



PUBLIC INVOLVEMENT MANAGEMENT APPLICATION (PIMA)

What is PIMA?

The Iowa Department of Transportation developed the Public Involvement Management Application (PIMA) tool to better manage stakeholder outreach and improve project decision-making. Initially deployed in 2015, PIMA is becoming a new standard for supporting modern public involvement. The intent by the Iowa DOT was to develop a tool other agencies could benefit from.

How it works

PIMA is cloud based and utilizes GIS, social media, and internal business processes to give project decision makers the ability to collaborate on planning, communicating and measuring the effectiveness of their responses to stakeholder questions and concerns.

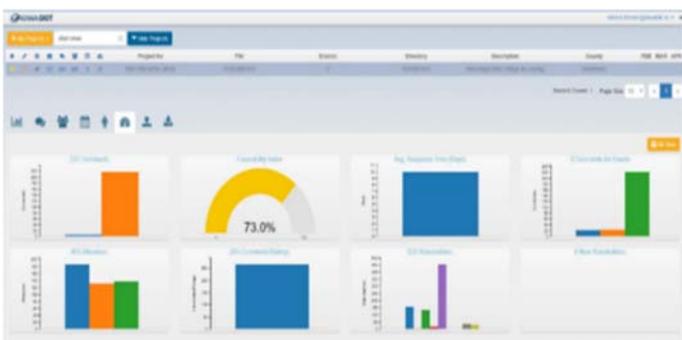
Stakeholders can provide their feedback via smart phones, tablets, computers (Chrome works best) - no need for expensive technology or equipment. PIMA is tailored to match DOT agency business processes and data is immediately available, in the preferred format.

Comment form within PIMA

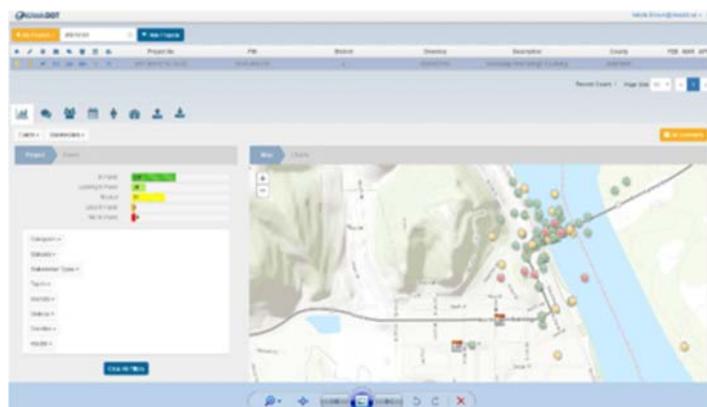
PIMA's Benefits

PIMA adds value at every step of the stakeholder engagement and communication process. Through PIMA, users can:

- Create events, send mass invitations, and track attendance
- Capture, categorize, evaluate and respond to public input and comments
- Analyze comments throughout the development process
- Geospatially visualize stakeholder input and color coded to show level of support
- View a dashboard showing the number of attendees and comments, as well as average response time
- Evaluate and document stakeholder engagement which meet NEPA and other mandated reporting requirements.
- Identify and respond to stakeholder concerns in a more customer-focused/transparent manner.



Analytics shows number of attendees & comments / favorability / average response time / number of stakeholders



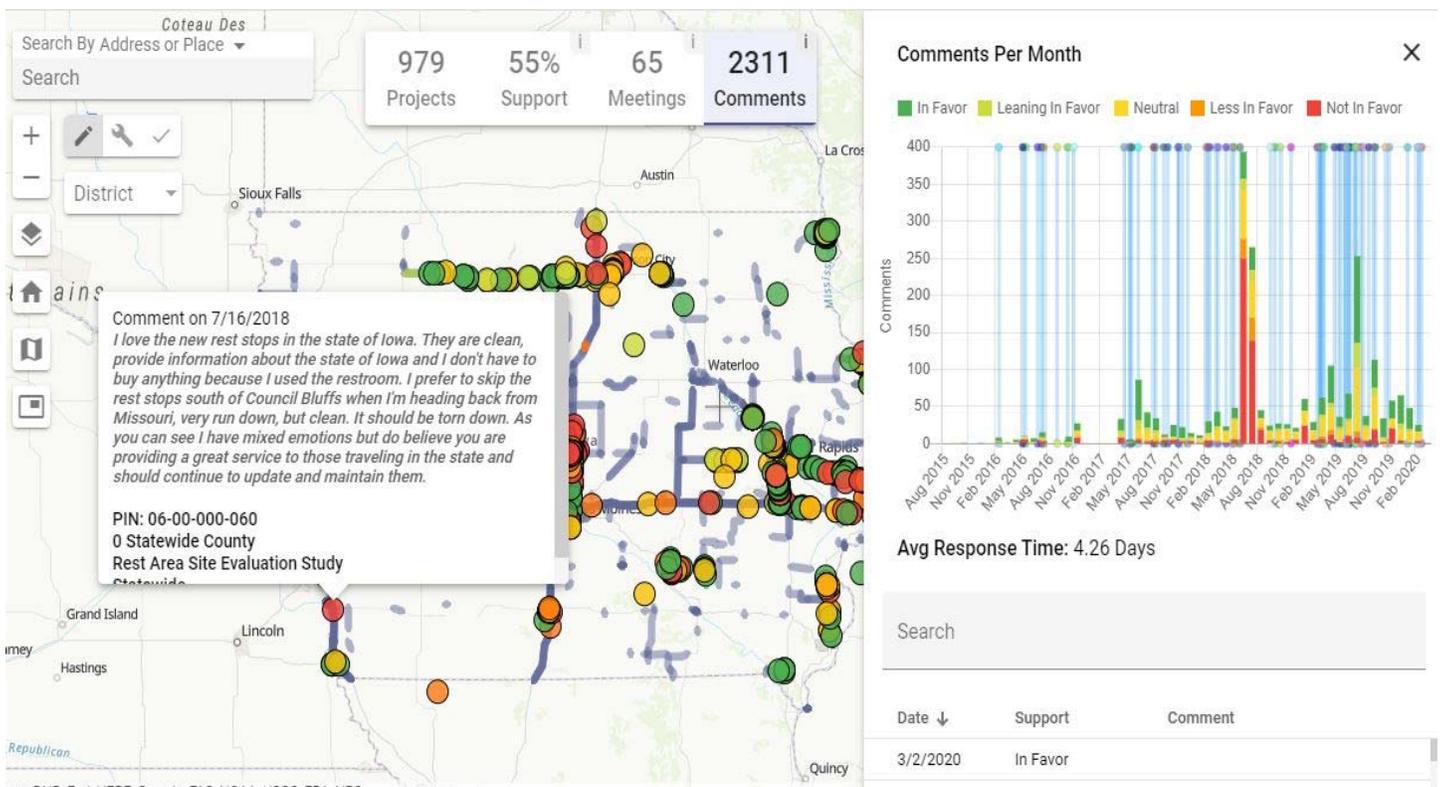
Comments are color-coded on map showing level of support



PUBLIC INVOLVEMENT MANAGEMENT APPLICATION (PIMA)

Iowa DOT Public Portal Provides More Transparency

Stakeholders can observe how others are participating on the project by viewing PIMA’s public involvement portal. Stakeholders can view any DOT project, by location, on a map. This map-driven web app shows projects and their overall favorability, meeting locations, date, attendance, and comment locations around each project (while obscuring any personal information). Through this portal stakeholders can view all DOT projects—in the planning, design, or construction phases—and see the background information. Stakeholders can choose whether they want to subscribe to a project or join its mailing list.



Sharing with State DOT's

PIMA has been demonstrated at various venues and in one-on-one presentations with numerous state DOT's. The Iowa DOT and HNTB (consultant used to help develop PIMA) have an agreement to provide the application to other agencies with minimal cost. Two state DOT's have incorporated the application into their processes.

For More Information Contact:

VALERIE BREWER
 515-239-1626
 VALERIE.BREWER@IOWADOT.US

JON REES
 515-239-1431
 JON.REES@IOWADOT.US