
MassDOT/MBTA 2021 – 2025 Capital Investment Plan (CIP) Public Engagement Plan

December 11, 2019

CIP Public Engagement Goals

- Conduct **strategic and targeted outreach** to solicit input from traditionally underserved communities
- **Expand the use of technology** in the outreach process to allow participation from *all* communities who rely on MassDOT infrastructure
- Shift toward **proactively using public input** during CIP development rather than retroactively responding to feedback on specific projects

Framework for CIP Public Engagement

Phase 1: Pre-Draft

A Educate Stakeholders

Educate the public on how the CIP process works and what it means for them

B Expand the Use of Technology

Integrate new technology into the CIP process to serve both internal and external stakeholders

Internal CIP Development

- Re-Opening the previous CIP Comment tool to start soliciting and analyzing feedback on currently programmed projects.

Phase 2: Post-Draft

A Gather Feedback on Draft CIP

Promote draft CIP with public and **solicit and analyze feedback** on priorities and programs before finalizing

B Report Back to Public

Post final CIP to the website and **report back** a) Common themes heard and potential next steps in these areas
b) analysis of the different outreach methods

Time →

Throughout

- Target messaging and content toward groups that have been traditionally underrepresented in the engagement process
- Recruit community leaders and stakeholders to build momentum



Phase 1A: Educate Stakeholders

- **Build stronger relationships**

- Attend community organizations' meetings to educate them on the CIP process and how they can get involved
 - ex. educating library staff on the new comment tool so they can help the public use it at library computers
- Distribute CIP materials at capital project meetings to connect currently programmed projects to the larger CIP process
- Distribute outreach materials in multiple languages
- Engage elected officials in the process so they can help spread the word
- Additionally, OTP will be utilizing an already contracted vendor, Archipelago Strategies Group (ASG), to expand stakeholder relationships by providing the following services:
 - Identifying and facilitating partnerships
 - Conducting pop-up outreach and informational sessions
 - Providing communications materials and support leading up to and during CIP comment period (including translation services)

Stakeholder Identification

Established stakeholders

- MPOs
- RTAs
- Legislature
- T4MA
- MassDOT/MBTA Advisory Boards
- MARPA
- MARTA
- ACEC
- Construction Industries of Massachusetts (CIM)
- Chambers of Commerce

New Stakeholders

- Housing Coalitions
- Environmental Groups such as Green Roots, Conservation Law Society, Green Futures
- Grassroots community organizations that serve LEP, elderly, low-income, and accessibility groups, such as ABCD

Underutilized stakeholders

- Public Libraries
- Councils on Aging
- Neighborhood Development Corporations (such as Jamaica Plain Neighborhood Development Corporation, and Codman Square Neighborhood Development Corporation)
- Community Health Centers

Phase 1B: Expanded Use of Technology

B

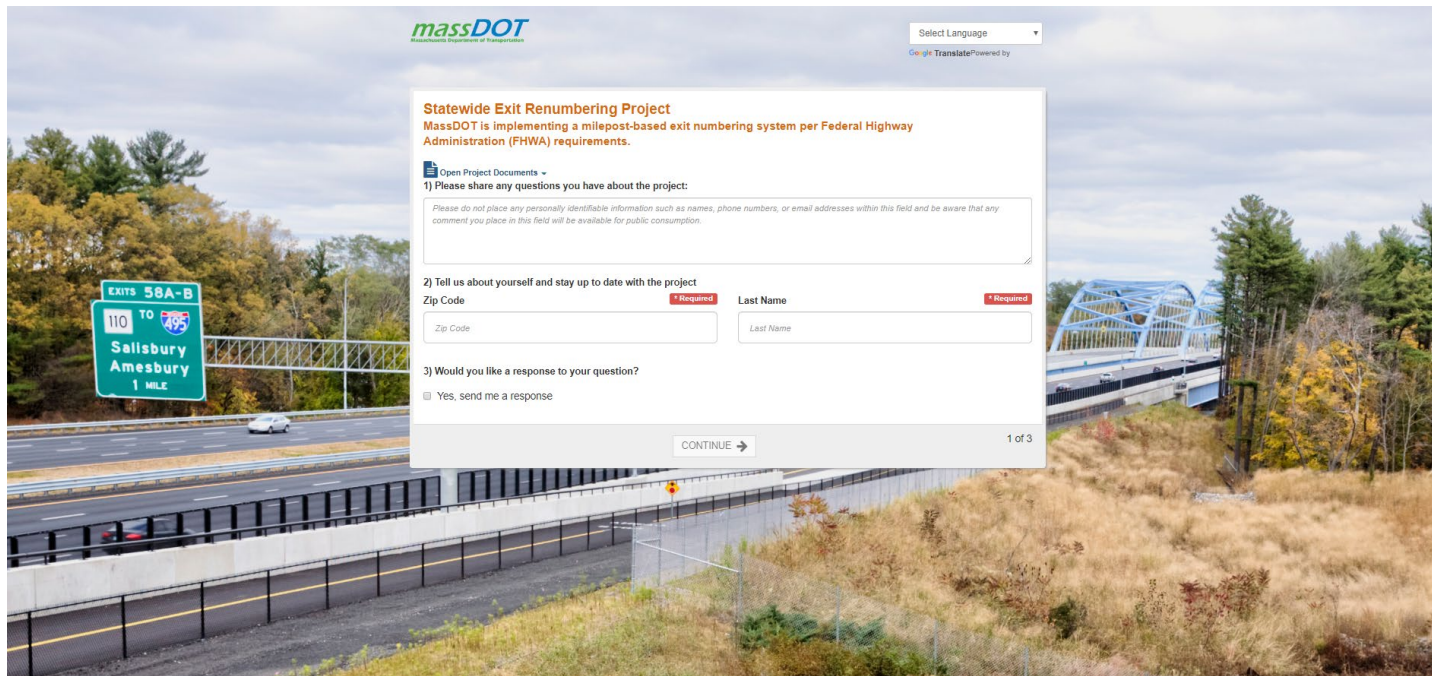
Integrate new technology into the CIP process to serve both internal and external stakeholders



- Use of Public Involvement Management Application (PIMA) in this years' outreach efforts and comment tool
- Livestream the first meeting and promote the link as an option for engagement
- Potentially hold the last meeting as a webinar and promote that option on the schedule of public meetings
- Weekly CIP related posts on all MassDOT and MBTA social media accounts
- Captions will highlight projects and direct viewers to the online comment tool and CIP website
- Use the MBTA's digital panels, other MassDOT and MBTA social media accounts (e.g. Transit Police) and other available digital resources to spread information about the CIP
- Work with Divisions and the MBTA to gain photos of past CIP-funded projects and captions

Public Involvement Management Application (PIMA)

- PIMA is currently being piloted in MassDOT's Highway Division with great success
- PIMA will provide a means of collecting comments on the CIP and stakeholder data from users
- PIMA is easy for the public to use, linking directly with the existing comment mapping tool
- Using PIMA, comments are aggregated, analyzed and easy to track



Example of PIMA's public facing platform for the Statewide Exit Renumbering Project

Phase 2A: Gather Feedback on Draft CIP

- Update the **public comment mapping tool** for 2021 – 2025 CIP by integrating with PIMA
- Post a tutorial on how to use the comment tool
- Expand the comment tool to allow for general feedback on the Capital Plan in addition to project-based feedback
- Hold 10 **public meetings** across the Commonwealth
 - Advertise meetings locally and target community groups where meetings are being held to maximize participation rates
 - Use of livestream and/or webinar to facilitate virtual engagement
- Monitor CIP **email** address and **mail**

A

Gather Feedback on Draft CIP

Promote draft CIP with public and **solicit and analyze feedback** on priorities and programs before finalizing

Phase 2B: Report Back to Public

- Analyze feedback data to understand key themes using PIMA
- Identify key themes within the response data to incorporate in the final plan and use social media and email blasts to inform the public how this data was and will continue to be used
- Send relevant comments to appropriate Division and/or project managers
- Post table of public comments and corresponding MassDOT responses
- Use PIMA's data analytics to see which outreach methods were the most successful in encouraging public participation
 - This will help shape future CIP outreach efforts

B

Report Back to Public

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Thank you!
Questions?