



# VPI INITIATIVES AT STRAFFORD REGIONAL PLANNING COMMISSION



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# SRPC WENT DIGITAL IN FY 2021

**552+**

Virtual meetings  
attended by staff

**436**

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

**800**

Responses to  
SRPC's 10 online  
surveys

**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

**26**

students in Professor Mary Friedman's class, who partnered with SRPC on the CHAT project

**487**

Respondents to the CHAT online survey

**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

The screenshot shows a web-based survey interface titled "Southern Alleghenies Bike and Ped Plan". At the top right, there is a "Progress" indicator with a green bar. The main content area is titled "Welcome" and features a large background image of a paved path through a wooded area. A text box in the center reads: "Southern Alleghenies Bicycle and Pedestrian Plan. SAP&DC is in the process of updating its Bicycle and Pedestrian Plan and we want your input! With your help, the Bike/Ped Plan will guide the development of non-motorized transportation facilities and maximize the use of future investments for a safer, cleaner, and better connected region." Below this text is a green "Begin" button. On the right side, there is a vertical navigation menu with five items: "2 STANDARD SURVEY" (highlighted in blue), "3 PRIORITIES", "4 MAP MARKERS", and "5 WRAP UP". At the bottom left, there is a "WELCOME" label and a question mark icon. At the bottom right, there is a text box with the text: "Did you know? The current Bike/Ped Plan was adopted in 2002 and identified on and off road bicycling/pedestrian opportunities and how they can be facilitated, supported, and promoted for the four-county Rural Planning Organization (RPO)." Below the survey interface, there are links for "Help", "Privacy", and "About MetroQuest".

# 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

You're Invited To:

SRPC's ArcGIS Online Mapping Tutorial



**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

The screenshot displays the website's navigation menu with links for HOME, ABOUT, COMMUNITIES, ENGAGE, MEASURE, PLAN, SERVICES, and REFERENCE. The main content area is divided into two columns. The left column features a 'Featured Projects' section with a large image of a rocky shoreline and a yellow building, accompanied by the title 'Scaling up Living Shorelines in the Great Bay Estuary' and a brief description of the project's funding and goals. Below this is a 'Notices and News' section with a link for 'Buses, Bikes & Brooms Commuter Challenge Starts Oct. 16'. The right column contains an 'Upcoming Events' calendar listing events for October 23, October 26, November 2, and November 5. At the bottom right, there are four green buttons: 'Project Portal', 'Document Library', 'Meeting Archive', and 'Map Gallery'.

# WEBSITE AND MAP GALLERY – BY THE NUMBERS

**17,400**

Views on the Tax Parcel Viewer and Open Data Portal combined

**61**

Submissions via the POP! digital passport

**1,100**

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

**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!

## CONTACT INFO

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