

Integrating PIMA Into MassDOT Highway Division Projects

**Presentation to ACEC/MA Transportation Agencies Liaison
Committee (TALC)**

September 20th, 2023

What is PIMA?

PIMA: Public Involvement Management Application

- Developed by HNTB in partnership with Highway Division staff for a multi-state consortium

Four Primary Components

- Public Commenting Tool
- Stakeholder Database
- Engagement Analytics
- Equity Dashboard- In Development

Goals with PIMA

- Increase the opportunity for public engagement by posting Design Public Hearing presentations online
- Evaluate Public engagement strategies using built in PIMA analytics
- Facilitate a streamlined public question and answer process
- Consolidate management of public involvement to a small, internal public involvement team

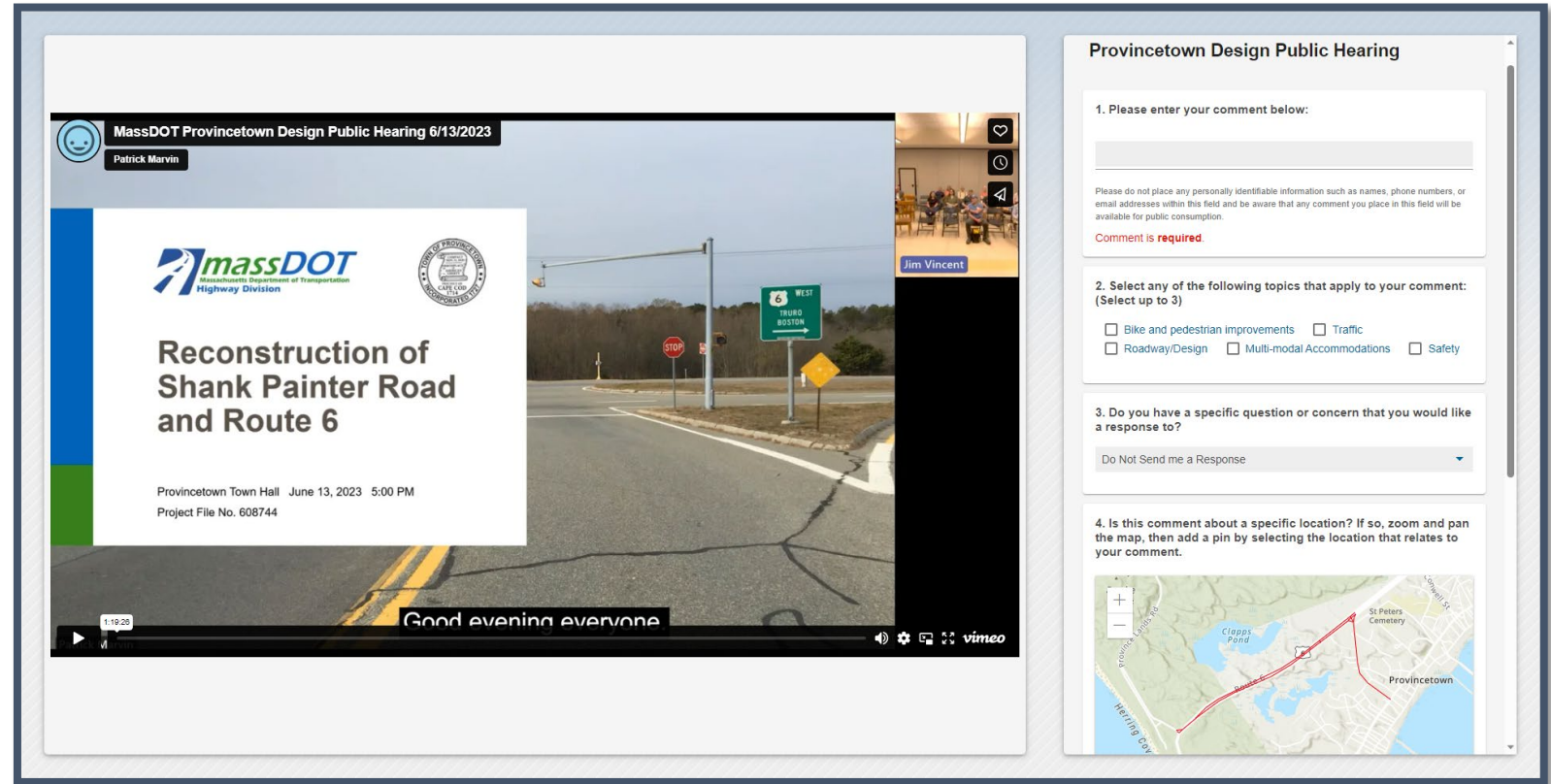
Public Commenting Tool

More possibilities for engagement: Public can view a recorded presentation and leave a comment through the Mass.gov events page

Allows the public to communicate directly with Project Teams

Project Managers have more time to respond to comments in detail

Comment forms are configurable to meet the needs of a project



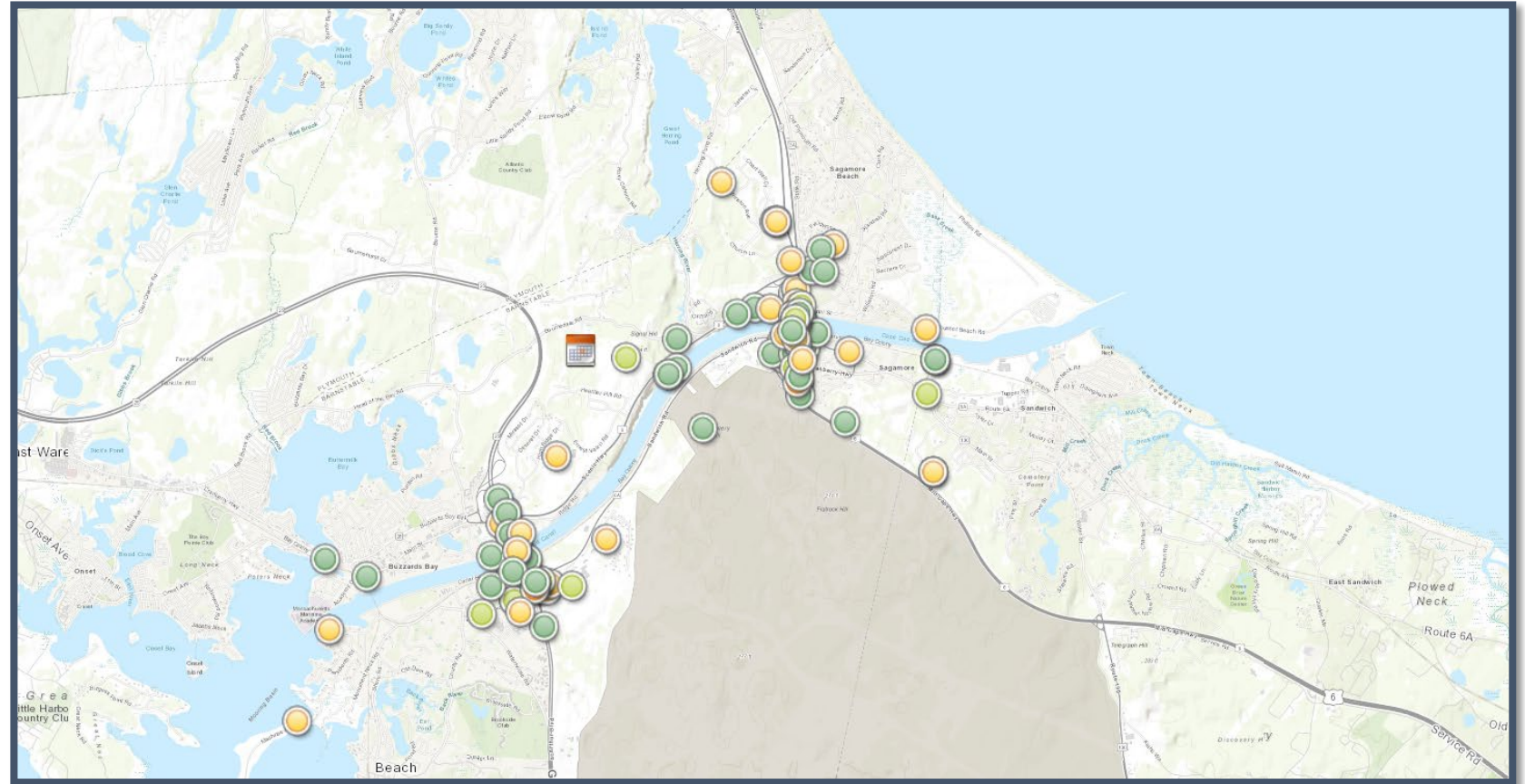
Screenshot: Public Facing PIMA Portal with Presentation Recording and Comment form

Stakeholder and Comment Database

Public comment database organizes public comments by area of concern, stakeholder address, and favorability

Interactive mapping allows for quick interpretation: what areas are of most concern, how favorable is the public

Stakeholder database simplifies outgoing communication to update stakeholders on future meetings

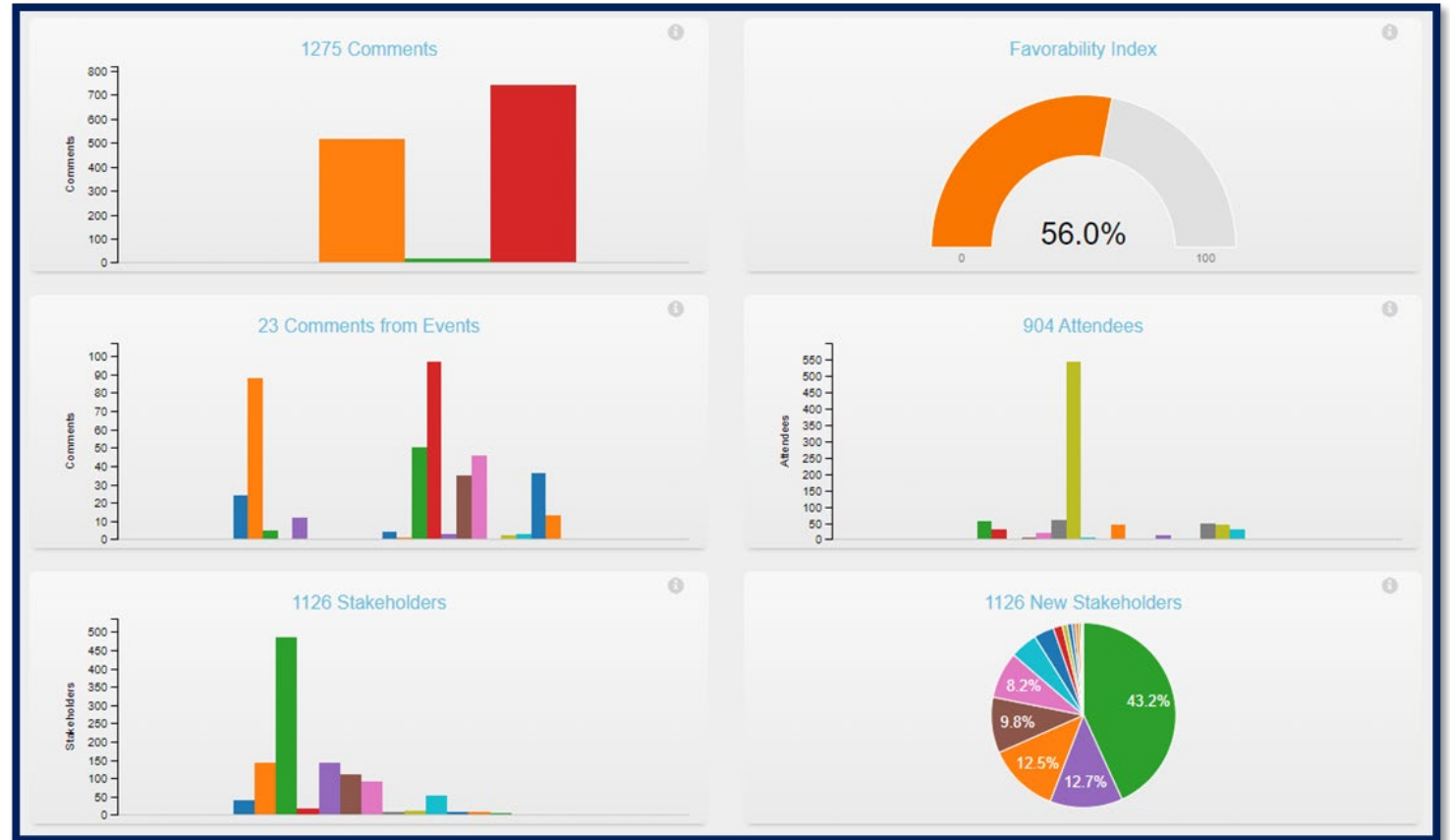


Screenshot: Internal PIMA Comment Database Mapping Tool, Cape Cod Bridges Project

Analytics

PIMA’s executive dashboard provides Project Managers with a quick overview of public engagement for a single project or across multiple projects

Includes the number of comments, broken down by subject area and favorability

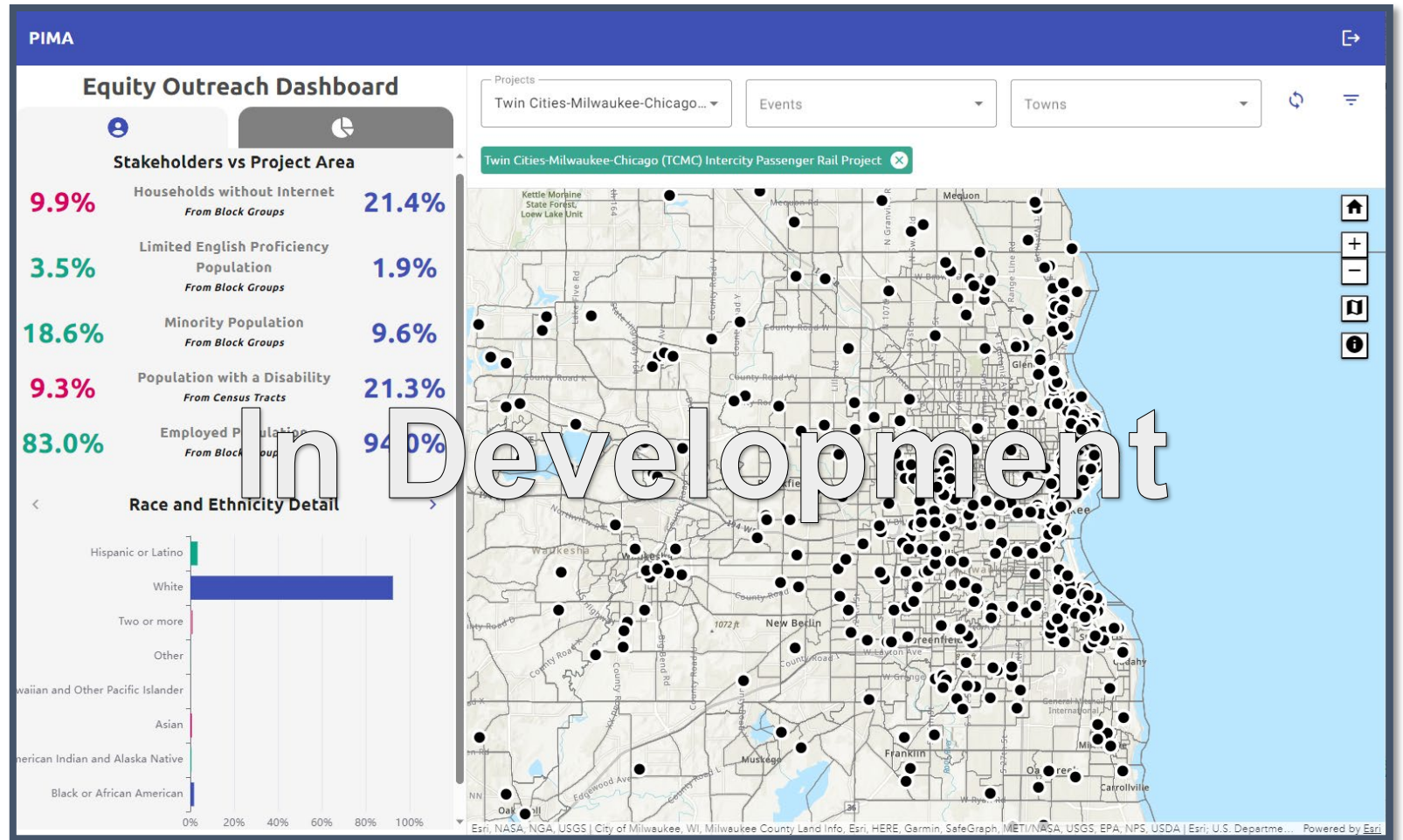


Screenshot: Internal PIMA Executive Dashboard

Equity Dashboard

The Equity Dashboard will provide the opportunity to evaluate public engagement on a project-by-project basis by highlighting where engagement falls short

The Equity Dashboard was designed to compare project stakeholders to the demographic composition of the project area to ensure environmental justice populations are engaged in the project



Screenshot: Internal Screenshot of a development build of the Equity Dashboard

Implementing PIMA: Highway Public Involvement Staff

PIMA functions will be managed by full-time Highway Division Public Involvement Staff

PI staff is working with HNTB to ensure the tool continues to meet the needs of MassDOT

Highway PI Staff will support project teams by:

- Customizing comment forms and mapping functions according to project needs
- Ensuring stakeholder and comment lists are up to date
- Supporting Project Managers as they use PIMA to interact with the public and reference project data

The screenshot displays the 'Comment Form -' interface. On the left, there are several sections: 'Stakeholder Info', 'Comment Info', and 'Project Info'. The 'Comment Info' section includes fields for 'Date' (7 July 2023), 'Status' (New), '*Source' (Collected at Meeting), '*Category' (MassDOT Project), and '*Response' (Do not send me a response). The 'Project Info' section includes '*Add Project/Event' (with a '+ Add Project/Event' button and a 'Map' icon), 'Topic (all that apply):', and '*Project Support Level' (Neutral). On the right, there is a 'Comment from Anonymous' header, a '+ Response' button, and a rich text editor with a toolbar containing icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and image.

Screenshot: Internal PIMA Comment Form Set-up

PIMA Implementation- Areas of Focus

1. Staffing: Internal Capacity
2. Operational: SOP's
3. Technical: A/V Equipment & Virtual Platform

Questions?