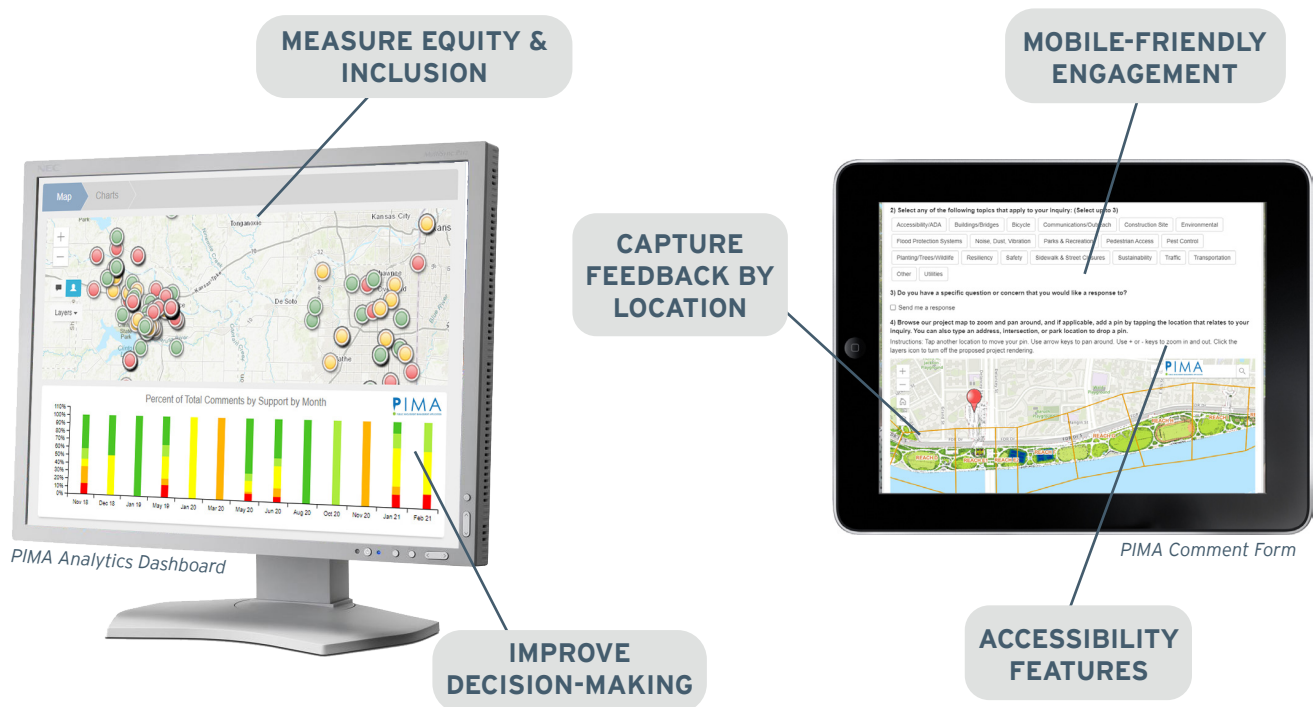


Virtual Public Involvement and Stakeholder Engagement



An effective virtual public involvement strategy along with the right digital tools are imperative for inclusive stakeholder and citizen engagement. Iowa DOT, in partnership with HNTB, has developed the Public Involvement Management Application (PIMA) as a comprehensive VPI and stakeholder engagement platform.

PIMA enables you to create a virtual home for outreach needs. It empowers public involvement professionals to conduct engagement through configurable comment forms, subscription forms, surveys, interactive mapping, streaming video and animation, and virtual or augmented reality. PIMA provides the ability to securely track and manage stakeholder participation in its various forms and understand how stakeholders are interacting across projects. The intuitive interface provides the ability to easily capture feedback or questions, send email or text messages, track project support, engage in threaded conversations and use analytics for project decision-making.



"PIMA has become our 'one-stop shop' for all of our PI activities leading up to and after a public information meeting or hearing. PIMA was built by DOTs, for DOTs. Through our partnerships, including some transit and municipal agencies, we're working together to make it the most comprehensive VPI solution possible.

– Valerie Brewer
Iowa DOT Program Manager

"MassDOT has enthusiastically embraced the modernization of the way we interact with the public using virtual public involvement (VPI) tools. PIMA is one of the more innovative tools that we are initializing for use agency-wide."

– Michael Trepanier
MassDOT Senior Program Manager

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