Public Involvement Management Application (PIMA)

IOWA DOT

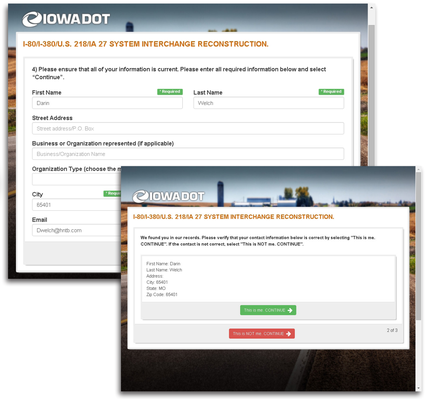
Improving engagement

The Iowa Department of Transportation focuses on developing smarter, simpler, customer-driven solutions like PIMA - the Public Involvement Management Application.

It helps us more effectively:

- Improve customer service
- Manage stakeholder outreach
- Strengthen project decision-making

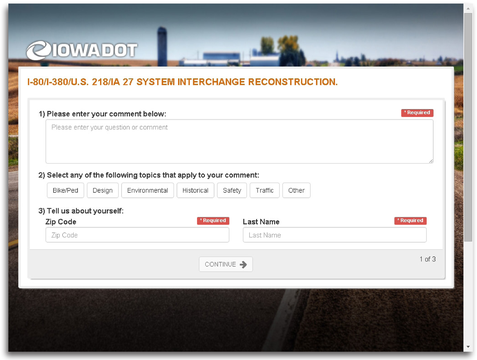
Simplifying participation



Stakeholders electronically register their interest in projects at our website, public meetings or face-to-face consultations. Electronic registration triggers benefits such as:

- Faster meeting sign-ins
- Better tracking and handling of questions and comments
- More accurate PI documentation during decision-making
- Easier production of documents used to meet NEPA and other regulatory requirements

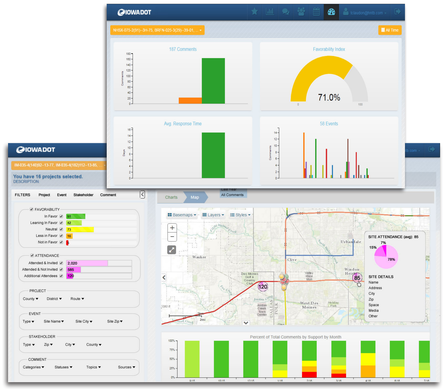
Focusing on what matters



PIMA gives stakeholders more control over helping us understand what they value. When they comment on a program or project, they can:

- Categorize their input by topics
- Indicate their level of support
- Tell us whether and how they want a response to their comments

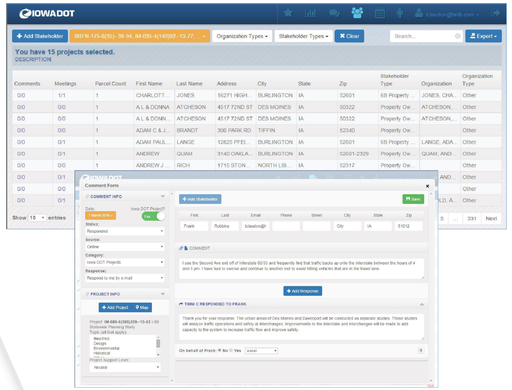
Analyzing and using data



PIMA can summarize stakeholder data in ways that enable decision makers to:

- Track public input and support in real time
- Visualize and respond to stakeholder feedback and support trends
- Analyze the effectiveness of ongoing engagement and communication efforts
- Make better, more stakeholder-responsive project decisions

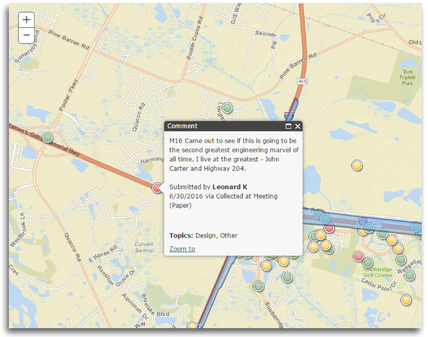
Committing to real dialog



PIMA helps us manage and document sustained stakeholder discussions that can be:

- Distributed internally for messaging reviews and approval
- Used as models for producing consistent responses to common questions
- Shared by stakeholders with others to increase transparency in project decision making

Visualizing feedback



When stakeholders fill out their electronic comment forms, they are able to "pin" - or locate - their comments. Combined with other PIMA tools, project teams can visualize where there are:

- Known or emerging concerns
- Concentrations of similar levels of project support
- Linkages between feedback and project boundaries, demographics or other information for which data layers can be created

Technology for more transparent decision making and better stakeholder relations