

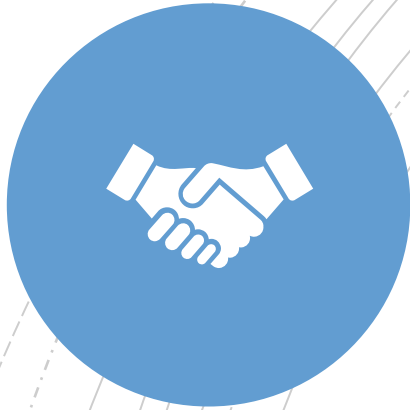
The background features a series of concentric, overlapping circles in light blue and grey, some solid and some dashed, creating a dynamic, circular pattern. The main content is centered within a dark blue rectangular area.

SRPC Strategic Plan

FY2020-2022

Annual Update

July 16, 2021



**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

Planning Services and Current Issues

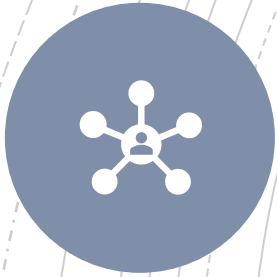
- **Current Progress**
 - Expanded circuit rider program (again)
 - Launched CHAT and POP!
 - Sustained number of environmental planning contracts
 - Replaced about 2/3 of our computers and updated all software
 - New MTP, CEDS and Data Snapshots
- **Future Actions**
 - Secure funding for the Housing Needs Assessment
 - Offer planning visualization and design
 - Market GIS, visualization 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**
 - Expanded the ArcOnline platform and hosted how-to webinars
 - Began website redesign – launch planned Labor Day weekend
 - Strengthened relationship with UNH Planning Program
 - Launched the SRPC YouTube page
- **Future Actions**
 - Develop a communications strategy
 - Develop an advocacy strategy
 - Relaunch the SRPC municipal visits
 - Expand and build relationships and partnerships



**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

- Operated as a full remote office and drafted an updated telecommuting policy
- Strengthened the “pipeline” - 2 interns hired at FT
- Mentor staff to take new and higher levels of responsibility and leadership
- Created the recycling and resiliency committee roundtables amidst a pandemic
- Held more frequent dual Commission/Policy meetings to engage beyond transportation topics

■ Future Actions

- E.C. to further discuss board governance and engagement
- Increase commissioner engagement
- Promote opportunities for staff training and mentorship