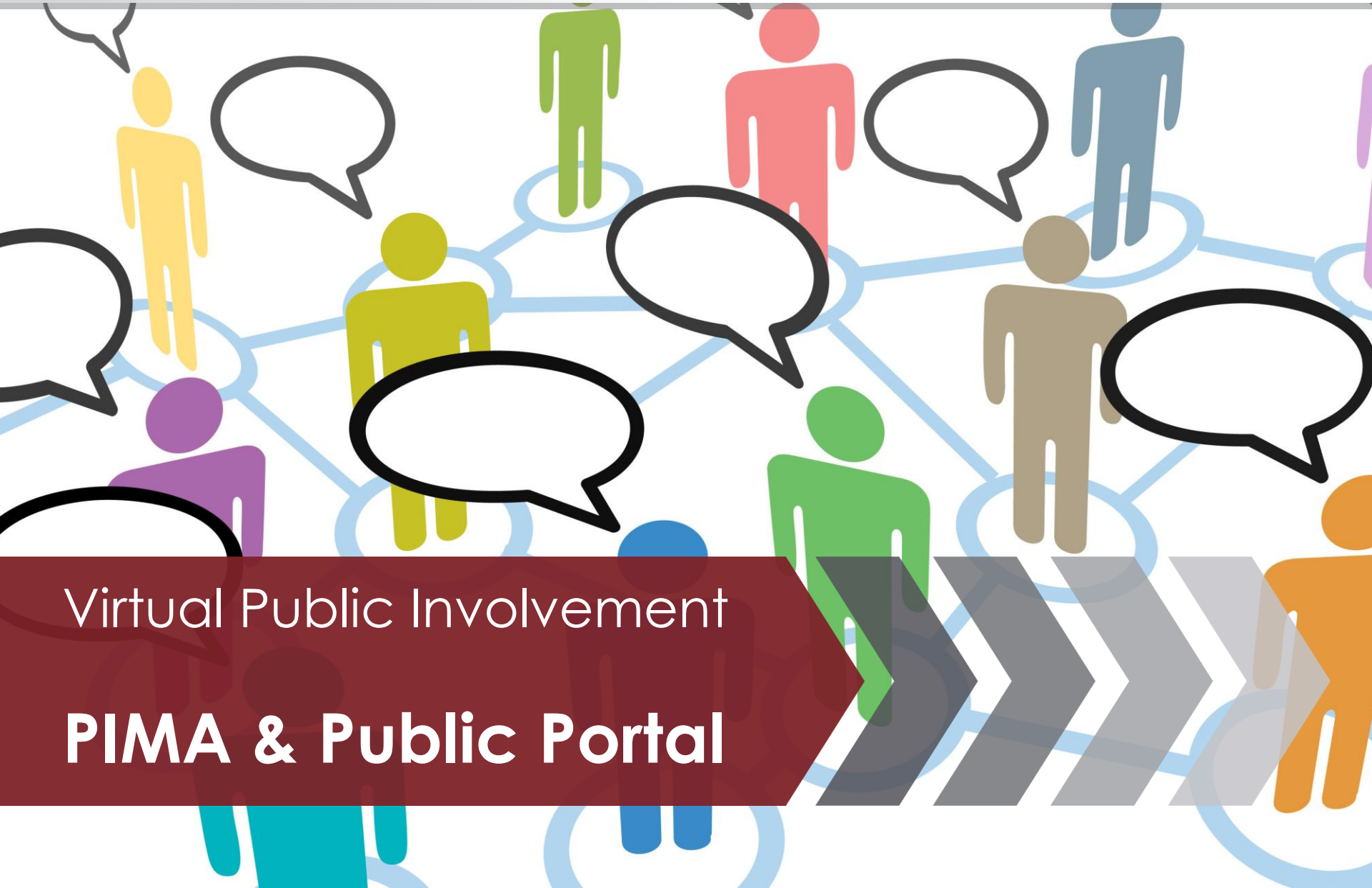
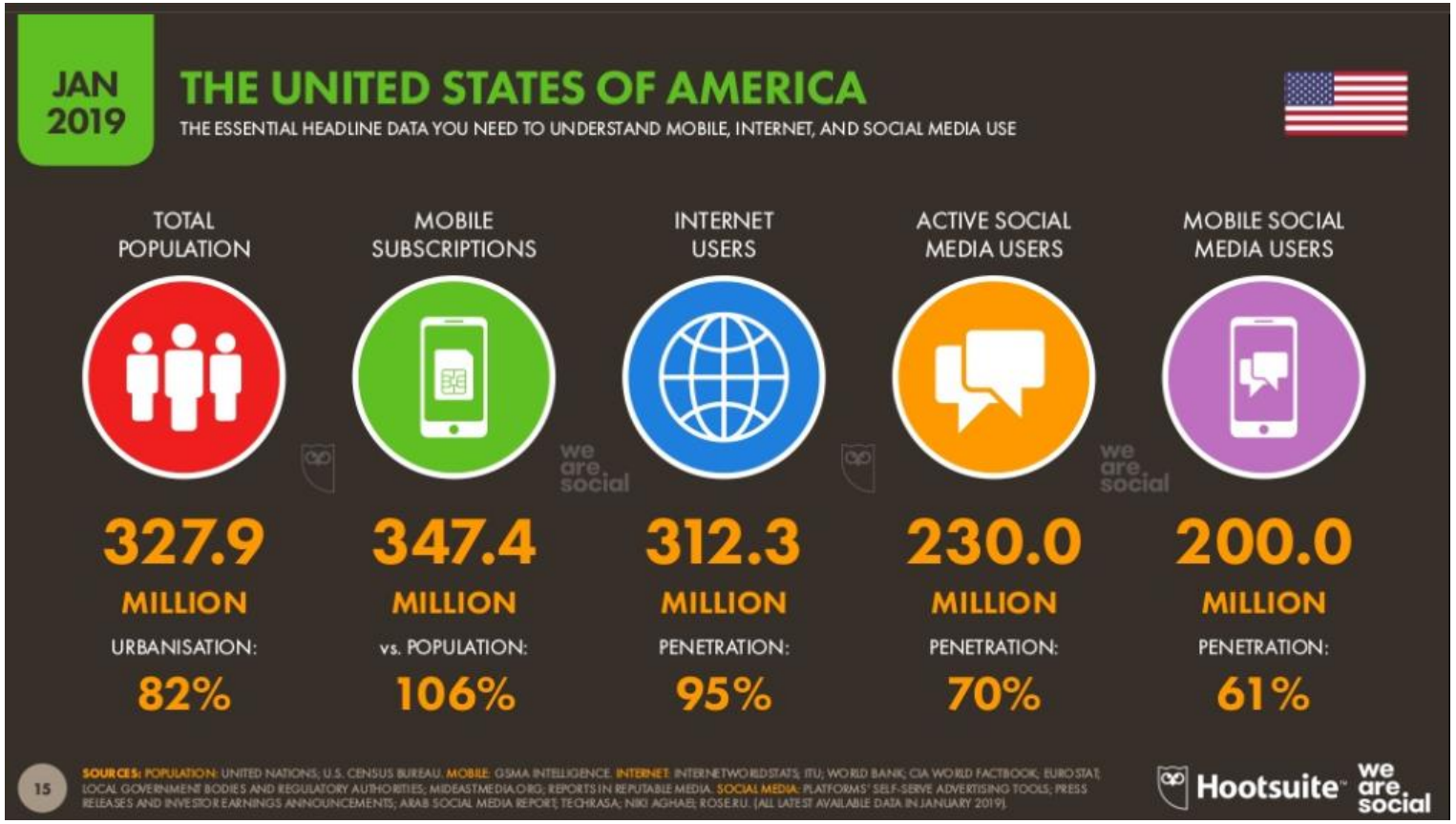


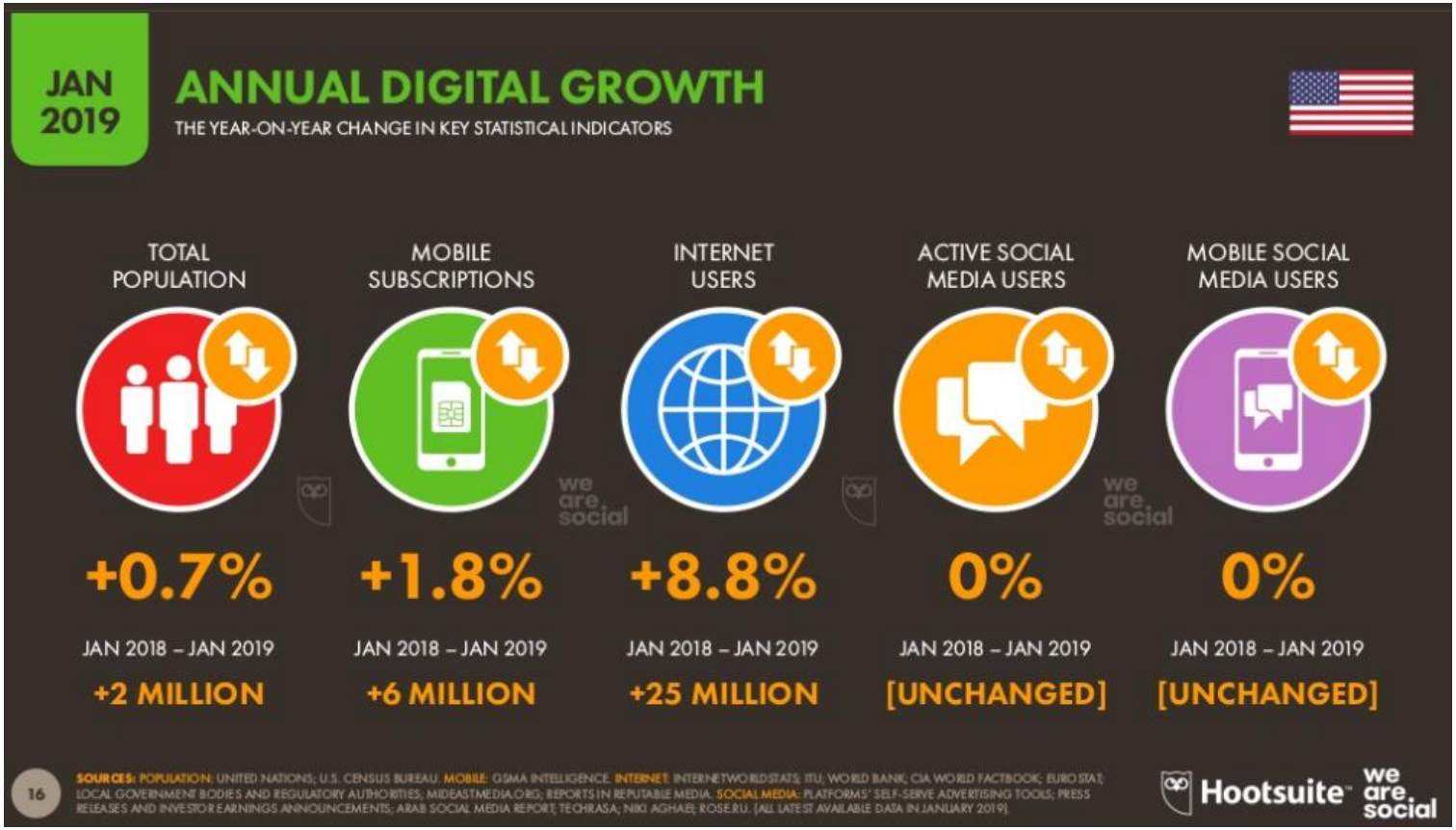
Virtual Public Involvement

PIMA & Public Portal

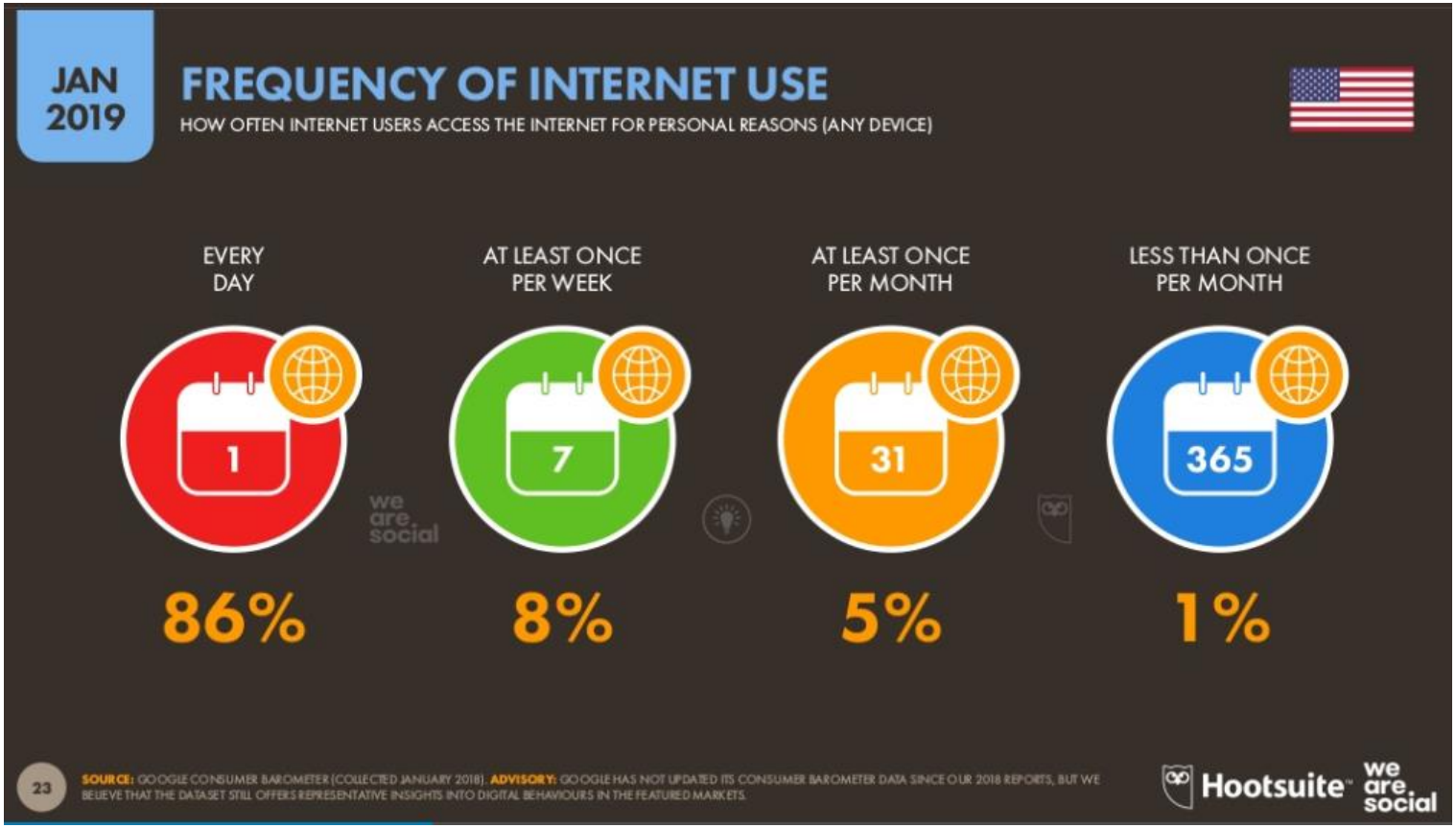
Statistics


JAN 2019
THE UNITED STATES OF AMERICA
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE
TOTAL POPULATION
MOBILE SUBSCRIPTIONS
INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE SOCIAL MEDIA USERS
we are social
we are social
327.9 MILLION
URBANISATION: 82%
347.4 MILLION
vs. POPULATION: 106%
312.3 MILLION
PENETRATION: 95%
230.0 MILLION
PENETRATION: 70%
200.0 MILLION
PENETRATION: 61%
15
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.R.U. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).
Hootsuite
we are social

Statistics


JAN 2019
ANNUAL DIGITAL GROWTH
THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS
TOTAL POPULATION
MOBILE SUBSCRIPTIONS
INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE SOCIAL MEDIA USERS
+0.7%
+1.8%
+8.8%
0%
0%
JAN 2018 – JAN 2019
+2 MILLION
JAN 2018 – JAN 2019
+6 MILLION
JAN 2018 – JAN 2019
+25 MILLION
JAN 2018 – JAN 2019
[UNCHANGED]
JAN 2018 – JAN 2019
[UNCHANGED]
16
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.R.U. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).
Hootsuite
we are social

Statistics


JAN 2019
FREQUENCY OF INTERNET USE
HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)
EVERY DAY
AT LEAST ONCE PER WEEK
AT LEAST ONCE PER MONTH
LESS THAN ONCE PER MONTH
1
7
31
365
we are social
86%
8%
5%
1%
23
SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). ADVISORY: GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.
Hootsuite
we are social

What is PIMA?

A virtual platform that allows better management and coordination of public involvement throughout Iowa DOT

GOALS

1. Better analyze and adjust our PI effort based on real data
2. Improve the ease in providing public feedback
3. Providing transparency and accountability for what we say
4. Allow management of the PI program with decreasing staffing
5. Allowing a seem-less transition of public involvement through the development and construction processes.
6. Position the Department to transition to an online "hearing before your peers"

IOWA'S JOURNEY

Pre-2014 All Paper – PI on 1%-3% of projects (only development)

2014 Requirements Gathering & Early Development

2015 Large Scale Development

2015 September - First Test of the Prototype

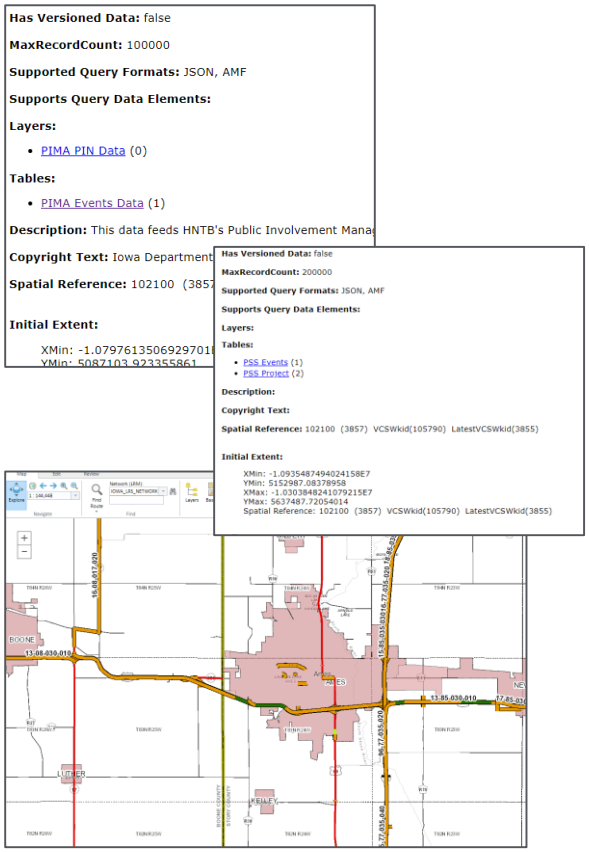
2016 Testing, Use, & Expansion of the Application

2017 Additional Development Centered around Online Meetings and Offline Capabilities

2018 Simplification of the interface and enhancement of the online capabilities

2019 **See Next Steps**

PIMA



Points of Integration

Microsoft Azure (Office 365)
- Authentication
- Collaboration (TEAMS)
- Power BI (Analytics)

3 REST Services (Retiring after MDM integ)
- Program ID Number (PIN)
- Project Number
- Schedule Event Information

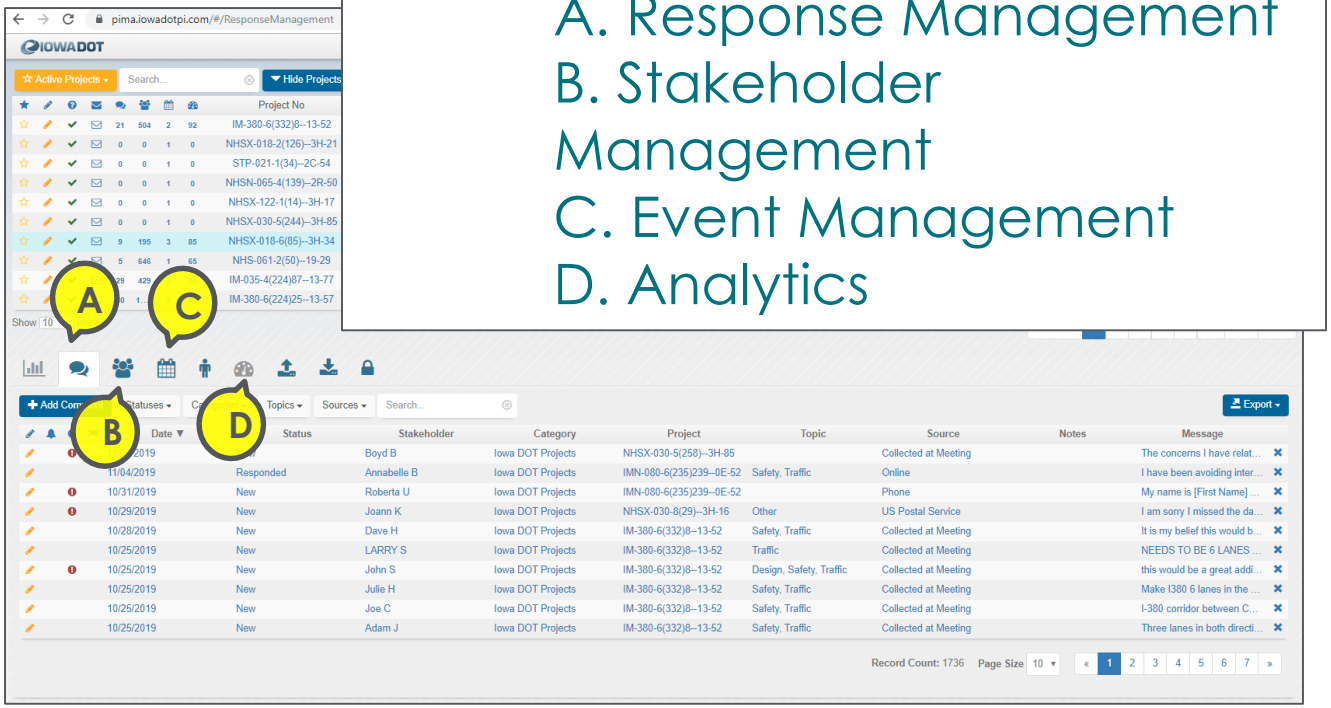
Roads & Highways RAMS (LRS)
- PIN Geospatial Location

Program & Project Management System
- GEARS (MDM System)

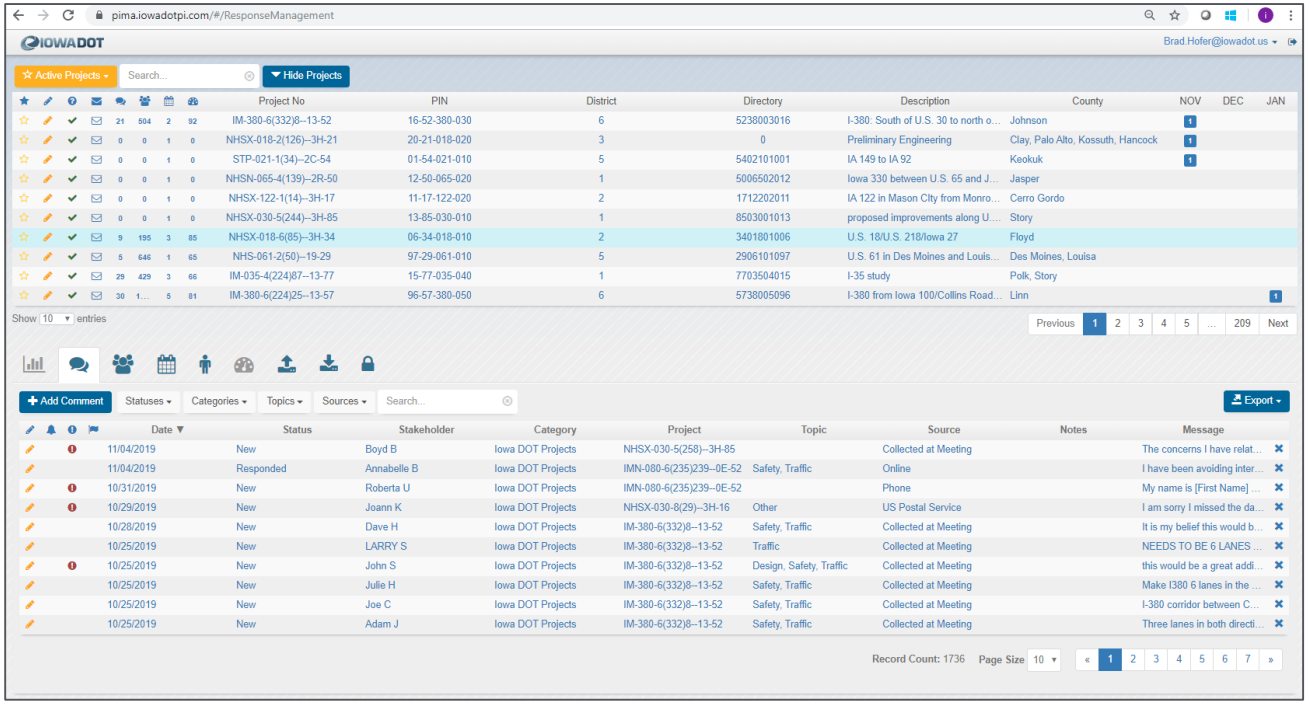
PIMA Application

Four primary components:

A. Response Management
B. Stakeholder Management
C. Event Management
D. Analytics



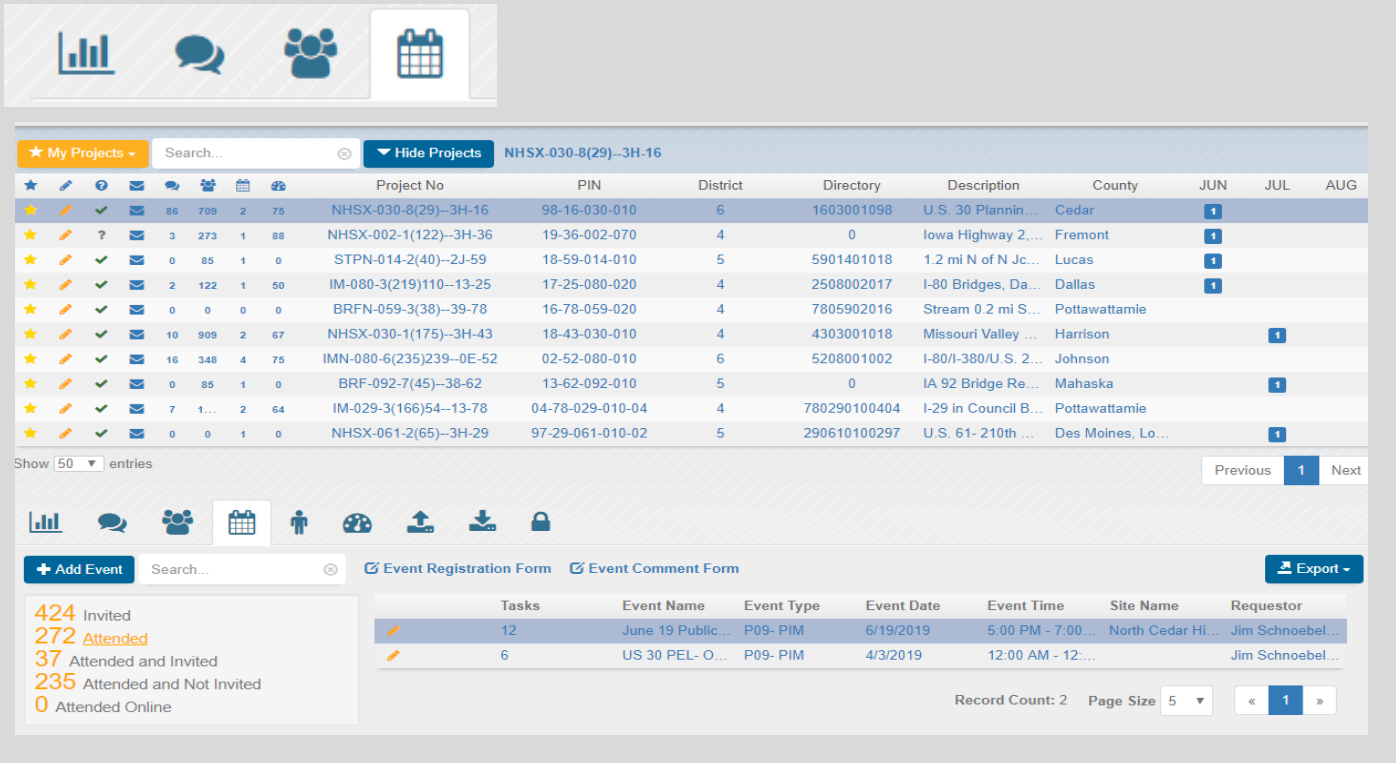
PIMA Application



PIMA

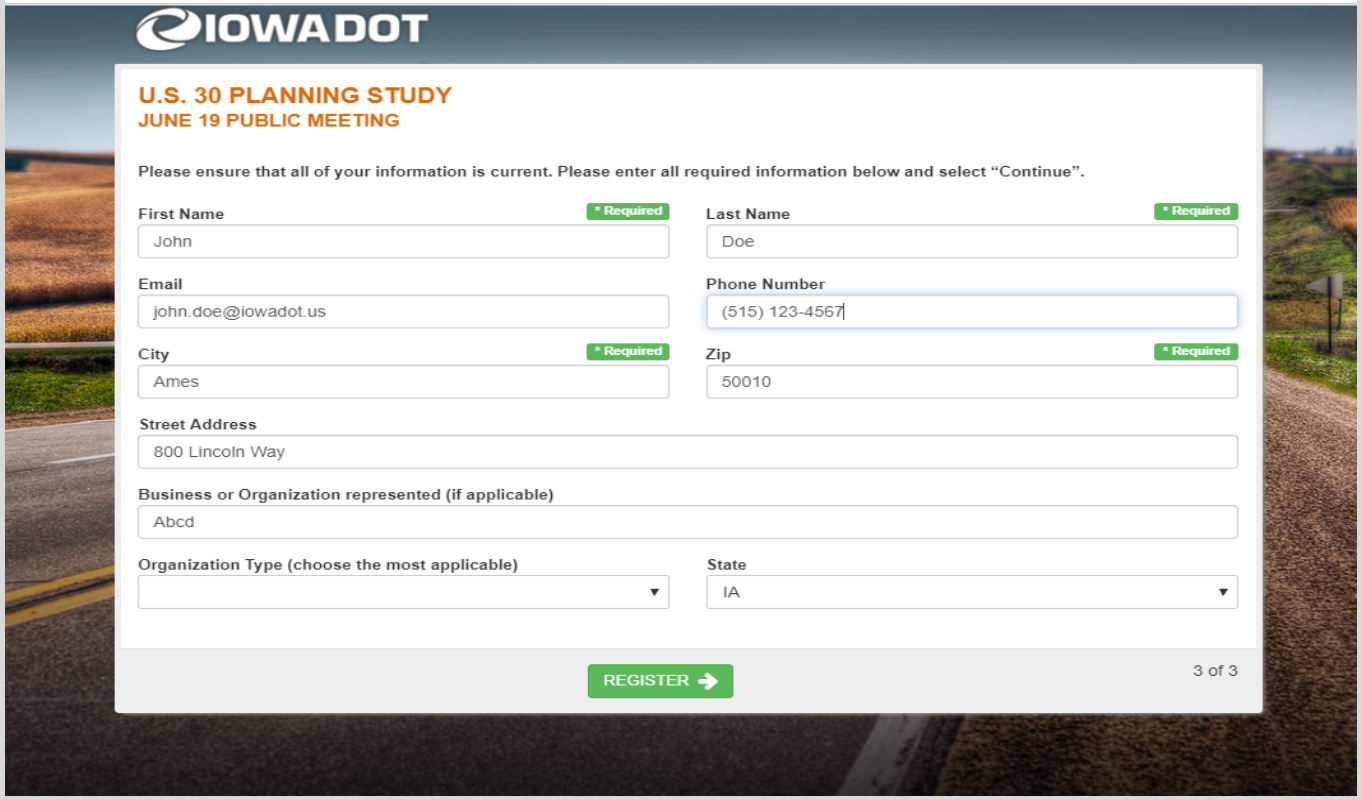
Internal Management

-Internally manage public involvement events and activities: comments, responses, stakeholders, bulk emails etc.



Registration

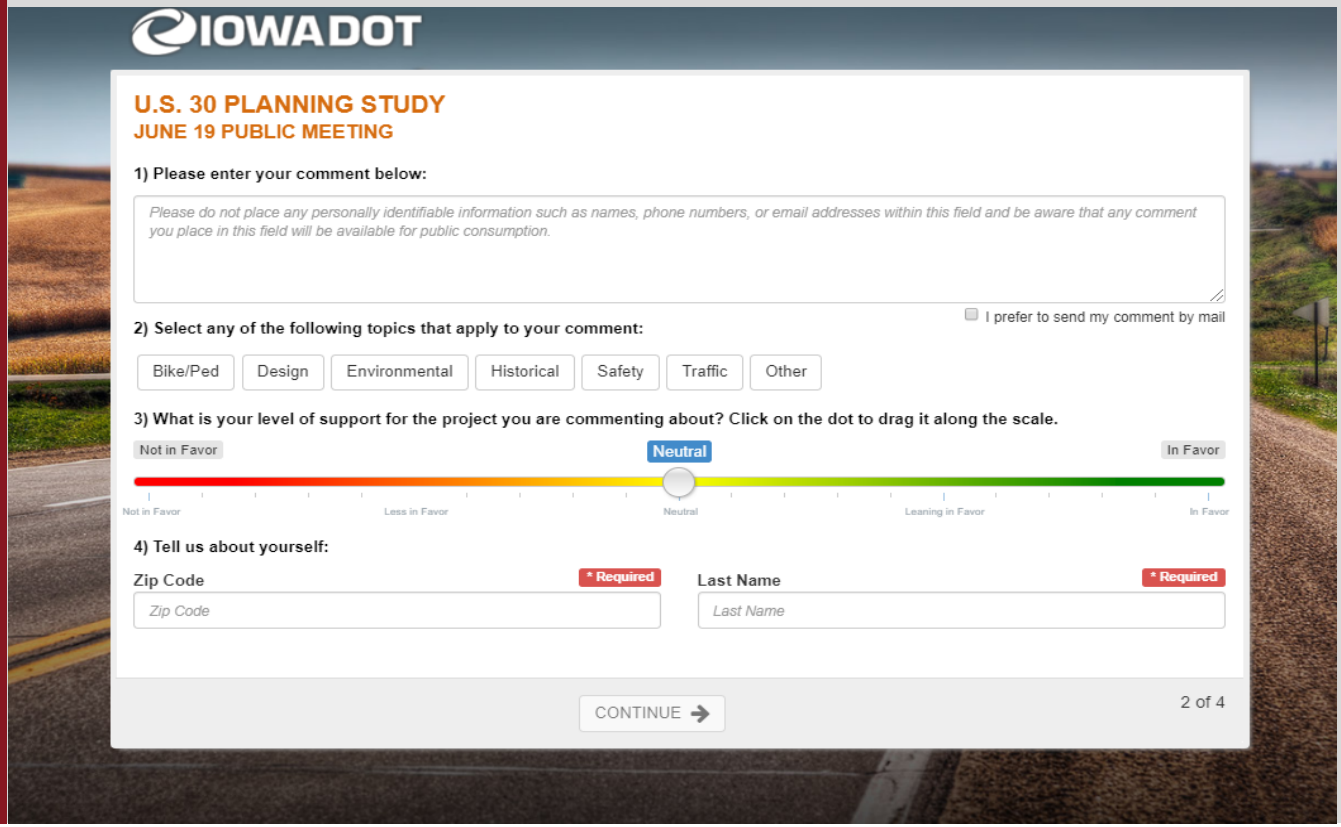
Users register online for public information meetings



PIMA

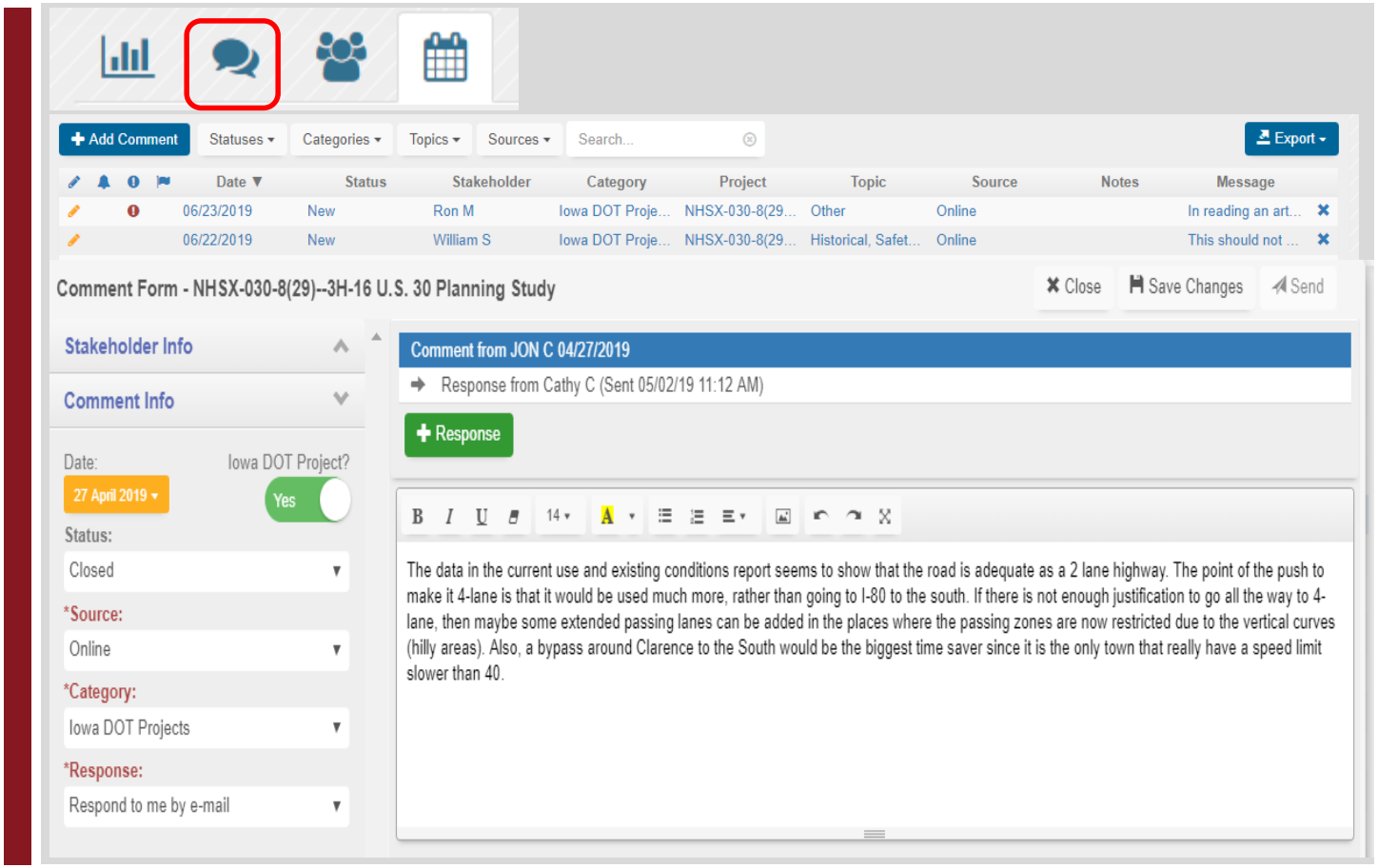
Response Management

Users can submit comments electronically and subscribe to future



PIMA

Response Management

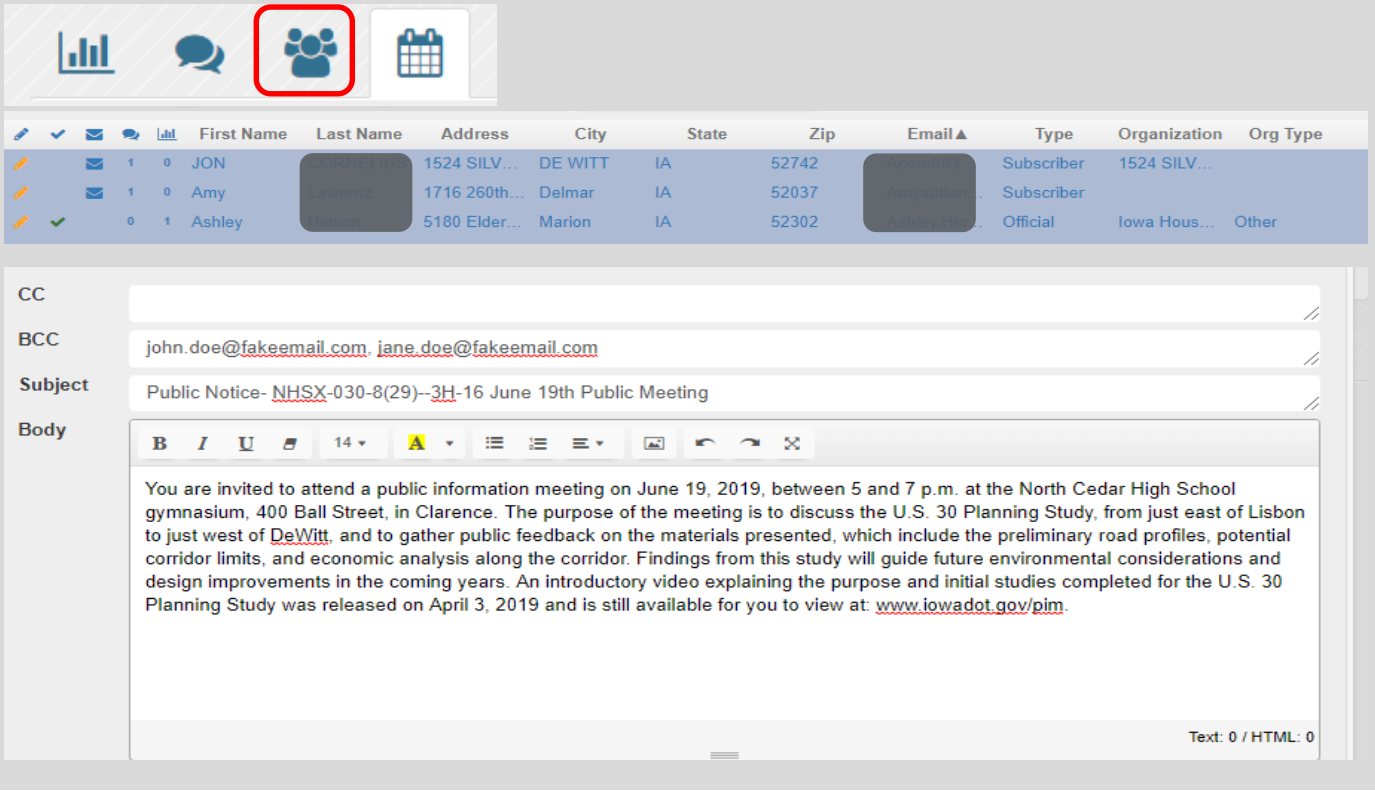


PIMA

Stakeholder Management

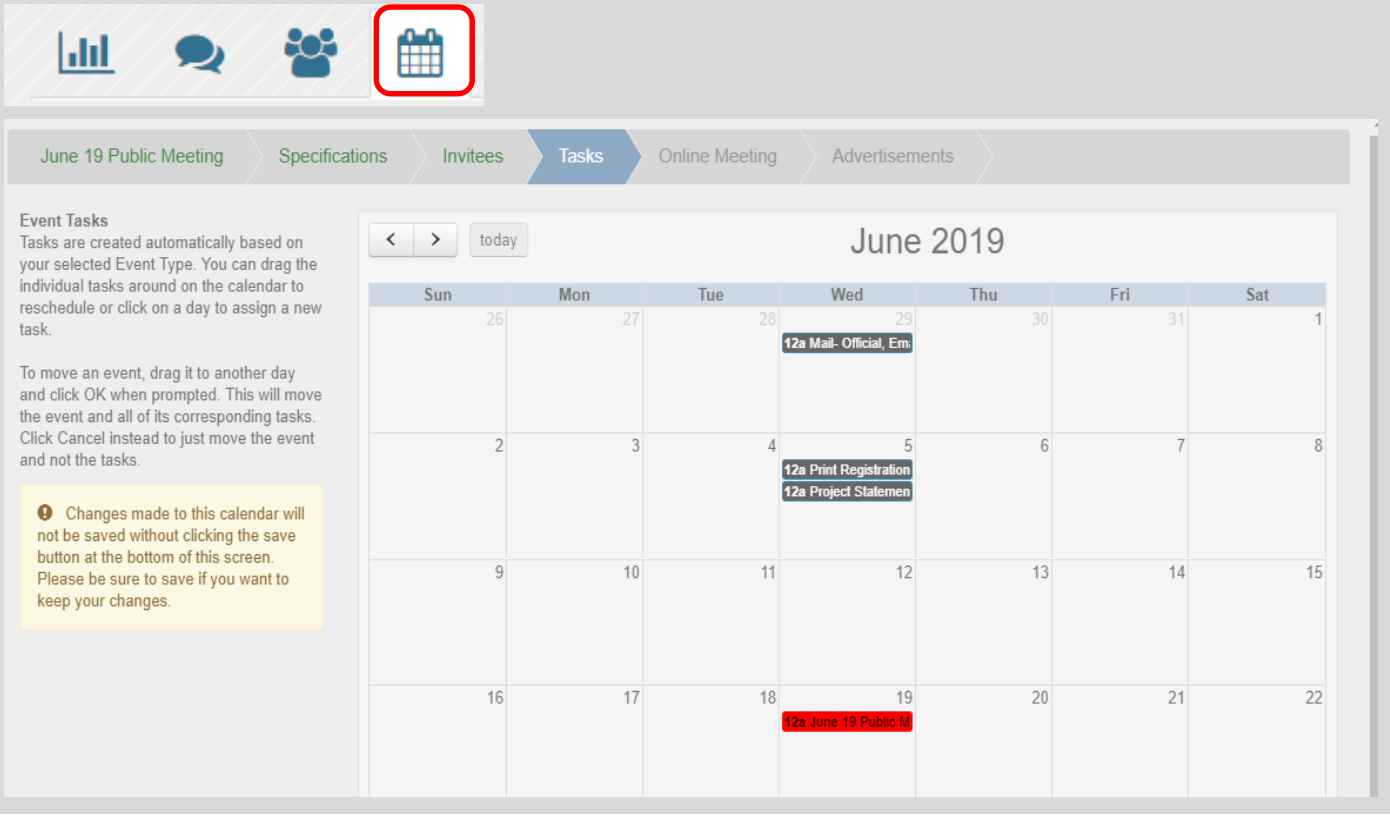
IOWA DOT GETTING YOU THERE

-Database of stakeholders for each project are populated and managed in PIMA. Bulk email notifications can be sent using this database.



Event Management

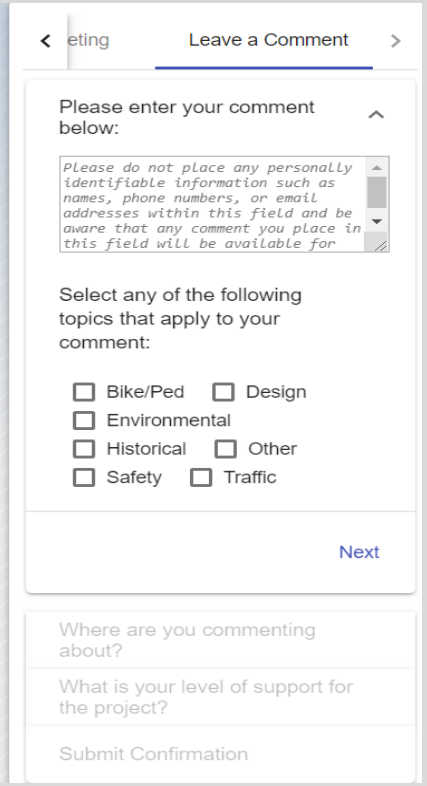
-Manage public involvement events: date, time, location, staff, tasks, etc.



PIMA

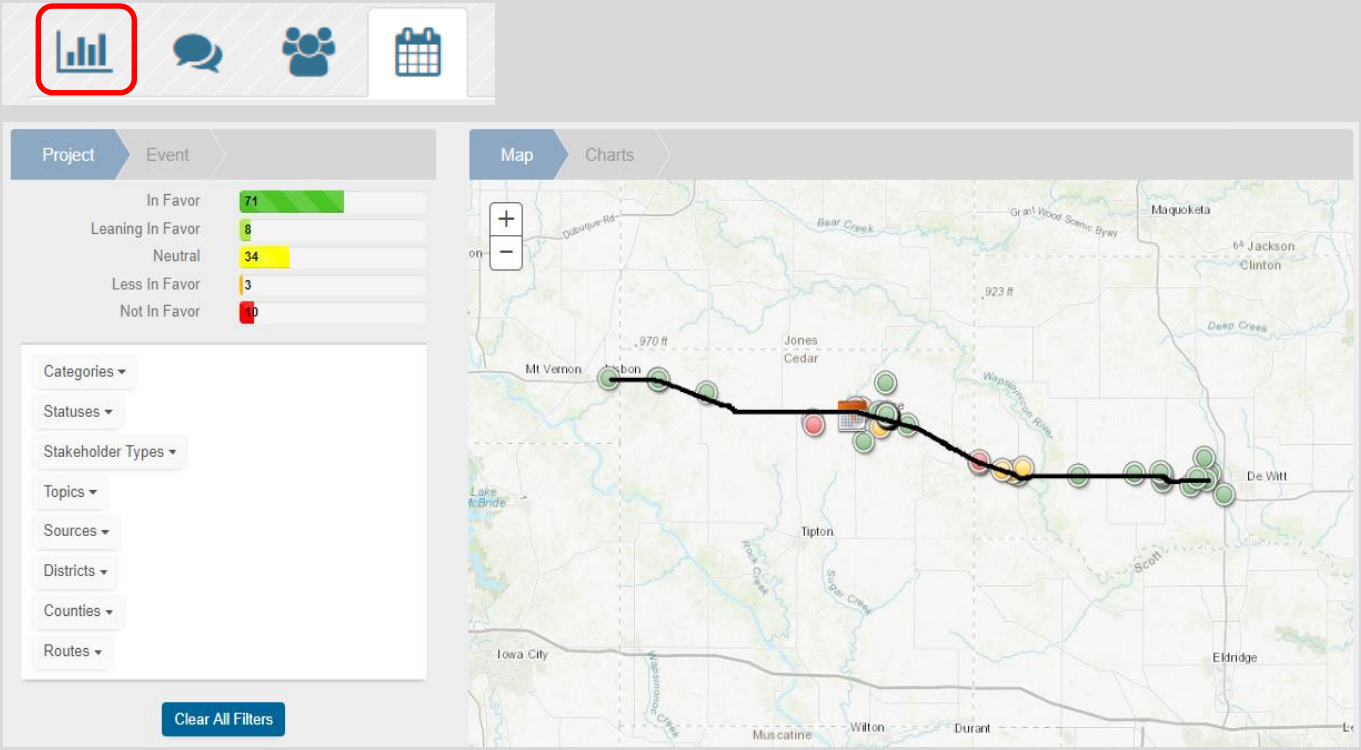
Online Meetings

-Ability to setup online meetings with registration and comment forms.



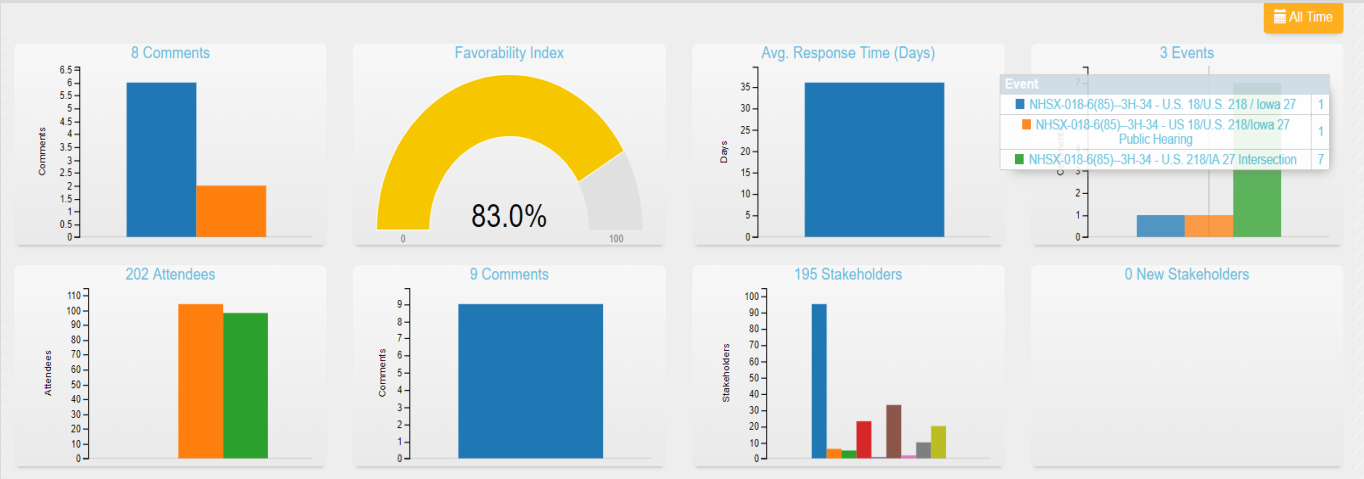
Analytics

-The dashboard provides an overall look at project location and events. Comments associated with this project are geolocated showing level of favorability.



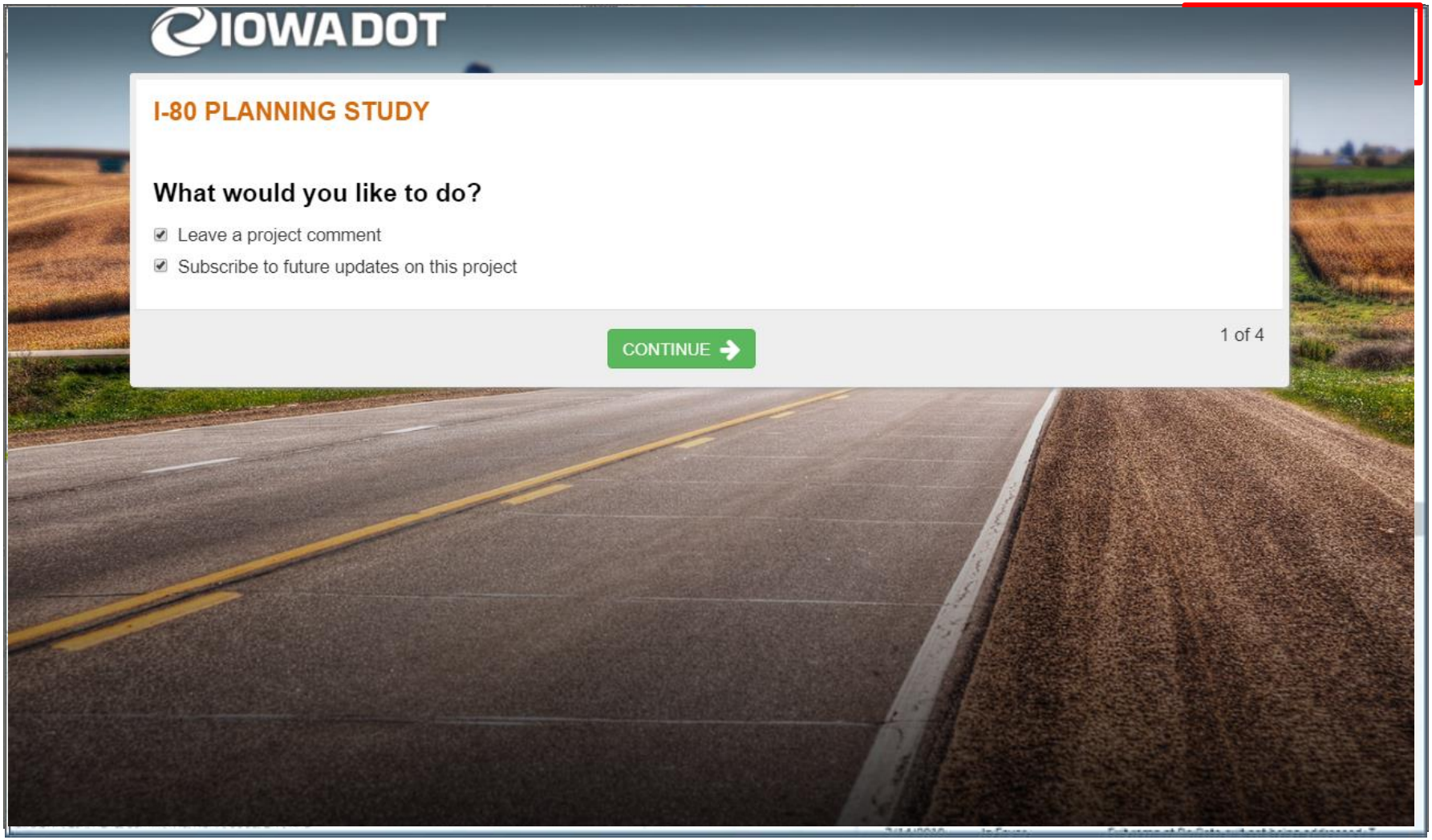
Analytics

-The executive dashboard provides a summary of each public involvement event to gain a better understanding of the status of the project.



PIMA

Public Portal

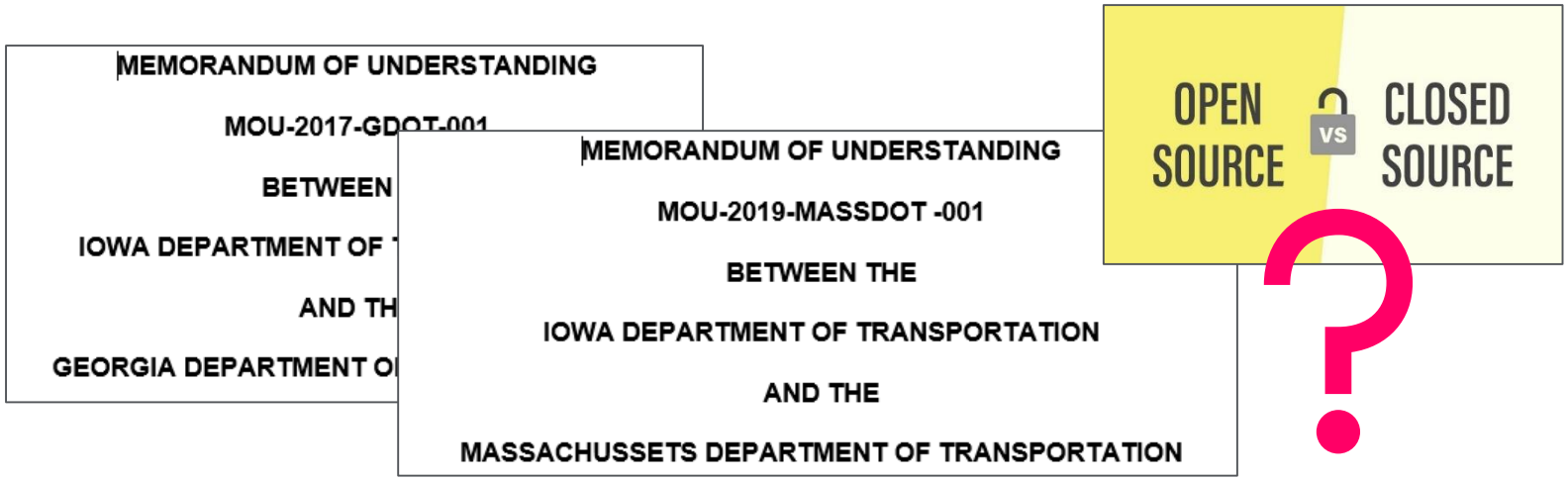


Next Steps

- Integrating Microsoft TEAMS - piloting a public hearing
- Manage PI Process related to non projects (LRTP, etc.)
- Integration with our MDM System
  - Integration with other venues for analytics
- PI Public Portal Enhancements (better tell the story)
- Word Clouds & Heat Mapping
- Further integration with statewide parcel layer

PARTNERING WITH OTHER STATES AND AGENCIES

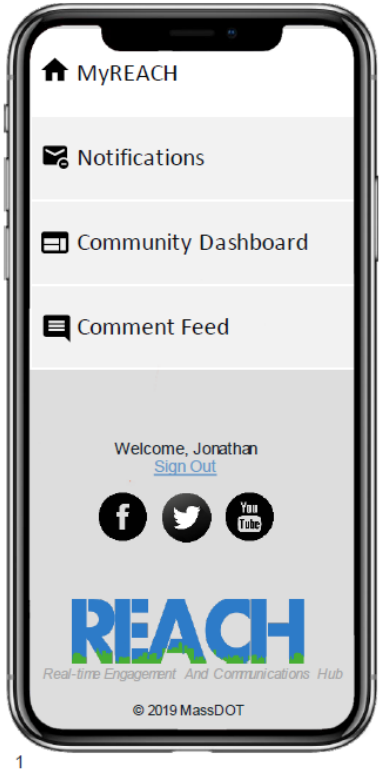
Open Source (kind of)



- Demonstrated Nationally at Research and GIS venues
- Demonstrated it one on one with over 13 other states
- Agreements with two other state DOT's
- Several others reviewing the agreement

Next Steps-Leveraging development of native application

MassDOT PIMA – Native App Mockup

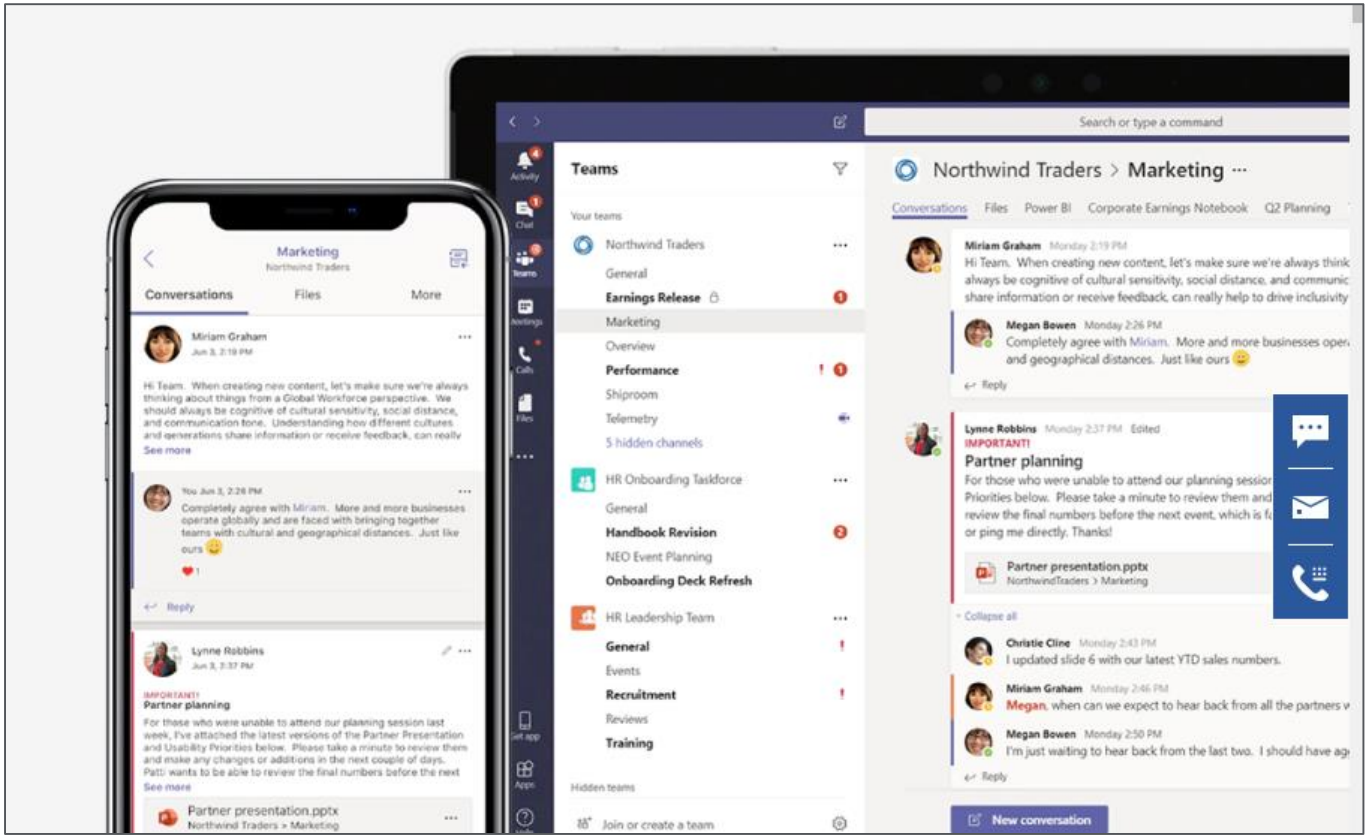


- **MyREACH (Home)**
  - Your subscriptions to: project updates; upcoming public meetings; available surveys, etc
- **Notifications**
  - Designate options like: notify me when a new project is added; notify me when I enter a new project area (geofencing); notify me of events on My Projects
- **Community Dashboard (Map View)**
  - For one, or many projects: see what others are saying (with sensitive information scrubbed); comment directly from the map, or add yourself to that project
  - Integrated with GeoDOT mapping elements
- **Comment Feed**
  - View your complete history of interaction on projects, and response by from MassDOT (think Facebook thread)

❖ ***My Profile***
  - *Participant using social media login (requires permission to access) or sign-up using PIMA standard auth (may require password)*

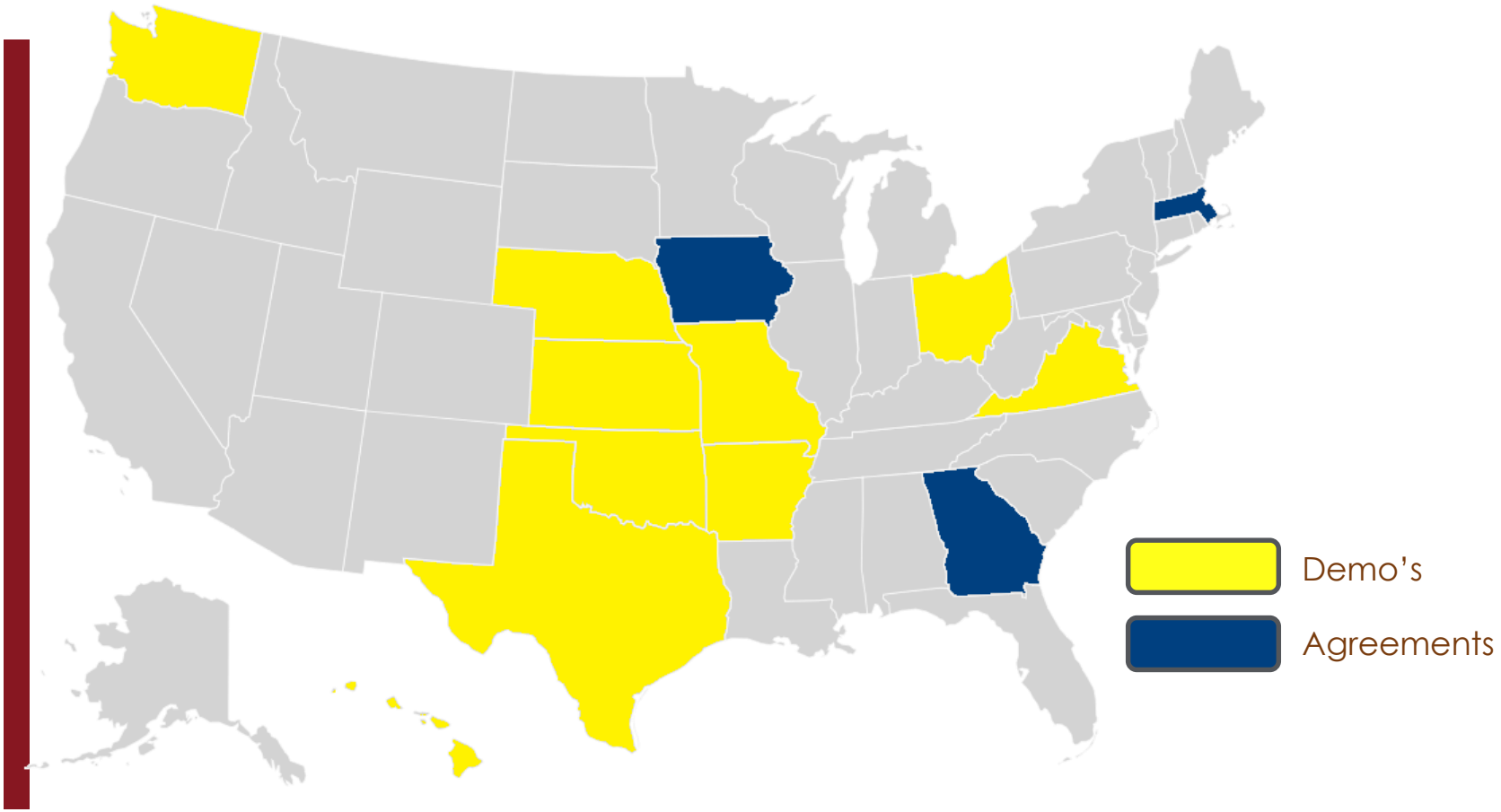
HNTB

Next Steps – PIMA TEAM



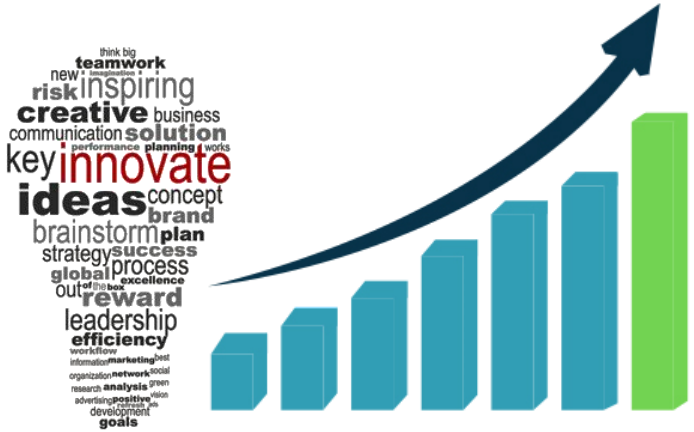
PIMA

By The States For the States



Open Source (kind of)

- Partnerships with other states
  - Native app development - **MassDot**
    - Efficiencies in workflows
    - Reaching a wider population base
    - Integration of Social Media
    - Geofencing
  - Polling - **KSDot**
  - Forum Development – **IDOT**
  - Aesthetic enhancements



THANK YOU FOR YOUR TIME AND ATTENTION
QUESTIONS ?

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