

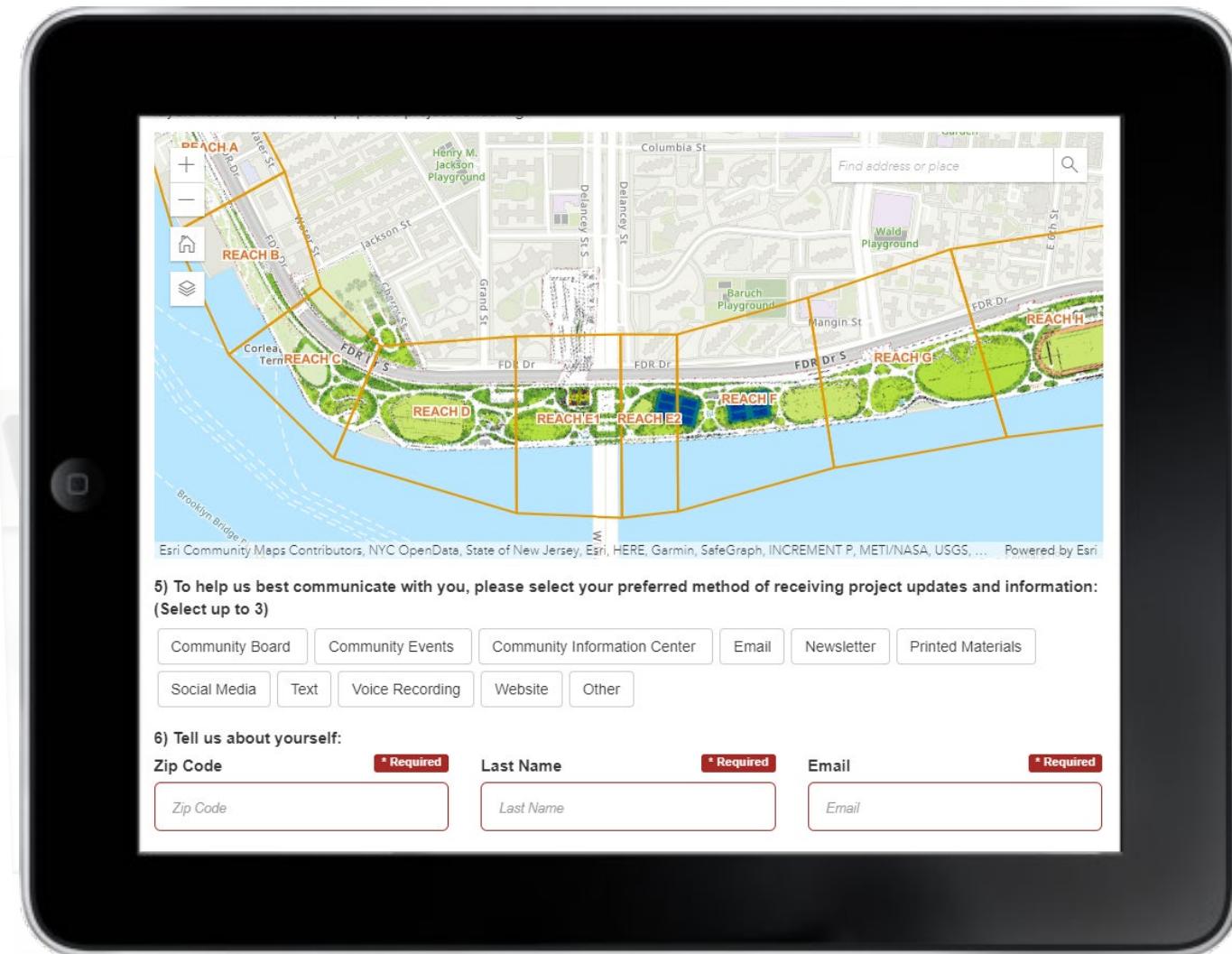


# Leveraging 'Where' to put the 'Why' in GeoPI

## 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**

# How is GeoPI Used?



FHWA EDC Innovation of the Month (March 5, 2020): Virtual Public Involvement  
<https://www.fhwa.dot.gov/innovation/everydaycounts/edcnews/20200305.cfm>

# How is GeoPI Used?

The collage illustrates the integration of geographic information with various data collection and analysis tools:

- Top Left:** A mobile phone screen showing a map of a coastal area with several green shaded regions labeled "REACH 1", "REACH 2", "REACH 3", and "REACH 4". Below the map is a survey form with fields for "Zip Code", "Last Name", and "Email".
- Top Right:** A desktop computer screen displaying a map titled "Mass Central Rail Trail" with a legend for "Project Background", "Study Purpose", "Project Graphics", "Feasibility Study Segments", "Project Map", and "Comment Form". The map shows a rail trail route through a forested area with various colored segments.
- Bottom Left:** A desktop computer screen showing the "Kumas" software interface. It features a map of a city area with a legend for "In Favor", "Leaning In Favor", "Neutral", "Leaning Against", and "Not In Favor". Below the map are three charts: "Total Number of Comments by Month", "Percent of Total Comments by Topic", and "Percent of Total Comments by Support by Month".
- Bottom Right:** A desktop computer screen showing a map of a city area with a legend for "In Favor", "Leaning In Favor", "Neutral", "Leaning Against", and "Not In Favor". The map includes a "Comments Per Month" chart and a table of comments. The chart shows a peak in comments in January 2021. The table lists comments from January 2021, including one from a user named "Haley Communications" and another from "MLX Parkway connectivity".

## Within PIIMA

- 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

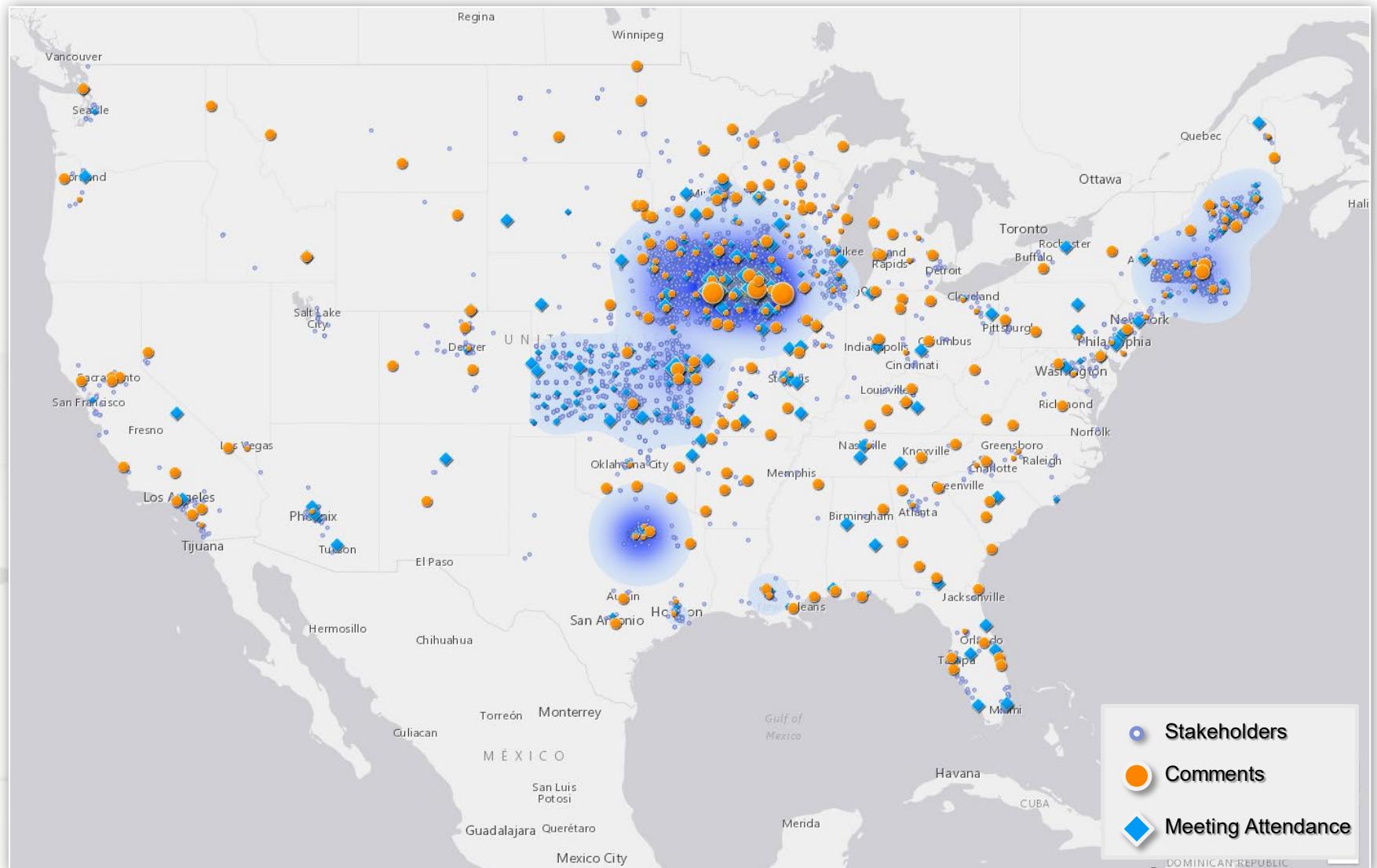
Stakeholders participating  
in more than 1 project

4,359

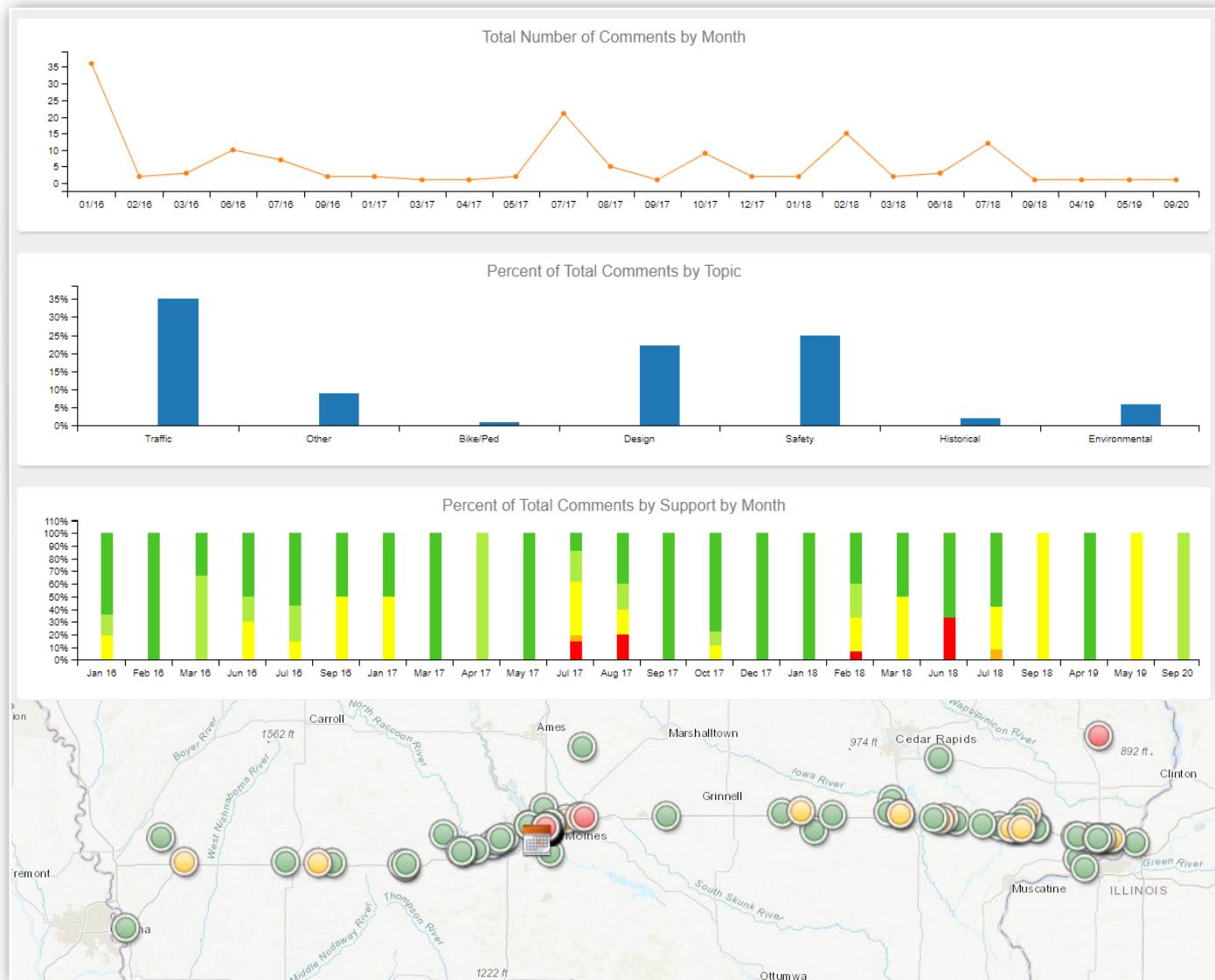
Stakeholder Comments  
(~10%)

10,508

Stakeholders Attending  
Meetings (~25%)

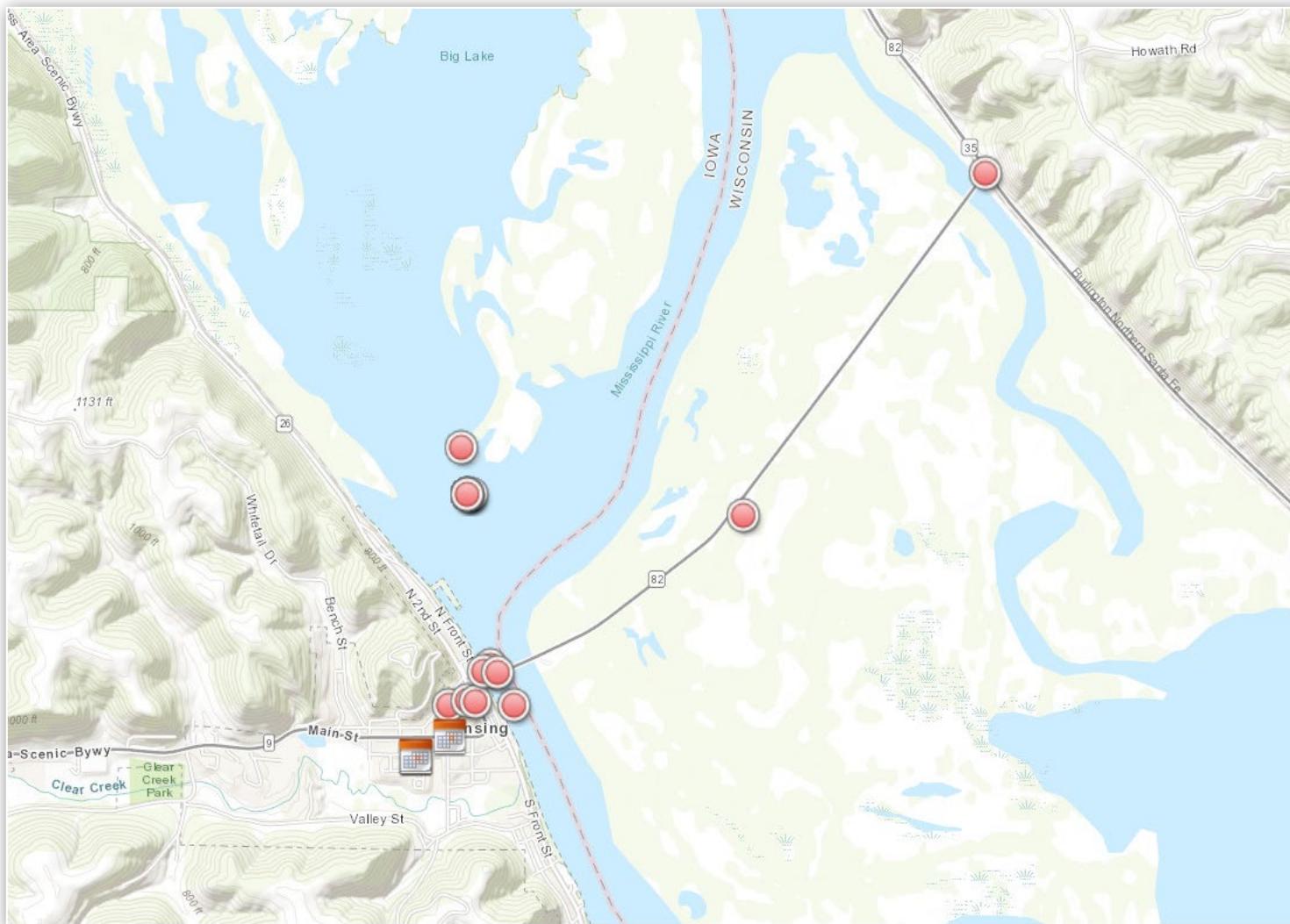


# GeoPI Value – Example 1



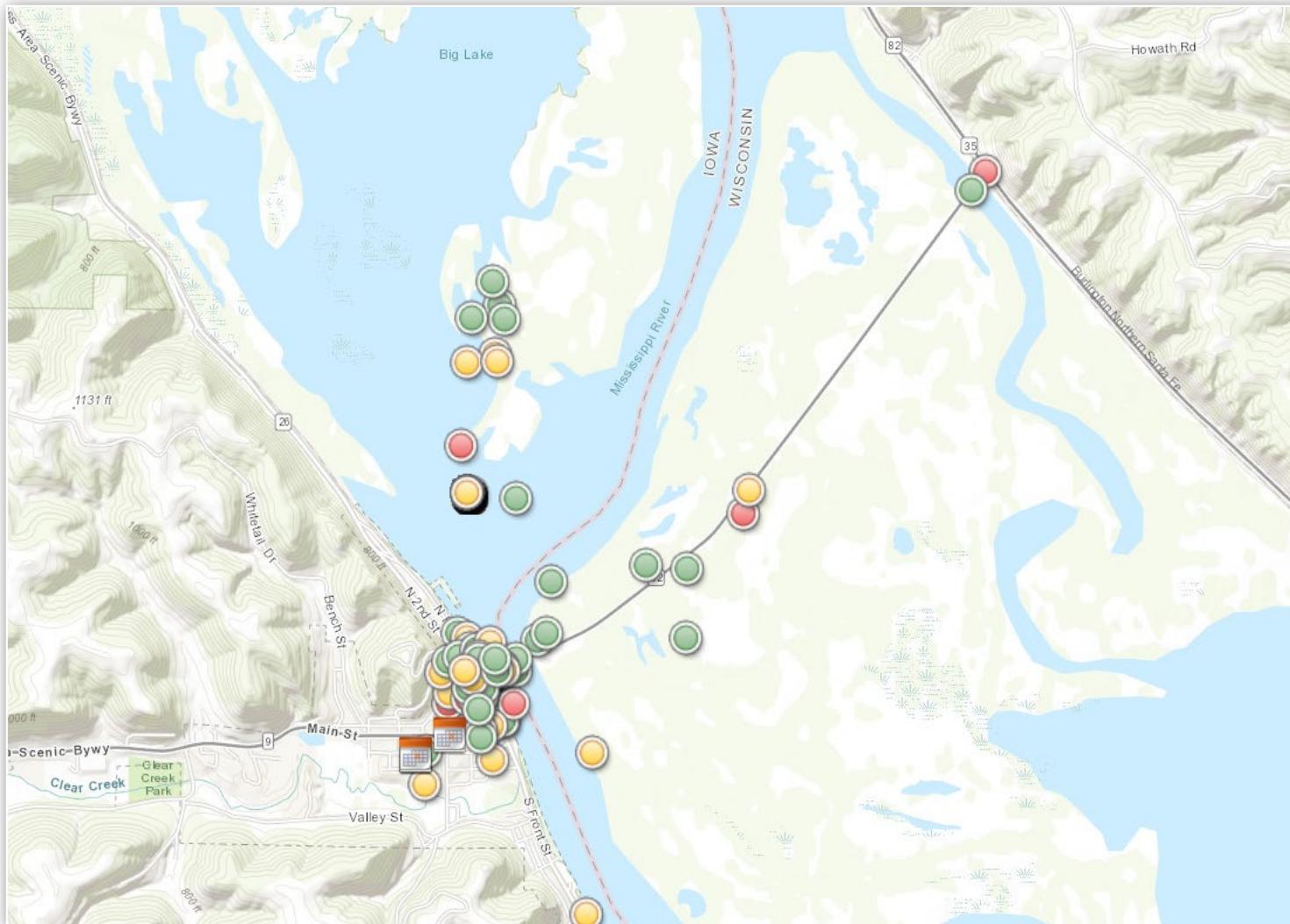
## Iowa DOT, I-80 PEL

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



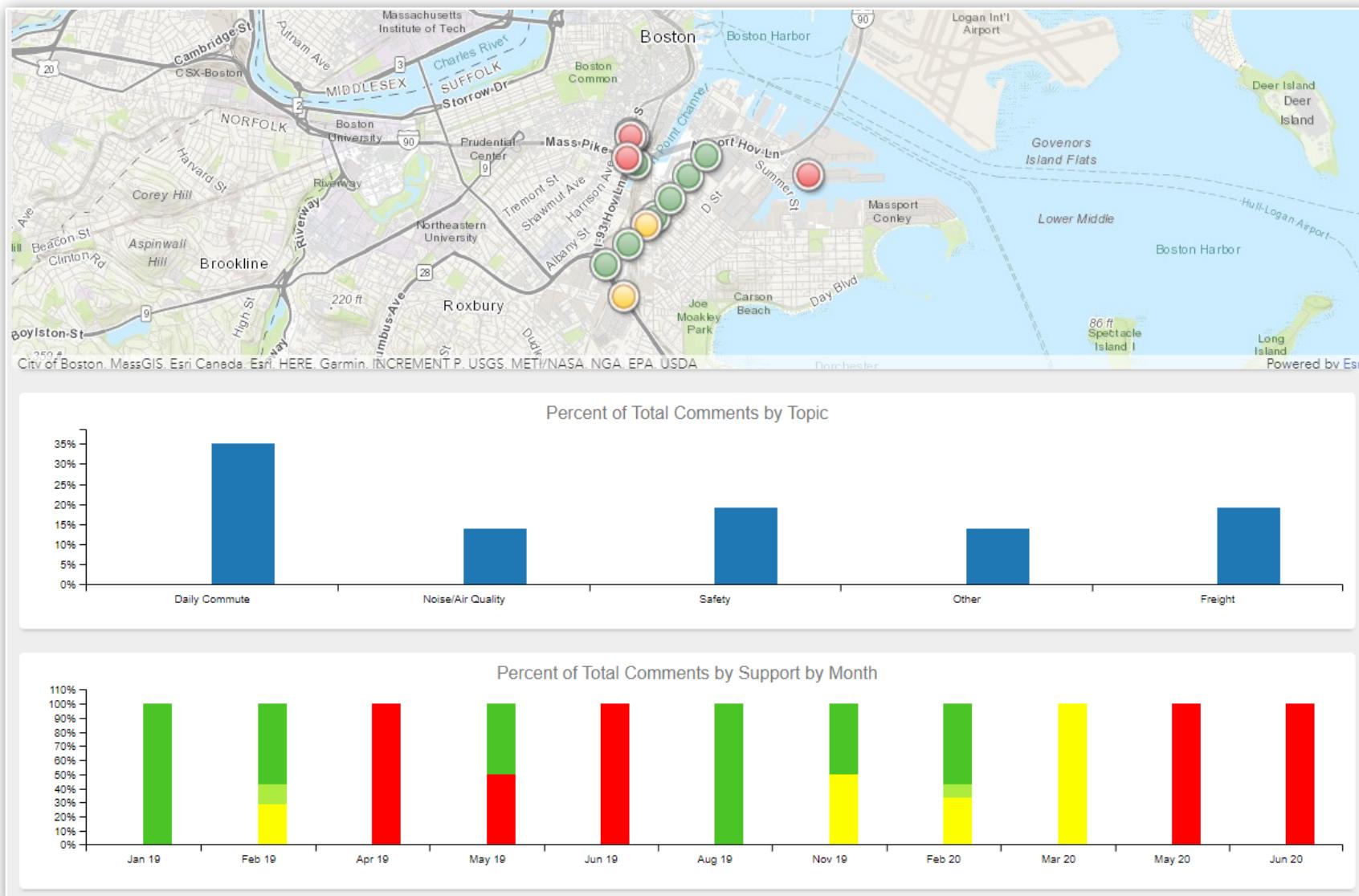
## Mississippi River Historic Bridge in Lansing

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



## Mississippi River Historic Bridge in Lansing

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



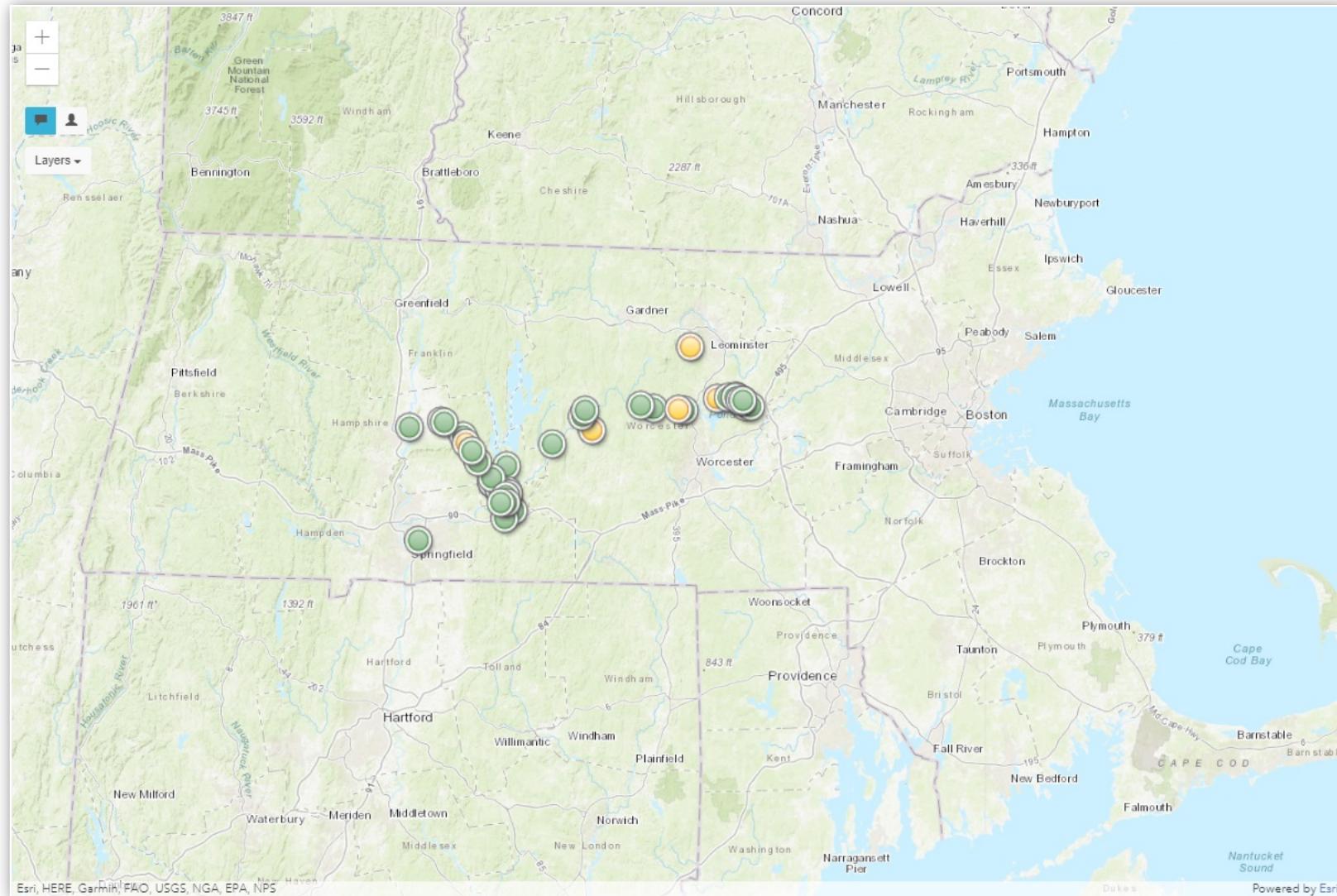
## South Boston Bypass Road Express Lane Pilot

- 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

The screenshot shows a web-based story map for the Mass Central Rail Trail Feasibility Study. The main map displays the rail trail corridor in Massachusetts, with various segments highlighted in different colors (purple, red, blue, green) and labeled with names like Quabbin Aqueduct, Sandy Pond, and Wachusett Reservoir. The map includes a legend, a scale bar (0-112 miles), and a compass rose. A callout box for 'Segment 1B' provides specific details: Location: Warren Wright Road, Belchertown to Federal Street, Belchertown. Proposed Changes: The lengthy areas in diverse private ownership dictate that an alternate route will likely be necessary for this section. Co-locating a rail-with-trail within the New England Central RR Right-of-way is not an option due to active RR traffic and narrow cross sections. A possible alternate route is a rail-to-trail along the former MCRR corridor east from Warren Wright. The map is powered by Esri.

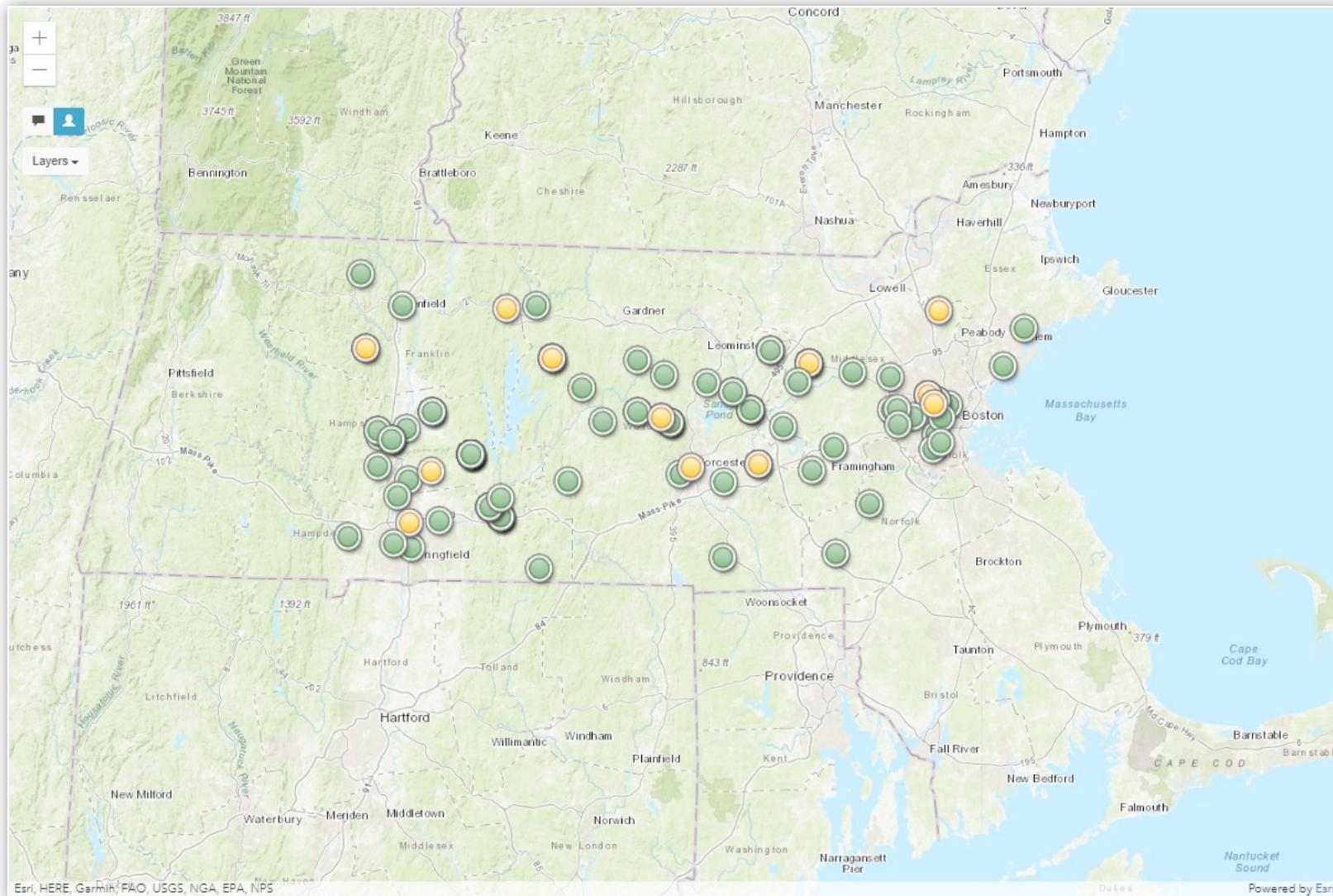
## Mass Central Rail Trail (MCRT) Feasibility Study

- 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



## Mass Central Rail Trail (MCRT) Feasibility Study

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



## 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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