

VPI INITIATIVES AT STRAFFORD REGIONAL PLANNING COMMISSION

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Communications & Outreach Planner

SRPC WENT DIGITAL IN FY 2021

552+

Virtual meetings attended by staff

800

Responses to SRPC's 10 online surveys

436

Hours spent on Zoom between Sept. '20 and Jun. '21

9

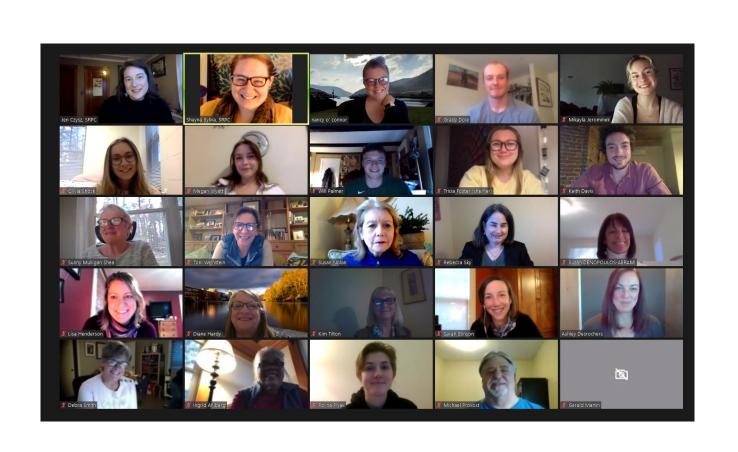
Videos uploaded to YouTube

CASE STUDY



CASE STUDY #1 CHAT

- ♠Transitioning from an in-person outreach plan
- **♦**Challenges?
- ♦ Using digital tools
 - **♦** Adobe Premiere Pro
 - **♦**Survey Monkey
 - **♦**Zoom Breakout Rooms
 - **♦**Office Forms
- **♦**Successes?



CHAT OUTREACH OUTCOMES

110

Citizens participating in virtual community zoom forums for our CHAT project

487

Respondents to the CHAT online survey

26

Friedman's class, who partnered with SRPC on the CHAT project

146

Views on the CHAT YouTube video



CASE STUDY #2 SRPC ACTIVE TRANSPORTATION PLAN

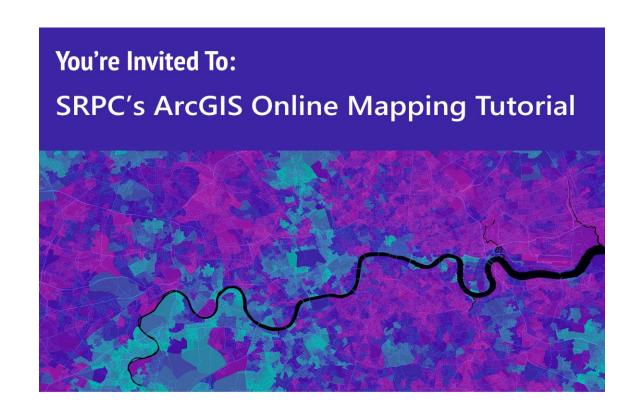
- **♦**Challenges:
 - ♠Pandemic isn't over
 - Engaging with bicyclists in the winter
- **♦**Goals
 - Engaging/interactive outreach
 - **♦**Explore new online tools





CASE STUDY #3 GIS MAPPING TUTORIAL

- ♣Zoom Webinar
- ♠Promote ArcOnline
- Show participants how to make their own maps
 - ▲ Local public transit routes, park and rides, roads, toll booths, bridges, ev charging stations, Amtrak stations

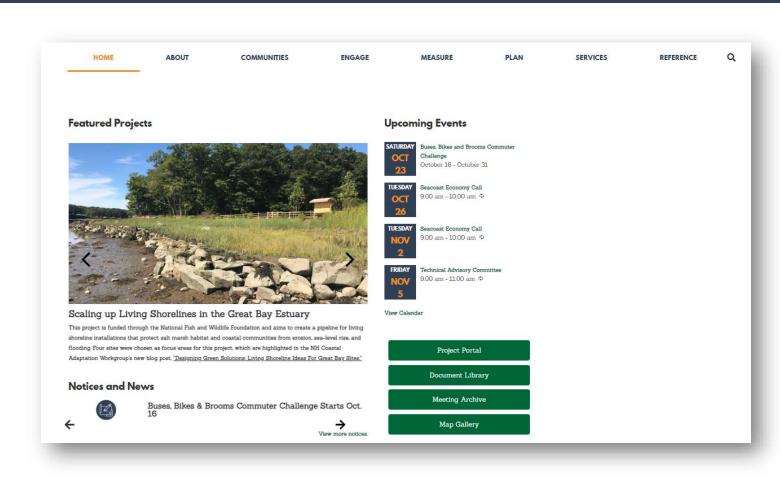


STRATEGY



STRATEGY #1 STRONG ONLINE PRESENCE & PLATFORMS

- **♦**Launched website in Oct.
- ♦ Key Focus Areas:
 - ♠ Redundancy
 - **♦** Accessibility
 - ♠ Transparency
- Cont. to market/grow ArcOnline platform
- **♦**Branding
- **♦**E-Communications



WEBSITE AND MAP GALLERY – BY THE NUMBERS

17,400

Views on the Tax Parcel Viewer and Open Data Portal combined

1,100

Users on the new SRPC website between Oct. 5 (launch) and Dec. 31

61

Submissions via the POP! digital passport

10

Notices posted to the homepage since launch



STRATEGY #2 THE OWL

- Lapsed emergency order for remote meetings
- Continuing to accommodate those who don't feel safe in person
- ♦On Demand meeting videos



VIRTUAL MEETINGS

7

Meetings posted to YouTube

12

Videos in the queue to be uploaded for FY 2022

7/2021

The date we began using the owl for every SRPC committee meeting



THANK YOU!

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