

A map of North America, including the United States, Canada, and Mexico, is shown in the background. The map is populated with numerous data points represented by orange circles and blue diamonds of varying sizes. These points are concentrated in the eastern half of the United States, particularly in the Northeast and Midwest, with a few scattered points in the West and South. Major cities are labeled across the map, including San Francisco, Los Angeles, Salt Lake City, Denver, Chicago, New York, and Mexico City. A semi-transparent blue rectangle is overlaid on the map, containing the HNTB logo and event information.

HNTB

Leveraging 'Where' to put the 'Why' in GeoPI

2021 GeoDesign Summit

Darin Welch, AVP and National Geospatial Manager

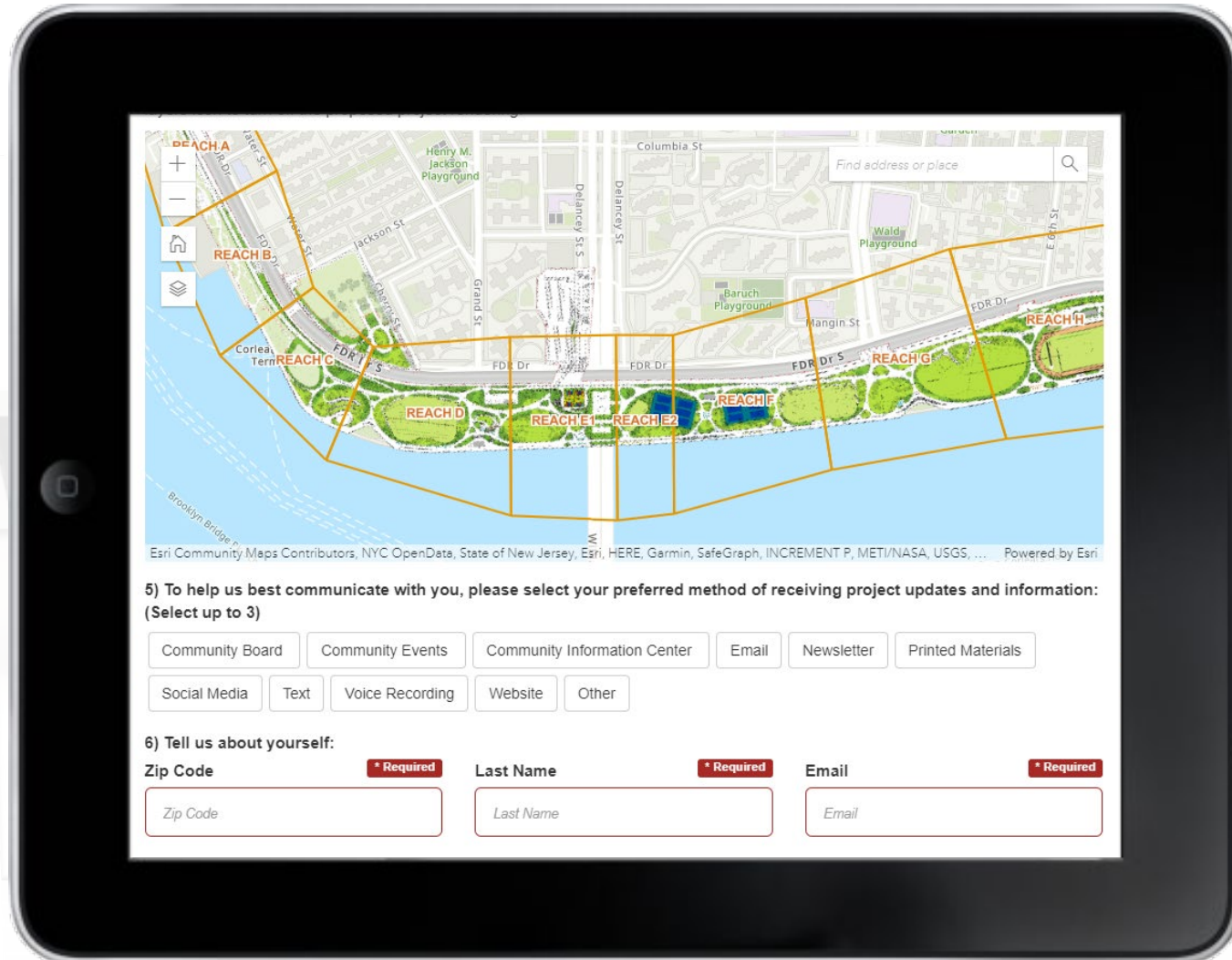
What is GeoPI?

In Context

Incorporating “the science of where” with the broad range of methods used to inform the public, and allow them to be more influential in decision-making.



Darin Welch



5) To help us best communicate with you, please select your preferred method of receiving project updates and information:
(Select up to 3)

Community Board Community Events Community Information Center Email Newsletter Printed Materials

Social Media Text Voice Recording Website Other

6) Tell us about yourself:

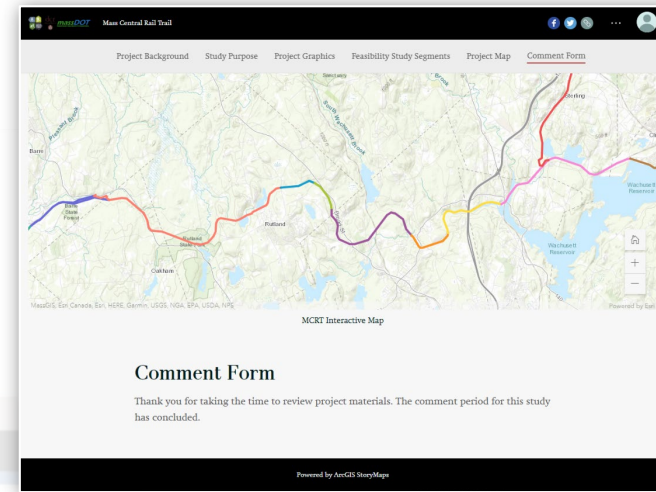
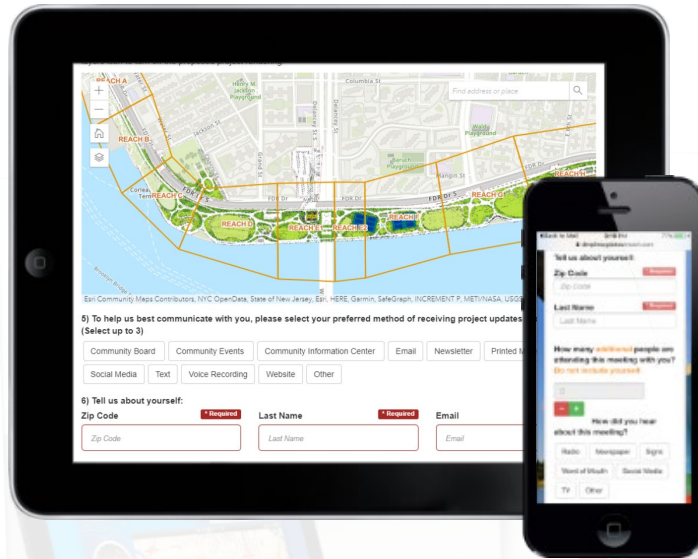
Zip Code * Required Last Name * Required Email * Required

Zip Code Last Name Email

How is GeoPI Used?

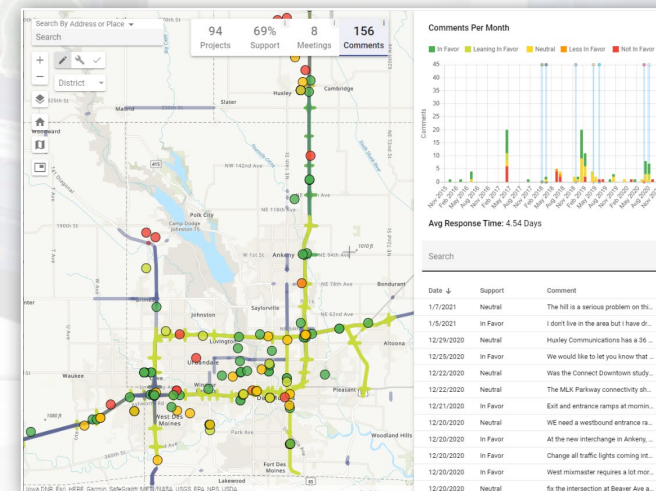
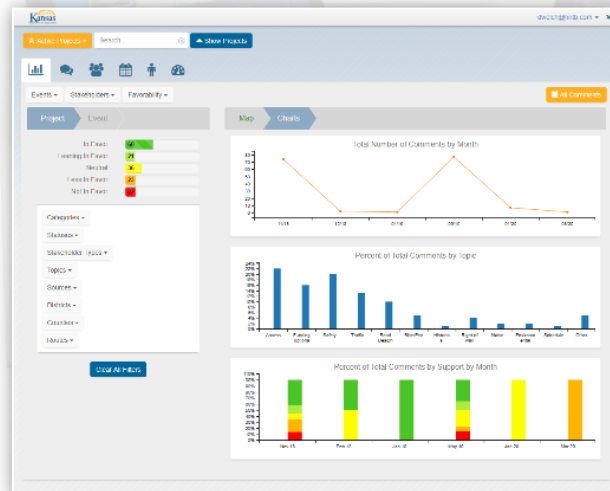


How is GeoPI Used?



Within PIMA

- Comment Forms
- Geocoded Submissions
- Survey 123
- Interactive Project Maps
- Story Maps
- Analytics Dashboards



GeoPI Statistics (so far)

14

Active Deployments

54,107

Stakeholders Participating
in projects

6,749

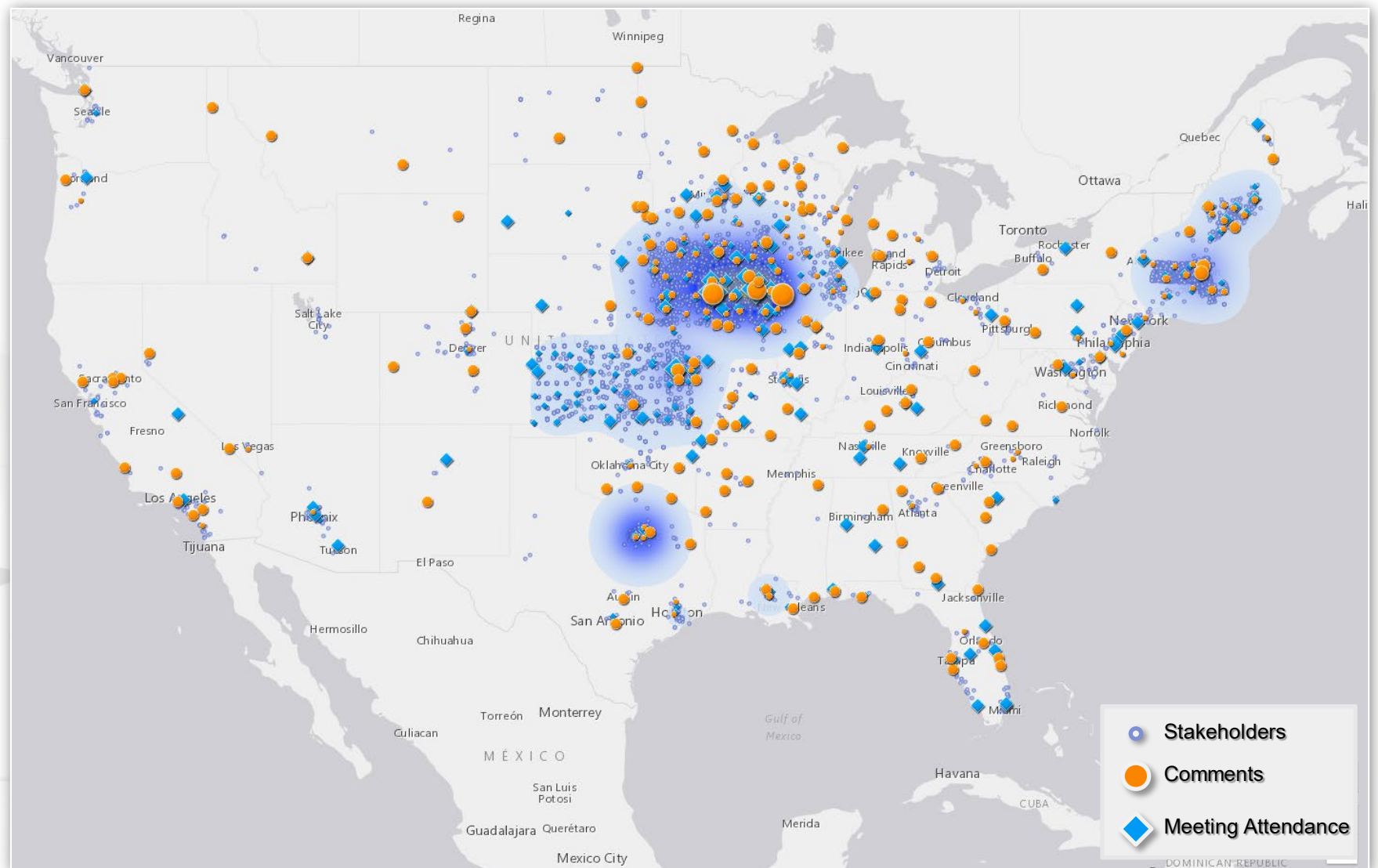
Stakeholders participating
in more than 1 project

4,359

Stakeholder Comments
(~10%)

10,508

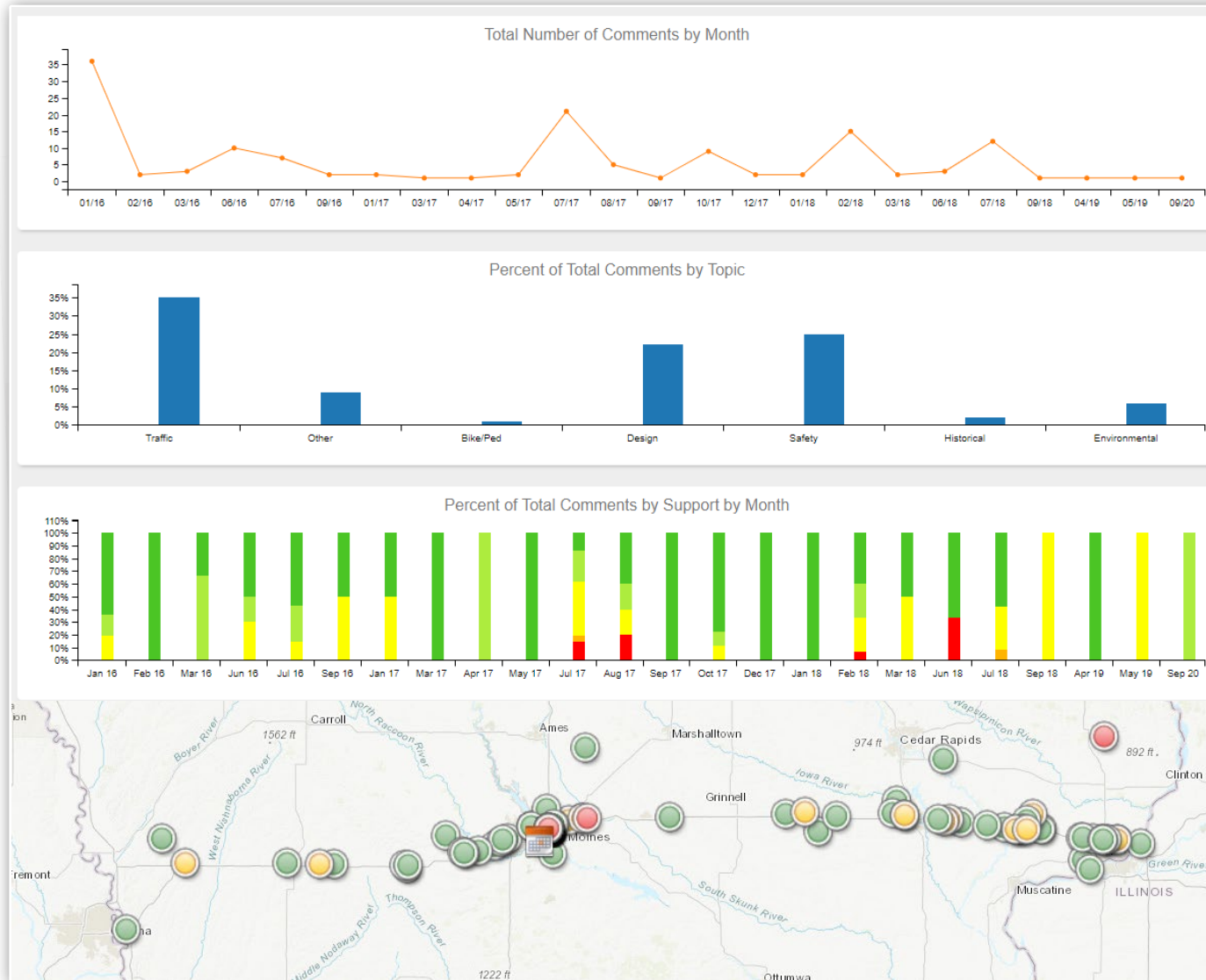
Stakeholders Attending
Meetings (~25%)

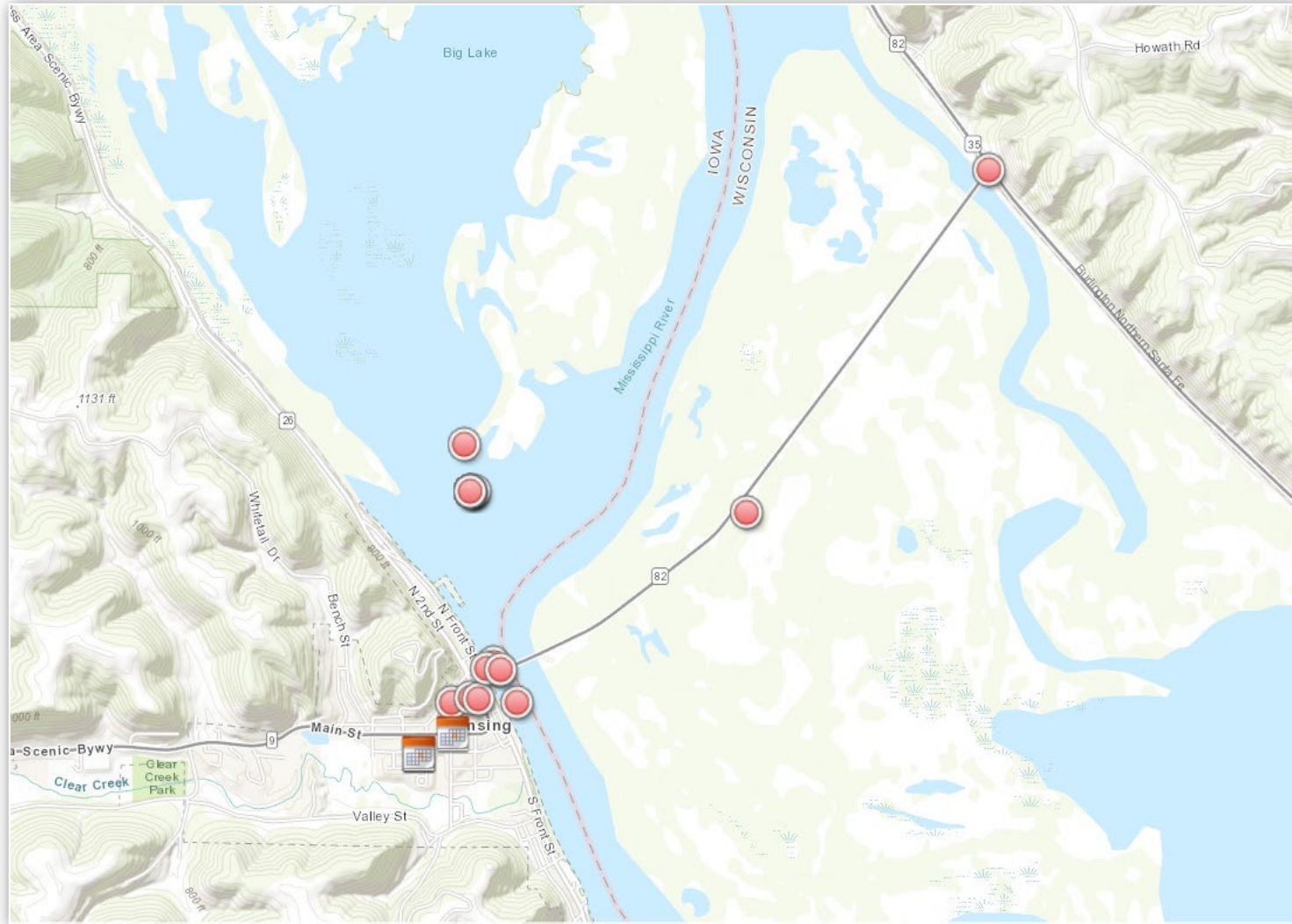


GeoPI Value – Example 1

Iowa DOT, I-80 PEL

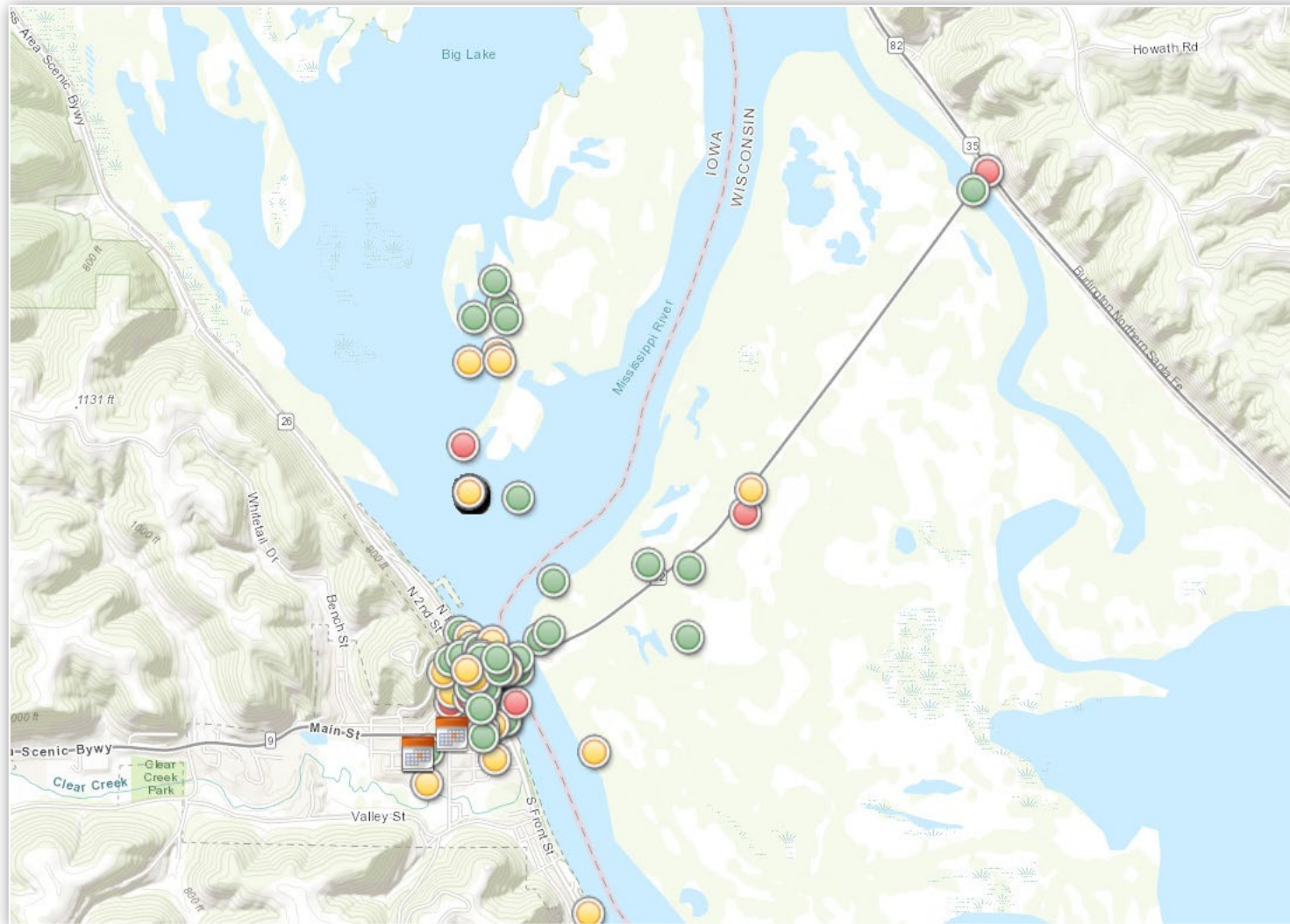
- Statewide corridor, 300 miles of community engagement
- Communication was clearly effective in urban
- Used GeoPI to solicit more rural engagement





Mississippi River Historic Bridge in Lansing

- Historic bridge; local community admired greatly
- Did NOT want to replace but it couldn't undergo repairs any longer
- 1st meeting wrought with negativity
- Evaluated resident locations for one-on-one



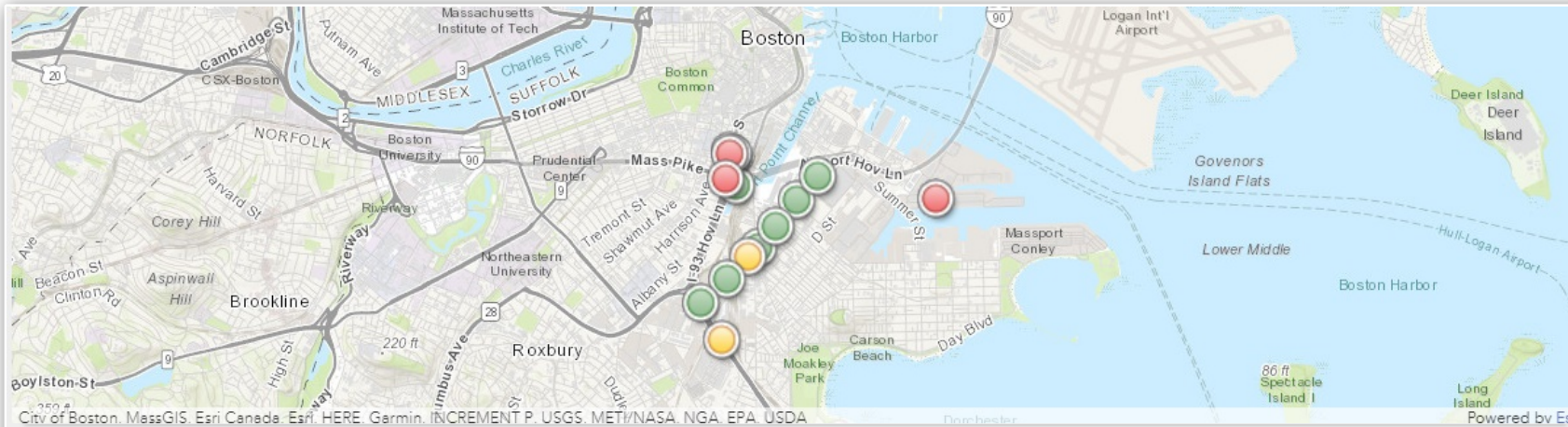
- 2nd round of voting
- Stakeholder “voting”
- Led to becoming a listening organization

- # Lansing
- 2nd meeting resulted in overwhelming support
 - Stakeholders were “voting”, unsolicited
 - Led to entire team become more active listeners, and a more robust audience communication and

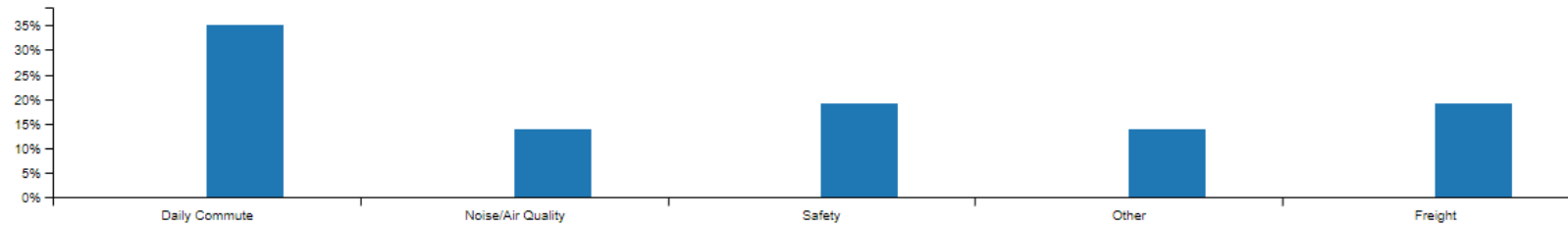
GeoPI Value – Example 3

South Boston Bypass Road Express Lane Pilot

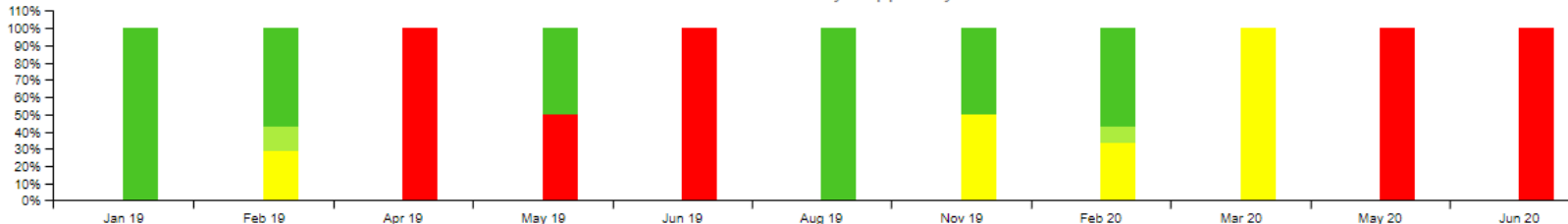
- Original plans for longer improvement area
- Traffic and safety concerns for a northern section
- MassDOT reduced the pilot project area based on that expressed concern



Percent of Total Comments by Topic



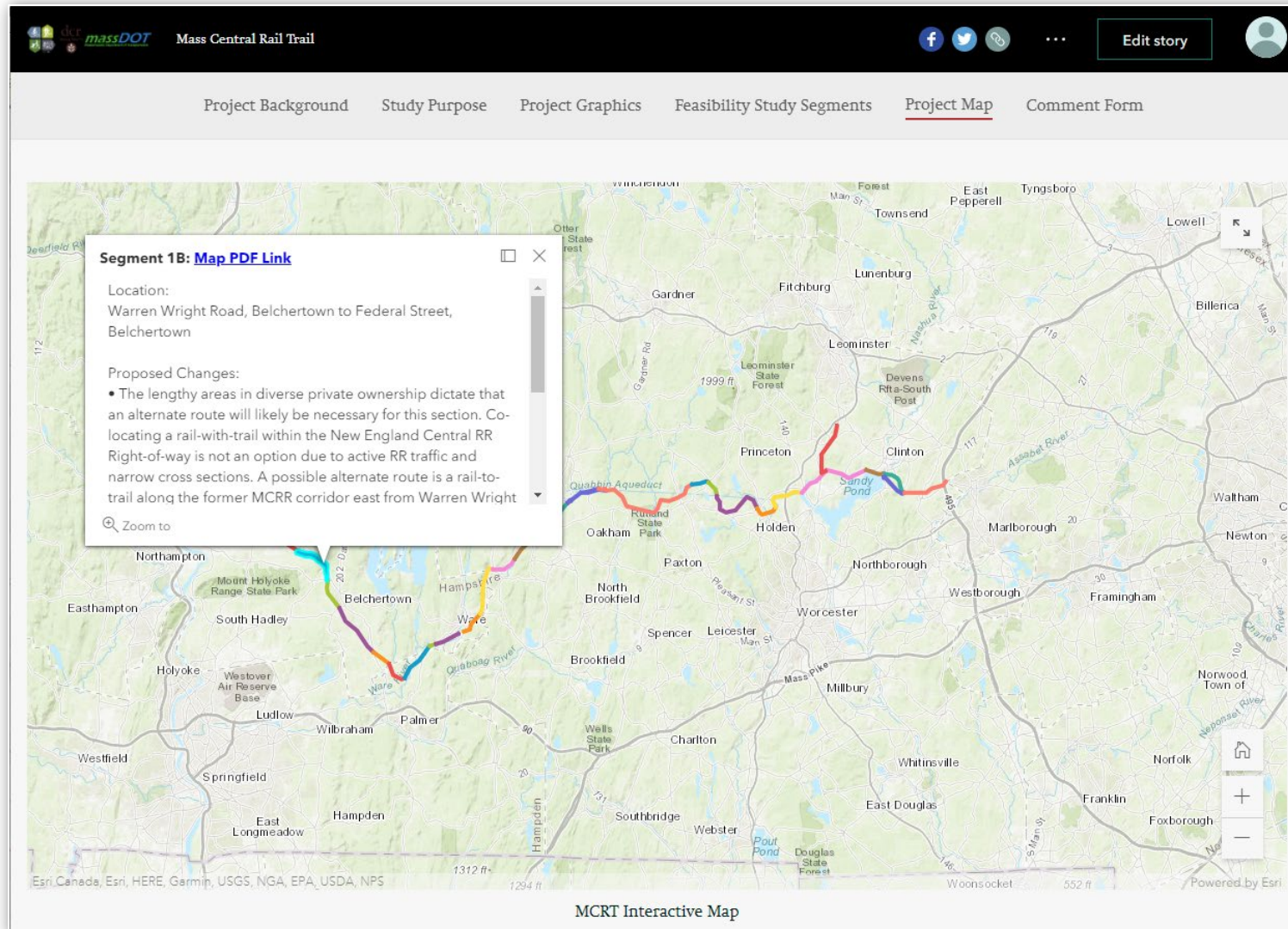
Percent of Total Comments by Support by Month



GeoPI Value – Example 4

Mass Central Rail Trail (MCRT) Feasibility Study

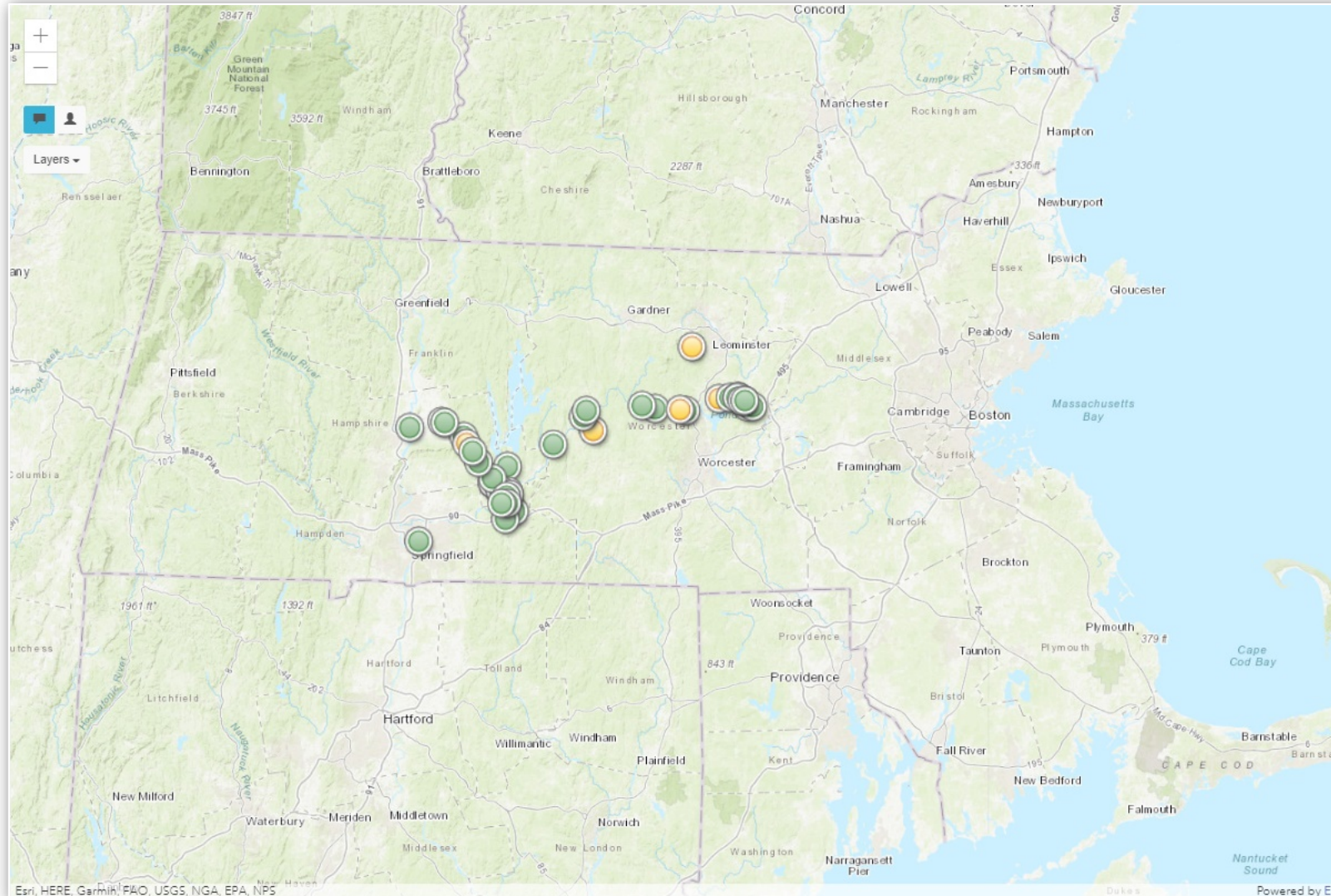
- Regional impacts meant statewide participation was crucial
- Story Map education, including an interactive comment form, was used
- Through a 3-month campaign, overwhelming participation occurred



GeoPI Value – Example 4

Mass Central Rail Trail (MCRT) Feasibility Study

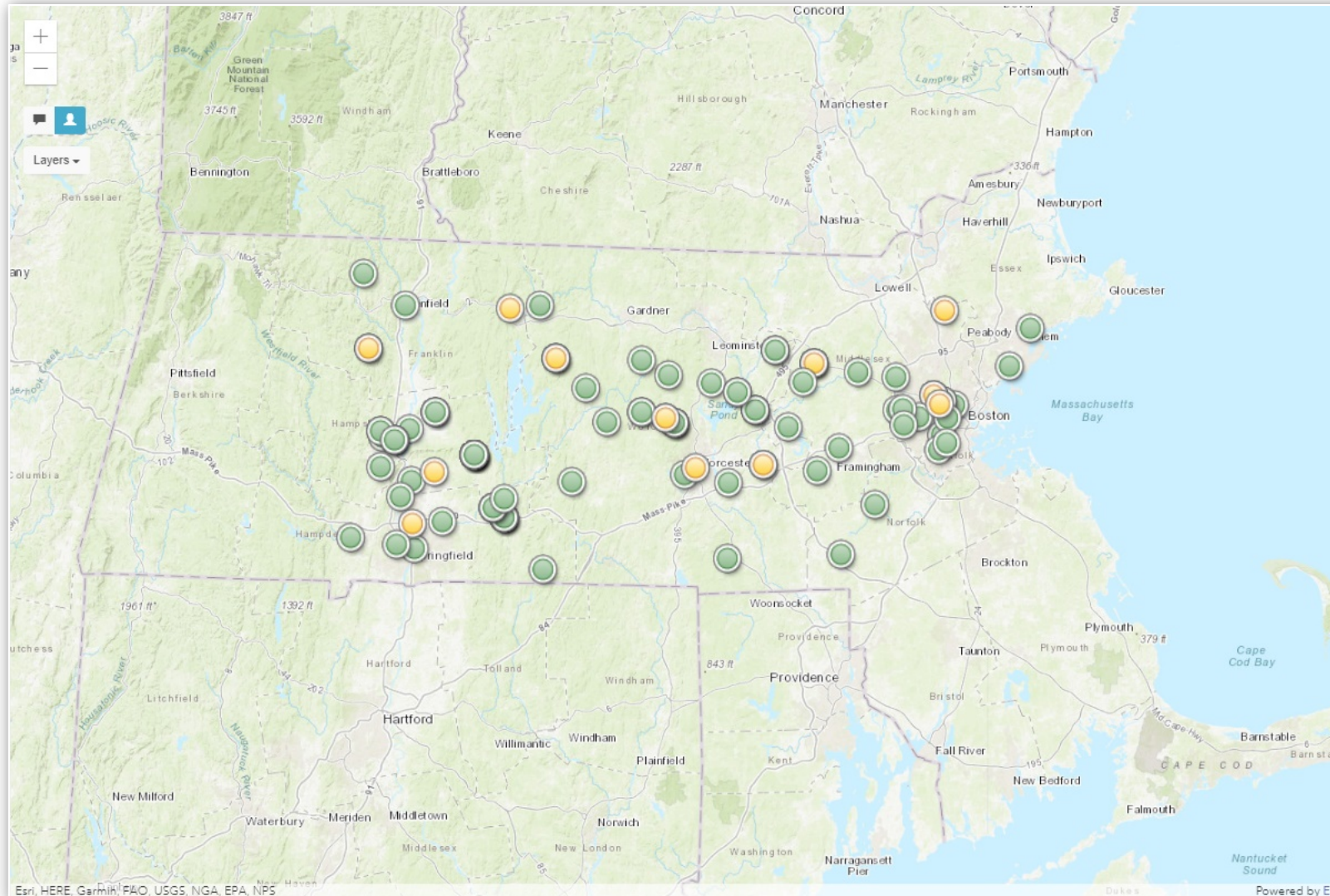
- Most feedback was along the rail corridors
- Concern was over how much of the state was participating



GeoPI Value – Example 4

Mass Central Rail Trail (MCRT) Feasibility Study

- Response has been extremely widespread, including urban and rural
- Confirmation of efforts will increase awareness using Story Maps
- Incorporation of social media campaigns



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