



# **Southern NH Planning Commission**



## **Public Participation Survey**

### **SNHPC Public Participation Survey Report**

Survey Findings and Analysis

# SNHPC Public Participation Survey Report

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## Survey Findings and Analysis

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### I. Survey Summary

In November of 2021, Southern New Hampshire Planning Commission conducted a survey to gather information from the general public as well as its Metropolitan Planning Organization (MPO) representatives to seek input on the Commission's methods in engaging the public.

#### Survey Methodology

SNHPC used an opinion style survey formatted for online sampling over a five-week period. Survey samples were collected from a general audience using targeted social media posts and from MPO stakeholders within the SNHPC region using email and direct outreach.

#### Survey Conclusions

Survey findings identified that the SNHPC is doing a good job informing the public of opportunities to participate in the transportation planning process. Survey findings affirm the Commission's broad-based strategy for engagement is appropriate given the even distribution of respondent preferences for giving the SNHPC feedback on transportation planning actions.

## II. Background & Objectives

The SNHPC conducts transportation planning relative to its responsibilities as an MPO to ensure fair and equal community access to federal funds for the region's roads, bridges, highways, transit, and other transportation infrastructure. In addition, public participation is integral to the transportation planning process to ensure good policies, programs, and projects result from transportation planning efforts.

In order to facilitate meaningful public input and maximize public involvement, the Commission maintains a [Public Participation Plan](#) as part of its Metropolitan Planning Organization (MPO) responsibilities. In 2020, the Commission adopted an update to its Public Participation Plan. The 2020 update to the Public Participation Plan (PPP) identifies the implementation of public surveys as a strategy for gathering public input for use in transportation planning and decision-making. One of the PPP's recommendations was to conduct a survey to seek input from stakeholders regarding the techniques the commission uses to engage the general public. This report summarizes the result of such a survey, which was conducted in November 2021.

The survey's main objective was to collect and measure input from the general public and MPO stakeholders within the Southern New Hampshire Planning Commission region. The survey was structured into two areas of input. The first area of input was on the respondent's knowledge of transportation planning and awareness of opportunities for involvement. The second area of input was designed to gather input on the preferences for engagement and level of satisfaction the respondent has with the SNHPC's existing outreach and engagement practices.

The survey findings are intended to be used to establish baseline data for use in measuring MPO performance in public participation. The Commission utilizes performance measures to review and, where needed, improve outreach techniques across various MPO planning efforts. The survey findings help identify discrepancies between existing outreach techniques and the audience's preferred methods of public engagement. Where discrepancies are identified, the Commission can adjust outreach techniques to better engage the general public and MPO stakeholders.

### III. Methodology

This survey followed an opinion survey format questionnaire for collecting data and viewpoints from a broad sample group. Survey data of this format is relatively easy to obtain but analysis due open-ended questions can require more time for coding.

This survey's sample represents two user groups, a general population and MPO stakeholders. Questions were structured to be simple, relatively jargon-free and brief. All survey sampling was conducted through SurveyMonkey.com. SNHPC staff chose this survey medium due to their ease of circulation to a broad audience. The effectiveness of online surveys is high when paired with paid social media placement. Posts with a survey link are targeted to a specific audience within the SNHPC's geographic area. According to Census data, New Hampshire households with broadband internet connection was at 87.7% for the 2015-2019 data period. Due to greatly increased broadband and cellular data deployment across the SNHPC region over the last decade, reaching people online proved an efficient method for survey sample collection.

The survey was structured into 19 questions including multiple choice, rating scale, ranking, and open-ended formats and included the following categorization:

- Questions 1 and 2 identify respondent familiarity and involvement with SNHPC.
- Question 3 identifies if the respondent lives and/or works in the region and/or if they are MPO stakeholders.
- Questions 4, 5, and 6 identify respondent barriers, preferences, and platforms used for receiving information about public involvement opportunities.
- Questions 7 through 12 pertain to the participation with, performance of, and suggestions for improvement to SNHPC's transportation planning activities.
- Questions 13 and 14 relate to the respondent's receipt of SNHPC's newsletter and media blast emails.
- The remaining questions were optional and asked about age, race, gender, and income.

The SurveyMonkey online survey was made live on November 4<sup>th</sup> and remained open through December 14<sup>th</sup>. There were three survey sampling links, each targeted toward a different audience and/or outreach method. The first sampling link was a general web link primarily used for email distribution to SNHPC's full mailing list. The second link was formatted for use in social medial posts using the Facebook platform. This social media formatted link was used for both paid and unpaid posts on Facebook. The paid Facebook post which ran for 26 days had a total cost of \$60. A third sample link was used for email distribution to a contact list of known equity stakeholders within the region. The focused equity engagement was conducted to ensure low-income and minority groups were represented within the survey sample.

Survey analysis utilized the SurveyMonkey.com paid account features to review responses, filter response, and compare responses across multiple question. SurveyMonkey.com analysis also provides graphical representations of response data for use in reporting survey findings.

## IV. Results

120 individuals provided responses to the survey with 76 respondents completing the primary elements of the survey. 53 respondents provided additional demographic information. Respondents spent an average of five minutes on the survey site. 90 of the 120 responses were received in the first two weeks of the active survey sampling period.

### Respondent Type:

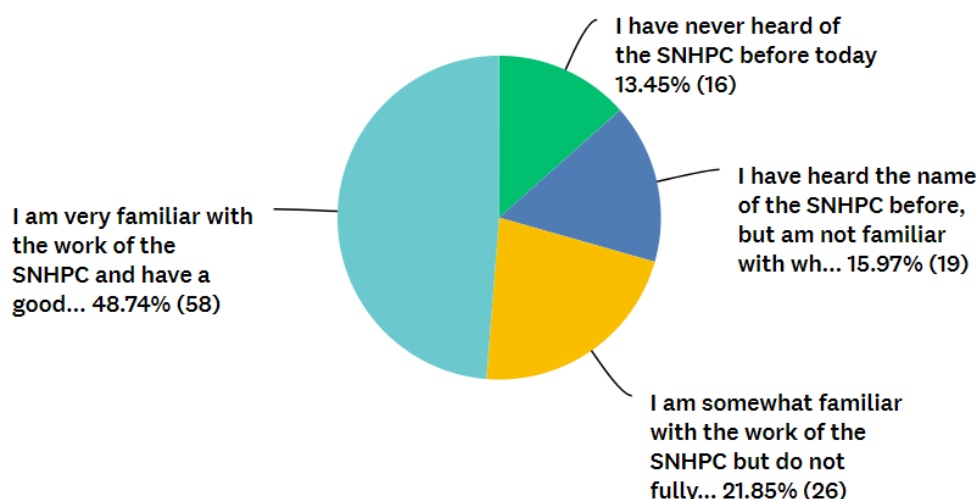
Respondents were shown a map of the SNHPC region with borders for each municipality and asked to identify if they lived and/or worked in the region, as well as if they were a Commissioner for the SNHPC, a member of the Commission's Technical Advisory Committee, or collaborate with the SNHPC on behalf of a municipality, public agency, or private organization. 79% of respondents identified that they lived in the region. 36% of respondents work in the region. 16% of respondents are SNHPC Commissioners, and 15% collaborate with SNHPC on behalf of another entity.

### SNHPC Familiarity, Involvement, Barriers:

Respondents were asked about their familiarity with SNHPC. Of the 119 responses, nearly half were very familiar with SNHPC and had a good understanding of what the Commission does. The remaining respondents had some level of gap in familiarity with the Commission.

#### How familiar you with the Southern NH Planning Commission (SNHPC)?

Answered: 119   Skipped: 1



Respondents were asked about their current involvement with the work of the SNHPC. Over half of the respondents have never attended an SNHPC meeting or commented on a plan produced by the Commission. The remaining respondent noted some level of involvement with

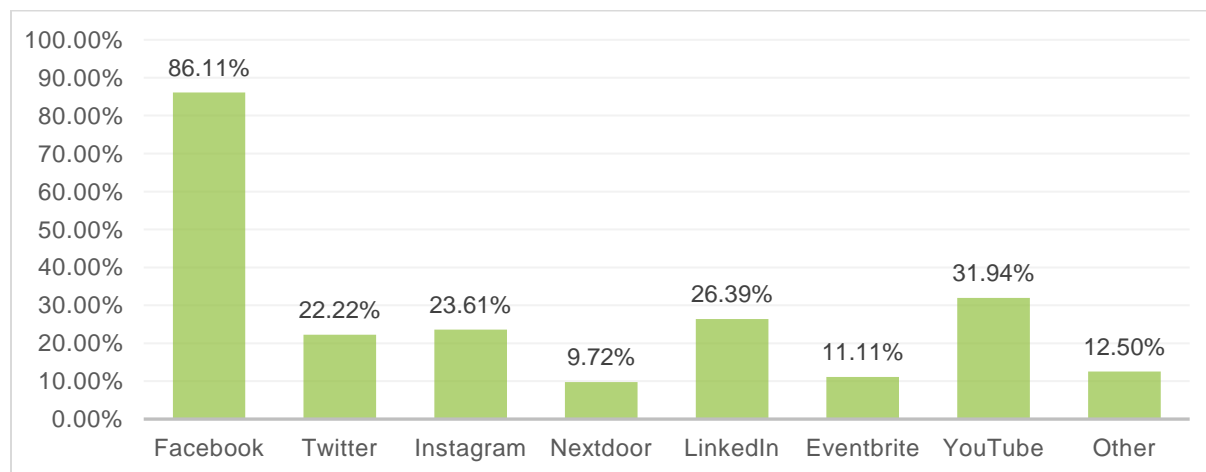
the SNHPC. When asked to select what reasons represented a barrier to involvement, the largest group of respondents (32.4%) selected that they had not experienced any barriers to participation. Of the identified barriers, the greatest percentage (26.3%) was for not knowing how to participate in meetings, events, or comment on plans. Respondents also identified a sense of not being taken seriously when providing input (14.9%), avoiding in-person activities due to COVID-19 (13.1%), and lack of information to make an informed decision (11.4%) as barriers to involvement. Write-in responses included lack of time and inconvenience of daytime meetings as barriers to involvement.

### Outreach Preferences and Participation:

Respondents were asked to rank their preference for receiving information about upcoming meetings and/or events. Respondent rankings were fairly evenly split among the provided options, showing a slight preference for direct emails from event organizer over other options.

	Total	Score
Quarterly Newsletter Emails	69	4.84
Direct Emails from Event Organizers	68	5.81
Online Media/Content Platforms (Such as Facebook, Twitter, Eventbrite)	70	4.31
Event Organizer Website	68	4.32
Automated Text Notification	69	3.41
Local Printed and/or Online News Outlets	68	3.75
Direct Phone Call Invitation / Reminder	69	2.17

Respondents were then asked which online media platforms they regularly use. Respondents overwhelmingly identified Facebook (86.1%) as a platform they regularly use. All other media platforms were selected by less than one-third of respondents. Four respondents selected the “other” option to identify that they did not use any social media platforms.



Respondents were provided with a list of SNHPC hosted meetings and events to select from to indicate their past public participation with SNHPC. The most frequent answer was “none of the above” with 29 of the respondents (38.7%) selecting this option. Respondents who selected from the participation options on the list chose the Policy Committee (28%) and Technical Advisory Committee (24%) meetings most often with the remainder of options selected less.



ANSWER CHOICES	RESPONSES	
▼ None of the above	38.67%	29
▼ Policy Committee Meetings (Commission Meetings)	28.00%	21
▼ Transportation Advisory Committee (TAC) Meetings	24.00%	18
▼ A Manchester Transit-Oriented Development Meeting, Event, or Webinar	14.67%	11
▼ SNHPC Age-Friendly Transportation Events	12.00%	9
▼ A Scenic Byway Council Meeting	10.67%	8
▼ Bike Count Day or Bike to Work Day Events (Manchester)	10.67%	8
▼ Any other SNHPC hosted meeting? (please specify)	Responses 9.33%	7
▼ RPC Legislative Day (at the NH State House)	8.00%	6
▼ A SNHPC Vulnerability Assessment (for Stream Crossings) Meeting or Presentation	8.00%	6
▼ A SNHPC Table at a Local Event (Old Home Days)	6.67%	5
▼ A Pop-up Planning Event (SNHPC aided Parklet Demonstrations)	6.67%	5
▼ Regional Coordinating Council (RCC) Meetings	6.67%	5
▼ Manchester Connects or Millyard Mobility Meetings	5.33%	4

### Feedback:

Respondents were asked open-ended questions about what improvements could be made to the meeting/event experience, and 39 respondents provided written comment. Approximately half of the participants provided feedback including:

1. increasing outreach volume and posting locations,
2. more advance notice of meetings,
3. plainly written meeting descriptions,
4. translation services, and maintenance of access to meetings in an online format.

Respondents were then asked to select each SNHPC work product they were familiar with or have provided public comment on in the past.

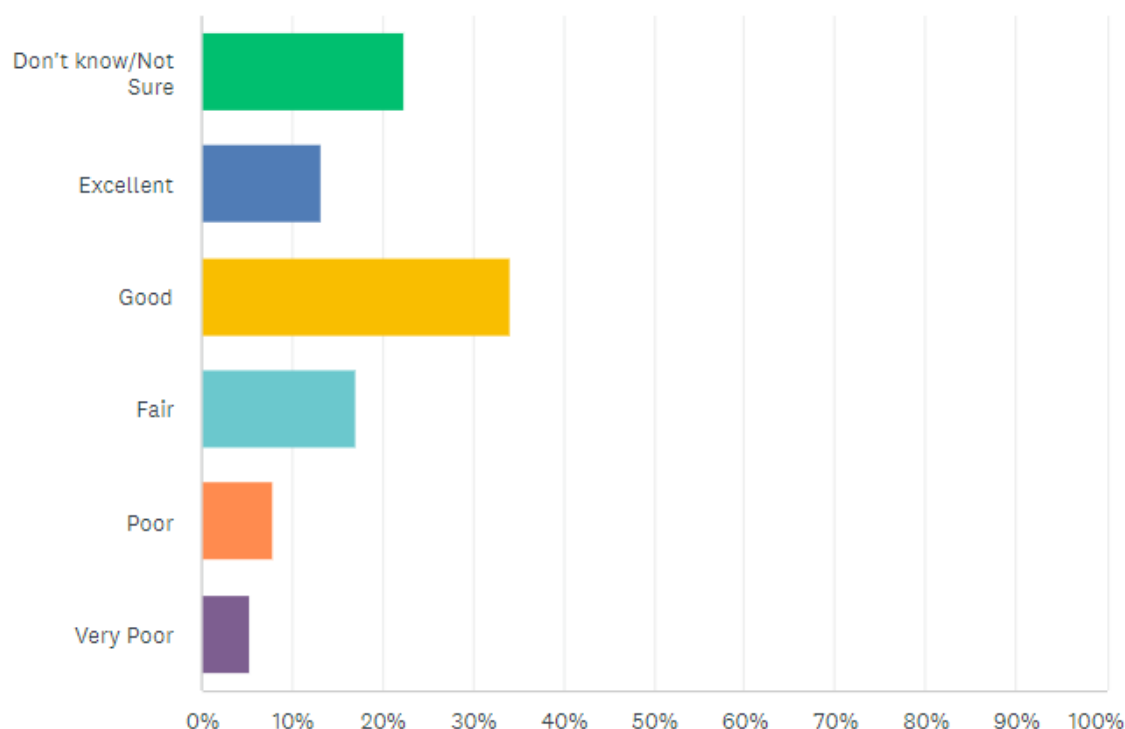
Answer Choices	Responses	
Congestion Management Process (CMP)	16.98%	9
Intelligent Transportation Systems (ITS) Architecture	13.21%	7
Manchester Connects Action Kits	3.77%	2
Manchester Transit-Oriented Development (TOD) Plan	37.74%	20
Public Participation Plan (PPP)	18.87%	10
Scenic Byways Plans	30.19%	16
Southern/Central New Hampshire Regional Trails Plan	56.60%	30
SNHPC Metropolitan Transportation Plan (MTP)	37.74%	20
SNHPC Prospectus	5.66%	3
SNHPC Transportation Improvement Program (TIP)	33.96%	18
SNHPC Complete Streets Toolkit	26.42%	14
Unified Planning Work Program (UPWP)	9.43%	5
Other Plan Not Listed (please specify)	16.98%	9

Over half of the respondents selected the Southern/Central NH Regional Trails Plan. Over a third of respondents selected the Manchester Transit Oriented Development Plan, The Metropolitan Transportation Plan, and the SNHPC Transportation Improvement Plan.

Respondents were asked to rate SNHPC's overall performance in informing the public of opportunities to participate in transportation planning. Approximately one-third of respondents felt that SNHPC was doing a good job. Ten of the respondents (22.3%) felt SNHPC was doing an excellent job while only four respondents (5.2%) felt SNHPC was doing a very poor job.

## How would you rate SNHPC's performance of informing people of opportunities to participate in transportation planning?

Answered: 76 Skipped: 44



Respondents were asked what their preferred methods were for giving feedback on SNHPC plans and/or planning activities. 44 respondents (57.9%) selected surveys (either online or paper) as a preferred method of giving feedback. 36 respondents (47.4%) selected Hybrid SNHPC meetings (both online and in-person). Several respondents selected virtual events, community events, and written comments as a preference for giving feedback.

### **Suggestions for Outreach Improvements and Planning Topics:**

Respondents were asked to provide suggestions on how SNHPC can improve the feedback process for transportation planning activities. Respondents noted the need to use plain



language, produce simple polls, use more channels of outreach including cross event outreach and more participation in local town hall meetings. When asked if they or their organization would consider informing others of upcoming meetings/events for certain topics, and if so which topics, respondents frequently cited a desire to share information about upcoming meetings or events to introduce the work of SNHPC to the public. Additional frequently cited topics included bicycle infrastructure, rail trails, complete streets, transit-oriented development, regional transportation planning issues, climate, and equity issues. Respondents were then offered a link to sign up for the SNHPC Media Blast and E-newsletter if they were not already receiving them.

### **Effectiveness of Targeted Survey Sampling:**

A social media formatted survey sampling link was paired with a paid advertisement on Facebook which ran for 26 days, starting on November 4<sup>th</sup> the post was viewed by 2,383 people with 80 people actively engaging with the targeted post by clicking the survey link or reacting to the post. The paid Facebook ads resulted in an average cost of \$0.98 per survey link click.

### **Optional Demographic Data:**

In addition to the 14 questions core to the survey, respondents were informed that the survey was complete but offered the option to answer five additional questions on their age, race, gender, and income for demographic tracking. Tracking demographics of survey respondents allows the SNHPC to determine if the survey reached a representative cross-section of the region's general population. The first question was to identify gender. response to this question closely reflected the make-up of the general population with 51.8% male respondents, 46.4% female respondents, and 1.8% non-binary respondents. The second question was for age of the respondent. 42% of respondents were over the age of 65 while 7% of respondents were under 34 years of age. The third question asked if the respondent was Hispanic or Latino. 3.5% of respondents identified as Hispanic or Latino. The fourth questions asked respondents to identify their race using categories used in census data reporting. 3.5% of respondents identified as two or more races. The final question asked for the respondent's approximate average household income within \$25,000 brackets from \$0 to \$200,000 and up. Responses were distributed across the income range with the most frequency ranging between \$50,000 and \$124,999.

## **V. Conclusions**

Overall, the survey findings identified that the SNHPC is doing a good job informing the public of opportunities to participate in the transportation planning process. Survey findings affirm the Commission's broad-based strategy for engagement is appropriate given the even distribution of respondent preferences for giving the SNHPC feedback on transportation planning actions. The demographic data illustrates that the survey was heavily age bias with approximately two-thirds of respondents being over the age of 55.

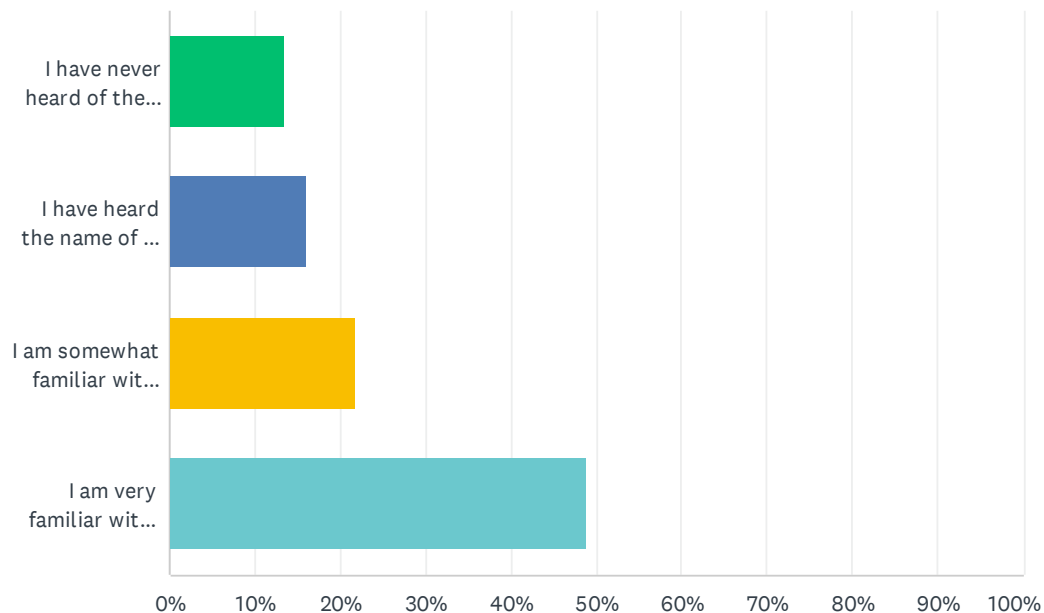
## **VI. Appendices**

See Attached.

## Appendix A: Survey Results

## Q1 How familiar you with the Southern NH Planning Commission (SNHPC)?

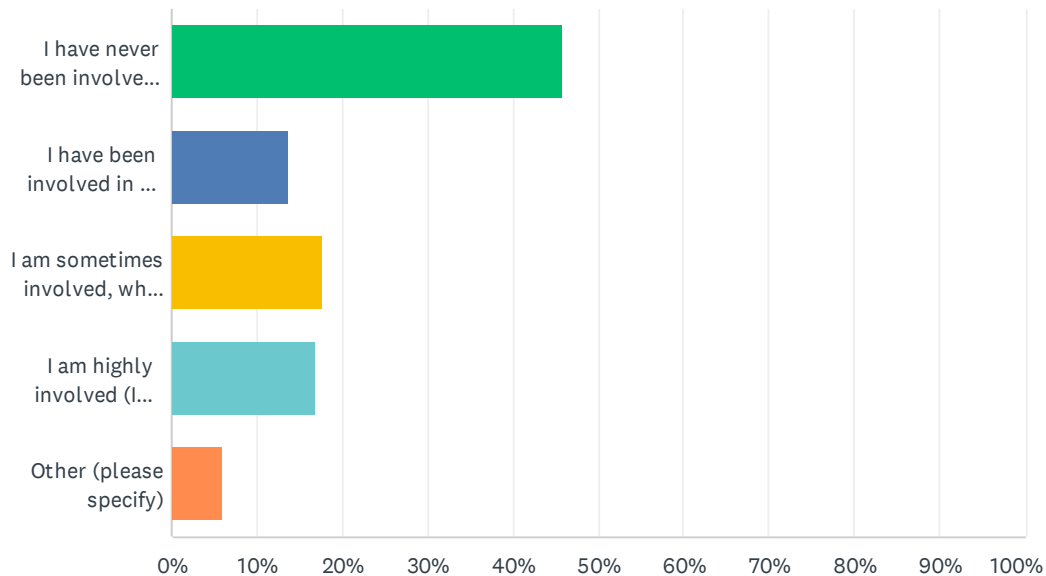
Answered: 119 Skipped: 1



ANSWER CHOICES	RESPONSES	
I have never heard of the SNHPC before today	13.45%	16
I have heard the name of the SNHPC before, but am not familiar with what they do	15.97%	19
I am somewhat familiar with the work of the SNHPC but do not fully understand what they do	21.85%	26
I am very familiar with the work of the SNHPC and have a good understanding of what they do	48.74%	58
TOTAL		119

## Q2 How would you describe your current involvement with the SNHPC?

Answered: 118 Skipped: 2

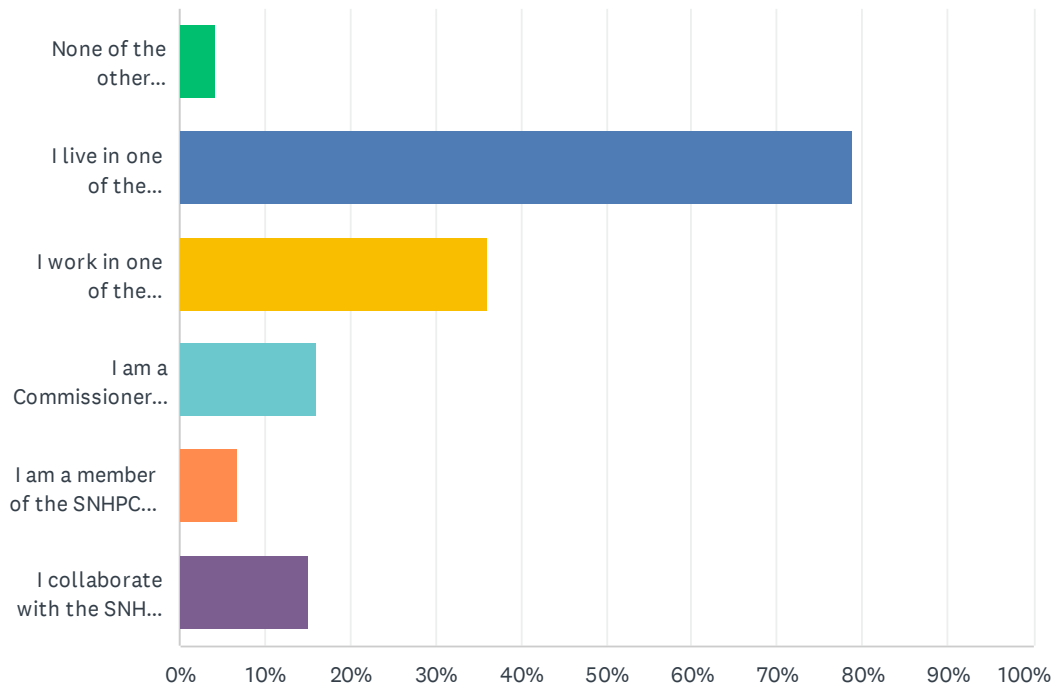


ANSWER CHOICES	RESPONSES	
I have never been involved (I have never attended a SNHPC meeting and/or commented on a plan)	45.76%	54
I have been involved in at least one SNHPC meeting, event, webinar, or plan in the last three years	13.56%	16
I am sometimes involved, when I hear of a topic of interest to me or my community	17.80%	21
I am highly involved (I regularly attend meetings and/or comment on plans)	16.95%	20
Other (please specify)	5.93%	7
<b>TOTAL</b>		<b>118</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Talk to Planning staff on issues.	12/10/2021 10:13 PM
2	Was a member from hudson	11/28/2021 7:42 AM
3	I know someone on the SNHPC	11/26/2021 8:14 PM
4	I am a former commissioner	11/23/2021 8:03 AM
5	As a member of the town BOS I rely on issues the SNHPC identifies.	11/15/2021 1:22 PM
6	Know a member	11/10/2021 6:07 PM
7	I was a Commissioner for 26 years and keep up with events at the Commission	11/10/2021 2:47 PM

### Q3 Which of the following best describes you? (Check all that apply)

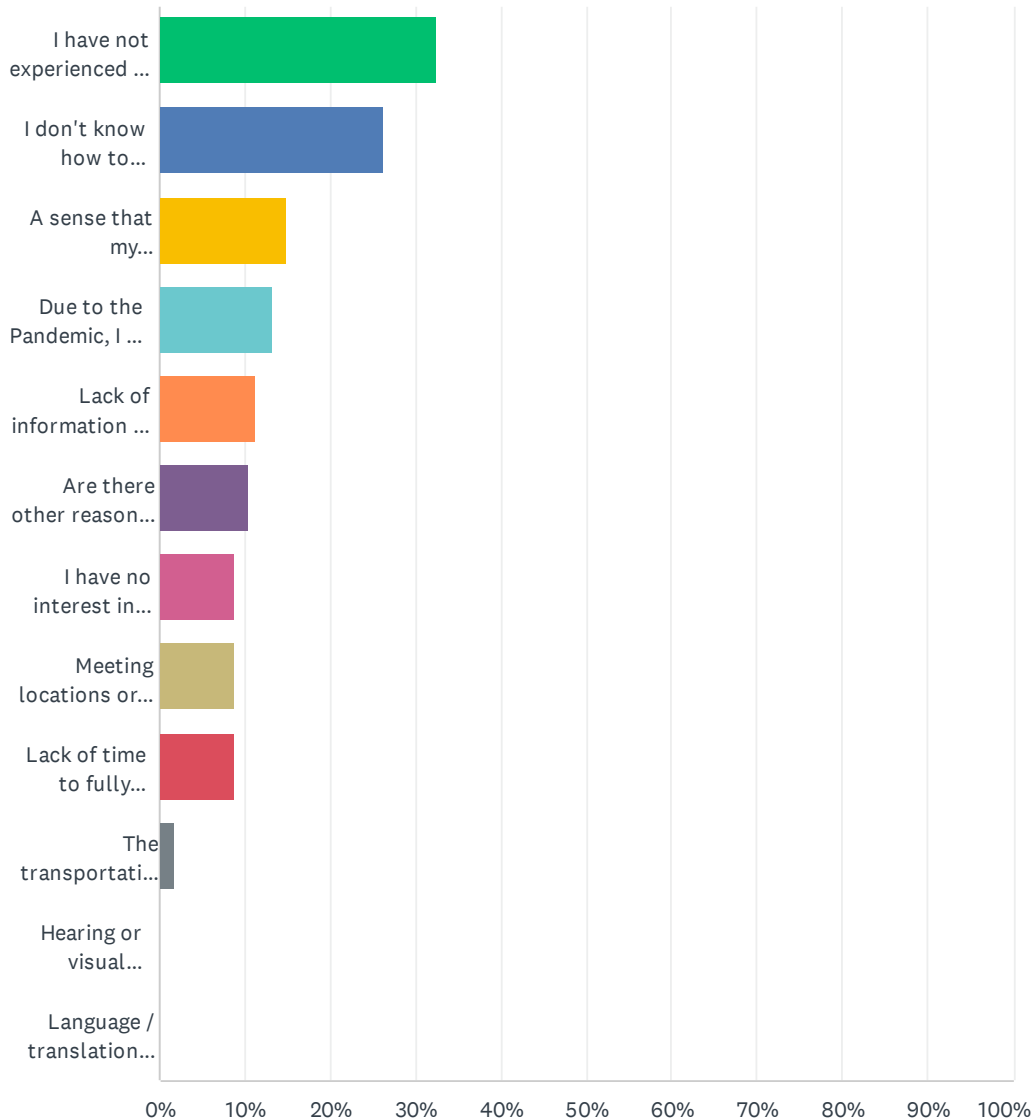
Answered: 119   Skipped: 1



ANSWER CHOICES	RESPONSES	
None of the other categories apply to me.	4.20%	5
I live in one of the municipalities shown in the map above	78.99%	94
I work in one of the municipalities shown in the map above	36.13%	43
I am a Commissioner for the SNHPC	15.97%	19
I am a member of the SNHPC's Transportation Advisory Committee (TAC)	6.72%	8
I collaborate with the SNHPC on behalf of a municipality, public agency, or private organization	15.13%	18
Total Respondents: 119		

## Q4 Which of the following present a barrier to your involvement with the SNHPC? (Select all that apply)

Answered: 114 Skipped: 6



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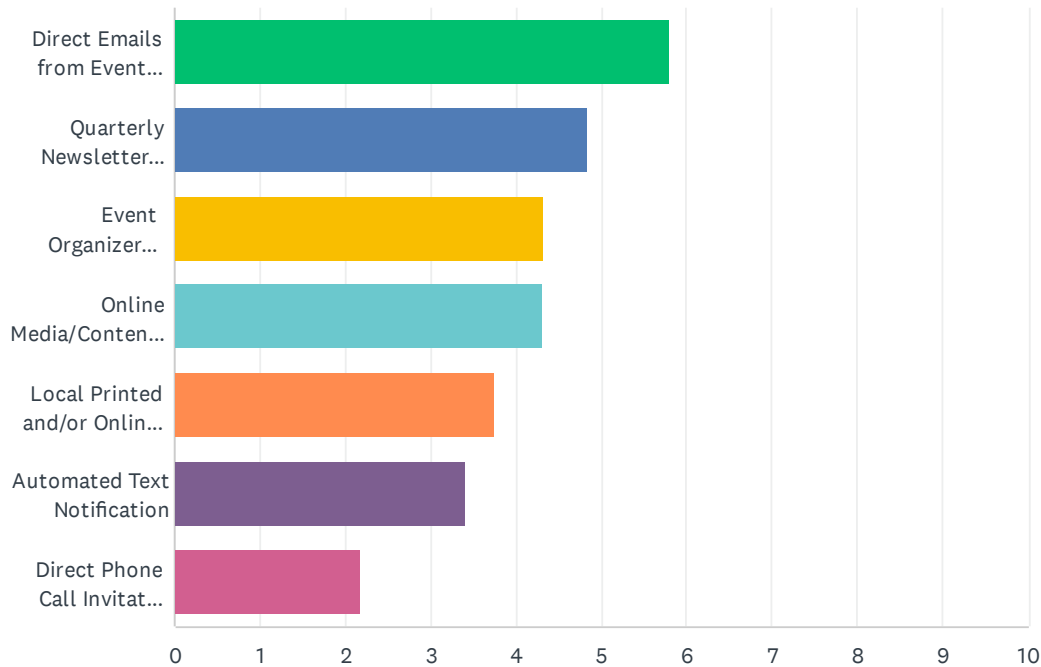
ANSWER CHOICES	RESPONSES	
I have not experienced any barriers to participation	32.46%	37
I don't know how to participate in meetings/events, or provide comments on plans	26.32%	30
A sense that my input/participation will not matter or be taken seriously	14.91%	17
Due to the Pandemic, I am avoiding in-person activities	13.16%	15
Lack of information to make informed comments	11.40%	13
Are there other reasons that keep you from becoming involved? (please specify)	10.53%	12
I have no interest in becoming involved with SNHPC or any transportation related discussions. (Choosing this response skips to the end of the survey)	8.77%	10
Meeting locations or times are not convenient	8.77%	10
Lack of time to fully understand the topics discussed	8.77%	10
The transportation topics I am interested in are not addressed by the SNHPC	1.75%	2
Hearing or visual impairments	0.00%	0
Language / translation concerns	0.00%	0
Total Respondents: 114		

#	ARE THERE OTHER REASONS THAT KEEP YOU FROM BECOMING INVOLVED? (PLEASE SPECIFY)	DATE
1	<b>Lack of Time</b> Other volunteer committee work takes up my available time.	11/23/2021 3:31 PM
2	<b>Lack of Time</b> I resigned due to other civic obligations taking my time.	11/23/2021 8:03 AM
3	<b>I don't know how</b> New to the area	11/22/2021 6:43 PM
4	<b>Not taken seriously</b> Does DOT or other state agencies take the PC seriously	11/22/2021 2:27 PM
5	<b>Not taken seriously</b> project selection committee is biased and or incompetent	11/15/2021 3:04 PM
6	<b>Not convenient</b> My job is somewhat seasonal. The warm months are hard to make daytime meetings.meetings	11/14/2021 3:15 PM
7	<b>Lack of Time</b> I am involved in too many other organizations and activities	11/12/2021 6:14 AM
8	<b>Lack of Time</b> I am fully involved with so many other town organizations.	11/11/2021 10:26 AM
9	<b>Not convenient</b> Work commitments frequently conflict with meetings.	11/10/2021 10:27 AM
10	<b>Not convenient</b> out of town sometimes	11/9/2021 12:59 PM
11	<b>Lack of Time</b> Time, there are so many community meetings, that I feel stretched thin.	11/8/2021 8:41 AM
12	<b>Lack of Time</b> I am involved in social justice events and meetings that take up my time but I am interested in what you are doing.	11/4/2021 12:53 PM



## Q5 Please rank your preference for receiving information about upcoming meetings and/or events. (Rank your highest preference as "1" and your lowest preference as "7")

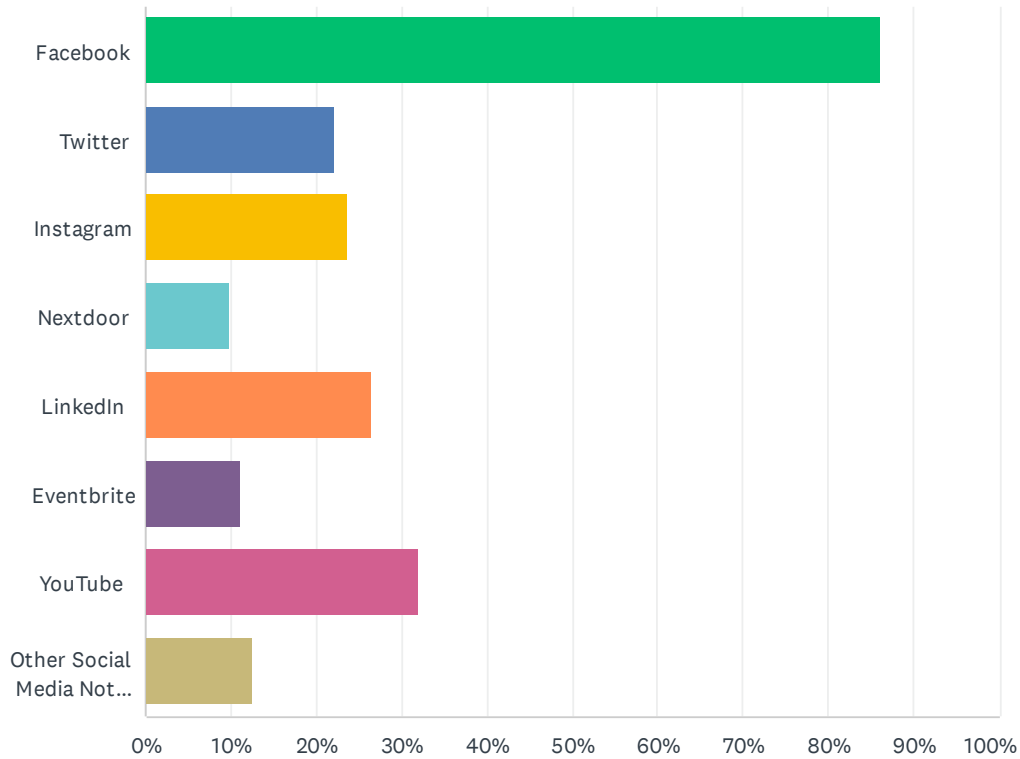
Answered: 77 Skipped: 43



	1	2	3	4	5	6	7	TOTAL	SCORE
Direct Emails from Event Organizers	55.88% 38	13.24% 9	5.88% 4	10.29% 7	10.29% 7	4.41% 3	0.00% 0	68	5.81
Quarterly Newsletter Emails	14.49% 10	21.74% 15	33.33% 23	10.14% 7	10.14% 7	4.35% 3	5.80% 4	69	4.84
Event Organizer Website	7.35% 5	16.18% 11	20.59% 14	29.41% 20	16.18% 11	4.41% 3	5.88% 4	68	4.32
Online Media/Content Platforms (Such as Facebook, Twitter, Eventbrite)	12.86% 9	21.43% 15	17.14% 12	14.29% 10	11.43% 8	12.86% 9	10.00% 7	70	4.31
Local Printed and/or Online News Outlets	10.29% 7	11.76% 8	11.76% 8	19.12% 13	16.18% 11	17.65% 12	13.24% 9	68	3.75
Automated Text Notification	5.80% 4	15.94% 11	8.70% 6	13.04% 9	10.14% 7	31.88% 22	14.49% 10	69	3.41
Direct Phone Call Invitation / Reminder	1.45% 1	5.80% 4	2.90% 2	5.80% 4	17.39% 12	15.94% 11	50.72% 35	69	2.17

## Q6 Which online media/content platforms do you regularly use? (Select all that apply)

Answered: 72 Skipped: 48



ANSWER CHOICES	RESPONSES	
Facebook	86.11%	62
Twitter	22.22%	16
Instagram	23.61%	17
Nextdoor	9.72%	7
LinkedIn	26.39%	19
Eventbrite	11.11%	8
YouTube	31.94%	23
Other Social Media Not Listed (please specify)	12.50%	9
Total Respondents: 72		

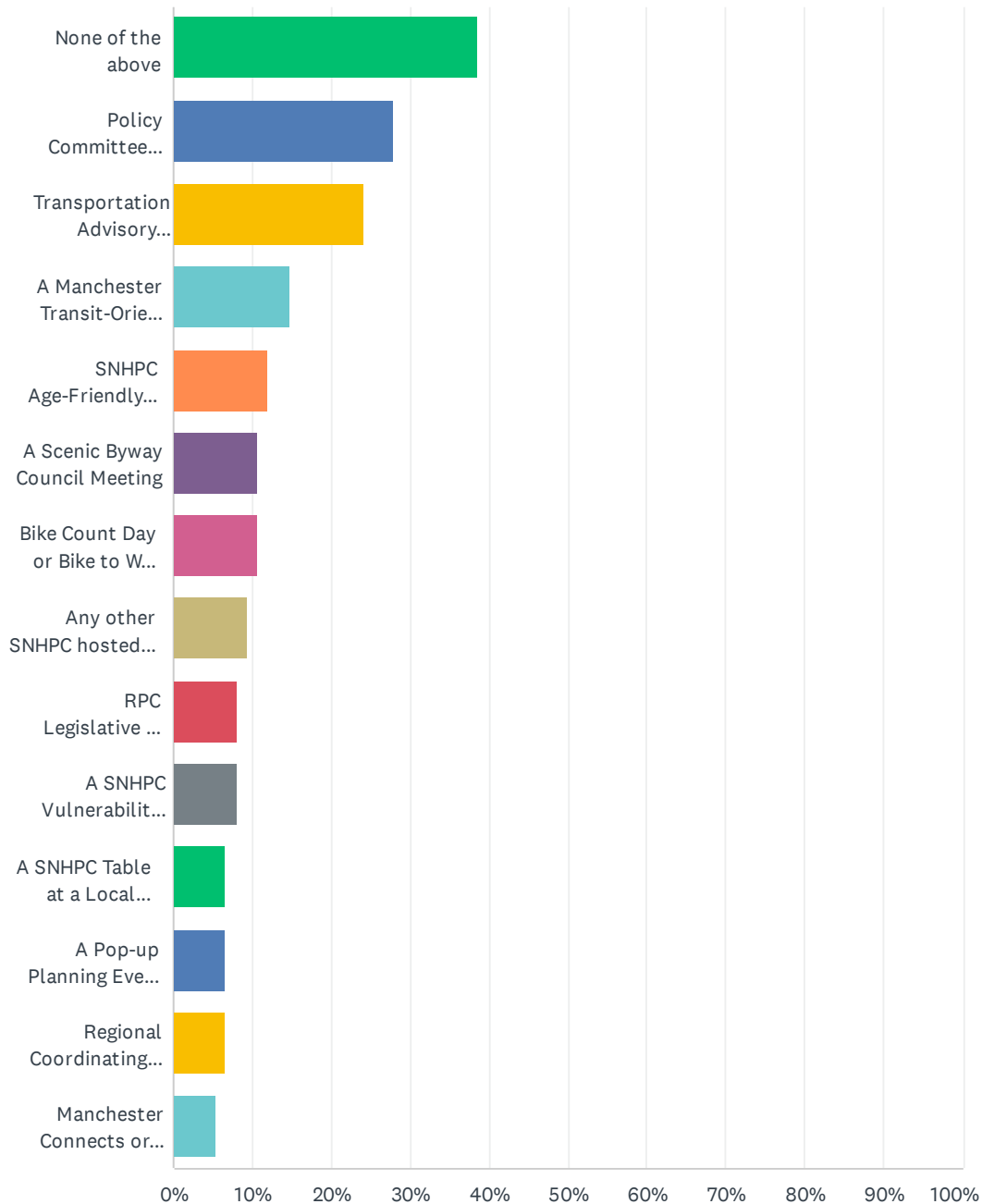
#	OTHER SOCIAL MEDIA NOT LISTED (PLEASE SPECIFY)	DATE
1	Tiktok	11/26/2021 8:21 PM
2	None	11/23/2021 8:14 AM
3	radio, tv, newspaper	11/14/2021 5:57 PM

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4	I do not use social media	11/12/2021 6:18 AM
5	None	11/10/2021 2:43 PM
6	None	11/10/2021 1:23 PM
7	none listed	11/10/2021 11:21 AM
8	Reddit	11/10/2021 10:40 AM
9	TikTok	11/4/2021 5:13 PM

**Q7 Have you ever participated in any of the following SNHPC hosted meetings, events, or webinars? (Check all that apply, if you are unsure leave blank)**

Answered: 75 Skipped: 45



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ANSWER CHOICES	RESPONSES	
None of the above	38.67%	29
Policy Committee Meetings (Commission Meetings)	28.00%	21
Transportation Advisory Committee (TAC) Meetings	24.00%	18
A Manchester Transit-Oriented Development Meeting, Event, or Webinar	14.67%	11
SNHPC Age-Friendly Transportation Events	12.00%	9
A Scenic Byway Council Meeting	10.67%	8
Bike Count Day or Bike to Work Day Events (Manchester)	10.67%	8
Any other SNHPC hosted meeting? (please specify)	9.33%	7
RPC Legislative Day (at the NH State House)	8.00%	6
A SNHPC Vulnerability Assessment (for Stream Crossings) Meeting or Presentation	8.00%	6
A SNHPC Table at a Local Event (Old Home Days)	6.67%	5
A Pop-up Planning Event (SNHPC aided Parklet Demonstrations)	6.67%	5
Regional Coordinating Council (RCC) Meetings	6.67%	5
Manchester Connects or Millyard Mobility Meetings	5.33%	4
Total Respondents: 75		

#	ANY OTHER SNHPC HOSTED MEETING? (PLEASE SPECIFY)	DATE
1	CEDS	11/22/2021 11:48 PM
2	tiny houses	11/14/2021 3:26 PM
3	Complete streets	11/12/2021 6:20 AM
4	Affordable housing	11/11/2021 10:31 AM
5	There are too many	11/10/2021 6:23 PM
6	Age Friendly	11/10/2021 1:23 PM
7	SNHPC speaker at a meeting (MMAC)	11/5/2021 10:28 AM

## Q8 What changes, if any, can the SNHPC make to improve the meeting/event experience?

Answered: 39 Skipped: 81

#	RESPONSES	DATE
1	<b>More Outreach Volume</b> <b>More Posting Locations</b> More publicity and different locations posted about meeting	12/10/2021 10:22 PM
2	<b>None</b> N/A	11/26/2021 8:21 PM
3	<b>None</b> I am still learning the process.	11/23/2021 1:46 PM
4	<b>None</b> None	11/23/2021 8:14 AM
5	<b>Meeting Format</b> Combine the TAC meetings and SNHPC (Commissioners) meetings it one. We generally have the exact same power point presentations at both meetings.	11/22/2021 11:48 PM
6	<b>More Outreach Volume</b> improve awareness of events in the community. I am not really aware of events hosted by SNHPC	11/22/2021 3:49 PM
7	<b>None</b> No recommendations at this time. I'm just too busy	11/22/2021 3:39 PM
8	<b>Introduction to SNHPC</b> Maybe have "who we are and what we do" reps in each town at several regularly scheduled committee/board/volunteer meetings? recorded monthly video meeting topic announcement for town facebook and cable?	11/22/2021 2:42 PM
9	<b>Online Options</b> Keep an on line public option	11/22/2021 2:29 PM
10	<b>None</b> None, I think the meetings are well run and provide options for participation.	11/22/2021 2:23 PM
11	<b>None</b> N/A SNHPC does a great job.	11/22/2021 1:47 PM
12	<b>Avoid Bias</b> be objective	11/15/2021 3:08 PM
13	<b>None</b> Keep doing what you are doing.	11/14/2021 5:57 PM
14	<b>None</b> None	11/12/2021 6:20 AM
15	<b>Plain Language</b> Notification of upcoming meeting with short summary of topic written in a way that can be understood by ordinary citizens	11/11/2021 2:22 PM
16	<b>Online Options</b> I like when they are offered online through Zoom.	11/11/2021 10:31 AM
17	<b>More Posting Locations</b> more pro-active involvement	11/10/2021 6:23 PM
18	<b>Translation Services</b> Getting language access (interpreters, translated materials, etc.)	11/10/2021 5:14 PM
19	<b>None</b> No changes	11/10/2021 2:50 PM
20	<b>None</b> <b>Online Options</b> I think you are doing a great job, and I like having the ability to join remotely. Parking can be an issue at your office, as well as the size of the meeting room.	11/10/2021 1:11 PM
21	<b>None</b> none	11/10/2021 12:05 PM
22	<b>None</b> unknown.	11/10/2021 11:21 AM
23	<b>None</b> none	11/10/2021 11:07 AM
24	<b>None</b> n/a	11/10/2021 10:40 AM
25	<b>None</b> Not sure	11/10/2021 10:37 AM
26	<b>Implementation Examples</b> I feel that we talk a lot, but it is not always clear how and why our input can be used. I would like to feel like I was making a bigger impact by attending meetings.	11/8/2021 8:45 AM
27	<b>More Outreach Volume</b> Be more vocal about asking us for this	11/5/2021 7:00 PM

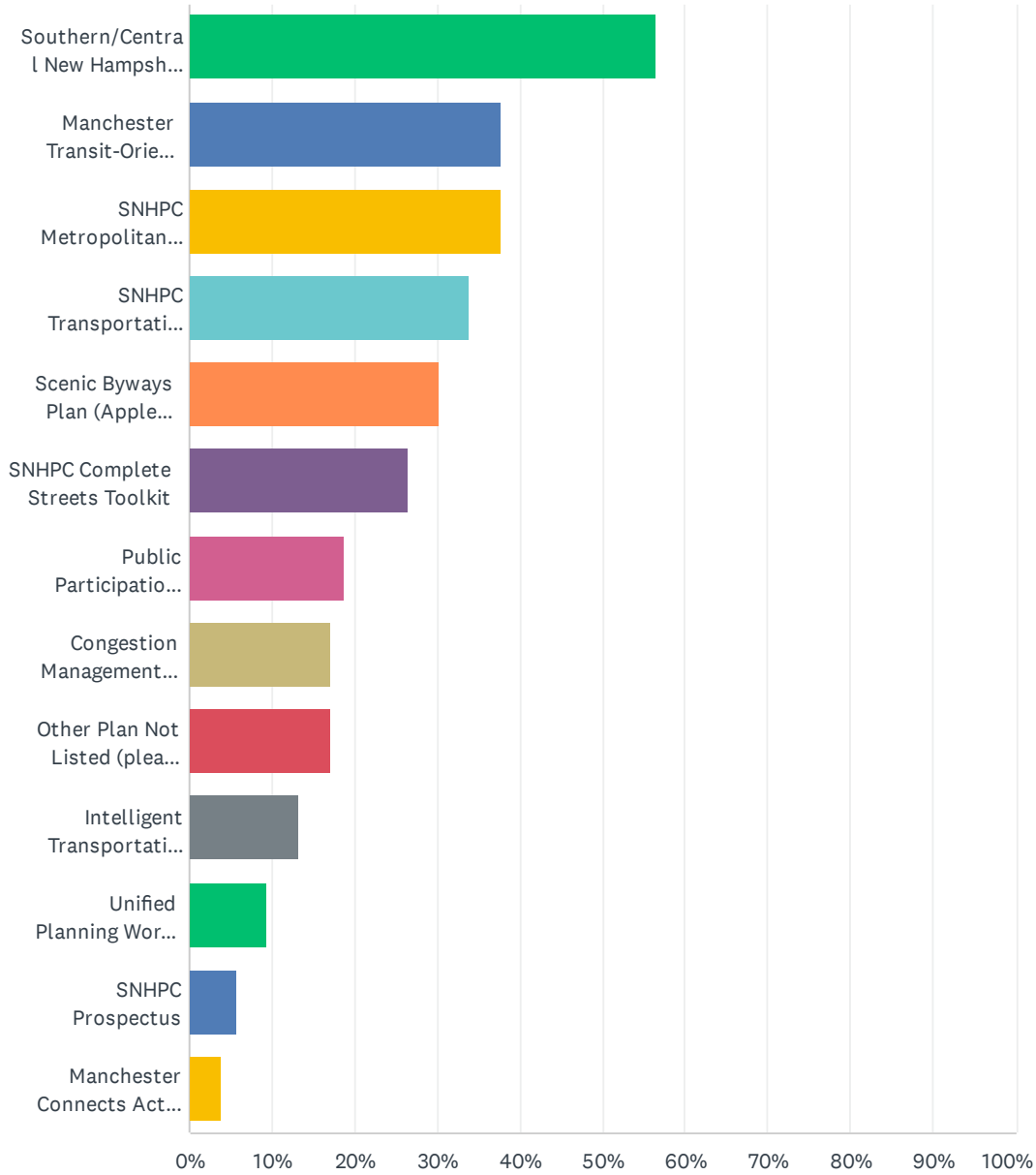
## 2021 SNHPC Public Participation Survey

28	<b>None</b> I'm not familiar enough with the meetings/events to comment	11/5/2021 10:28 AM
29	<b>Translation Services</b> I've only been to one event, but noticed that there was no close captioning.	11/5/2021 6:46 AM
30	<b>None</b> None	11/4/2021 9:35 PM
31	<b>None</b> Not sure, first I've heard of it	11/4/2021 8:58 PM
32	<b>None</b> No idea	11/4/2021 8:04 PM
33	<b>Plain Language</b> I actually didn't know they were open to the public	11/4/2021 4:19 PM
34	<b>None</b> not sure	11/4/2021 2:21 PM
35	<b>None</b> I have no recommendations	11/4/2021 12:58 PM
36	<b>More Advance Notice</b> an accurate calendar with events in well enough advance so that if i need to adjust my work schedule i may do so.	11/4/2021 12:53 PM
37	<b>Online Options</b> Keep zoom	11/4/2021 12:34 PM
38	<b>More Outreach Volume</b> Publicize more	11/4/2021 12:18 PM
39	<b>None</b> Unsure as I have not participated as of yet.	11/4/2021 12:07 PM



## Q9 Are you familiar with or have you ever provided comments on any of the following SNHPC plans? (Check all that apply)

Answered: 53 Skipped: 67



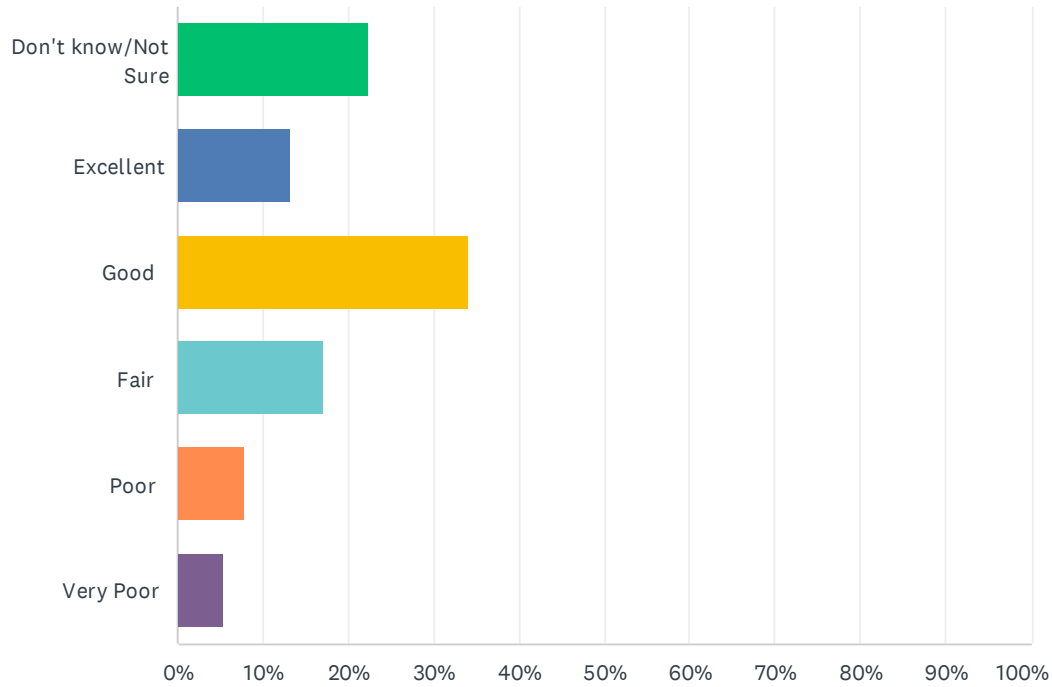
## 2021 SNHPC Public Participation Survey

ANSWER CHOICES	RESPONSES	
Southern/Central New Hampshire Regional Trails Plan	56.60%	30
Manchester Transit-Oriented Development (TOD) Plan	37.74%	20
SNHPC Metropolitan Transportation Plan (MTP) (aka the Long-Range Transportation Plan)	37.74%	20
SNHPC Transportation Improvement Program (TIP)	33.96%	18
Scenic Byways Plan (Apple Way, Gen. John Stark Byway, Robert Frost-Old Stagecoach Byway, or Upper Lamprey Byway)	30.19%	16
SNHPC Complete Streets Toolkit	26.42%	14
Public Participation Plan (PPP)	18.87%	10
Congestion Management Process (CMP)	16.98%	9
Other Plan Not Listed (please specify)	16.98%	9
Intelligent Transportation Systems (ITS) Architecture	13.21%	7
Unified Planning Work Program (UPWP)	9.43%	5
SNHPC Prospectus	5.66%	3
Manchester Connects Action Kits	3.77%	2
Total Respondents: 53		

#	OTHER PLAN NOT LISTED (PLEASE SPECIFY)	DATE
1	Developments of regional impact	11/23/2021 8:14 AM
2	CEDs	11/22/2021 11:48 PM
3	Piscataquog River Management Plan	11/22/2021 3:49 PM
4	Regional Comprehensive Plan	11/22/2021 1:47 PM
5	commuter rail?	11/12/2021 6:18 AM
6	n/a	11/10/2021 10:40 AM
7	Age Friendly	11/10/2021 10:11 AM
8	vaguely familiar but don't think I've commented	11/5/2021 10:28 AM
9	what is SNHPC	11/4/2021 8:04 PM

## Q10 How would you rate SNHPC's performance of informing people of opportunities to participate in transportation planning?

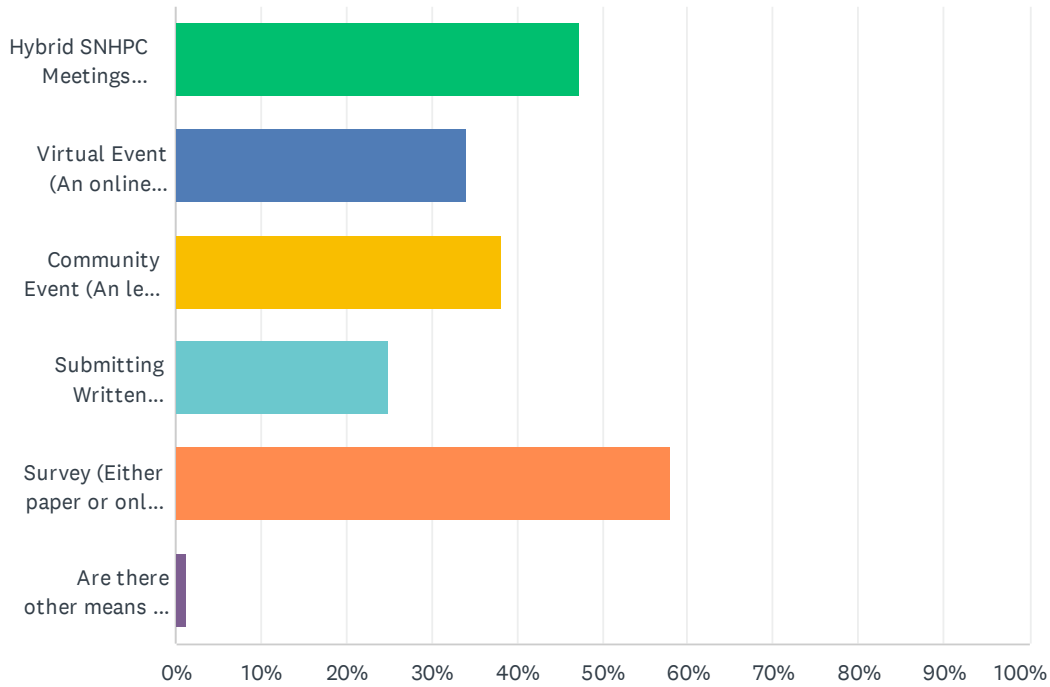
Answered: 76 Skipped: 44



ANSWER CHOICES	RESPONSES	
Don't know/Not Sure	22.37%	17
Excellent	13.16%	10
Good	34.21%	26
Fair	17.11%	13
Poor	7.89%	6
Very Poor	5.26%	4
TOTAL		76

## Q11 What are your preferred methods for giving feedback on SNHPC plans and/or activities?

Answered: 76 Skipped: 44



ANSWER CHOICES		RESPONSES	
Hybrid SNHPC Meetings (Simultaneously online and in-person at the SNHPC Office in Manchester)		47.37%	36
Virtual Event (An online webinar, hosted through Zoom, WebEx or other meeting platform)		34.21%	26
Community Event (An less formal meeting, at a venue located within your community)		38.16%	29
Submitting Written Comments (By e-mail, social media, or other means)		25.00%	19
Survey (Either paper or online survey, which prompts specific questions about the topic)		57.89%	44
Are there other means for providing feedback you prefer? (Please specify)		1.32%	1
Total Respondents: 76			

#	ARE THERE OTHER MEANS FOR PROVIDING FEEDBACK YOU PREFER? (PLEASE SPECIFY)	DATE
1	Survey - Online Only	11/4/2021 12:53 PM

## Q12 Please share your suggestions, if any, on how the SNHPC can improve the feedback process for its plans and/or transportation planning activities?

Answered: 25 Skipped: 95

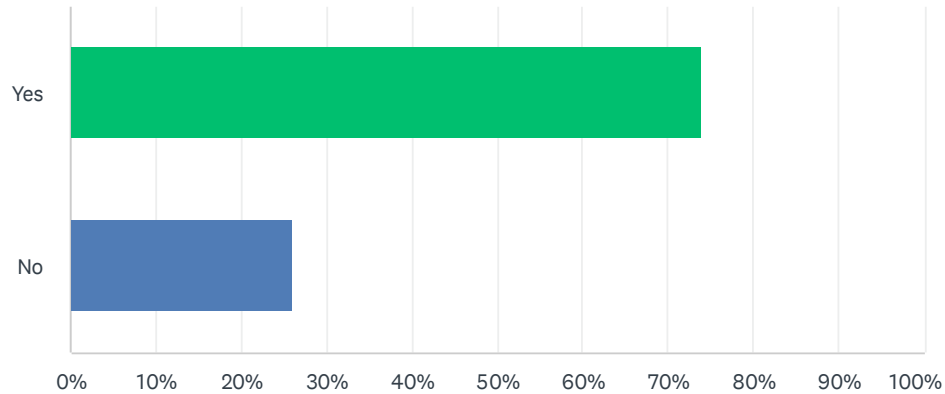
#	RESPONSES	DATE
1	<b>Survey</b> Survey monkey	12/10/2021 10:22 PM
2	<b>Town Hall</b> An open discussion where anyone could give feedback and the commissioners respond to them would be the best way to improve feedback.	11/26/2021 8:21 PM
3	<b>Town Hall</b> Added Town Meeting, community events	11/22/2021 3:49 PM
4	<b>None</b> Please see above	11/22/2021 3:39 PM
5	<b>Town Hall</b> connect with the town Facebook and town website administrators with a 'this is what is happening this week with how to participate info' notice and have them post it consistently on a certain day/time?? Put the same info in local papers?	11/22/2021 2:42 PM
6	<b>None</b> n/a	11/22/2021 1:47 PM
7	<b>None</b> None	11/12/2021 6:20 AM
8	<b>Cross Event</b> set up information tables at larger community events	11/10/2021 3:01 PM
9	<b>None</b> no suggestions	11/10/2021 2:50 PM
10	<b>More Outreach Channels</b> From my perspective, it appears that participation has grown over the past few years. Prior to the Pandemic, you could not find an empty seat in the room for most of your meetings/presentations. The harder task is finding a way to get the word out to the public. I think Facebook and possibly Tik Toc would help with that. Another venue would be speaking with high schol students throughout the region.	11/10/2021 1:11 PM
11	<b>None</b> unknown	11/10/2021 11:21 AM
12	<b>None</b> none	11/10/2021 11:07 AM
13	<b>Simple Polls</b> What if you generate some simple polls (no more than five questions) that are linked with QR codes and advertised in restaurants, at bus stops, waiting rooms, and other gathering places where people have a little downtime to use their phones to give feedback?	11/10/2021 10:40 AM
14	<b>More Outreach Channels</b> Greater use of available media to ask.	11/10/2021 10:39 AM
15	<b>None</b> NA	11/10/2021 10:37 AM
16	<b>Clear Language</b> Clearly defining the type of feedback they are looking for and how we can help.	11/8/2021 8:45 AM
17	<b>None</b> .	11/5/2021 7:00 PM
18	<b>Clear Language</b> I am not very familiar with the work of SNHPC or it's relationship to the communities in its area of service. Public transportation would be the topic I'm most interested in but solving that issue seems impossible	11/5/2021 10:28 AM
19	<b>Clear Language</b> I think some people may be hesitant to provide feedback because they feel that they are not experts.	11/5/2021 6:46 AM
20	<b>None</b> Not sure	11/4/2021 8:58 PM
21	<b>Clear Language</b> Why would you put a link to the survey in a public Facebook group. I have no idea what SNHPC does, ad these questions are very specific and are geared towards people who know who you are	11/4/2021 8:04 PM
22	<b>None</b> not sure	11/4/2021 2:21 PM

## 2021 SNHPC Public Participation Survey

23	<b>Simple Polls</b>	digital / phone friendly surveys asking for public input. thank you!	11/4/2021 12:53 PM
24	<b>None</b>	None	11/4/2021 12:34 PM
25	<b>Cross Event</b>	Perhaps loop in other Committees/Boards in the cities/towns ahead of time. Reach out to the Chair of the Committees/Boards and ask them to invite the members to submit email addresses to become involved. Good start there since it's active community members who are working on improving each part of their communities.	11/4/2021 12:07 PM

## Q13 Would you or your organization consider informing others of upcoming meetings/events for certain topics?

Answered: 73 Skipped: 47



ANSWER CHOICES	RESPONSES
Yes	73.97% 54
No	26.03% 19
TOTAL	73

#	IF YES, WHAT TOPICS WOULD YOU OR YOUR ORGANIZATION BE INTERESTED IN SHARING WITH OTHERS?	DATE
1	<b>Bike</b> <b>Trails</b> Bicycling , rail trails	12/10/2021 10:22 PM
2	<b>Introduction to SNHPC</b> Meeting time and more about the commission.	11/26/2021 8:21 PM
3	<b>Conservation</b> <b>Non-Transportation</b> Conservation issues, natural resources events	11/23/2021 8:14 AM
4	<b>Bike</b> <b>Trails</b> Trails, making them accessible. Making communities more biker friendly.	11/22/2021 8:32 PM
5	<b>None</b> Not sure	11/22/2021 3:39 PM
6	<b>Introduction to SNHPC</b> <b>Non-Transportation</b> <b>Trails</b> Coordinating with abutting communities about things like trails, pollinator corridors, etc.	11/22/2021 3:11 PM
7	<b>Climate</b> <b>Community</b> <b>Health</b> <b>Safety</b> general community betterment topics - recreation, transportation, safety, health, climate change mitigation, community building	11/22/2021 2:42 PM
8	<b>Region</b> Regional transportation	11/22/2021 1:47 PM
9	<b>Region</b> Region	11/14/2021 5:57 PM
10	<b>Introduction to SNHPC</b> Share everything that comes up. Most people seem to think "someone else" is taking care of everything for them.	11/14/2021 3:26 PM
11	<b>Community</b> Transportation or local consensus events for projects	11/12/2021 6:20 AM
12	<b>Climate</b> Climate Change Energy	11/10/2021 6:23 PM
13	<b>Complete Streets/TOD</b> TOD and Complete street.	11/10/2021 5:14 PM
14	<b>Introduction to SNHPC</b> Various reports, notification of your existence, highlight your website for information.	11/10/2021 1:11 PM

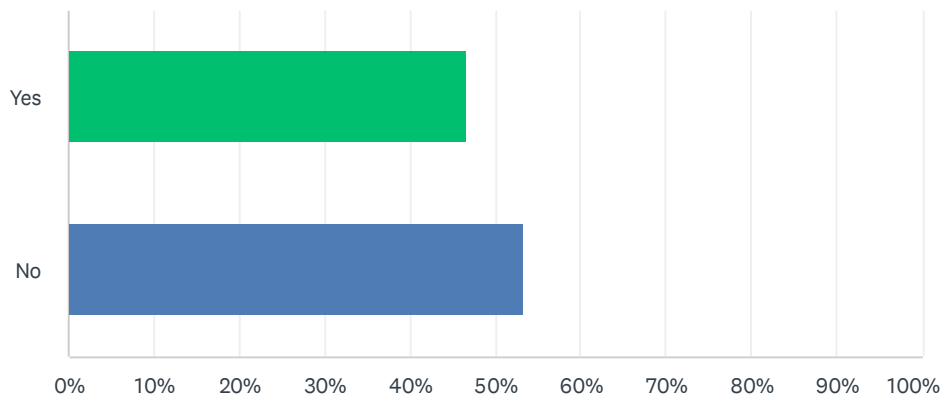


## 2021 SNHPC Public Participation Survey

15	<b>Climate</b> Environmental Impacts	11/10/2021 12:05 PM
16	<b>Introduction to SNHPC</b> transportation issues	11/10/2021 11:07 AM
17	<b>Introduction to SNHPC</b> All events	11/10/2021 10:43 AM
18	<b>Community</b> Quality of life, vs. transportation planning	11/10/2021 10:42 AM
19	<b>Introduction to SNHPC</b> Transportation plans - current and future.	11/10/2021 10:39 AM
20	<b>None</b> Not sure	11/10/2021 10:37 AM
21	<b>Non-Transportation</b> Communities' approaches to impact fees, what they charge what they include, frequency of updating.	11/10/2021 10:34 AM
22	<b>Bike</b> <b>Complete Streets/TOD</b> <b>Trails</b> Active transportation topics	11/9/2021 6:51 AM
23	<b>Introduction to SNHPC</b> Anything involving engineering and infrastructure topics.	11/8/2021 8:45 AM
24	<b>Introduction to SNHPC</b> Transportation	11/7/2021 1:53 PM
25	<b>Complete Streets/TOD</b> <b>Equity</b> <b>Non-Transportation</b> Meetings involving transportation especially the need for more access areas are public transportation or longer hours of availability. This is a barrier for housing especially affordable housing and jobs.	11/5/2021 7:00 PM
26	<b>Equity</b> Effects of transportation and its planning on marginalized communities.	11/5/2021 11:42 AM
27	<b>Introduction to SNHPC</b> but I don't have an organization to inform	11/5/2021 10:28 AM
28	<b>Equity</b> Housing and transportation. Affordable housing.	11/5/2021 6:46 AM
29	<b>Introduction to SNHPC</b> anything Manchester and public transportation related	11/4/2021 5:13 PM
30	<b>Active Transportation</b> <b>Complete Streets/TOD</b> Multimodal transportation	11/4/2021 4:19 PM
31	<b>Active Transportation</b> <b>Bike</b> <b>Trails</b> rail trails, bike/ped, trail counting	11/4/2021 2:21 PM
32	<b>Complete Streets/TOD</b> Transportation oriented development	11/4/2021 1:52 PM
33	<b>Climate</b> anything that can reduce gas/carbon emissions and/or provide more equitable transportation means for any-income-level granite staters.	11/4/2021 12:53 PM
34	<b>Complete Streets/TOD</b> <b>Trails</b> Rail trails Passenger rail	11/4/2021 12:34 PM
35	<b>Introduction to SNHPC</b> All.	11/4/2021 12:07 PM

## Q14 Do you currently receive the SNHPC's Quarterly Newsletter and Media Blast emails?

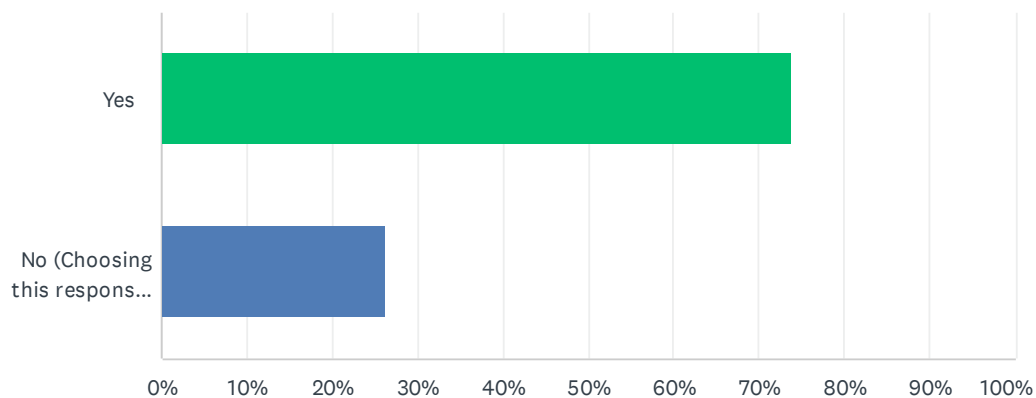
Answered: 75   Skipped: 45



ANSWER CHOICES	RESPONSES	
Yes	46.67%	35
No	53.33%	40
TOTAL		75

## Q15 Are you willing to answer five more questions about your age, race, gender, and income?

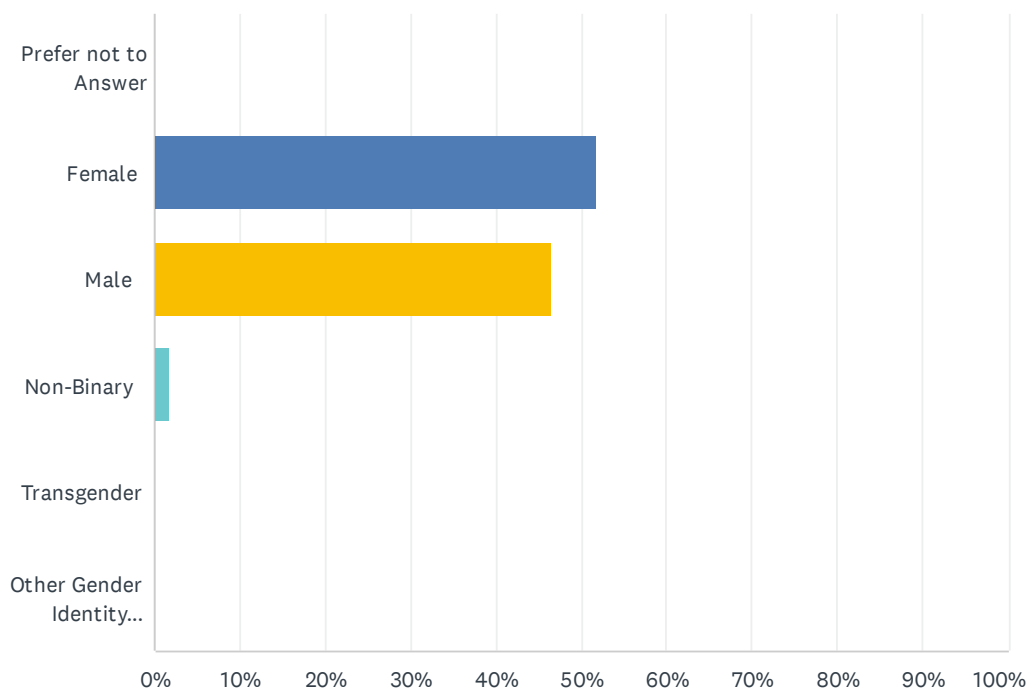
Answered: 76 Skipped: 44



ANSWER CHOICES	RESPONSES	
Yes	73.68%	56
No (Choosing this response brings you to the end of the survey)	26.32%	20
TOTAL		76

## Q16 To which gender do you most identify?

Answered: 56   Skipped: 64

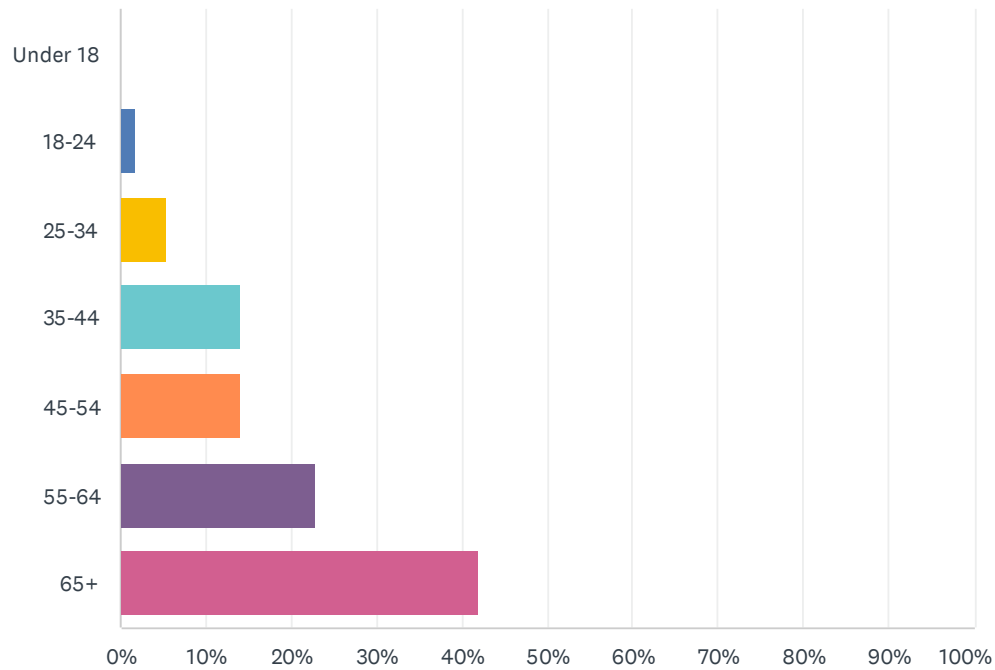


ANSWER CHOICES	RESPONSES	
Prefer not to Answer	0.00%	0
Female	51.79%	29
Male	46.43%	26
Non-Binary	1.79%	1
Transgender	0.00%	0
Other Gender Identity (Please Write-in Answer)	0.00%	0
<b>TOTAL</b>		<b>56</b>

#	OTHER GENDER IDENTITY (PLEASE WRITE-IN ANSWER)	DATE
	There are no responses.	

## Q17 What is your age?

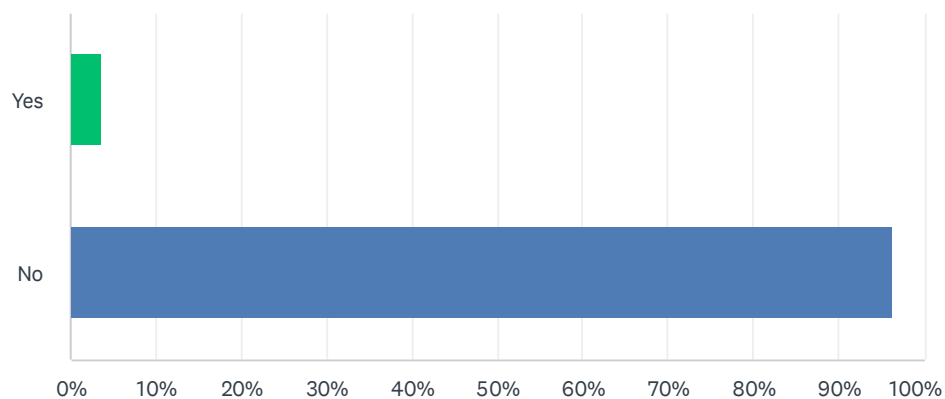
Answered: 57   Skipped: 63



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	1.75%	1
25-34	5.26%	3
35-44	14.04%	8
45-54	14.04%	8
55-64	22.81%	13
65+	42.11%	24
TOTAL		57

## Q18 Are you Hispanic or Latino?

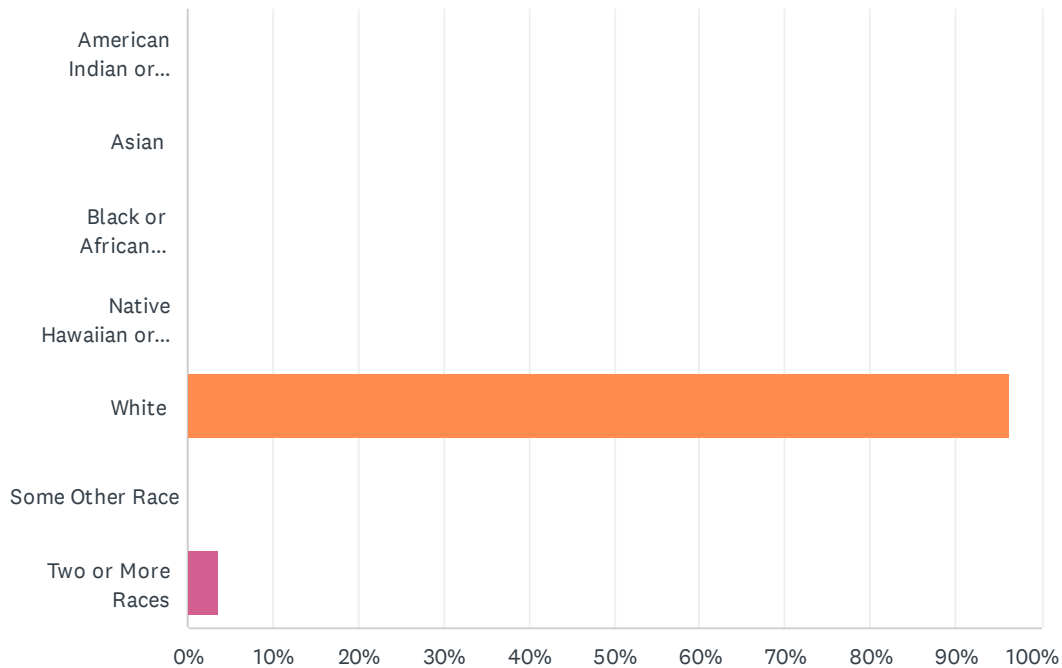
Answered: 56   Skipped: 64



ANSWER CHOICES	RESPONSES	
Yes	3.57%	2
No	96.43%	54
TOTAL		56

## Q19 Are You...

Answered: 56   Skipped: 64

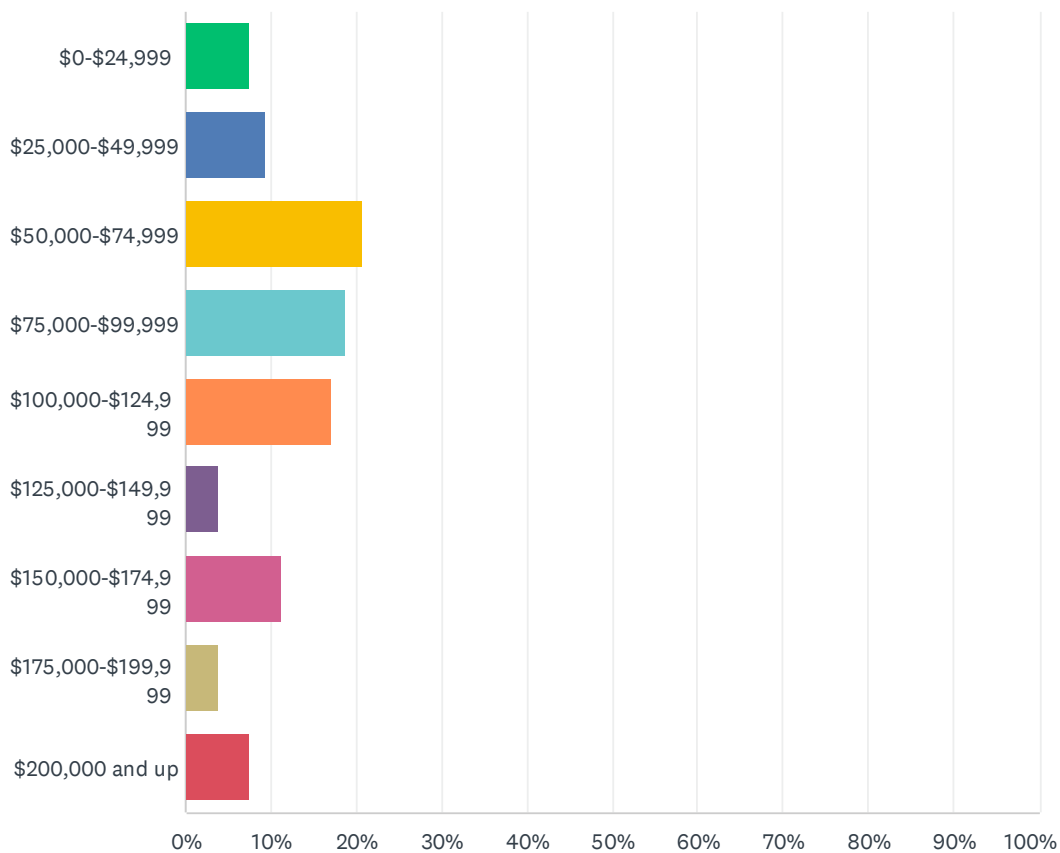


ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	0.00%	0
Asian	0.00%	0
Black or African American	0.00%	0
Native Hawaiian or Other Pacific Islander	0.00%	0
White	96.43%	54
Some Other Race	0.00%	0
Two or More Races	3.57%	2
TOTAL		56



## Q20 What is your approximate average household income?

Answered: 53    Skipped: 67



ANSWER CHOICES	RESPONSES	
\$0-\$24,999	7.55%	4
\$25,000-\$49,999	9.43%	5
\$50,000-\$74,999	20.75%	11
\$75,000-\$99,999	18.87%	10
\$100,000-\$124,999	16.98%	9
\$125,000-\$149,999	3.77%	2
\$150,000-\$174,999	11.32%	6
\$175,000-\$199,999	3.77%	2
\$200,000 and up	7.55%	4
TOTAL		53

## Appendix B: Survey Results Presentation to the SNHPC Technical Advisory Committee

# 2021 SNHPC Public Participation Survey Report

Thursday, January 20<sup>th</sup>, 2022

## 120

**Total Responses**

Survey Sample Period:

11.4.2021 to 12.14.2021

Survey Completion Response: 73



## Southern NH Planning Commission



## Public Participation Survey



# Survey Methodology

Online Survey



**SNHPC**

## **Southern NH Planning Commission**



## Survey Approach

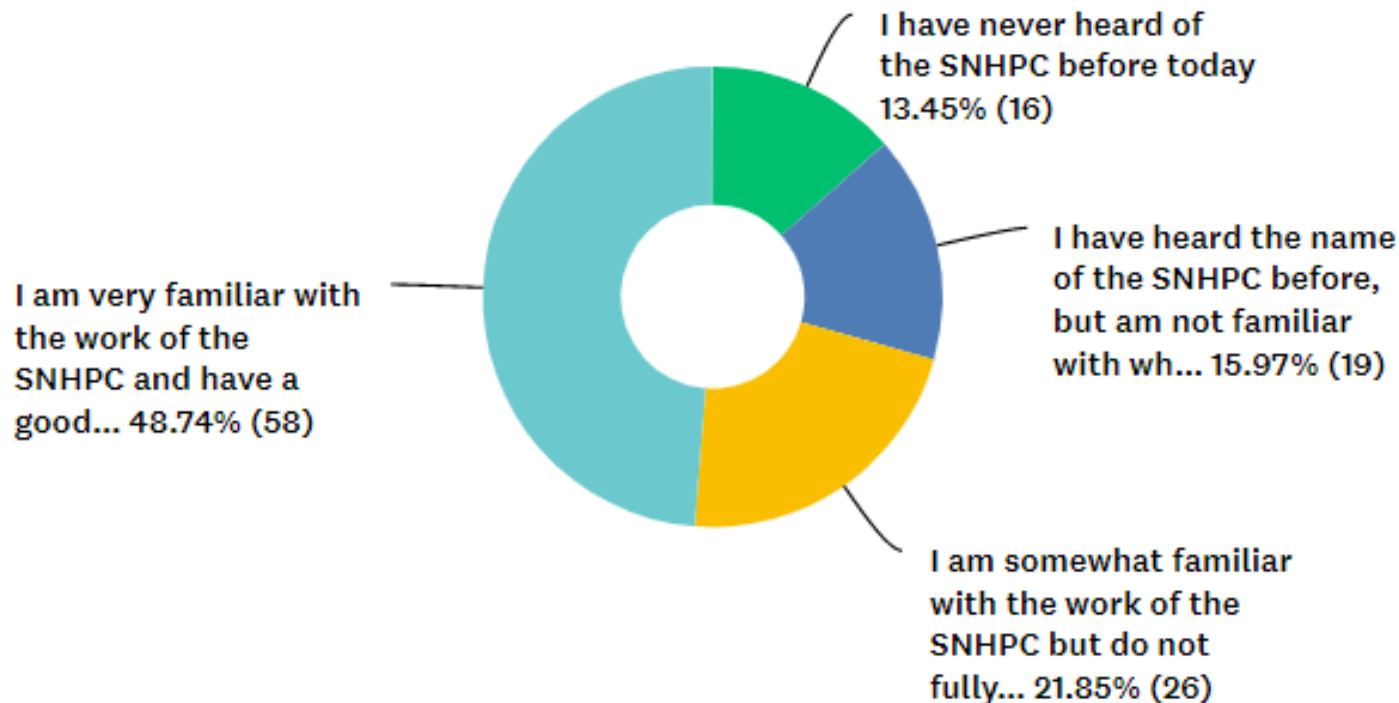
- Opinion Style format
- General Audience + Stakeholders
- Targeted Social Media Posts
- Email and Direct Engagement

## **Public Participation Survey**



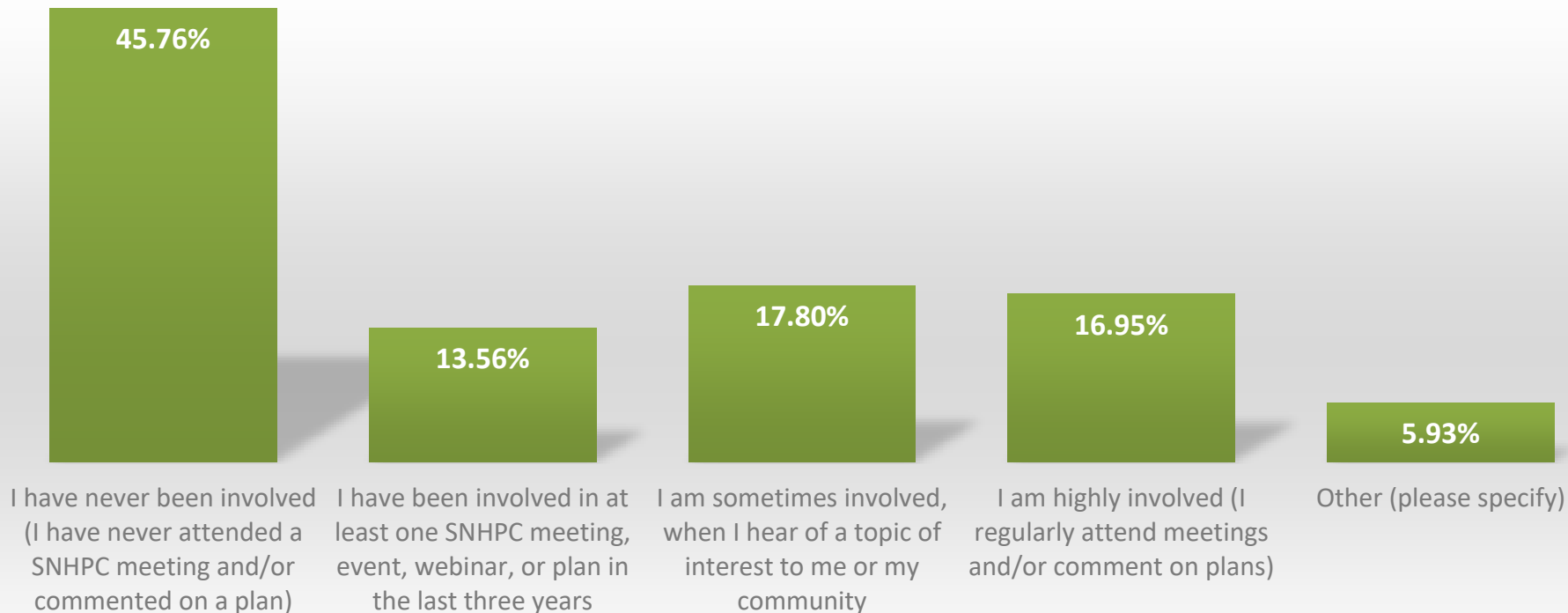
## Q1: How familiar you with the Southern NH Planning Commission (SNHPC)?

Answered: 119 Skipped: 1



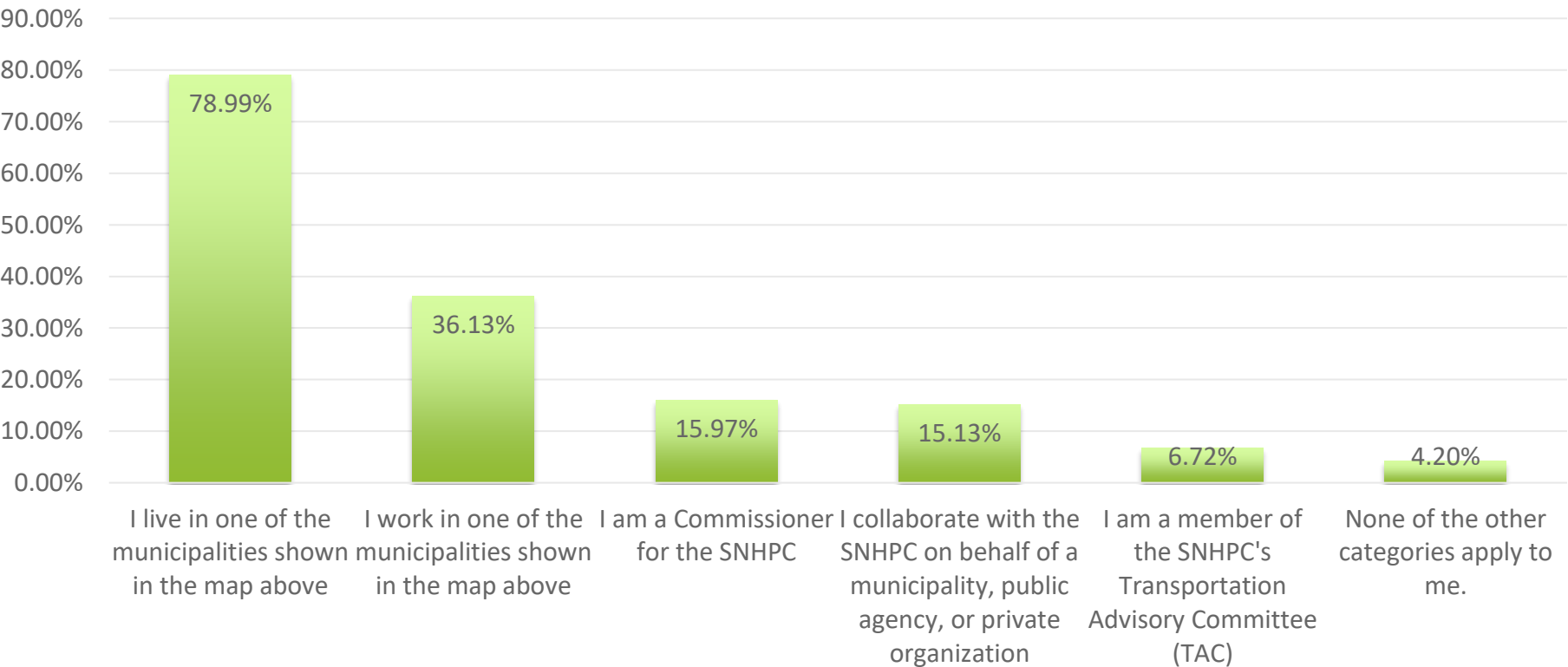
## Q2: How would you describe your current involvement with the SNHPC?

Answered: 118 Skipped: 2



### Q3: Which of the following best describes you?

Answered: 119   Skipped: 1



## Q4: Which of the following present a barrier to your involvement with the SNHPC?

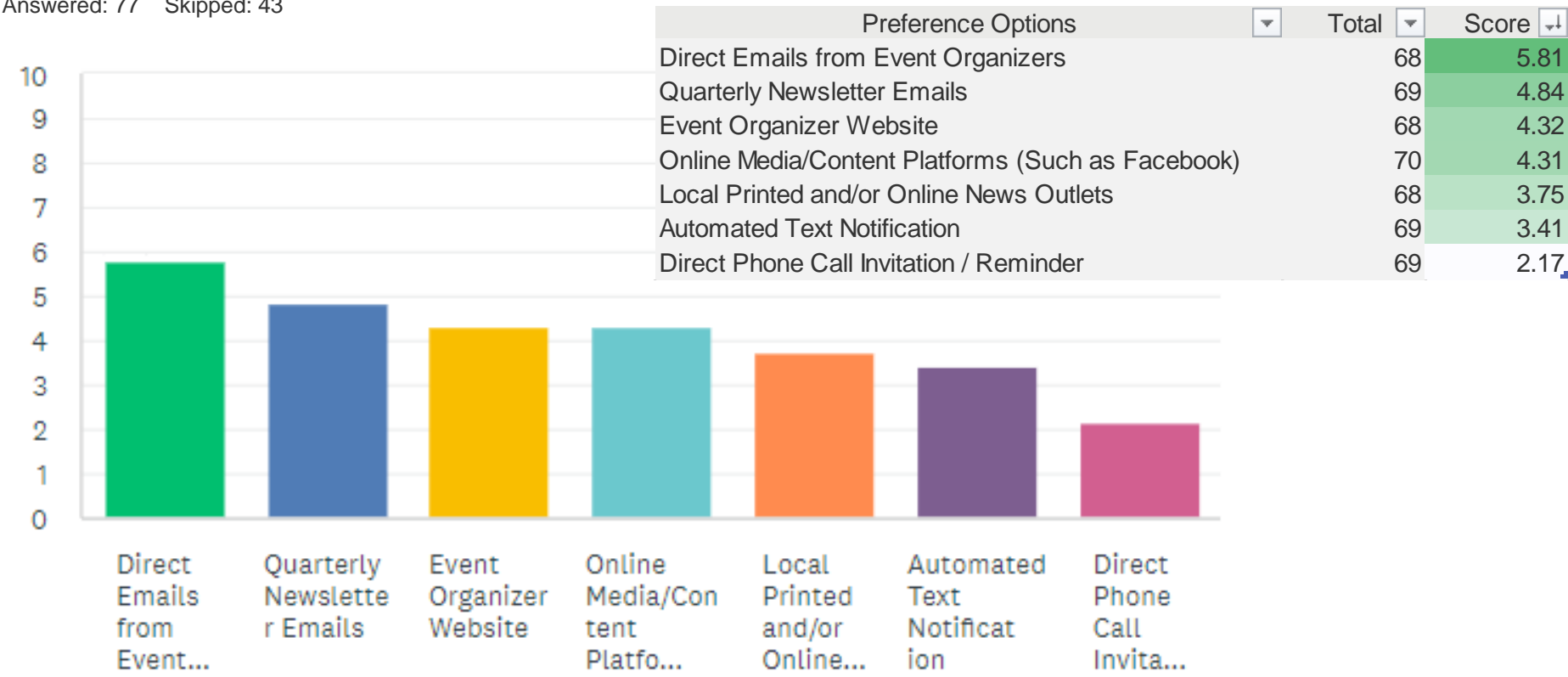
Answered: 114 Skipped: 6

Answer Choices	Response	Count
I have not experienced any barriers to participation	32.46%	37
I don't know how to participate in meetings/events, or provide comments on plans	26.32%	30
A sense that my input/participation will not matter or be taken seriously	14.91%	17
Due to the Pandemic, I am avoiding in-person activities	13.16%	15
Lack of information to make informed comments	11.40%	13
Are there other reasons that keep you from becoming involved?	10.53%	12
I have no interest in becoming involved with SNHPC or any transportation related discussions.	8.77%	10
Meeting locations or times are not convenient	8.77%	10
Lack of time to fully understand the topics discussed	8.77%	10
The transportation topics I am interested in are not addressed by the SNHPC	1.75%	2
Hearing or visual impairments	0.00%	0
Language / translation concerns	0.00%	0



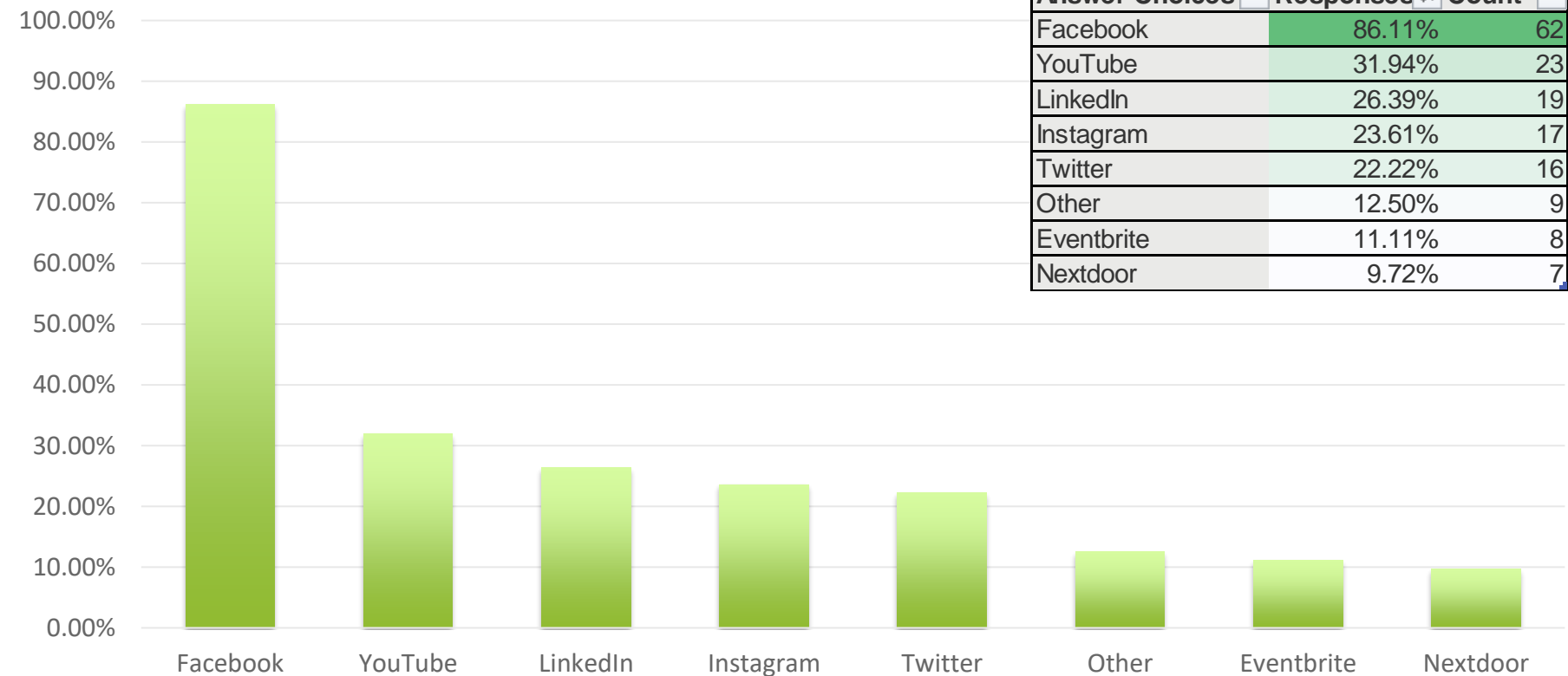
# Q5: Please rank your preference for receiving information about upcoming meetings and/or events. (Higher score equals higher preference)

Answered: 77   Skipped: 43



# Q6: Which online media/content platforms do you regularly use?

Answered: 72    Skipped: 48



Answer Choices	Responses	Count
Facebook	86.11%	62
YouTube	31.94%	23
LinkedIn	26.39%	19
Instagram	23.61%	17
Twitter	22.22%	16
Other	12.50%	9
Eventbrite	11.11%	8
Nextdoor	9.72%	7

## Q7: Have you ever participated in any of the following SNHPC hosted meetings, events, or webinars? (Check all that apply)

Answered: 75   Skipped: 45

Answer Choices	Responses	Count
None of the above	38.67%	29
Policy Committee Meetings (Commission Meetings)	28.00%	21
Transportation Advisory Committee (TAC) Meetings	24.00%	18
A Manchester Transit-Oriented Development Meeting, Event, or Webinar	14.67%	11
SNHPC Age-Friendly Transportation Events	12.00%	9
A Scenic Byway Council Meeting	10.67%	8
Bike Count Day or Bike to Work Day Events (Manchester)	10.67%	8
Any other SNHPC hosted meeting? (please specify)	9.33%	7
RPC Legislative Day (at the NH State House)	8.00%	6
A SNHPC Vulnerability Assessment Meeting or Presentation	8.00%	6
A SNHPC Table at a Local Event (Old Home Days)	6.67%	5
A Pop-up Planning Event (SNHPC aided Parklet Demonstrations)	6.67%	5
Regional Coordinating Council (RCC) Meetings	6.67%	5
Manchester Connects or Millyard Mobility Meetings	5.33%	4

## Q8: What changes, if any, can the SNHPC make to improve the meeting/event experience?

Answered: 39 Skipped: 81



**SNHPC**

# **Southern NH Planning Commission**



### What have we heard?

- More outreach content
- Maintain online options
- Use plain language
- Post info in more locations

## **Public Participation Survey**



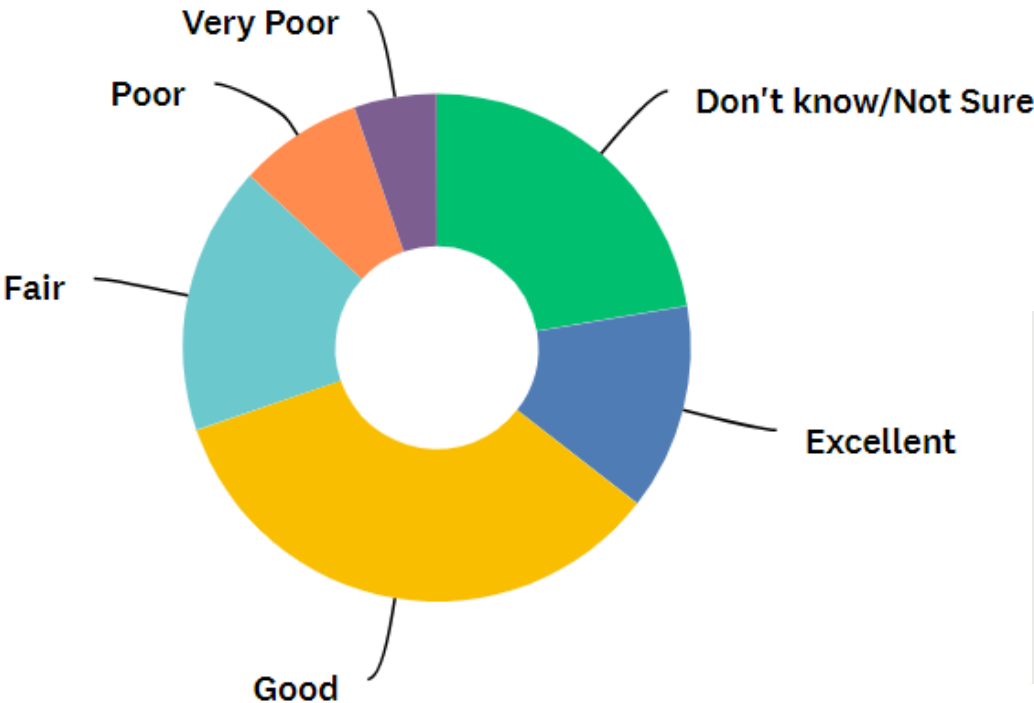
## Q9: Are you familiar with or have you ever provided comments on any of the following SNHPC plans?

Answered: 53   Skipped: 67

Answer Choices	Responses	Count
Southern/Central New Hampshire Regional Trails Plan	56.60%	30
Manchester Transit-Oriented Development (TOD) Plan	37.74%	20
SNHPC Metropolitan Transportation Plan (MTP)	37.74%	20
SNHPC Transportation Improvement Program (TIP)	33.96%	18
Scenic Byways Plan	30.19%	16
SNHPC Complete Streets Toolkit	26.42%	14
Public Participation Plan (PPP)	18.87%	10
Congestion Management Process (CMP)	16.98%	9
Other Plan Not Listed (please specify)	16.98%	9
Intelligent Transportation Systems (ITS) Architecture	13.21%	7
Unified Planning Work Program (UPWP)	9.43%	5
SNHPC Prospectus	5.66%	3
Manchester Connects Action Kits	3.77%	2

# Q10: How would you rate SNHPC's performance of informing people of opportunities to participate in transportation planning?

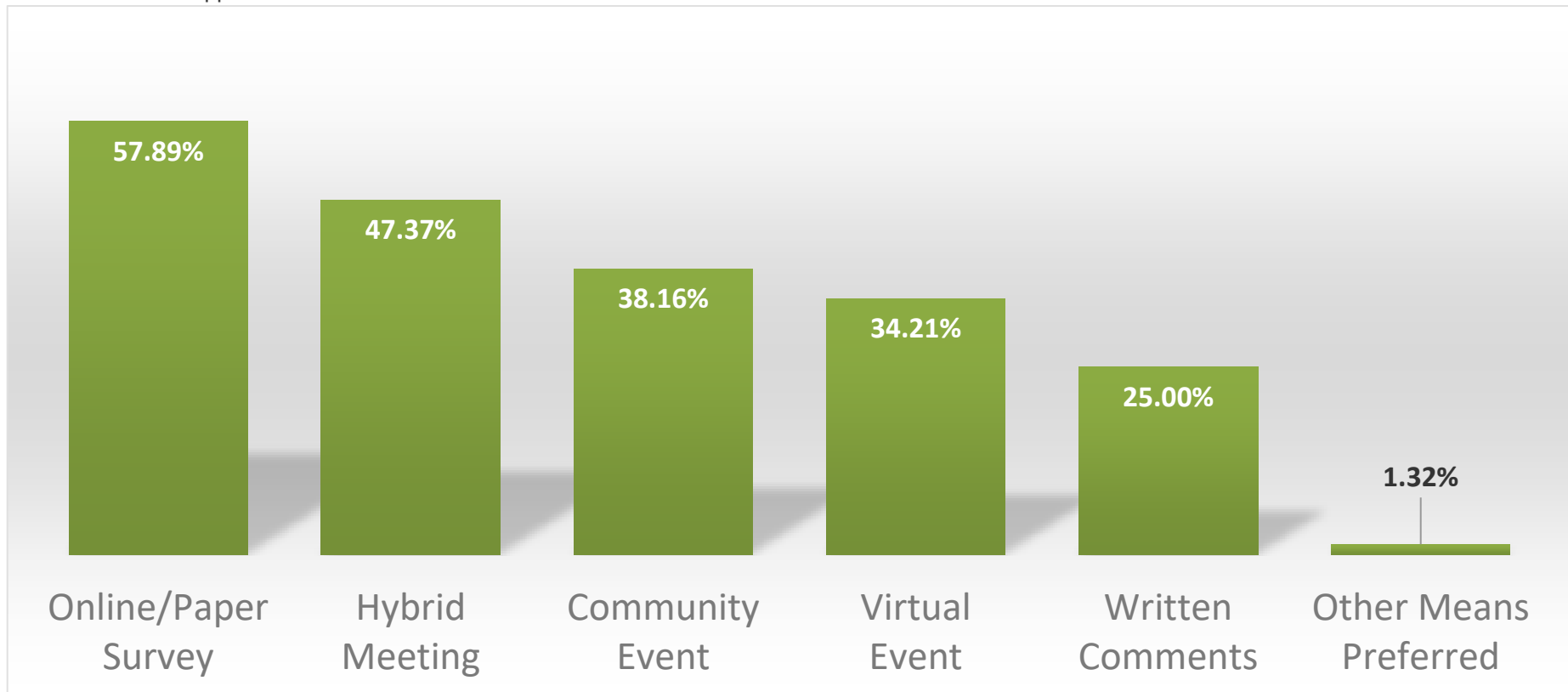
Answered: 76 Skipped: 44



Answer Choices	Responses	
Don't know/Not Sure	22.37%	17
Excellent	13.16%	10
Good	34.21%	26
Fair	17.11%	13
Poor	7.89%	6
Very Poor	5.26%	4

## Q11: What are your preferred methods for giving feedback on SNHPC plans and/or activities?

Answered: 76 Skipped: 44



## Q12: Please share your suggestions, if any, on how the SNHPC can improve the feedback process for its plans and/or transportation planning activities?

Answered: 25 Skipped: 95



**SNHPC**

# **Southern NH Planning Commission**



### What have we heard?

- Use plain language
- Partner with others
- Use simple polling
- Post info in more locations
- Present content at town hall

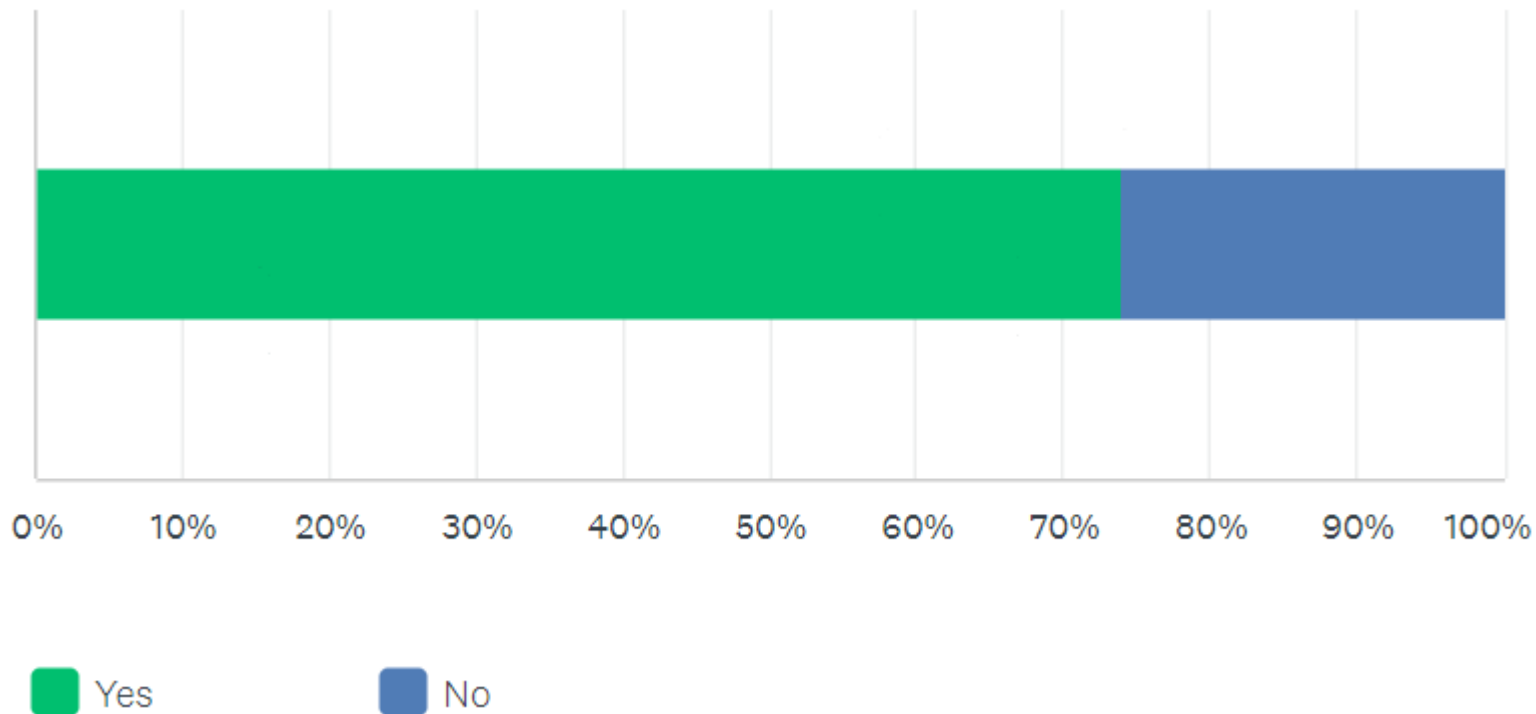
## **Public Participation Survey**





### Q13: Would you or your organization consider informing others of upcoming meetings/events for certain topics?

Answered: 73 Skipped: 47



## Q13: Would you or your organization consider informing others of upcoming meetings/events for certain topics?

Answered: 75 Skipped: 45



**SNHPC**

# **Southern NH Planning Commission**



### What have we heard?

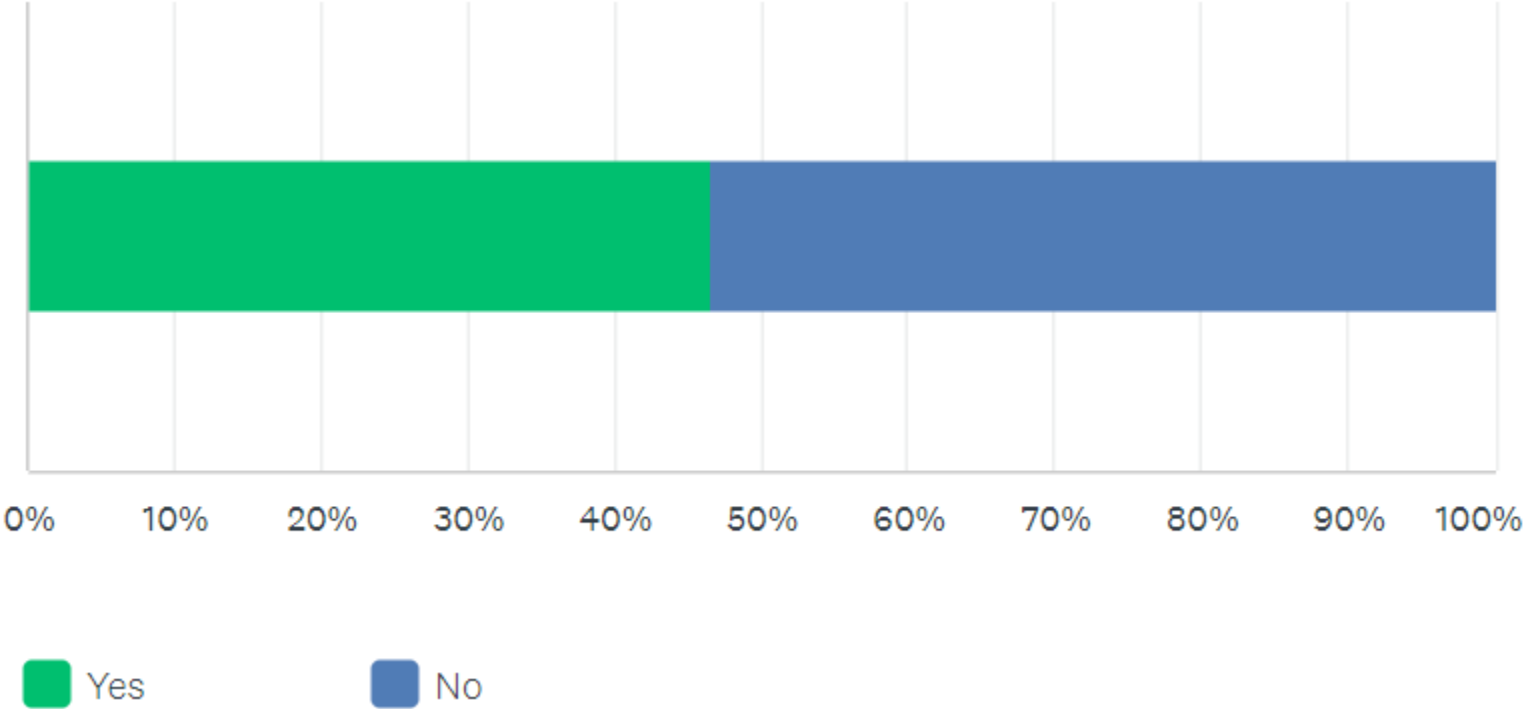
- Introduction to SNHPC's work
- Trails and bike infrastructure
- Complete streets and TOD
- Climate and equity issues
- Region-local coordination

## **Public Participation Survey**



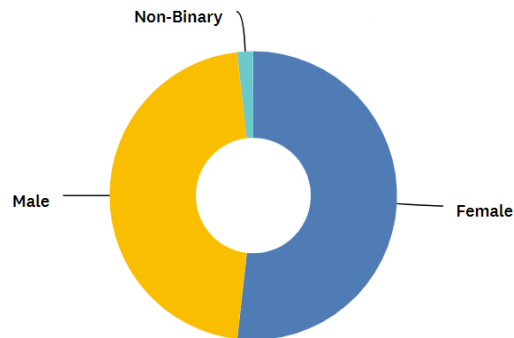
# Q14: Do you currently receive the SNHPC's Quarterly Newsletter and Media Blast emails?

Answered: 75    Skipped: 45



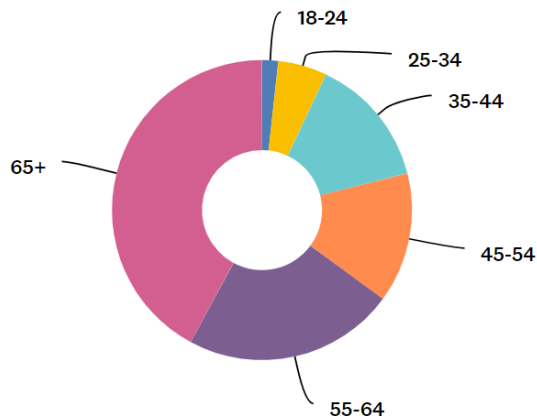
## Gender Identity

Answered: 56 Skipped: 64



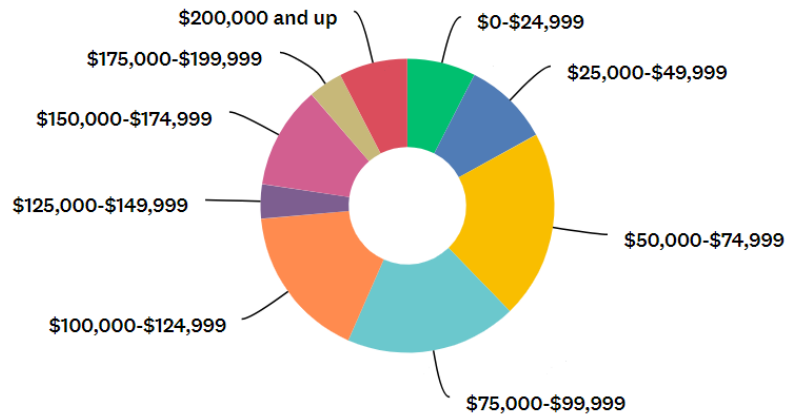
## Age

Answered: 57 Skipped: 63



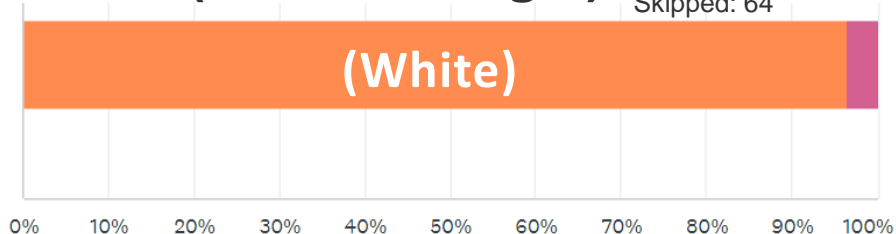
## Income

Answered: 53 Skipped: 67



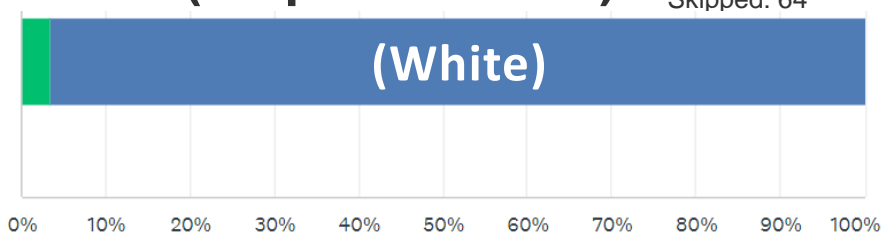
## Race (National Origin)

Answered: 56  
Skipped: 64



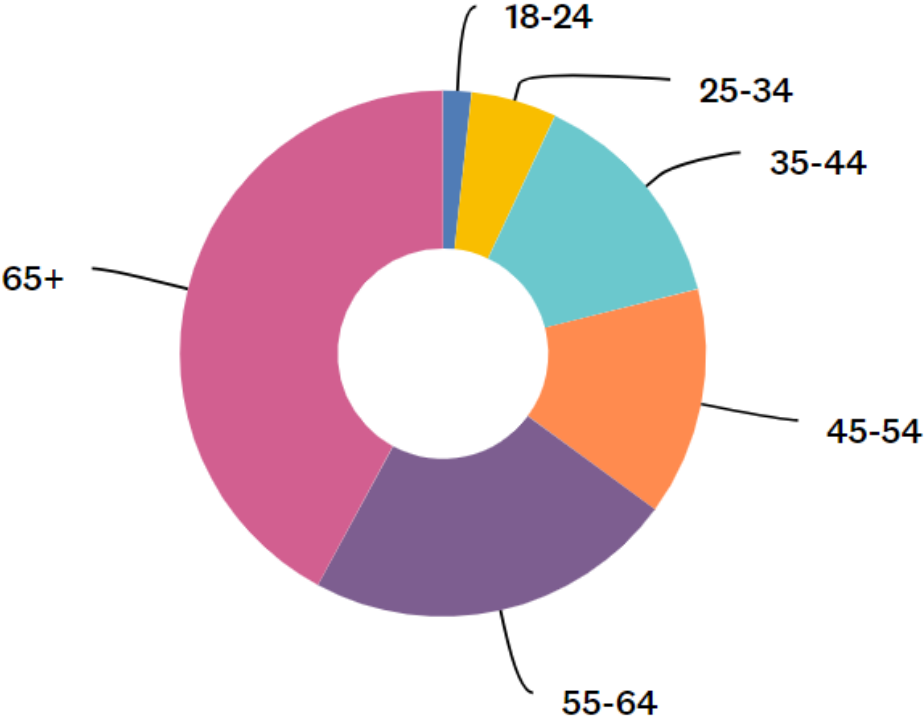
## Race (Hispanic/Latino)

Answered: 56  
Skipped: 64



# Age

Answered: 57    Skipped: 63



Answer Choices	Responses	
Under 18	0.00%	0
18-24	1.75%	1
25-34	5.26%	3
35-44	14.04%	8
45-54	14.04%	8
55-64	22.81%	13
65+	42.11%	24

Survey response is heavily bias towards those 55 years of age and older.

Consider alternative sampling methods for collecting input from younger adults.

# Survey Conclusions

Survey Feedback



## Southern NH Planning Commission



## Survey Findings in Short...

- Affirmation of Outreach Strategy
- Activities Well Matched to Preferences
- Doing a Good Job Informing the Public
- Challenges in Reaching Younger Adults

## Public Participation Survey

