

VPI Update

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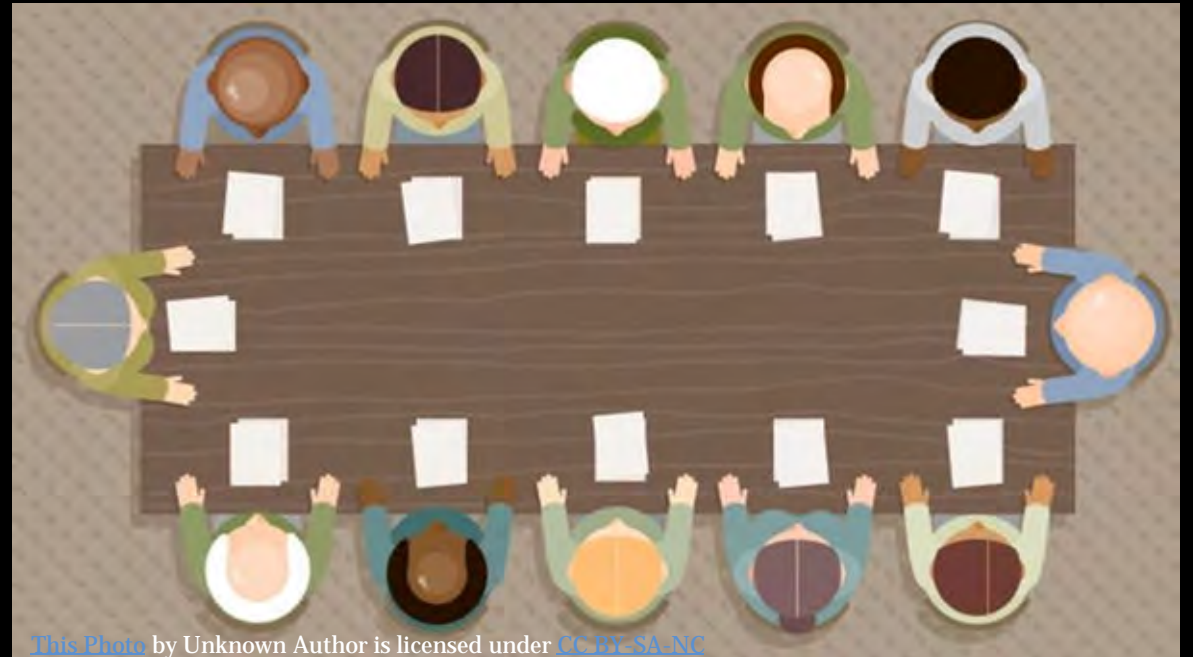
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Discussion Points

- What is Virtual Public Involvement?
- MDOT's VPI Efforts
- Accomplishments
- What's Next? VPI Future



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Virtual Public Involvement (VPI)

- Virtual Public Involvement is the use of digital technologies to engage individuals or to visualize projects and plans.
 - Expand our reach
 - Increase participation, convenience, transparency and access
 - Decrease costs, staff time and project delays
 - Methods/tools to supplement traditional outreach (in person meetings)



Image Courtesy: MDOT

Virtual Public Involvement (VPI)

Virtual public involvement tools considered:

- Mobile Applications
- Project Visualizations
- Do-It-Yourself Videos
- Crowdsourcing Tools
- Virtual Town Halls
- Mapping Tools
- All-in-One Tools
- Digital Tools to Enhance In-Person Events



Image Courtesy: FHWA

MDOT's Virtual Public Involvement (VPI) Background

- EDC-5 Regional Summit
 - October 2018
 - VPI - 1 of 5 of the innovations discussed
 - Pilot VPI in Michigan with future goal to institutionalize
 - Development, Demonstration, Assessment Stages
 - MDOT & City of Ann Arbor
- Initiative Champions:
 - Kimberly Zimmer – MDOT
 - Ruth Hepfer - FHWA



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MDOT's Virtual Public Involvement (VPI) Background

- MDOT Pilot Projects:
 - I-94 Ann Arbor/Saline to US-23 Feasibility Study
 - M-28 Reconstruction, city of Munising, Alger County
 - US-12 PEL Study from Campus Martius to I-96, city of Detroit, Wayne County
 - US-131/I-96 Planning and Environmental Linkages (PEL) Study, city of Grand Rapids, Kent County
 - MDOT State Long Range Plan
- City of Ann Arbor Pilot Projects:
 - Nixon Road Corridor Design Project
 - Ann Arbor Quite Zone Study
- Projects with different characteristics, demographics and site conditions (urban, rural, commuters, tourists, accessibility to technology, multi-modal, end users) were selected.
- All the projects are at different stages and piloting different tools



Accomplishments

- FHWA STIC Grant was awarded to MDOT
 - Capture best practices & lessons learned
 - Develop informational brochure
 - Moving to institutionalize VPI
- HNTB - selected consultant for the grant work
- Continuing VPI initiatives with EDC – 6
- Final Poster & Brochure ready for deployment to stakeholders

<https://spark.adobe.com/page/cv2xzzLDLaWAG/>

- National Recognition
 - Volpe Center – Case Studies
 - FHWA Newsletter
 - AASHTO Knowledge Session
 - MAASTO Conference - August 2021

U.S. Department of Transportation
Federal Highway Administration

Every Day Counts
Innovation for a Nation
on the Move

STIC
State Transportation Innovation Council

MDOT
Michigan Department of Transportation

**VIRTUAL PUBLIC INVOLVEMENT
BENEFITS AND BARRIERS**

A Practical Guide to VPI Tools

Michigan Department of Transportation (MDOT) and
FHWA EDC 5-Virtual Public Involvement Best Practices

SPRING 2021

What's Next? VPI Future

- Pandemic response
- Here to stay – but how to manage and coordinate increased engagement and more comments?
- Proposed all-in-one on-line platform similar to Iowa DOT Public Involvement Management Application (PIMA)
- On-going discussions about roles and responsibilities



Questions

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