



Stakeholder Engagement Plan

Mackinac Island Dock Feasibility Study

June 9, 2025

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Introduction

The Mackinac Island Transportation Authority (MITA) was established in 2019 with a goal to provide funding and resources to help ensure the safe, reliable, and affordable year-round transportation of passengers and goods to and from Mackinac Island. MITA requires a feasibility study to be completed that would identify improvements to the Mackinac Island Coal Dock facility for winter usage. Currently, ferry operators have indicated challenges with the coal dock due to lack of amenities.

The purpose of this Engagement Plan is to outline how the MITA will engage with stakeholders and the public throughout the Mackinac Island Dock Feasibility Study. This Plan identifies key stakeholders, strategies for engaging with stakeholders and the public, the anticipated schedule, comment management protocol, and metrics for evaluation.

Unique Features and Plans

While Mackinac Island, located near the northern tip of the Lower Peninsula of Michigan, is known as a popular summer and fall destination, it is also home to 836 year-round residents. The island does not allow cars and relies on bicycles, snowmobiles, and horses and carriages on the island for transportation. It is accessible from the mainland via ferry through St. Ignace and Mackinaw City. Ferries provide deliveries for all goods and services.

MITA recently completed a Transportation Study Master plan that includes the key goals of increasing the number and frequency of winter sailings, including Sunday service and increasing winter service reliability.

The main stakeholders of this project are the residents of Mackinac Island, MITA, ferry companies, and other private contractors that use the coal dock and/or currently access Mackinac Island in the winter months.

Who Does this Affect?

- Mackinac Island residents
- Winter guests
- Ferry companies
- Private contractors that use the dock

Stakeholders

Stakeholder	Title	Contact
Margaret M Doud	Mayor	mdoud@lighthouse.net ; (906) 847-6556
Richard Chambers	City Council	rchambers19@gmail.com
Tom Corrigan	City Council	tom@corrigan.tech
Steven Moskwa	City Council	smoskwa@sbcglobal.net
Anneke Myers	City Council	annekemyers@yahoo.com
Jason St. Onge	City Council	jaymon25@yahoo.com
Lindsey White	City Council	
Andrew McGreevy	MITA Chair	amcgreevy@mackinactransit.org
Sam Barnwell	MITA Board	sam@mackinactransit.org
Brad Chambers	MITA Board	bradchambers@mict.com
Brian Bailey	MITA Board	brian@chippewahotel.com
Katie Pereny	MITA Administrative Assistant	kep@mackinactransit.org ; 906-847-6190
Veronica Dobrowolski	Arnold Transit Co	vdobrowolski@arnoldfreight.com
Jenny Gezella	Shepler's Mackinac Island Ferry	Jenny@NaplesPrincessCruises.com
Mike Cavanaugh	City Attorney	mcavanaugh@fraserlawfirm.com
Erin Evashevski	City Attorney	erinevashevskilaw@gmail.com
Kelly Lipovsky	Superintendent and Principal, Mackinac island School District	klipovsky-mis@eupschools.org
Sam Barnwell	Hotels??	
	Businesses?	

Commented [AC1]: Manages hotels in area

Demographics

The total population of Mackinac Island is 836 people, with 344 total households. The majority of the population is White, with a median household income of \$79,500. There are 51 Spanish speakers on the island. Employment consists of 62% White Collar work and 34% Service work. At least 82% of the population owns a device connected to the internet. Social media usage on the island is high with 61.7% of users on Facebook, 44% on Instagram, 26% on Twitter, and 21% on LinkedIn.



Community Profile

Mackinac Island, MI



Population and Households (ACS)

836

Total Population

344

Total Households

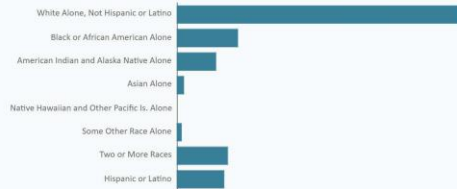
\$79,500

Median Household
Income

3%

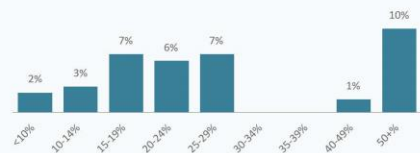
Below the Poverty
Level

Race/Ethnicity (ACS)



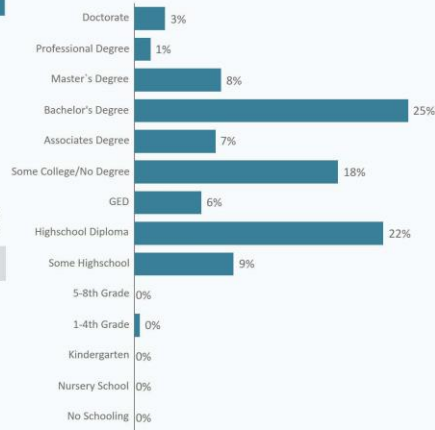
Percentages should add up to 100% without including Hispanic or Latino.
People of Hispanic or Latino origin may be of any race group(s).

Mortgage as Percent of Salary (ACS)



Educational Attainment (ACS)

Population Age 25+



Language Spoken (ACS)

Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
Spanish & English Not Well	0	2	0	2
Spanish & No English	0	49	0	49
Indo-European & English Not Well	0	0	0	0
Indo-European & No English	0	0	0	0
Asian-Pacific Isl & English Not Well	0	0	0	0
Asian-Pacific Isl & No English	0	0	0	0
Other Language & English Not Well	0	0	0	0
Other Language & No English	0	0	0	0

Source: This infographic contains data provided by ACS (2018-2022), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024), Esri (2024), Esri-Data Axle (2024).

Engagement Considerations

Mackinac Island, MI



Annual Lifestyle Spending


\$2,328

Travel



\$61

Theatre/Operas/
Concerts



\$54

Movies/Museums/
Parks



\$66

Sports Events



\$3,314

Eating Out



35

Number of Restaurants

Employment and Top Industries

2%

Unemployed Age 16+
(Esri)

169

Businesses
(Esri)

552

Workers Age 16+
(ACS)



34.1%

Services



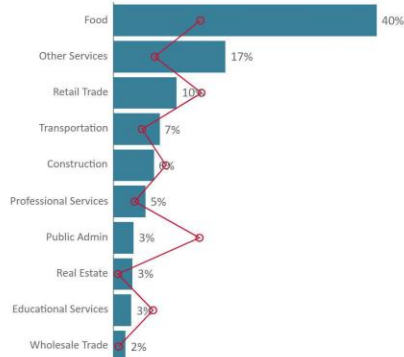
3.9%

Blue Collar



62.0%

White Collar



Household Spending



\$2,071

Apparel & Services



\$244

Computers & Hardware



\$6,040

Groceries



\$5,879

Health Care



\$359

Natural/Utility Gas

Source: This infographic contains data provided by ACS (2018-2022), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024), Esri (2024), Esri-Data Axle (2024).

Digital Usage
Mackinac Island, MI



Percent of Households with No Internet Access (ACS)



7%

No Internet Access

0%

Adult Households w/o Computer



Social Media Usage - Past 30 Days (Esri)



61.7%

Facebook



44%

Instagram



26.1%

Twitter



21.3%

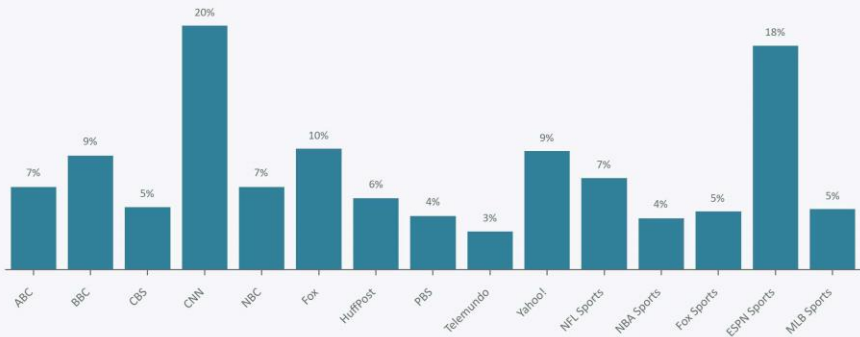
LinkedIn

Internet and Device Ownership (2024 Esri)

HH %

2024 Used Computer to Access Internet/30 Days (%)	82%
Fiber Optic Internet at Home	21%
Cable Modem Internet at Home	21%
Broadband or High Speed Internet at Home	95%
Satellite Internet Connection at Home	2%
Watched TV program online (%)	30%
Used Spanish language website in last app (%)	5%
Own a Tablet	50%
Own a Smartphone	95%
Own a iPhone	59%
Own a Android	39%

Online News Consumption (Past 30 Days)



Source: This infographic contains data provided by ACS (2018-2022), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024), Esri (2024), Esri-Data Axle (2024).

Key messages

- Your voice matters – help us create a future for Mackinac Island residents that meets our needs and values.
- As a community, we rely on ferries to keep us connected. We're working together to create a sustainable, efficient dock solution that makes sense for Mackinac Island.

>> Planning

The objectives of stakeholder engagement for this project are to identify what amenities are needed and wanted by winter dock users, potentially provide a more defined private versus public drop-off, and to come up with user-informed alternatives which provide for the needs of Mackinac Island.

These objectives will be met by engaging with stakeholders in multiple formats.

Strategy 1:

Two (2) virtual stakeholder meetings will be held to present information on why the feasibility study is being conducted and to gather initial information on what amenities would be beneficial on the coal dock to make it useable. Expected participants include ferry operators and key officials from the Island.

Dates:

Format: Microsoft Teams

Strategy 2:

Two (2) Stakeholder Visioning Workshops will be held with a small working group of up to 25 participants to further determine docking needs. Attendees are anticipated to include select residents, business owners, private contractors utilizing docks, and (potentially) select tourists.

Dates:

Format: In-Person

Objectives:

- Inform and educate stakeholders of the study.
- Identify what amenities are needed/wanted by winter dock users.
- Gather input from stakeholders to help identify a preferred alternative that serves the private and public interests of Mackinac Island.

Goals:

- To inform and consult with key stakeholders on the Island to provide MITA with valuable feedback regarding the needs and wants for winter dock service to Mackinac Island.

>>Implementation

Schedule

Technical

- One (1) Virtual Joint Schematic Design Workshop. MITA staff, technical experts to attend. **Date options are highlighted in orange in the calendars below.**

Engagement

- Two (2) virtual stakeholder meetings.
Expected participants include ferry operators, and key officials from the Island. Date options to be discussed following Joint Schematic Design Workshop but anticipated in August.
- Two (2) Stakeholder Visioning Workshops. Attendees (25 ea.) are anticipated to include select residents, business owners, private contractors utilizing docks, and (potentially) tourists. Date options to be discussed following Joint Schematic Design Workshop, but anticipated in September.

June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 1-2p	20	21
22	23	24 11-12p	25	26	27	28
29	30					

July						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 Fourth of July	5
6	7	8	9	10 3:30-4:30p	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
August						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Potential Virtual Stakeholder Meetings	5 Potential Virtual Stakeholder Meetings	6 Potential Virtual Stakeholder Meetings	7 Potential Virtual Stakeholder Meetings	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Potential Virtual Stakeholder Meetings	26 Potential Virtual Stakeholder Meetings	27 Potential Virtual Stakeholder Meetings	28 Potential Virtual Stakeholder Meetings	29	30
31						

September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Labor Day	2	3	4	5	6
7	8	9 Potential In-person Stakeholder Meetings	10 Potential In-person Stakeholder Meetings	11 Potential In-person Stakeholder Meetings	12	13
14	15	16 Potential In-person Stakeholder Meetings	17 Potential In-person Stakeholder Meetings	18 Potential In-person Stakeholder Meetings	19	20
21	22	23 Potential In-person Stakeholder Meetings	24 Potential In-person Stakeholder Meetings	25 Potential In-person Stakeholder Meetings	26	27
28	29	30				

October						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

>>Evaluation

Comment Management and Communications Protocol

Comments will be received via the stakeholder meetings and the visioning workshop. Comments will also be received via mail, email, or telephone by a designated representative from the County until the end of the public comment period.

All received comments will be tracked in a comment response tracking form using Microsoft Excel. The project team will help draft responses to frequently asked questions.

Metrics for Evaluation

Following the end of the meeting/comment period, the project team will develop an engagement summary that will be presented to the client. This report will focus on key metrics such as total attendance, comments received, and overall engagement around the stakeholder meetings and the visioning workshop.