

MASSDOT VIRTUAL PUBLIC INVOLVEMENT (VPI) GUIDANCE: PHASE I (APRIL 2020) & PHASE II (FALL 2020)

HIGHWAY DESIGN AND EVERY DAY COUNTS (EDC –5) VPI TEAMS

APRIL 2020



MASSDOT VIRTUAL PUBLIC INVOLVEMENT

MEETING REQUIREMENTS



All public hearings (including design public hearings, NEPA public hearings, etc.) that would normally take place in person will now take place online and still need to satisfy the requirements provisions of the Open Meeting Law.

- Same requirements when hosting a live meeting apply to virtual meetings: [Executive Order](#)
 - Same comment periods (14 day, 30 day, etc.)
 - Meeting transcription
- Take advantage of municipal website – push content to stakeholders
- Use stakeholder email distribution lists

MASSDOT VIRTUAL PUBLIC INVOLVEMENT

PHASE I

Pre-recorded webinars

- Features for webinar platform include:
 - Pre-record your session
 - Polling, handouts, and question features for audience
 - Public questions are captured in final report
 - Auto response for recorded webinars i.e. Thank you for your comment, we will respond within 30 days
 - Webinars can be transcribed, and transcription posted online
 - Link of recorded webinar can be posted on social media channels
 - Easy to attend with no pre-registration
 - Training directly from LogMeIn [GoToWebinar Trainings](#)
 - GoTo Meeting is providing a [free tool kit](#) for non-GoTo account holders
 - Practice run-through prior to pre-recorded Webinar is recommended, each GoTo Webinar has a practice feature.

HOW TO MAKE AND POST A VIDEO

Pre-recorded video

- One presenter (Designer)
- One “producer” (Project Manager)
- Slide deck
- Editing time ~ 2 hours
- Closed captioning
- Translated into multiple languages
- May need a project website (hosted on mass.gov)
- Post the video and the accessible slides
- Share recording with municipality and the local cable access

WHAT MAKES A GOOD WEBSITE?

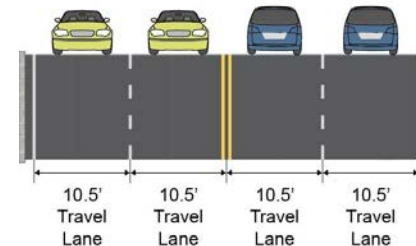
VIRTUALLY ENGAGEMENT FOR YOUR PROJECT

READING ROUTE 28

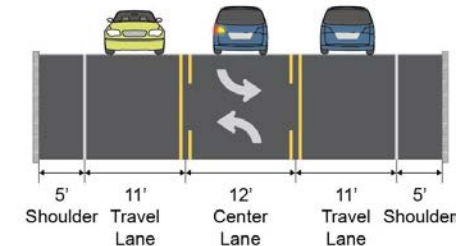
- Visit the dedicated [project website](#) with details and information about the project
- Read the MassDOT Press Release that was posted online on MassDOT's [blog](#) and [Twitter](#) account
 - MassDOT Project Manager will work with MassDOT's Communications and Leg Affairs on posting online to social media accounts
- Contact the project team at the dedicated project email address to ask questions and submit comments related to the project or submit through the online portal



Typical Lane Configuration
Before Road Diet Pilot



Typical Lane Configuration
During Road Diet Pilot



MASSDOT VIRTUAL PUBLIC INVOLVEMENT

PHASE II

- **Live webinars**

- MassDOT employees currently have GoToMeeting capabilities.
- GoToWebinar account is needed for MassDOT to host a webinar.
 - Features for webinar platforms include:
 - Up to 1,000 attendees
 - Broadcast live and record your session
 - Polling, handouts, and "raise hand" feature to interact with audience
 - Questions in chat are captured for response
 - Webinars can be transcribed, and transcription posted online
 - Link of recorded webinar can be posted on social media channels
 - Easy to attend with no pre-registration
 - Training directly from LogMeIn [GoToWebinar Trainings](#)
 - GoTo Meeting is providing a [free tool kit](#) for non-GoTo account holders
 - Practice run-through prior to Webinar is recommended, , each GoTo Webinar has a practice feature.

MASSDOT VIRTUAL PUBLIC INVOLVEMENT

PHASE II

- Design Public Hearing to be replaced by a Live and Recorded Webinar with appropriate Comment Period in PIMA (Public Involvement Management Application)
 - Organizer: MassDOT Project Manager
 - Responsible for scheduling meeting and setting up webinar
 - Responsible for introduction and facilitating Q&A
 - Panelists: Design Consultant or other speakers and presenters during webinar
 - Responsible for presenting
 - Public Relations Consultant (if different than Design Consultant)
 - Responsible for assisting in facilitating webinar
 - Backup for Project Manager in case there are technical difficulties
 - MassDOT ROW Liaison
 - Stenographer

MASSDOT VIRTUAL PUBLIC INVOLVEMENT TOOLS

PHASE II: Public Involvement Management Application (PIMA)

PIMA Project Pages

PIMA provides a wide range of configurable features aimed at engagement success, including:

- Comment forms, response messaging, and stakeholder mailing lists
- Email module with templates/history for mass broadcast and usage tracking
- Event creation, invitations, and manage comment or questions
- Dashboards with filterable maps & charts
- Establish custom URLs for each virtual event, with meeting registration and commenting enabled

MASSDOT VIRTUALPUBLIC INVOLVEMENT

PHASE II

MassDOT's Board Room at 10 Park Plaza

- Live meeting streaming capabilities
- Can record the session
- Need to use a webinar platform plus video crew for live streaming
- Only 25 persons allowed in room in total
 - Room set up must follow [CDC guidelines](#)
- Recommended to use virtual platform, only use Board Room if necessary
 - Board Room has limited availability and need to gain permission from Darrin M. to book
 - MassDOT staff will coordinate with Darrin M. for room booking and he will coordinate the video team
 - MassDOT Highway Division and/or Consultant responsible for webinar platform

MASSDOT VIRTUAL PUBLIC INVOLVEMENT TOOLS

PHASE II: PIMA PLATFORMS

PIMA online Meetings can be setup using the following platforms. Accommodations for language translation and accessibility are also available.



EXIT RENUMBERING PROJECT

massDOT
Massachusetts Department of Transportation

Statewide Exit Renumbering Project
MassDOT is implementing a milepost-based exit numbering system per Federal Highway Administration (FHWA) requirements.

Open Project Documents +

1) Please enter your comment below:

Please do not place any personally identifiable information such as names, phone numbers, or email addresses within this field and be aware that any comment you place in this field will be available for public consumption.

2) Tell us about yourself and stay up to date with the project

Zip Code Last Name

3) Do you have a specific question or concern that you would like a response to?

☐ Send me a response

CONTINUE →

If you are having trouble accessing any portion of this page please email cms@massdot.gov

Format 1: Esri Story Maps

- Dynamic, graphically pleasing
- Allows users to view at their own pace

Format 2: Streaming and Live Meetings

- Pre-record or go live
- More linear approach to project messaging



PIMA PROJECT EXAMPLE

MASSDOT VIRTUAL PUBLIC INVOLVEMENT TOOLS

PHASE II: Public Involvement Management

Application (PIMA)

- **14 Day Comment Period to be replaced by PIMA**
 - Rather than the traditional format of asking people to mail a hard copy or send an email with their comments/concerns, PIMA could be used as the sole location for gathering and responding to these comments.
- MassDOT is working with IowaDOT and FHWA's Every Day Counts initiative on this project [IowaPIMAplatform](#)
- To have a PIMA Project Page set up, MassDOT employees should contact Michael Trepanier or Derek Krevat

Website Examples

- Route 28 in Reading
- Exit Renumbering

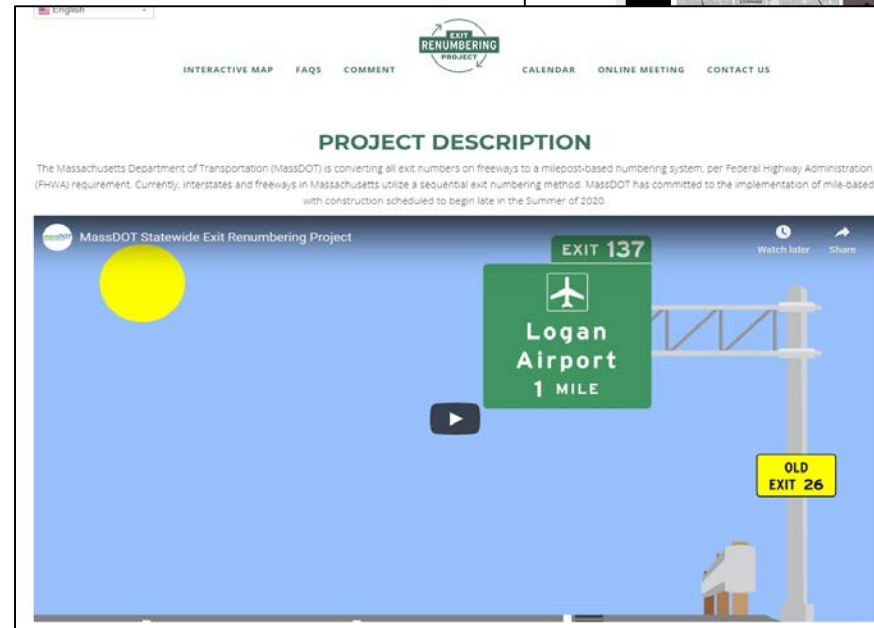
Route 28 in Reading – Resurfacing and Road Diet Pilot

Resurfacing work will begin in March 2020 and the road diet pilot will run from April to September 2020.

Main Street (State Route 28) in Reading needs to be repaved and restriped. As part of our work, MassDOT will test and evaluate a road diet to improve safety and access along the roadway. The resurfacing work and road diet pilot will take place on two state-owned sections of Main Street/Route 28 from the North Reading town line to Charles Street and from the Ash Street train tracks south to the I-95 interchange.

OFFERED BY

Highway Division →



READING – “LANDING PAGE”

Route 28 in Reading - Resurfacing and Road Diet Pilot

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Main Street (State Route 28) in Reading needs to be repaved and restriped. As part of our work, MassDOT will test and evaluate a road diet to improve safety and access along the roadway. The resurfacing work and road diet pilot will take place on two state-owned sections of Main Street/Route 28 from the North Reading town line to Charles Street and from the Ash Street train tracks south to the I-95 interchange.

OFFERED BY

Highway Division →



READING – QUICK LINKS

What you need to know

About the Route 28
Resurfacing and Road Diet
Project in Reading →

What are Road Diets? →

Contact Information

Route 28 in Reading Resurfacing and Road Diet Pilot



READING – TABLE OF CONTENTS

About the Route 28 Resurfacing and Road Diet Pilot Project in Reading

MassDOT is repaving and testing a road diet on North and South Main Street.

Main Street/Route 28 provides access to local businesses, retail, restaurants, and residential areas, and connects to the historic Town center and common. This vital roadway needs to be repaved and restriped in two state-owned sections between the North Reading town line to the I-95 interchange. As part of this project, we will test and evaluate a road diet along the corridor.

TABLE OF CONTENTS

- ▼ Project Background
- ▼ Project Area
- ▼ Pilot Lane Configuration Changes
- ▼ Project Schedule
- ▼ Public Outreach and Involvement
- ▼ Contact

READING – CONTACT INFORMATION

Contact

Route 28 in Reading Resurfacing and Road Diet Pilot



Online

Contact the project team Route28Pilot@dot.state.ma.us

[Submit your comments online →](#)

Address

10 Park Plaza

Boston, MA 02116

[Directions →](#)

READING – PIMA PAGE



Route 28 Resurfacing and Road Diet Pilot

MassDOT will repave and test a road diet on North and South Main Street (Route 28) in Reading, MA. Repaving work will begin in March 2020 and the road diet pilot will run from April to September 2020.

 Open Project Documents ▾

1) Is this comment about a specific location? If so, zoom and pan the map, then add a pin by selecting the location that relates to your comment.

Tap another location to move your pin. Use arrow keys to pan around. Use + or - keys to zoom in and out.



2) Please enter your comment below:

* Required

Please do not place any personally identifiable information (name, phone, or email) within your comment.

3) Select any of the following topics that apply to your comment: (Select up to 3)

Accessibility

Daily Commute

Other

Pedestrian Access

Project Impacts

Safety

CONTINUE →



Mass. Transportation @MassDOT · Mar 26

#Reading: Main Street (Route 28) Resurfacing, "Road Diet" Reconfiguration begins. blog.mass.gov/transportation...



1

4

7



Town of Reading, MA @TownOfReadingMA · 20h

Learn more about @MassDOT Road Diet Pilot Project for Reading with this presentation:



Route 28 in Reading - Resurfacing and Road Diet Pilot
Resurfacing work will begin in March 2020 and the road diet pilot will run from April to September 2020.

mass.gov



Town of Reading, MA

21 hrs ·

For those following the Main Street Road Diet Pilot project, you may want to watch this presentation on the work that will be getting underway soon. Primarily, it calls for paving and relining the roadway on Main Street north and south of the center. A Public presentation was planned but due to the State of Emergency for COVID-19, MassDOT cancelled it and instead created this voice-over slideshow presentation.

https://www.mass.gov/route-28-in-reading-resurfacing-and-r...

For more information visit: <https://www.readingma.gov/.../pages/main-street-paving-project>



MASS.GOV

Route 28 in Reading - Resurfacing and Road Diet Pilot

Resurfacing work will begin in March 2020 and the road diet pilot will r...

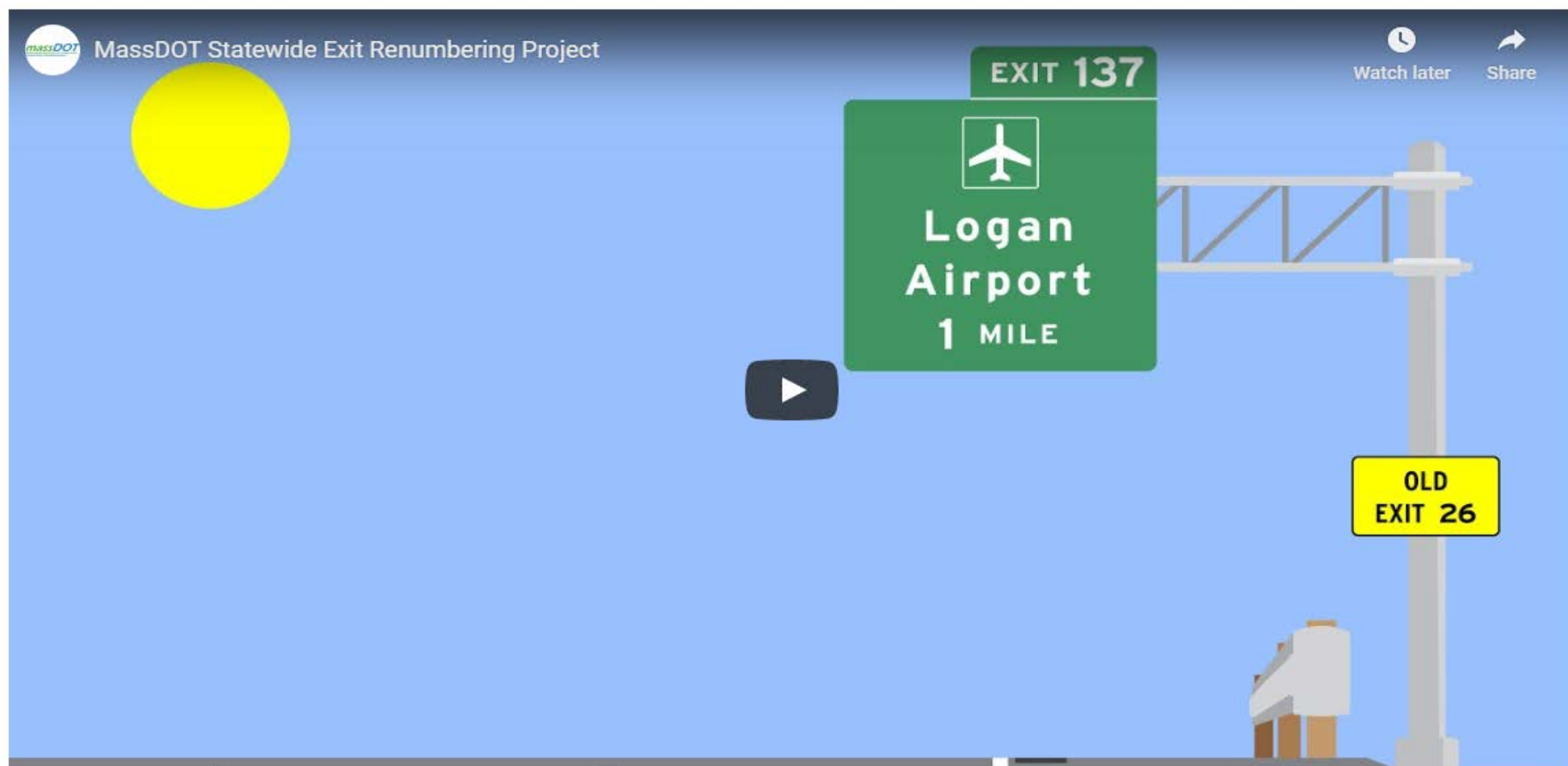
12

30 Comments 13 Shares




PROJECT DESCRIPTION

The Massachusetts Department of Transportation (MassDOT) is converting all exit numbers on freeways to a milepost-based numbering system, per Federal Highway Administration (FHWA) requirement. Currently, Interstates and freeways in Massachusetts utilize a sequential exit numbering method. MassDOT has committed to the implementation of mile-based with construction scheduled to begin late in the Summer of 2020.



EXIT RENUMBERING – ONLINE MEETING LINK

ONLINE MEETING

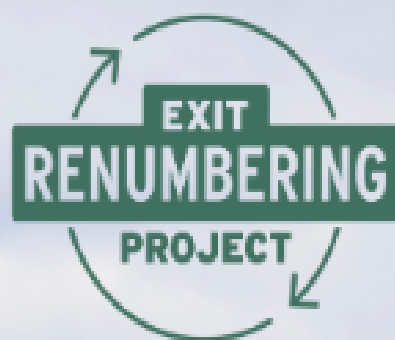


Statewide Exit Renumbering Project

[Online Meeting](#) [Leave a Comment](#)

Online Meeting

MassDOT is implementing a milepost-based exit numbering system per Federal Highway Administration (FHWA) requirements.



Select Language ▼

Google Translate Powered by

massDOT
Massachusetts Department of Transportation

MassDOT is implementing a milepost-based exit numbering system per Federal Highway Administration (FHWA) requirements.

Online Meeting

Tell us about yourself:

Zip Code

* Required

Last Name

* Required

Zip Code

Last Name

Counting yourself, how many people are attending this meeting?

1

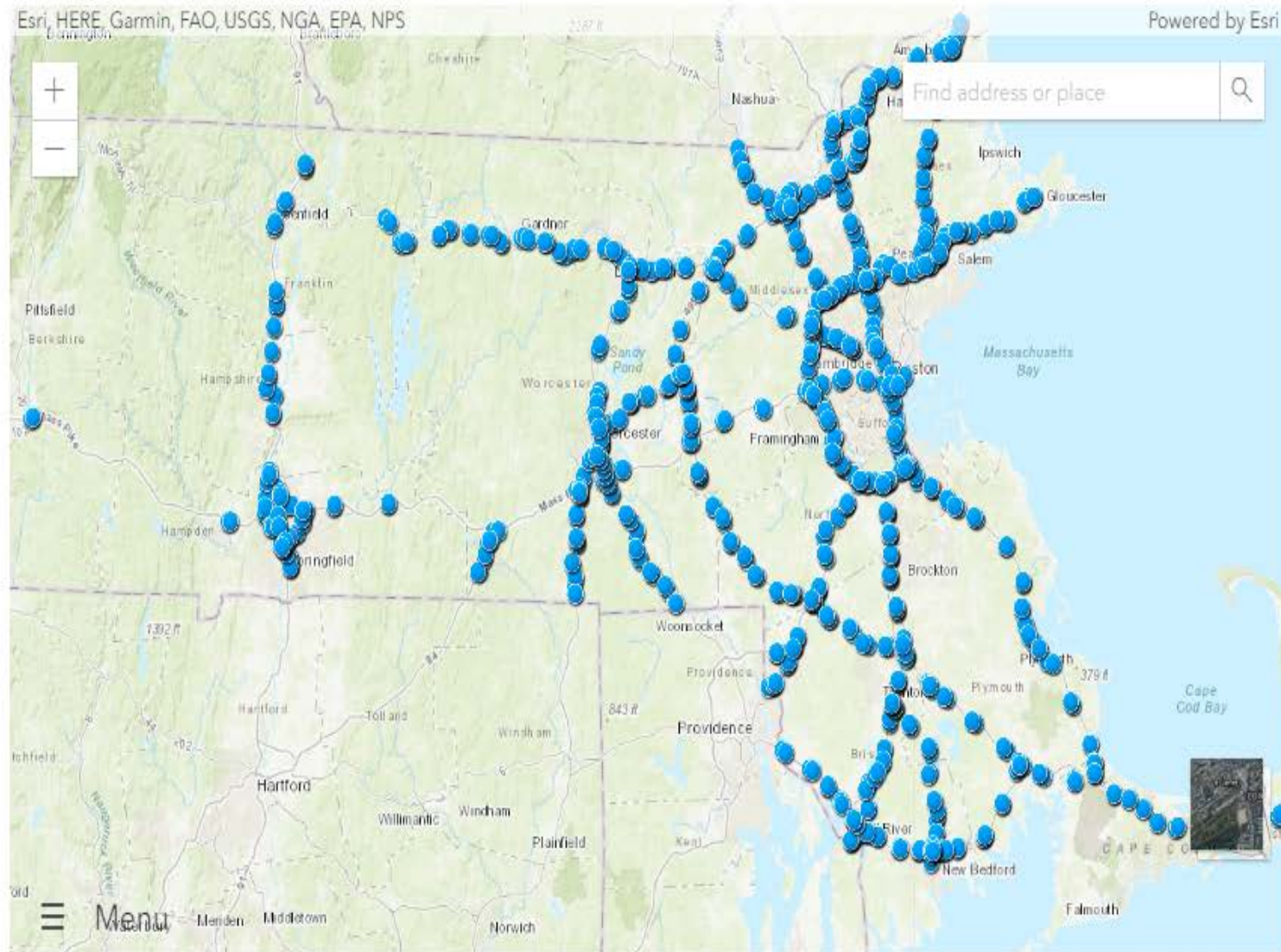


CONTINUE →

1 of 3

DOT
Massachusetts
Department of
Transportation

INTERACTIVE MAP



Tap to activate the map, then zoom in or out and click a dot on the map to see the new exit numbers. New exit signage will include "Old Exit" signs for a minimum of two years to help the public get acquainted with the new system. Old and new exit numbers for each corridor can also be found in each of the links below. Exit numbers for Route 213, I-291, I-391, and the Lowell Connector will not be changing.

To view project documents in accessible PDF formats, click below:

[Handout](#)

[Route 6](#)

[I-90](#)

[US 3](#)

[I-91](#)

[Route 146 & I-84](#)

[I-93](#)

[I-495](#)

[I-95](#)

[I-395 & I-290](#)

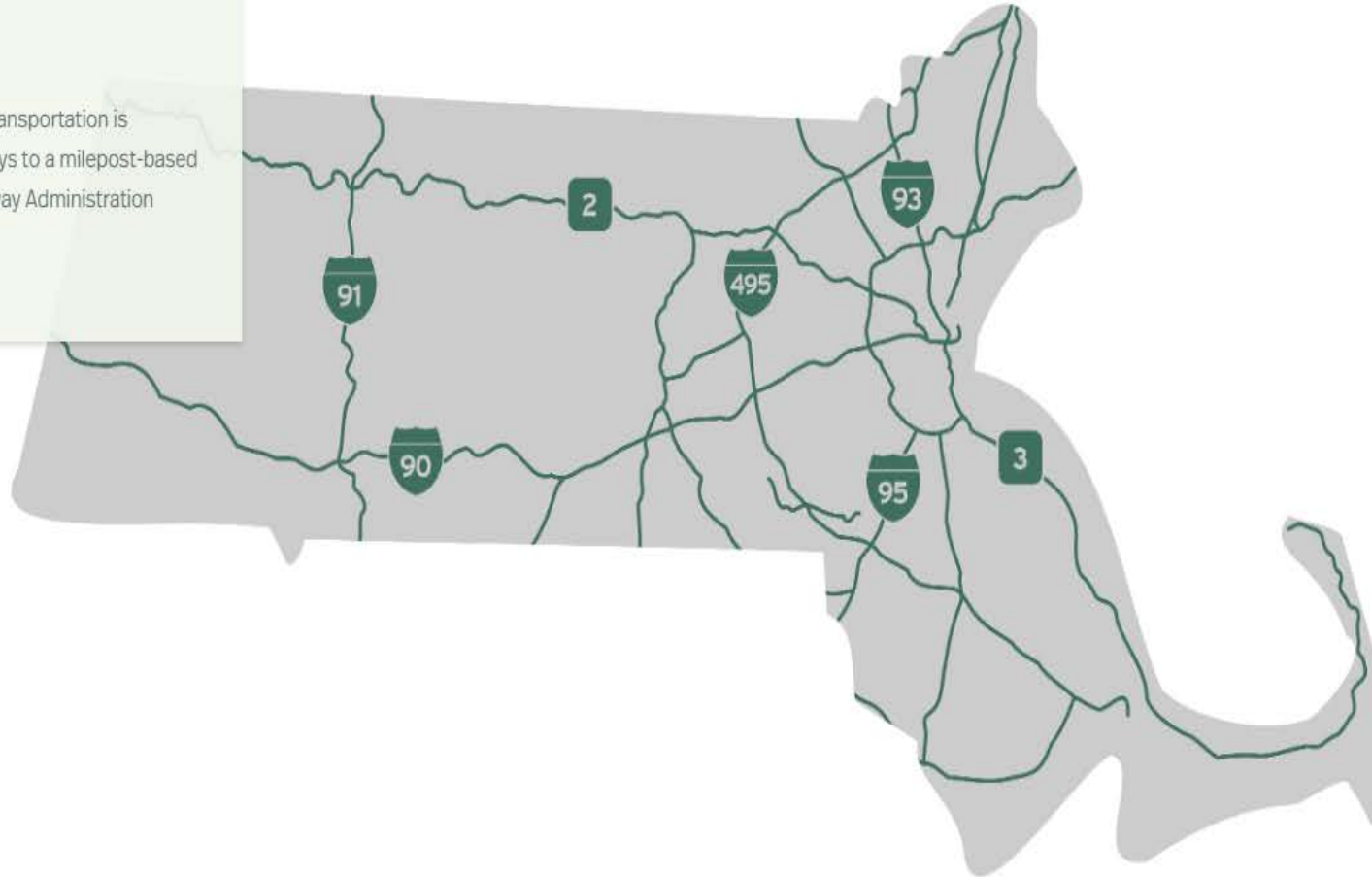
[Route 128](#)

[Route 140 & I-295](#)

EXIT RENUMBERING: STORY MAP

Project background:

The Massachusetts Department of Transportation is converting all exit numbers on freeways to a milepost-based numbering system, per Federal Highway Administration (FHWA) requirement.



MASSDOT VIRTUAL PUBLIC INVOLVEMENT RESOURCES

Questions?

Contact MassDOT's Chief Engineer's Office at
Margo.J.Souza@dot.state.ma.us

Or

MassDOT Highway Design at
Koby.Lemrise@dot.state.ma.us and/or Andrew.Paul@dot.state.ma.us

PIMA

Derek.krevat@dot.state.ma.us and/or
Michael.Trepanier@dot.state.ma.us

