

The slide features a dark blue background with a white geometric pattern of overlapping circles and arcs. A large, solid blue rectangular area is centered on the slide, containing the main text in white. The text is arranged in a hierarchy: a large title, a subtitle, and two lines of smaller text at the bottom. The overall design is clean and professional.

SRPC Strategic Plan

FY2020-2022

Policy Committee Meeting Update

May 15, 2020



**Align and build
planning services to
address emerging
issues and diversify our
portfolio**



**Diversify tools and
technology**



**Increase internal
staffing and
technological capacity**

Planning Services and Current Issues

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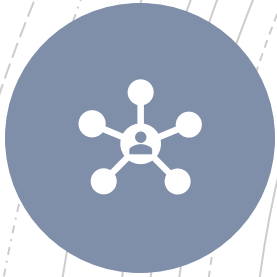
- **Current Progress**
 - Expanded circuit rider program
 - Expanded public health and recreation planning
 - Increased number of environmental planning contracts
 - Launched new ArcOnline and Open Data Portal (new)
 - Updated office software and phone system
 - Started team-based project work
- **Future Actions**
 - Address the need for affordable housing
 - Offer planning visualization and design
 - Market GIS and design services
 - Complete computer hardware replacements
 - Update IT plan



**Strengthen and
enhance marketing and
communications**



**Quantify and
communicate the value
of SRPC membership**



**Share SRPC work
products and expertise
with regional
stakeholders**



**Improve
Communication
strategies**

Relationships, Marketing and Communications

Relationships, Marketing and Communications

- **Current Progress**
 - Established new partnerships with architects, museums, public health sector, and more
 - Clarified value of membership in annual reports
 - Launched Instagram page & expanded social media
 - Launched new ArcOnline and Open Data Portal (new)
 - Began website redesign
- **Future Actions**
 - Develop a communications strategy
 - Develop an advocacy strategy
 - Relaunch the SRPC municipal visits
 - Build relationships with UNH and commercial organizations
 - Create online archive of meeting videos



**Build opportunities
for staff and
commissioners to
further SRPC's mission**



**Clarify the role and
responsibility of
commissioners**

Internal Roles, Responsibilities and Opportunities

Internal Roles, Responsibilities and Opportunities

- **Current Progress**
 - Promote program managers and build all staff capacity
 - Allow flexible work schedules
 - Strengthened the “pipeline” - intern hired at FT
 - Encouraged all staff to participate in professional development opportunities
 - Mentor staff to take new and higher levels of responsibility
 - Launched the Commissioner roundtable at meetings
- **Future Actions**
 - E.C. to further discuss board governance and engagement
 - Formalize current telecommuting for future use
 - Launch roundtable for communities and commissioners to explore regional cost sharing (recyclables, purchasing)
 - Increase commissioner engagement