Mn/DOT Strategic Vision

Global leader in transportation committed to upholding public needs and collaboration with internal and external partners to create a safe, efficient and sustainable transportation system for the future
Minnesota GO

A visioning process to:

– Engage Minnesotans from all walks of life in both online and in-person activities to help craft a transportation vision for generations.

– Better align the transportation system with what Minnesotan’s expect for their quality of life, economy, and natural environment.

– Prioritize among the multiple goals, objectives, and expectations for the transportation system.
What is a Vision?

• A description of a desired future
• Answers the question “what are we trying to achieve?”
• Does NOT answer the question “how will we do it?”
  – This will be addressed in subsequent statewide, modal, and regional planning efforts.
Minnesota GO Will Lead Directly Into The Next Statewide Multimodal Plan
Project Partners

• Mn/DOT
• University of Minnesota
  – Center for Transportation Studies
  – Humphrey Institute
  – Center for Integrative Leadership
• Citizens League
Steering Committee

• 31 member committee of diverse stakeholders

• Purpose is to recommend to the Commissioner of Transportation:
  – A vision statement for transportation in Minnesota
  – A set of guiding principles/objectives for long-range transportation planning
50 Years in the Future…

• Really different?

• Similar to today?

• Both?
Minnesota GO: Data and Trend Informed not Based

– Can’t anticipate transformational change

– Focus is on establishing vision and guiding principles
What “today” would you have planned for in 1980?

- Internet and e-commerce were not in the picture
- Prime rate was 15.26%
- China was the US’s 24th ranked trading partner (below Switzerland)
- AT&T had phone monopoly – there were no mobile phones
- Technology adoption:
  - Microwaves were in just 14% of households
  - VCR’s in < 1%
  - PC’s were in none!
- Communism was viewed as a stable economic system
Forward & Backward Looking

Predictions/Desires

Backcasting/Scenario Exercises
Topic/Trend Interviews
Video-taped interviews with U of M Faculty on 15 Different Topics

- Energy
- Demographics
- Economy – Rural
- Economy – Urban
- Public Health
- Water Quality
- Air Quality
- Climate
- Global Trade/Supply Chains
- Telework/Alternative Work Arrangements
- Safety
- Governance
- Accessibility
- Technology
- Community Design
Advisory Groups

• Held April 4, 5 & 7
• 90 members from diverse perspectives
• Three themes:
  – Quality of Life
  – Economic Competitiveness
  – Environmental Health
Online Engagement
Online Engagement

Total video views: 1,663
Online Engagement

minnesotago.org
Social Media

- Twitter: @MinnesotaGO #minnesotago
- Facebook: www.facebook.com/minnesotago

minnesotago.org
Webstats

- As of 5/24/11:
  - 2,733 unique visitors
  - 25,000 total page views
  - Visitors viewed an average of 4.6 pages/visit
  - Visitors spent an avg. of more than 6 minutes on the site
Students Speak Out

studentsspeakout.org
Public Workshops

• Ten interactive workshops throughout the state May 16 – June 14
• 6:30 p.m. – 8:30 p.m.
• Scenario-Based Exercises
Public Workshops

May 16: Atwood Conference Center, St. Cloud State University, St. Cloud
May 17: Bigwood Event Center, Fergus Falls
May 18: Crying Wolf Room, Bemidji State University, Bemidji
May 19: The Depot, Duluth
May 23: Como Conservatory, St. Paul
May 26: Mankato Civic Center, Mankato
June 2: Virtual
June 7: Ridgewater College Outreach Room, Willmar
June 8: Rochester Community and Technical College, Rochester
June 14, Mall of America, Bloomington
Timeline

Steering Committee

Online Activities

Advisory Groups

Students Speak Out

Public Workshops

Public Hearing
Questions?