- *Communicated how input gathered in previous phases of the project will be used.*
- *Ensured the public, mayors, council members, commissioners, legislators, and appointed representatives understood the environmental process and the purpose and need for the project.*

MnDOT took a different approach to public engagement due to the COVID-19 pandemic and the civil unrest experienced in the Twin Cities metropolitan area in 2020. The COVID-19 pandemic put in-person public engagement activities on hold. MnDOT, Hennepin County and the corridor cities conducted engagement exclusively online.

5.1.1 Engagement Methods Used

This phase is an “inform” level of engagement. During this phase, the Engagement Team relied on website updates, email communications, social media, flyers at apartment buildings, EIS 101 narrated presentations, virtual listening sessions and a City Council meeting in each city to inform the public of changes to the purpose and need for the project. Accessible hard copies of project information were made available by City partners at their facilities and local libraries along the corridor and could be obtained upon request to MnDOT. An EIS 101 Video Library was rolled out. Accompanying these videos were a minimum of three virtual listening sessions, which featured brief presentations by subject matter experts and opportunities for participants to make comments and share their thoughts.

In-Person Engagement

At that time, COVID-19 impacts resulted in no in-person engagement. Promotional materials, including flyers, signage, or passive engagement boards were used in targeted outreach efforts.

Online engagement

Online engagement in this phase informed the public of updates and future opportunities to get involved. MnDOT hosted the study website with content updates provided by the engagement team. All partners had a link on their agency or organization website that connected to the project website. All publicly available project materials were uploaded to the MnDOT website with links on how to respond with questions or comments.

- City council presentations: Project team members attended city council meetings (or provided councilmember briefings) to present project updates at key points in the process (i.e., Purpose and Need Statement outcomes). Council presentations were preceded by briefings with specific council members who represent the areas along the project corridor. Three city council meetings (councilmember briefings for Minneapolis) were accounted for with each of these activity statements.
- Evaluation criteria engagement: A standalone virtual information push focused on communicating the key information regarding the evaluation criteria and their role in project development and evaluation.
- EIS 101 narrated presentations: The purpose of the EIS narrated presentations provided introductory, educational information to the public regarding the complex state and federal steps required by the EIS process and responded to topics/themes developed based on comments received. The recorded presentation material was followed up by a listening session, whereby project staff/partners met with the public to hear their concerns/ideas/feedback regarding the educational topic of the time. EIS topics being presented include Highway 252/I-94 Project History, EIS Process Overview, Project Alternatives Development, Community Connections, Transit Considerations, Mississippi River Considerations, Health: Noise & Air Quality.
- Virtual listening sessions: A series of virtual listening sessions were held corresponding to the EIS 101 narrated presentations.
- Comment portal. The portal on the project website was live for comments and questions to be submitted.
- Targeted outreach to local businesses and congregations: This was coordinated with the previous engagement sub-consultants Kaade Wallace and New Publica. This outreach included distributing via email and mail information critical to explaining updates on the Alternatives development process and promoting upcoming EIS 101 event. New Publica followed up with a sample of businesses to ensure receipt of project information.

Communications

- Gov Delivery emails: Project updates and information about upcoming events were sent to individuals who signed up for the project contact list.
- Website updates: Website updates continued to be made on at least a monthly basis.
- Mailers and flyers: were sent to businesses and apartment buildings along the corridor.
- Targeted social media: Social media was used to share information about public engagement events. Social media included a variety of platforms such as Facebook, Instagram, NextDoor App, along with other innovative options.

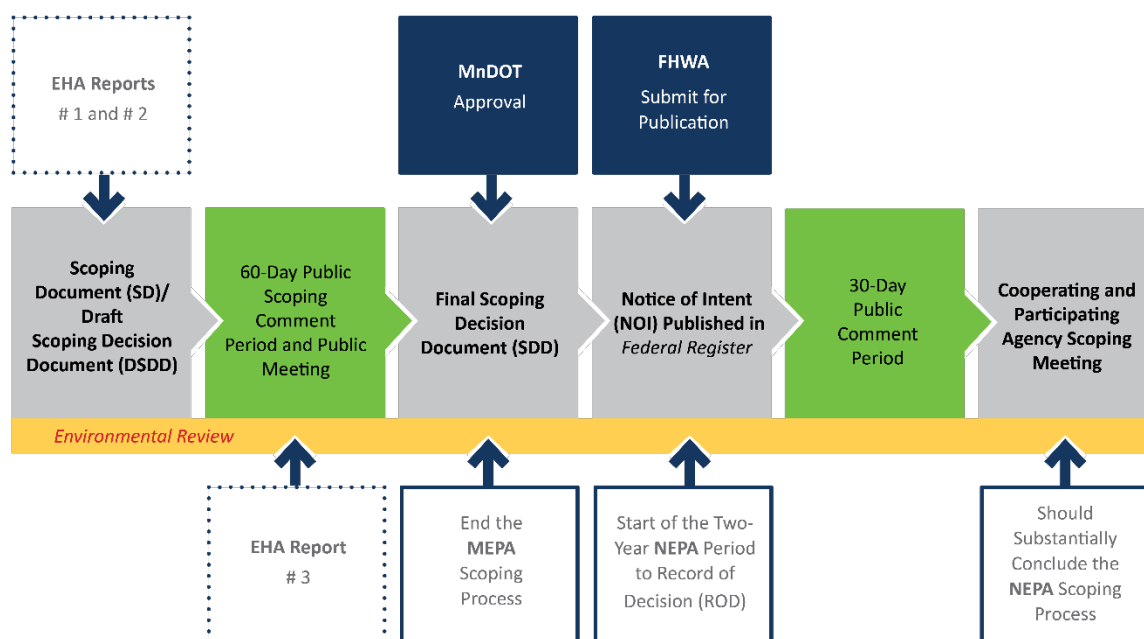
5.1.2 Phase Conclusion

This phase concluded when the Purpose and Need was established. The next step was Scoping and NOI, which included consulting the public on proposed alternatives to be studied during the EIS process.

5.2 Phase 2 – Scoping and NOI (In Progress)

The Scoping and NOI phase of the project begins after the Purpose and Need phase. MnDOT follows a merged state (MEPA) and federal (NEPA) scoping process (see graphic below). The MEPA scoping process was completed with the publication of the SDD. The project is currently completing the NEPA scoping process. MnDOT and FHWA will continue to consult the public on potential alternatives to be studied in the EIS process through the publication of the NOI and subsequent 30-day comment period. Public input will help determine which alternatives would be carried forward for further study.

State MEPA and Federal NEPA Scoping Processes



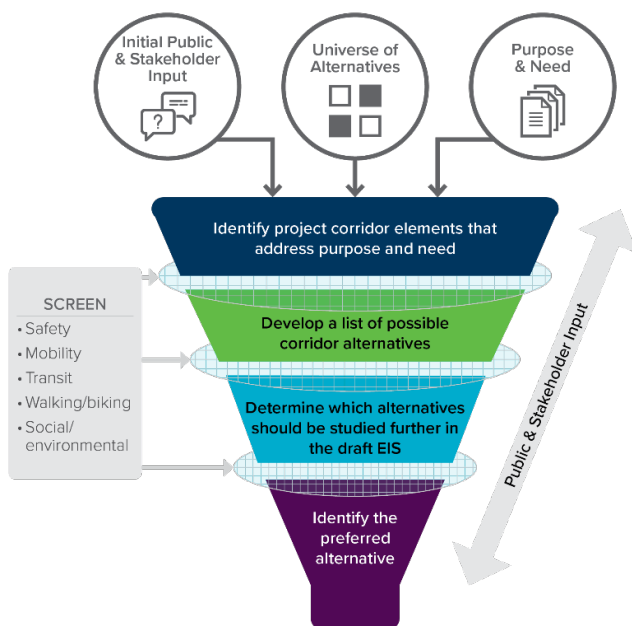
Engagement Goals and Key Messages

- Educate people to understand the scoping process and be able to comment on purpose and need, alternatives to be studied in the EIS process, issues to be studied in the EIS process and permits to be issued.
- Communicate how alternatives were gathered.
- Present and develop additional alternatives based on feedback, as appropriate.
- Inform and gather feedback on the project evaluation criteria.
- The NEPA scoping requests for this EIS will be explained to the public early and often.
- Gather feedback on the alternatives.
- Explain how these alternatives will move forward in the EIS process.

As part of the Scoping process, a 60-day formal public comment period began when the scoping document/draft SDD was published in the EQB Monitor (per MEPA requirement). Following the 60-day comment period, MnDOT prepared the final SDD. On November 2023, the Final SDD was published in the EQB Monitor and is available online through MnDOT’s website and in hard copy upon request, plus placed in publicly accessible spaces in each of the corridor cities. The NOI period, scheduled in early 2024, will complete this phase of the project and engagement.

5.2.1 Engagement Methods Used in Scoping Decision Document Process

As COVID-19 restrictions were lifted, the project team conducted both online and face-to-face engagement. MnDOT hosted three rounds of public engagement during the scoping process from Spring 2021 through Spring 2022 for the MEPA period. Public engagement activities included listening sessions; pop-up events; virtual public meetings and community conversations; and in-person open house meetings. Meeting notices were published on the project webpage, distributed to local media, direct mailing of flyers to area residents and businesses, email notifications and through social media platforms. Canvassing events included placing flyers at residences along the Highway 252/I-94 corridor to inform area residents of the project and opportunities for engagement. Public engagement materials were provided in multiple languages including Spanish, Somali and Hmong. Interpreters were provided upon request. Open house materials were posted to the project webpage following each open house event.



Scoping and EIS Process and Engagement Points

In addition, MnDOT completed an EHA as part of targeted engagement, which included forming the EHNA, comprised of residents and business owners from neighborhoods along the Hwy 252/I-94 corridor. The EHNA helped guide the Equity and Health Assessment that 1.) identified social equity and public health priorities

relating to transportation in the affected communities; 2.) directed targeted outreach to and engagement of the EJ population in the project area; and 3.) advised the project team on how to evaluate equity and health considerations in EIS engagement.

In-person, Online & Hybrid Engagement

Engagement in this phase informs and consults with the public regarding the entire Scoping process and development and evaluation of project alternatives. All publicly available project materials will be uploaded to the MnDOT website with links on how to interact with the material and provide questions or comments.

Pop-up and Community Events (completed during the MEPA process) More than 40 targeted engagement activities with EJ populations were held including pop-up events and direct door knocking. The purpose of the engagement was to inform potentially affected EJ populations of the project and to gather feedback.

- **Scoping Document/SDD Open Houses - (*Completed*)** Corridor-wide virtual and in-person open houses occurred at the same time as the Scoping Document/Draft SDD comment period for the public in the spring of 2023. The purpose of the open houses were to present the Scoping Document/Draft SDD to the public and gather feedback and formal comment.
- **Targeted outreach meetings - (*Completed during the MEPA process*)** Virtual public meetings occurred in this phase as needed. Participants communicated with project partners to have their questions answered, shared comments and thoughts and provided feedback to the project stakeholders. Phase 2 public outreach remained nimble in connecting with key stakeholder constituencies.
- **Targeted Communities Virtual Open House – Scoping Process Step 1 (*Completed during the MEPA process*)** Virtual open houses were conducted in spring/summer of 2021 targeting each of the three corridor cities. The purpose of the first open house was to provide project process information, share how past engagement informed the current list of corridor elements and engage participants in a discussion to gather feedback and build understanding. Geographic community stakeholders were targeted with this set of engagement events (invitations, topic areas and geography associated with the topics) but the opportunity to attend and participate was open to the public at large throughout the corridor.
- **Neighborhood Equity and Health Advisory Group meetings - (*Completed during the MEPA process*)** The project team facilitated a series of hybrid EHNA meetings. Those meetings provided an opportunity for the EHNA to direct research, outreach and analysis conducted by the project team into transportation equity and health priorities in affected communities. Agenda topics included current inequities and public health concerns; targeted outreach opportunities; equity and health engagement activities; and the equity and health impact of project alternatives.
- **Corridor-wide Open Houses – Scoping Process Step 2 (*Completed during the MEPA process*)** Virtual and in-person open houses were conducted for the corridor in the fall of 2021 to present and engage

the public during step 2 of the Scoping process. Those meetings focused on combining corridor elements to develop a list of complete corridor project alternatives. The open houses were aligned with a project survey centered on step 2 of the evaluation criteria screening process.

- **Corridor-wide Open Houses – Scoping Process Step 3** (*Completed during the MEPA process*) Virtual and in-person open houses were conducted in the spring of 2022 for the corridor to present and engage the public during step 3 of the Scoping process. It was an opportunity to share the final draft Universe of Alternatives and its screening process ahead of the preparation of the Draft Scoping Decision Document and comment period.
- **Comment portal** - (*Completed during the MEPA process*) The portal on the project website was live for comments and questions to be submitted.
- **Targeted outreach meetings** - (*Completed during the MEPA process*) Meetings with North Minneapolis neighborhood groups and coordination with other neighborhoods through the cities of Brooklyn Park and Brooklyn Center, business stakeholders, transit users and others as determined throughout the project process. The outreach included distributing information critical to explain updates on the alternatives screening process and promoting upcoming engagement events.
- **Targeted outreach to local congregations and businesses** - (*Completed during the MEPA process*) This was coordinated with previous engagement sub-consultants New Publica, Kaade Wallace and current previous engagement sub-consultant, Stairstep Foundation. Business outreach included targeted mailers and phone call follow-up. Congregation outreach included distributing information critical to promoting upcoming new project information.
- **Universe of Alternatives online engagement and feedback (Survey)** - (*Completed during the MEPA process*) The survey was advertised and distributed using varying means to reach as many community members as possible. Printed and translated survey copies were made available upon request with communication to historically marginalized populations occurring outright.
- **Notice of Intent (NOI)** - (*In-Progress*) The NOI is published by FHWA in the Federal Register. This commences the 30-day public and agency comment period. At the end of the 30-day comment period, there will be a Cooperating and Participating Agency federal scoping meeting held. This meeting concludes the Scoping process and the project then moves into the DEIS. Engagement methods for the NOI process are described below in section 5.2.2.

Paid Media & Earned Media

- **Earned media coordination:** (Completed during the MEPA process) A broad variety of media channels were utilized to reach diverse corridor audiences, including agency social media, multi-lingual print resources and multicultural radio stations.

- **Multicultural media promotion:** (Completed during the MEPA process) Channels were utilized to advertise key engagement activities to project audiences that are less inclined to speak English. With advance notice, MnDOT hosted meetings with interpretation and translation services for individuals or groups who would like to discuss the project.

Communications

- **Gov delivery emails:** (Completed during the MEPA process / In-Progress for NOI) Project updates and information about upcoming events were sent to individuals who signed up for the project contact list and will continue in the NOI.
- **Website updates:** (Completed during the MEPA process / In-Progress for NOI) Website updates will continue to be made on at least a monthly basis and will continue in the NOI.
- **Mailers and flyers:** (Completed during the MEPA process) Mailers and flyers were sent to businesses and apartment buildings (River Glen, Melrose Gates, Fairways, Huntington Place, Points of America, Moonraker, Windsor, Regent and Riverview Apartments) along the corridor.
- **Targeted social media:** (Completed during the MEPA process) Social media were used to share information about public engagement events. Social media may include a variety of platforms such as Facebook, Instagram, NextDoor App, along with other innovative options.
- **Press release and newsletters:** (Completed during the MEPA process / In-Progress for NOI) A release was issued to mark the beginning of the public comment period for the SD/DSDD and another will occur for the NOI comment period. MnDOT's monthly 252/I-94 Project Manager Newsletter will begin in the NOI, continuing into the DEIS and FEIS/ROD phases.

5.2.2 Engagement Methods to Be Used during the NOI Process

The following menu of engagement tools and methods will be used at different points throughout the phases of the process, to ensure all stakeholders are aware of and engaged in the project. The project's engagement team will prepare materials, facilitate and provide summaries for the following agency coordination meetings:

1. Monthly TAC meeting(s)
2. PAC meeting(s)
3. City Council meeting(s) (if desired)
4. *Cooperating and Participating Agency meeting(s)*

Public Stakeholder Meetings

The project's engagement team will hold meetings in-person and via virtual open house format, with key stakeholders and/or community groups along the corridor. These meetings will be spaced to correspond with project milestones, allowing for both input and follow-up from previous engagements.

Metrics	Metrics Qualifier	Data Collection
Attendance	Who came?	Digital Sign-In
Visibility / Reach	How did they hear about the event?	Digital Sign-In
Project Interest	How many people signed up for updates?	Digital Sign-In
Number of Comments	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

**Materials may include poster boards, comment cards, post-it notes and other handwritten responses.*

Surveys

Surveys are an efficient, cost-effective way to gather information about project concerns, design options and other key elements of the project. The project's engagement team will help craft questions, build the survey and create a promotion plan to increase participation. When the survey is done, the project's engagement team will analyze the results and summarize the key themes in a visual infographic report.

Metrics	Metric Qualifier	Data Collection
Viewers	Number of people who visited the website	Website Analytics

Topics of Interest	Which topics had the most link clicks or top page views?	Website Analytics
Materials of Interest	Number of downloads/uploads	Website Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Messages	What are people's comments? (substantive and anecdotal)	Project Email
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Website Analytics

Website Updates

Promote the existing project website as a resource for stakeholders interested in learning more about the project. All outreach materials will direct the public to this website for more information. The project's engagement team will provide updated website content as needed. All content will be in the formats required by MnDOT Metro District Digital team and will reflect plain language, MnDOT brand guidelines and ADA compliance.

Metrics	Metric Qualifier	Data Collection
Respondents	Number of people engaged	Online Survey
Topics of Interest	Which questions had the most responses?	Online Survey
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Reactions	Where did people respond "yes/like or	Online Survey
Number of Replies	What did people say? (substantive and	Online Survey

Direct Email Communication

The engagement team is set to launch an email communication strategy tailored to various stakeholders within the project area. Specifically, targeted emails will be dispatched to community organizations, extending invitations for their active participation in upcoming engagement opportunities. Simultaneously, providing emails to businesses, facilitating communication to owners, managers and employees and apprising them of feedback avenues. To maintain a steady flow of information, MnDOT will dispatch monthly Project Manager newsletters, ensuring the community is well-informed about the project's progress.

Furthermore, the team will extend its outreach to established freight-related contacts through targeted emails and possibly interviews with representatives from businesses in the freight sector. This dual approach aims to garner valuable insights, facilitating MnDOT's understanding of how to uphold the project area's status as a central hub for connecting freight-related enterprises to key highways, addressing the public's motorist-related concerns.

Metrics	Metric Qualifier	Data Collection
Point of Contact	Number of emails sent	Staff Reporting
Project Awareness	An open rate of emails	Staff Reporting
Project Awareness	Number of Responses	Staff Reporting
Number of Replies	What did people say? (substantive and anecdotal)	Staff Reporting
Number of Queries	How many back-and-forth conversations?	Staff Reporting

5.2.3 Phase Conclusion

The next step is releasing a NOI to prepare an EIS to be published in the Federal Register. The NOI includes a broad spectrum of project details, such as the purpose and need, alternative options, potential impacts, agency coordination plan, and public engagement strategy. It invites comments for 30 days regarding this information. The Federal (NEPA) Scoping process concludes after the NOI 30-day public scoping comment period and agency scoping meeting. That will conclude the Scoping and NOI phase and the next phase is further evaluating the alternatives in the DEIS.

5.3 Phase 3 – DEIS

This phase will consist of presenting the DEIS work including refinement and analysis of the project elements and alternatives, additional detail developed, and impacts identified. The start of the DEIS phase is the end of the NOI 30-day public comment period and agency scoping meeting.

Engagement Goals and Key Messages

- *Communicate the findings of the DEIS and the expected impacts to the natural and built environment.*
- *Identify reasonable and feasible mitigation measures in the DEIS. The public will have the opportunity to provide input for mitigation measures as part of the Mitigation and Staging phase of the DEIS.*
- *Articulate the balancing act of the decision-making process.*
- *Present the DEIS which contains the preferred alternative.*
- *Explain why the preferred alternative was identified and how and why other alternatives were dismissed.*
- *Explain the impacts and benefits associated with that alternative.*
- *Explain how this alternative will move forward in the next steps of the EIS process.*

5.3.1 Engagement Methods to Be Used

During this phase of work, it is anticipated public engagement will consist of varying methods and tools to get the word out during the EIS process and consult with the public. It may include website updates, print and social media, city council meetings, public meetings and targeted outreach, community events and a formal public hearing and stakeholder meetings as needed, in addition to using libraries and community centers as repositories for project documents. In this phase of the project, engagement tools will solicit feedback from the public on alternatives refinement. The public will also have a chance to comment on the preferred alternative and the DEIS Document. The following menu of engagement tools and methods will be used at different points throughout the phases of the DEIS process, to ensure all stakeholders are aware of and engaged in the project.

Meetings

The project's engagement team will prepare materials, facilitate and provide summaries for the following coordination meetings:

1. *Monthly TAC meeting(s)*
2. *PAC meeting(s)*
3. *City Council meetings including Public Hearings and Municipal Consent Process (if desired)*
4. *Noise Wall Workshop(s)*
5. *Visual Quality Committee meeting(s)*

6. Environment Justice workshop(s)

Public Stakeholder Meetings

The project's engagement team will hold meetings with key stakeholders and/or community groups along the corridor within each city. These meetings will be spaced to correspond with project milestones, allowing for both input and follow-up from previous engagements.

The approach to public stakeholder meetings will be customized to be effective in connecting with target populations, with a time, place, and format that is conducive to good participation and exchange of ideas. This may include informal small group discussions, culturally and geographically specific conversations, design charrettes and workshops, and different styles like walking, biking, or transit tours.

Metrics	Metrics Qualifier	Data Collection
Attendance	Who came?	Digital Sign-In
Visibility / Reach	How did they hear about the event?	Digital Sign-In
Project Interest	How many people signed up for updates?	Digital Sign-In
Number of Comments	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

**Materials may include poster boards, comment cards, post-it notes and other handwritten responses.*

Open Houses and Public Workshops

The project's engagement team will hold open houses for the public to review project information and provide their feedback. Meeting information and materials will also be shared on the project website. In addition to visual quality open houses taking place during the DEIS phase per city.

Similar to stakeholder conversations, open houses will be promoted and designed to maximize effectiveness. This will include in-person events but may also have virtual components and options. This may include hands-on, interactive elements for participants, creative approaches to activities and messaging, and more holistic approaches to envisioning the project in the context of community to promote understanding and relevance to participation.

One new approach for this phase will be a design charrette element at public meetings/workshops – based on a corridor context and placemaking/place-keeping assessment. This will involve development of plain language

materials showing the project in the context of the broader community, including local multimodal network, land use, demographics, urban form and character, natural features, public realm elements, landmarks and destinations, and other components that define the community. Due to the length and variety of the corridor, this will be done in segments, each of which can be a focus for discussion. Participants in engagement will explore needed improvements within this context. The jurisdiction and goals of respective agencies (including MnDOT and other public stakeholders) will be described to ensure there is clarity as to role and responsibilities for proposed improvements.

Metrics	Metrics Qualifier	Data Collection
Attendance	Who came?	Digital Sign-In
Visibility / Reach	How did they hear about the event?	Digital Sign-In
Project Interest	How many people signed up for updates?	Digital Sign-In
Number of Comments	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond “yes/like or no/dislike”?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

Pop-up Events (EJ-Centric Outreach)

Pop-ups will be scheduled around community events, activities, or locations that draw broad participation such as youth activities, farmers markets and other opportunities to be identified throughout the process. These events will explain project progress, encourage the public to attend public meetings and notify stakeholders of potential impacts to their neighborhoods regarding different options under consideration. A public awareness effort will occur during the DEIS phase.

Pop up events will also be coordinated with community partners, to help ensure that they are timed, located, and structured to encourage broader feedback. Creative materials compiled for stakeholder and public meetings will be packaged and repurposed for pop ups, to ensure consistency in messaging and how input is received. The team will explore creative partnerships for each event, to find ways to extend reach into the community. This may include (but not be limited to) artist-created and/or led activities, youth involvement and apprenticeship, business partnerships regarding hosting or giveaways, cultural group sponsorship, or creative installations in community spaces or the public realm.

Metrics	Metrics Qualifier	Data Collection
Attendance	Who came?	Digital Sign-In

Visibility / Reach	How did they hear about the event?	Digital Sign-In
Project Interest	How many people signed up for updates?	Digital Sign-In
Number of	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond “yes/like or no/dislike”?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

Website Updates

Promote the existing project website as a resource for stakeholders interested in learning more about the project. All outreach materials will direct the public to this website for more information. The project's engagement team will provide updated website content, once or twice per month, and as needed. All content will be in the formats required by MnDOT Metro District Digital team and will reflect plain language, MnDOT brand guidelines and ADA compliance.

The website will provide viable opportunities for people to engage and provide input on their own time, outside of scheduled events. This may include (but not be limited to) online surveys, recorded presentations and project videos, an interactive comment map of the corridor, and "meeting in a box" style materials that be shared in other group settings.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people who visited the website	Website Analytics
Topics of Interest	Which topics had the most link clicks or top page views?	Website Analytics
Materials of Interest	Number of downloads/uploads	Website Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Messages	What are people's comments? (substantive and anecdotal)	Project Email
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Website Analytics

Surveys

Surveys are an efficient, cost-effective way to gather information about project concerns, design options and other key elements of the project. For up to three surveys, the project's engagement team will help craft questions, build the survey and create a promotion plan to increase participation. When the survey is done, the project's engagement team will analyze the results and summarize the key themes in a visual infographic report.

The website will provide viable opportunities for people to engage and provide input on their own time, outside of scheduled events. This may include (but not be limited to) online surveys, recorded presentations and project videos, an interactive comment map of the corridor, and "meeting in a box" style materials that be shared in other group settings.

Metrics	Metrics Qualifier	Data Collection
Respondents	Number of people engaged	Online Survey Analytics
Topics of Interest	Which questions had the most responses?	Online Survey Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up

Number of Reactions	Where did people respond “yes/like or no/dislike”?	Online Survey Analytics
Number of Comments	What did people say? (substantive and anecdotal)	Online Survey Analytics

Project Videos

The project's engagement team will create short videos to explain project information. These videos will be shared on the project website, social media and other relevant channels. Topics for each video are as follows:

- *DEIS 101 Process*
- *Alternatives considered and eliminated in Phase 1A (Highway 252 over or under local road)*
- *Alternatives considered and eliminated in Phase 1B (Access Combinations)*
- *Alternatives considered and eliminated in Phase 2 (Mainline Alternatives)*
- *Selection of preferred alternative*

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people who viewed the videos	Video Analytics
Number of Reactions	Number of "yes/like or no/dislike"	Video Analytics
Number of Posts	What did people say? (substantive and anecdotal)	Video Analytics
Number of Shares	How many people promoted the video?	Video Analytics
Number of Queries	How many back-and-forth conversations in the chat?	Staff Reporting
Project Awareness	Number of QR Code scans	Website Analytics

Flyer Creation and Distribution (*EJ-Centric Outreach*)

The project engagement team will distribute flyers explaining the project's progress across different languages, encouraging stakeholders to attend public meetings and notifying stakeholders of potential impacts on their neighborhoods regarding different options under consideration. During each phase, there will be different flyers created and sent to different stakeholders with each set of flyers describing a specific topic unique to that set of stakeholders.

Connected to overall project messaging, the materials will be aimed at making the content relevant and accessible to the lives of people in the corridor. In addition to using plain language and limiting technical detail (with links to resources as needed), they will focus on topics identified during earlier engagement as most relevant to participants. This will include anticipated changes and benefits for how people travel, direct and indirect impacts on people and the surrounding community, and how impacts will be either avoided or mitigated to the extent possible.

Metrics	Metrics Qualifier	Data Collection
Point of Contact	Number of flyers distributed	Staff Reporting
Participants	Number of people directly engaged	Staff Reporting
Project Awareness	Number of QR Code scans	Website Analytics

Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Comments	What did people say? (substantive and anecdotal)	Staff Reporting
Number of Queries	How many back-and-forth conversations?	Staff Reporting

Door Knocking Campaign (*EJ-Centric Outreach*)

The engagement team will conduct a door-knocking campaign to explain project progress, encourage the public to attend public meetings and notify stakeholders of engagement opportunities regarding different options under consideration. Addresses will be targeted and prioritized based on the most impacted areas (EJ neighborhoods) and populations identified corridor wide. Results will be logged in a spreadsheet, listing all addresses reached and any comments received. This will both demonstrate the reach of the activity and ensure comments received get back to the main project. Community partnerships may be used to staff this effort once materials and instructions are developed.

Metrics	Metrics Qualifier	Data Collection
Point of Contact	Number of doors knocked on addresses	Staff Reporting
Participants	Number of people directly engaged	Staff Reporting
Project Awareness	Number of QR Code scans	Website Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Comments	What did people say? (substantive and anecdotal)	Staff Reporting
Number of Queries	How many back-and-forth conversations?	Staff Reporting

Signage and Decal (*EJ-Centric Outreach*)

To reach corridor audiences the team will strategically place project sidewalk decals, yard signs, and/or posted flyers in EJ neighborhoods and buildings with QR codes to drive people to the website and/or increase participation in public meetings. Decals and signage will be placed at key locations and flyers will be distributed to businesses, organizations, and places of worship. The messaging on materials will be consistent with overall project messaging, and themes identified through engagement as relevant to the community. Where appropriate, flyers may be translated into other languages as well.

Metrics	Metrics Qualifier	Data Collection
Participants	Number of people engaged when placing decals	Staff Reporting
Project Awareness	Number of QR Code scans	Website Analytics

Social Media and Paid Advertising (*EJ-Centric Outreach*)

Social media, radio, digital, and print advertising are cost-efficient tactics for reaching target audiences. If approved, the project team will purchase boosted social media and digital and/or print display ads with community media outlets, including multicultural media outlets, serving the project area and social media channels of local agencies, groups, and organizations. The team will explore geofencing and geotargeting in the

area, to capture people who are traveling through the area on a regular basis, so that engagement can also target commuters and others traveling here.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people reached	Media Outlet
Participants	Number of people engaged	Media Outlet
Project Awareness	Number of QR Code scans	Website Analytics
Number of Impressions	Number of “yes/like or no/dislike”	Digital Analytics
Number of Comments	What did people say? (substantive and	Digital Analytics

Earned Media

The project team will produce news releases to be distributed by MnDOT and make MnDOT staff available for interviews with media outlets serving the project area. The goal is to have these organizations run news stories to promote project engagement opportunities and share key information. The project team will serve as a resource and liaison as needed to achieve media coverage from community media.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people reached	Social Media Analytics
Number of Shares	How many people promoted the post or	Social Media Analytics
Project Awareness	Number of QR Code scans	Website Analytics
Number of Impressions	Number of “yes/like or no/dislike”	Social Media Analytics
Number of Posts	What did people say? (substantive and	Social Media Analytics
Number of Queries	How many back-and-forth conversations?	Staff Reporting

Partner Outreach Toolkits (*EJ-Centric Outreach*)

Social media toolkits will be emailed to community-based organizations and project partners, asking them to help share project information and links to the project website. The toolkits will include social media copy and graphics for Facebook, X.com, Instagram and Next Door as well as content for email distribution. Distribution of these will be timed to coincide with major engagement and project milestones, to maximize impact. Where possible, resulting social media posts and interactions will be tracked and reported.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people reached	Media Outlets
Number of Views	Number of people to click and view	Website Analytics
Number of Shares	How many people promoted the new releases?	Website Analytics
Project Awareness	Number of QR Code scans	Website Analytics
Number of Impressions	Number of “yes/like or no/dislike”	Digital Analytics

Business and Freight Outreach

To reach commuters and businesses, the team will send targeted emails inviting management within those organizations to participate in upcoming engagement opportunities. Additionally, the team will craft an email that businesses can deploy, notifying employees of opportunities to provide feedback.

The engagement team will also send targeted emails to established freight-related contacts and conduct interviews with representatives from freight-related businesses, as well as reviewing findings from MnDOT-led freight conversations on parallel freight planning projects. This will help MnDOT understand how to ensure the project area remains a hub for connecting freight-related businesses to key highways while addressing the public's motorist-related concerns.

Metrics	Metrics Qualifier	Data Collection
Point of Contact	Number of emails sent	Staff Reporting
Project Awareness	An open rate of emails	Staff Reporting
Project Awareness	Number of Responses	Staff Reporting
Number of Replies	What did people say? (substantive and anecdotal)	Staff Reporting
Number of Queries	How many back-and-forth conversations?	Staff Reporting

5.3.2 Flexible Toolbox for EJ Centric Engagement

Acknowledging the varied ways in which individuals prefer to engage, it is imperative to customize public engagement strategies to align with their comfort zones to facilitate involvement within specific communities. Therefore, possessing a versatile toolbox is essential, to promptly adjust engagement approaches for a more impactful outreach within EJ population. The objective is to utilize a diverse set of tactics accommodating different preferences to capture a spectrum of perspectives and participation from the EJ population.

Focus Groups or Interviews (*EJ-Centric Outreach*)

Community members who live and/or work in the corridor continue to express an interest to continuing the conversation and sharing their ideas and feedback on the project. The engagement team will work with community partners, City staff and our stakeholders to host focus groups and / or develop interview questions to survey stakeholders at large, to gather qualitative data on the alternatives for consideration before and around the public meetings milestone. The community partners may be deployed in identifying and connecting with likely interview candidates.

Meeting-in-a-box (*EJ-Centric Outreach*)

The project team will identify key community leaders and others who commune frequently with their communities and provide them with all the materials and information they need to lead mini meetings. Meeting people where they are and putting someone they know and trust in front of them with project information

greatly increases the level of participation, understanding of information, and chances for long-term engagement with the project. Meeting-in-a-box materials will be consistent with other engagement materials and include items such as suggested agendas, presentations and informational items, and questions/activities to share with participants. Instructions will describe how to implement the meetings and how to share results with the project team. Nominal compensation may be provided to community partners, as well as nominal acknowledgements for participants.

Community-Based Organizations (*EJ-Centric Outreach*)

Strategic partnerships with community-based organizations (CBOs) will be developed to engage their members and to share project information via the organizations' communication channels. Participating organizations will be contracted and compensated for direct services provided to aid the project in reaching communities. Other engagement tasks above note how they can be deployed as part of the broader engagement plan. Their scope of services includes but are not limited to:

- A. **Convene Meetings:** Conduct one or more gatherings, whether in person or virtually, involving members, constituents, and interested parties of the CBOs. These events, hosted by either the CBOs or MnDOT, will provide a platform for input on the study. The engagement team will furnish the meeting content, and there will be an anticipated 2 to 3 rounds of engagement throughout the study's duration. The specific scale and number of meetings will be determined later.
- B. **Distribute Study Information:** Distribution of information about the study and participation opportunities. The engagement team will provide relevant information in suitable formats, whether in person or electronic, to the CBOs. It will be the responsibility of the CBOs to distribute project information.
 - I. *In person - door knocking, pop up events and placement in community-based locations within the project limits,*
 - II. *Electronic - email, newsletters, social media and/or other channels of communication.*
- C. **Advise project team:** Advise project team on approaches to reach communicate and engagement with community members, businesses, etc.

Efforts of the CBOs contribute to supporting the engagement team, improve the participation and gathering perspectives of the EJ population in the EIS process, which can be challenging to achieve.

Translations and interpreters (*EJ-Centric Outreach*)

MnDOT translation services, as well as interpreters, will be hired to communicate with hard-to-reach populations using their preferred language for accessibility. Key project documents will be translated into

needed languages. Utilizing “Video Ask” will allow the engagement team to reduce the number of surveys that need to be translated and allow respondents to answer questions. Documents may also be provided as needed in formats accessible to people with vision, hearing, or other disabilities – consistent with ADA standards.

Tracking EJ Centric Engagement (*EJ-Centric Outreach*)

The engagement team will use general project surveys to collect demographic information - *age, race, sex, income, residence, etc.* - from those who engage with the project, when feasible. All surveys will disclose that demographic information is voluntary not required, in which a person can opt out of providing the information if they choose, assuring confidentiality. The survey will also explain why that information is being collected and how it will be used. The survey will capture from respondents how best to reach and engage them and their fellow community members. The survey will be deployed at in-person and virtually held events such as project public meetings, pop up and tabling events and meetings held by community. Additional opportunities for collecting demographic information and ways to reach will be explored as they arise. The survey will be used throughout the EIS phases and will help inform the project team of who the project is reaching through in-person and virtually held events. Throughout the EIS phase additional, more tailored surveys will be developed and used to collect public input and evaluate how EJ Centric engagement was delivered.

5.3.3 Phase Conclusion

The phase is concluded when the DEIS document has been submitted and the formal public hearing and comment period has occurred. The DEIS will be made available on the project website, and in hard copy at several public locations, for a 45-day public review and comment period. During the formal DEIS comment period, a Public Hearing will be held where the public may express comments verbally to FHWA and MNDOT as well as others attending the hearing. Oral testimony will be transcribed by a stenographer for the record. All comments received during the official DEIS comment period, sent by mail, email, comment form on the website, presented orally or in writing at the public hearing, will be considered and responses to substantive comments will be included in the FEIS/ROD. The next step is the development and publication of the FEIS/ROD, which responds to DEIS comments, and filing the ROD.

5.4 Phase 4 – FEIS and Record of Decision

The purpose of the FEIS phase is to take the feedback given during the DEIS phase and present an FEIS/ROD to the public. FHWA and MnDOT intend to combine the FEIS and ROD into one document, and there would be no public hearing or formal public comment period during this phase. If the FEIS and ROD need to be separated an update will be made to the PEP. This phase concludes with the issuance of the combined FEIS/ROD. The FEIS commits the project to the avoidance, minimization and mitigation measures needed to reduce its impacts. The FEIS and ROD set the scope of the project to be built.

Engagement Goals and Key Messages

The engagement goals of this phase help determine the engagement tools used. The goals of this phase of engagement are:

- *Meet with the public as needed to respond to the comments received from the DEIS.*
- *Seek municipal consent (to not be confused with joint leads approval) of the preferred alternative with elected officials by holding city council meetings as necessary.*
- *The FEIS will identify and explain why any mitigation measure/s proposed by the public or other entities during the EIS process is/are not committed to in the FEIS.*
- *Publish the Notice of Availability of FEIS/ROD and EQB monitor.*
- *Explain the impacts associated with the preferred alternative and how MnDOT and FHWA propose to avoid, minimize, or mitigate those impacts.*
- *Explain construction staging and aesthetics refining.*
- *The FEIS includes substantive questions and comments from the DEIS public comment period and hearing, plus provides answers to substantive comments received.*
- *Explain the project next steps.*

5.4.1 Engagement Methods to Be Used

MnDOT places a high priority on maintaining open channels of communication. Even during the concluding stages of the FEIS/ROD process, potential construction and staging challenges persist, demanding continued dialogue with the community. Beyond the direct implications of the FEIS document, there will be a need for proactive messaging on various fronts related to the project, including potential construction impacts and the requirement for Municipal Consent. By sustaining engagement efforts, MnDOT aims to address emerging concerns, and ensure that stakeholders are informed. The following menu of engagement tools and methods will be used at different points throughout the phases of the FEIS/ROD process, in addition to using libraries and community centers as repositories for project documents. These tools and methods will aid to ensure all stakeholders are aware of and engaged in the project's advancement through the FEIS/ROD:

1. *Monthly TAC meeting(s)*

2. PAC meeting
3. City Council meeting(s) (if desired)
4. Visual Quality Committee meeting(s)
5. Cooperating and Participating Agency meeting(s)

Public Stakeholder Meetings & Open Houses

The project's engagement team will hold meetings with key stakeholders and/or community groups along the corridor, assuming separate meetings for each city. These informational meetings will share: 1) final layouts and details, 2) the visual quality manual, 3) information on project staging and pending construction timelines, and 4) opportunities to continue to stay involved/informed on the project through design and construction.

Similar to Phase 3 - DEIS, this phase will use innovative and effective strategies for engagement. Refer to the section above for more detailed descriptions of each engagement type.

Metrics	Metrics Qualifier	Data Collection
Participants	Number of people engaged	Staff Reporting
Project Awareness	Number of people who were unaware of the project	Staff Reporting
Project Interest	How many people signed up for updates?	Digital Sign-In
Number of	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

*Materials may include poster boards, comment cards, post-it notes and other handwritten responses.

Pop-up Events (EJ-Centric Outreach)

Pop-ups will be scheduled around community events, activities, or locations that draw broad participation such as youth activities, farmers markets and other opportunities to be identified throughout the process. These events will explain the project's progress, present the final alternative option and how the decision was made. The public will be encouraged to attend meetings. The exact approach for Phase 4 - FEIS/ROD will be updated prior to initiation of this phase, based on project need, status, and results of engagement to date.

Metrics	Metrics Qualifier	Data Collection
Attendance	Who came?	Digital Sign-In
Visibility / Reach	How did they hear about the event?	Digital Sign-In

Project Interest	How many people signed up for updates?	Digital Sign-In
Number of Comments	What did people say? (substantive and anecdotal)	Materials*
Number of Reactions	Where did people respond “yes/like or no/dislike”?	Materials*
Number of Queries	How many back-and-forth conversations?	Staff Reporting
Moderation	Were controversial subjects discussed?	Staff Reporting

Website Updates

The project team will promote the existing project website as a resource for stakeholders interested in learning about the project final alternative option. All outreach materials will direct the public to this website for more information. The project's engagement team will provide updated website content once or twice per month, and as needed. All content will be in the formats required by MnDOT Metro District Digital team and will reflect plain language, MnDOT brand guidelines and ADA compliance.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people who visited the website	Website Analytics
Topics of Interest	Which topics had the most link clicks or top page views?	Website Analytics
Materials of Interest	Number of downloads/uploads	Website Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Messages	What are people's comments? (substantive and anecdotal)	Project Email
Number of Reactions	Where did people respond "yes/like or no/dislike"?	Website Analytics

Flyer Creation and Distribution (*EJ-Centric Outreach*)

The project's engagement team will distribute another round of flyers explaining the project's progress and final decisions, encouraging stakeholders to attend public meetings. The exact approach for Phase 4 - FEIS/ROD will be updated prior to initiation of this phase, based on project need, status, and results of engagement to date.

Metrics	Metrics Qualifier	Data Collection
Point of Contact	Number of flyers distributed	Staff Reporting
Participants	Number of people directly engaged	Staff Reporting
Project Awareness	Number of QR Code scans	Website Analytics
Project Interest	How many people signed up for updates?	Digital Sign-Up
Number of Comments	What did people say? (substantive and anecdotal)	Staff Reporting
Number of Queries	How many back-and-forth conversations?	Staff Reporting

Social Media and Paid Advertising (*EJ-Centric Outreach*)

Social media, radio, digital, and print advertising are cost-efficient tactics for reaching target audiences. If approved, the project team will purchase boosted social media, digital and/or print display ads with community media outlets, including multicultural media outlets, serving the project area and social media channels of local agencies, groups, and organizations. The team will explore geofencing and geotargeting in the area, to capture

people who are traveling through the area on a regular basis, so that engagement can also target commuters and others traveling here.

Metrics	Metrics Qualifier	Data Collection
Viewers	Number of people reached	Media Outlet
Participants	Number of people engaged	Media Outlet
Project Awareness	Number of QR Code scans	Website Analytics
Number of Impressions	Number of “yes/like or no/dislike”	Digital Analytics
Number of Comments	What did people say? (substantive and anecdotal)	Digital Analytics

Business and Freight Outreach

To reach commuters and workers, we will send targeted emails to businesses in the study area inviting them to participate in upcoming public meetings. Additionally, the team will craft emails that corridor businesses and freight companies can send to their workers and customers, notifying them of project progress and final alternative option.

Metrics	Metrics Qualifier	Data Collection
Point of Contact	Number of emails sent	Staff Reporting
Project Awareness	An open rate of emails	Staff Reporting
Project Awareness	Number of Responses	Staff Reporting
Number of Replies	What did people say? (substantive and anecdotal)	Staff Reporting
Number of	How many back-and-forth conversations?	Staff Reporting

5.4.2 Adequacy Determination (MEPA) and Notice of Statute of Limitations (NEPA)

The adequacy determination and notice of statute of limitations (SOL) will be the final items completed for the environmental review phase of the project.

Following the publication of the Notice of Availability for the FEIS/ROD in the Federal Register, FHWA will decide to issue a Notice of SOL on Claims for the Highway 252/I-94 Project (23 CFR 771.139). The Notice of SOL on Claims will be published in the Federal Register. The purpose of this notice is to advise the public of final agency actions subject to 23 U.S.C. 139(I)(1). A claim seeking judicial review of Federal agency actions on the project will be barred unless the claim is filed on or before 150 days from publication of the notice in the *Federal Register*.

Notice Type	Notice Details
Press Release and Notification	<p>Press Release. A press release will be distributed by MnDOT upon issuance of the adequacy determination.</p> <p>Notice of Determination. Publication of the adequacy determination will be in the EQB monitor. All persons receiving copies of the FEIS will also be notified within 5 days of the adequacy determination.</p> <p>Notice of Statute of Limitations. A notice of Statute of Limitations will be provided by FHWA in the Federal Register.</p>
Communications	<p>Gov Delivery. Gov Delivery will continue to be used to communicate key project updates to those signed up for project updates.</p> <p>Website Updates. Continued website updates with key project information</p>

5.4.3 Phase Conclusion

The adequacy determination concludes the state MEPA environmental review process. The notice of statute of limitations advises the public of final federal agency action and time limitation on claims seeking judicial review.

5.5 Engagement Strategy Timeline

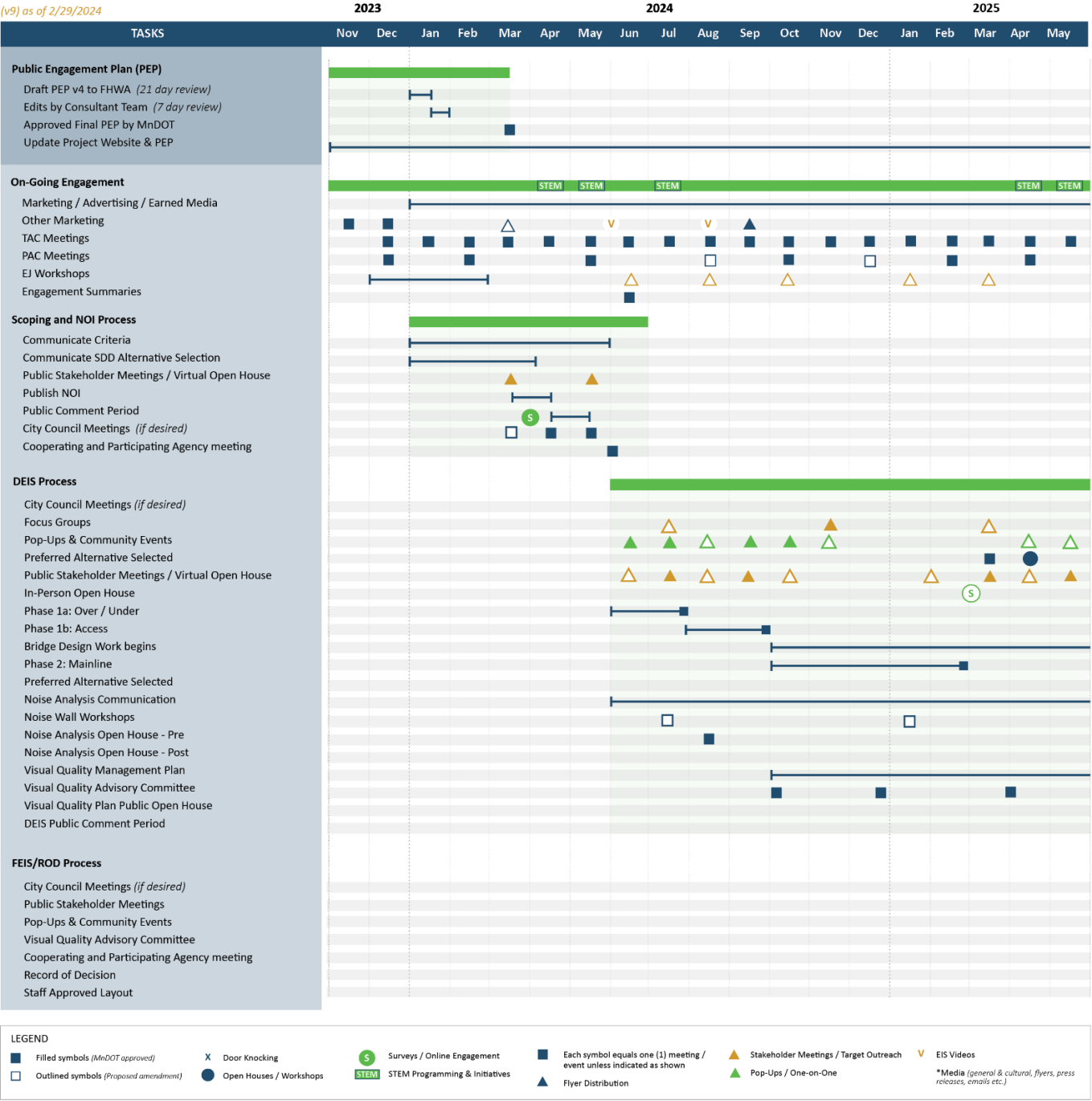
The Engagement Strategy Timeline is a comprehensive overview of the planned activities organized by phases: Scoping and NOI, DEIS, and FEIS/ROD. Each phase of the engagement is designed to gather valuable insights, and address concerns in the community, while navigating through the EIS process.

This project is subject to 23 U.S.C. 139(g)(1)(B)(iii) such that the schedule is consistent with an agency average of not more than two years for completion of the environmental review process, as measured from the date of the publication of the NOI to the ROD. The public engagement plan, agency coordination plan and schedule, developed with input from cooperating and participating agencies and the public, targets two years from the NOI to the ROD. In the event it becomes apparent to FHWA during project development that the schedule from NOI to ROD would be more than two years, FHWA may seek a modification to lengthen the schedule in accordance with 23 U.S.C. 139(g)(1)(D).

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Engagement Strategy Timeline for Scoping and NOI, DEIS and FEIS/ROD: Nov. 2023-May 2025

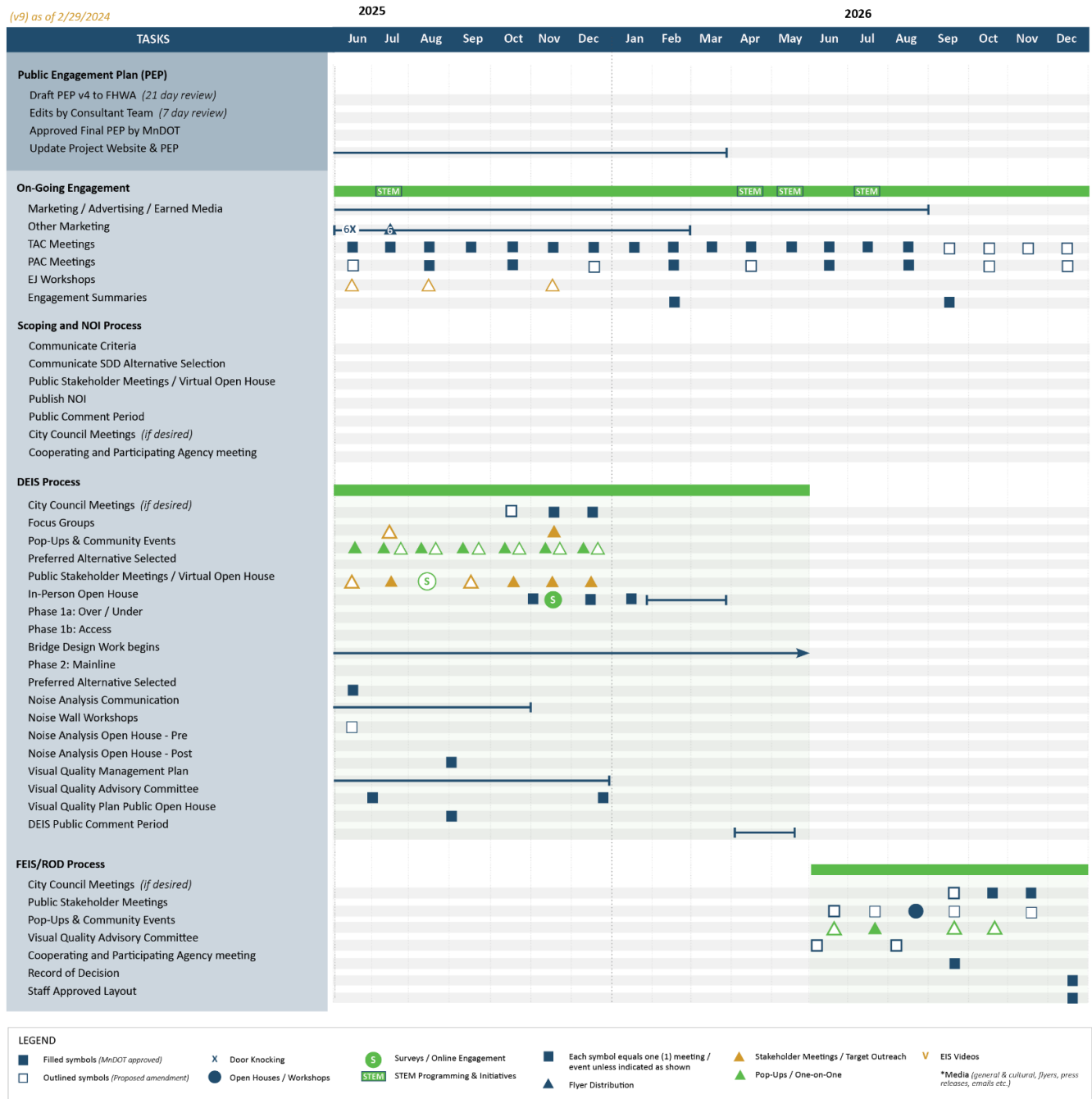
Engagement Strategy Timeline (November 2023- May 2025)



Engagement Strategy Timeline for Scoping and NOI, DEIS and FEIS/ROD: Nov. June 25-Dec. 2026

Engagement Strategy Timeline (June 2025 - December 2026)

(v9) as of 2/29/2024



5.6 General Work Plan

This section provides an overall work plan for the upcoming phases of engagement. A more detailed working version will be produced as a separate document, allowing for ongoing tracking of event logistics, material development and review, detailed scheduling, and other short-term needs. This will be consistent with the overall approach in the engagement plan.

Phase	Purpose	Key messages
Scoping and NOI	Reach stakeholders to gather additional comments	<ul style="list-style-type: none"> • Explain why there is a second scoping comment period under the NOI federal process . • Begin to communicate the importance of continued involvement in the EIS phase. • Encourage the public to comment on the alternatives that advanced out of the SDD phase. • Encourage people to sign up for project updates.
DEIS	Share the decision-making process and evaluation criteria throughout the DEIS development process and gather feedback on the determination of a preferred alternative.	<ul style="list-style-type: none"> • Refinement of elements will take place in DEIS. Phase 1A: Determination of Hwy 252 over or under local roads. Phase 1B: Determination of location of access points into and out of the communities along Hwy 252. Phase 2: Mainline elements on Hwy 252 and I-94 will be combined with recommended access locations and be reviewed as a corridor. • Explain the impacts and benefits at each phase of the DEIS elements and alternatives analysis process. • Communicate how evaluation criteria assist in reaching an alternative that balances addressing the project Purpose and Need and SEE impacts along with public and agency input gathered throughout the DEIS development process. • Discuss the SEE impacts associated with each alternative. • Discuss how mitigation strategies will be used to offset impacts associated with the preferred alternative.

Phase	Purpose	Key messages
FEIS/ROD	Respond to the comments received during the DEIS comment period. Gather feedback on the construction staging and aesthetics.	<ul style="list-style-type: none"> • Explain the impacts associated with the preferred alternative and how MnDOT and FHWA propose to avoid, minimize, or mitigate those impacts. • Explain anticipated construction staging and aesthetics refining. • Publish the FEIS/ROD

Scoping and NOI Phase: January - June 2024

Purpose: To inform public stakeholders of the alternatives moving forward.

Activity	Timeline/frequency
TAC meeting(s)	Monthly
PAC meeting(s)	Feb. and May 2024
Update project website	Monthly
Minneapolis City Council workshop (<i>if desired</i>)	Mar. 2024
Brooklyn Center City Council workshop (<i>if desired</i>)	Mar. 2024
Brooklyn Park City Council workshop (<i>if desired</i>)	Mar. 2024
Public comment period	Apr. - May 2024 (30 days)
City Council Meeting (<i>if desired</i>)	Apr. - May 2024
Federal Scoping Meeting	Jun. 2024

Target DEIS Phase: June 2024 – Early 2026

Purpose: Gather feedback during the three phases of the alternative analysis evaluation with the selection of the preferred alternative. Gather input and feedback on the various mitigation measures anticipated with impacts associated with the preferred alternative. Reach stakeholders that previous engagement did not to gather more comments.

Activity	Timeline/frequency
TAC meeting(s)	Monthly
PAC meeting	Quarterly
EJ Workshop(s)	Aug. 2024 - Nov. 2025
Update project website	Monthly
DEIS 101 videos	Jun. and Aug. 2024
Survey	Jun. 2024 – Nov. 2025
Pop-ups	Jun. 2024 - Jan. 2026
Flyer Distribution	Jun. 2024 - Jun. 2025
Door-knocking campaign	Jun. 2024 - Jun. 2025
Minneapolis open house (if desired)	Feb. 2026
Brooklyn Center open house (if desired)	Feb. 2026
Brooklyn Park open house (if desired)	Feb. 2026
Noise Wall workshop(s)	Jul. 2024 – Nov. 2025
Visual Quality Advisory Committee meeting(s)	Jul. 2024 - Nov. 2025
Cooperating and Participating Agency meeting(s)	TBD Based on milestones
Public comment period (45 days)	Early 2026
Public Hearing	Early 2026
City Council Meeting(s) (if desired)	TBD Based on milestones

Target FEIS/ROD Phase: Ending April 2026

Purpose: Respond to the comments received from the DEIS and share the FEIS/ROD and gather feedback on the construction staging and aesthetics. If the FEIS IS not combined with ROD for public release, the PEP will be updated to describe a strategy for releasing the FEIS separately from the ROD.

Activity	Timeline/frequency
TAC meeting(s)	Monthly
PAC meeting	Quarterly

Activity	Timeline/frequency
Update project website	Monthly
Flyer Distribution	Early 2026
Pop-ups	Early 2026
Minneapolis open house <i>(if desired)</i>	Early 2026
Brooklyn Center open house <i>(if desired)</i>	Early 2026
Brooklyn Park open house <i>(if desired)</i>	Early 2026
Visual Quality Advisory Committee meeting(s)	Early 2026
City Council Meeting <i>(if desired)</i>	Early 2026
Cooperating and Participating Agency meeting(s)	Concurrence Pt #4

Engagement Summary

Each month when outreach activity is taking place, the engagement team will provide a report detailing social media engagement and advertising campaign performance. All data will be measured against Key Performance Indicators (KPIs) and provide an overview of the steps the engagement team intends to take to maintain or increase campaign effectiveness across the areas of digital advertising, social media, email marketing and media relations.

Additionally, the engagement team will compile data that provides an overview of community engagement throughout Phase 3 – DEIS and Phase 4 – FEIS/ROD. Key metrics will include quantitative results inclusive of the following:

- *Attendees at engagement opportunities*
- *Total comments received*
- *Calls and interviews with the EJ community*
- *Interviews with business owners*
- *Stakeholder briefings*
- *Open houses*
- *Website visits and pageviews*
- *Environmental Justice outreach*

The engagement team will also maintain and build upon the contact database developed during the previous EIS phases.

ADA, Style and Brand Compliance

To ensure those who live, work, or commute within the project area have an equal opportunity to provide feedback, the engagement team will adhere to State guidance for style, brand, ADA compliance and language access when developing marketing outreach materials.

When developing online content for websites, surveys and social media, the engagement team will reference the most up-to-date Technology Accessibility Standards as outlined by The Office of Accessibility/Minnesota IT Services, as well as the Minnesota Department of Transportation Specification Writers' Style Guide.

Additionally, all supporting documentation related to the stakeholder engagement report, including meeting notices, minutes, comments and responses, will be provided in a PDF format suitable for website posting and meeting ADA accessibility requirements.

Using the Minnesota State Brand Style Guide, the engagement team will ensure all graphic elements align with established standards such as the defined brand color palette and typography, accessibility standards and incorporating the MnDOT logo according to standards outlined in the guide.

Appendix A: Stakeholder Engagement Matrix ADA

Description

The following descriptions demonstrate what engagement tools may be effective in reaching different targeted groups. This will help inform targeted engagement activities throughout the project.

Tools for residents

- Website, surveys, online engagement
- Social media, videos
- Direct email, outreach toolkits
- Earned media, PSAs, advertisements
- Mailers, meeting-in-a-box
- Translations, interpreters
- Pop-up, community events
- Educational videos
- Canvassing, Flyers, door knocking
- Community meetings
- Open house exhibits
- Workshops

Tools for EJ populations

- Website, surveys, online engagement
- Social media, videos
- Direct email, outreach toolkits
- Earned media, PSAs, advertisements
- Mailers, meeting-in-a-box
- Translations, interpreters
- Pop-up, community events

- Educational videos
- Canvassing, Flyers, door knocking
- One-on-one conversations
- Community meetings
- Open house exhibits
- Focus group (virtual and in person)
- Workshops
- Building community relationships

Tools for businesses

- Website, surveys, online engagement
- Social media, videos
- Direct email, outreach toolkits
- Earned media, PSAs, advertisements
- Mailers, meeting-in-a-box
- Translations, interpreters
- Pop-up, community events
- Educational videos
- Informational meetings
- Canvassing, Flyers, door knocking
- One-on-one conversations
- Community meetings
- Open house exhibits
- Focus group (virtual and in person)
- Workshops

Tools for neighborhood associations

- Website, surveys, online engagement

- Social media, videos
- Direct email, outreach toolkits
- Earned media, PSAs, advertisements
- Mailers, meeting-in-a-box
- Translations, interpreters
- Educational videos
- Community meetings
- Open house exhibits
- Building community relationships (optional)

Tools for places of worship

- Website, surveys, online engagement
- Direct email, outreach toolkits
- Mailers, meeting-in-a-box
- Translations, interpreters (optional)
- Pop-up, community events
- Educational videos
- One-on-one conversations
- Community meetings

Tools for public and interest groups

- Website, surveys, online engagement
- Newsletters, publications, memos
- Direct email, outreach toolkits
- Educational videos
- Informational meetings
- One-on-one conversations
- Focus group (virtual and in person)

Tools for engagement committees

- Website, surveys, online engagement
- Direct email, outreach toolkits
- Educational videos
- Coordination, City Council meetings
- TAC/ PAC meetings (virtual and in person)
- Workshops (optional)

Tools for government agencies

- Website, surveys, online engagement
- Social media, videos
- Newsletters, publications, memos
- Direct email, outreach toolkits
- Earned media, PSAs, advertisements
- Educational videos
- Coordination, City Council meetings
- One-on-one conversations
- TAC/ PAC meetings (virtual and in person)

Tools for transit riders

- Website, surveys, online engagement
- Social media, videos
- Newsletters, publications, memos
- Earned media, PSAs, advertisements
- Pop-up, community events
- Educational videos
- One-on-one conversations

Tools for transit bus drivers

- Website, surveys, online engagement
- Direct email, outreach toolkits
- Open house exhibits
- Focus group (virtual and in person)

Tools for commuters

- Website, surveys, online engagement
- Social media, videos
- Earned media, PSAs, advertisements
- Pop-up, community events
- Educational videos
- Open house exhibits

Tools for freight

- Website, surveys, online engagement
- Newsletters, publications, memos
- Direct email, outreach toolkits
- One-on-one conversations
- Focus group (virtual and in person)