Using PIMA for Highway Division Projects

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What is PIMA?

PIMA: Public Involvement Management Application

- Developed by HNTB in close coordination with MassDOT for a multi-state consortium

Three Primary Components

- Public Commenting Tool
- Stakeholder Database
- Equity Dashboard

Goals with PIMA

- Increase the opportunity for public engagement by posting Design Public Hearing presentations online and streamlining public commenting process
- Allow Highway Division Project Managers to more easily understand trends across large numbers of diverse stakeholders
- Evaluate public engagement strategies to better target communities that are under-reached
Public Commenting Tool

More possibilities for engagement:

Public can access a recording of the presentation and leave a comment by visiting 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 location, 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.
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 and stakeholders, broken down by location, type, favorability, and subject area.

Screenshot: Internal PIMA Executive Dashboard
The Equity Dashboard provides the opportunity to evaluate public engagement on a project-by-project basis, highlighting areas 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 across all categories.
Benefits of PIMA Implementation

Improved Public Engagement:

– Increases the opportunity for public engagement by posting Design Public Hearing presentations online
– Facilitates a streamlined and more accessible public question and answer process
– Equity Dashboard provides the tools to evaluate public engagement strategies, with a focus on reaching environmental justice communities

More Efficient Internal Process:

– Dashboard allows PMs to comprehend a large volume of comment and stakeholder data
– Allows for customization of public engagement tools to meet the needs of each project
– Creates a single method for managing public engagement across all projects