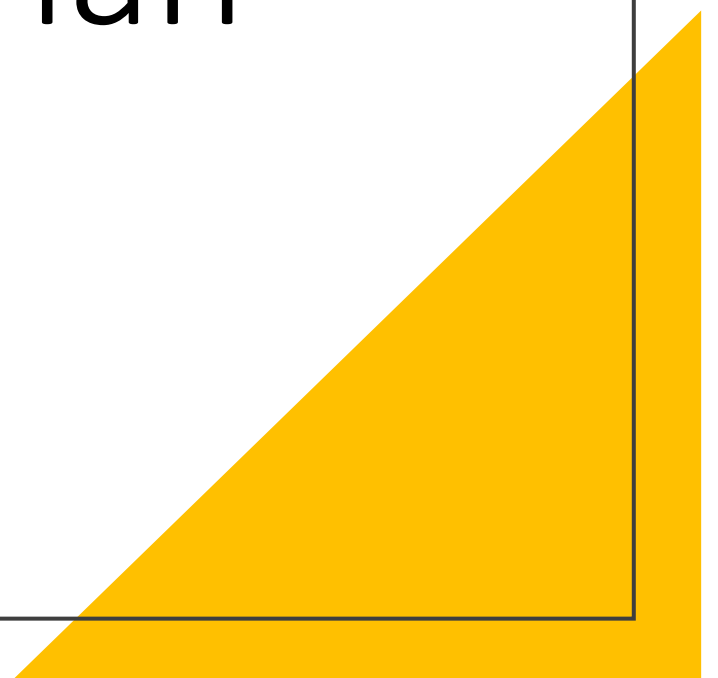
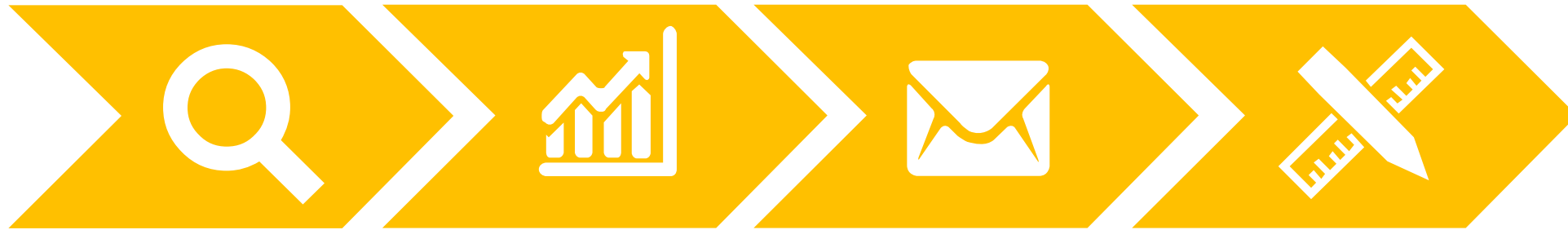


Public Participation Plan Implementation:

Evaluating SNHPC Outreach and Engagement



Evaluation Follows a Four-Step Process...



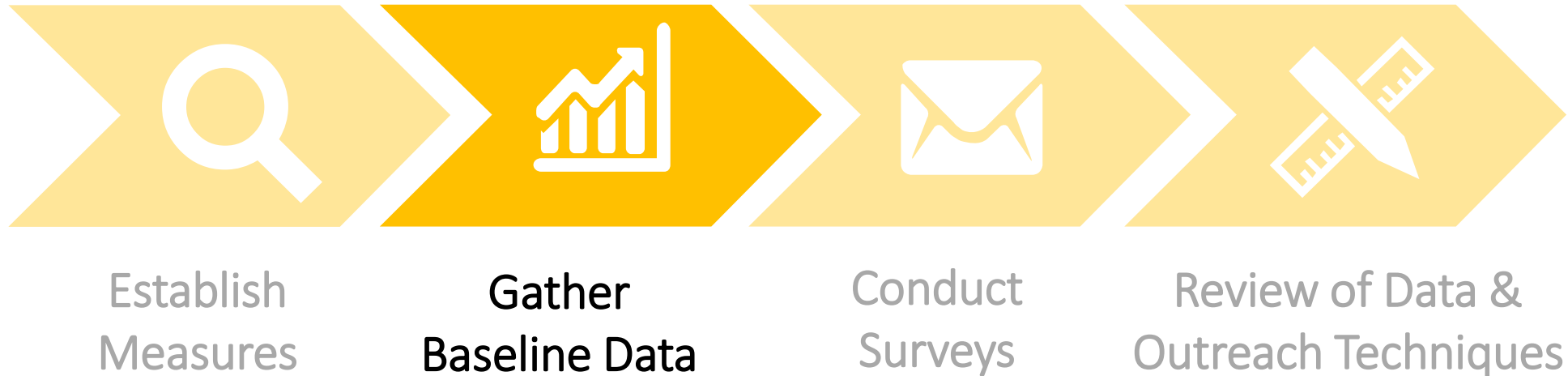
Establish
Measures

Gather
Baseline Data

Conduct
Surveys

Review of Data &
Outreach Techniques

Where is SNHPC In the Process?




**Gather Baseline Data for
FY20-21 Timeframe.**

Outreach Techniques

Tools for Engagement:

The outreach techniques are the identified methods and activities for soliciting participation & engagement in the planning process.

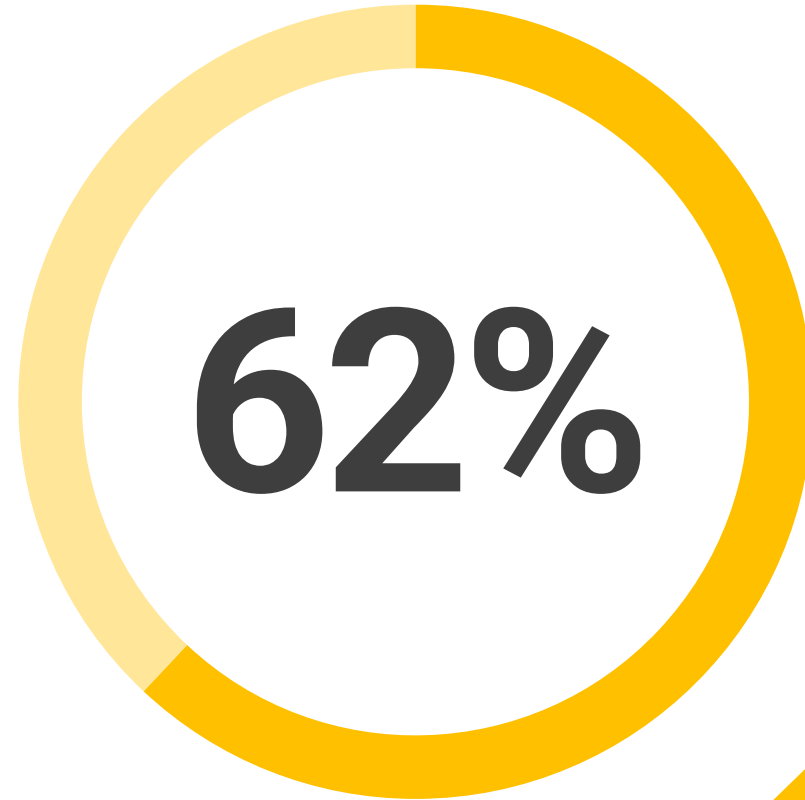
Identified Techniques

1. Public Hearings
 2. Surveys
 3. Customer Service
 4. Outreach Events
 5. Diversity & Inclusion
 6. Public Input
 7. SNHPC Website
 8. Social Media
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

ANNUAL MPO ATTENDANCE

Example of Baseline Data

Meeting Attendance:
MPO attendance in
FY20-21 averaged 24
members per meeting
and comprised 62% of
SNHPC's membership.*



** Attendance among voting member seats, excluding optional county membership as well as the unappointed seats for Allentown, Bow, & Pembroke.*

Example of Baseline Data

FY20-21 Web Traffic:
SNHPC Website saw an average of 560 active users per month and an estimated 6,800 visits annually.



Outreach Measures



Measures establish a baseline of performance for each of the identified outreach techniques.

Baseline Measures

1. TAC/MPO Attendance (Public Hearings)
2. # of Surveys and Participants (Surveys)
3. Satisfaction Feedback (Customer Svcs.)
4. # of Events and Participants (Outreach)
5. Staff Hours @ Minority Led Efforts (D&I)
6. # Comments @ Hearings (Public Input)
7. # of Page Visitors (SNHPC Website)
8. # of Media Posts (Social Media)

What Has Happened?

Virtual Public Meetings:

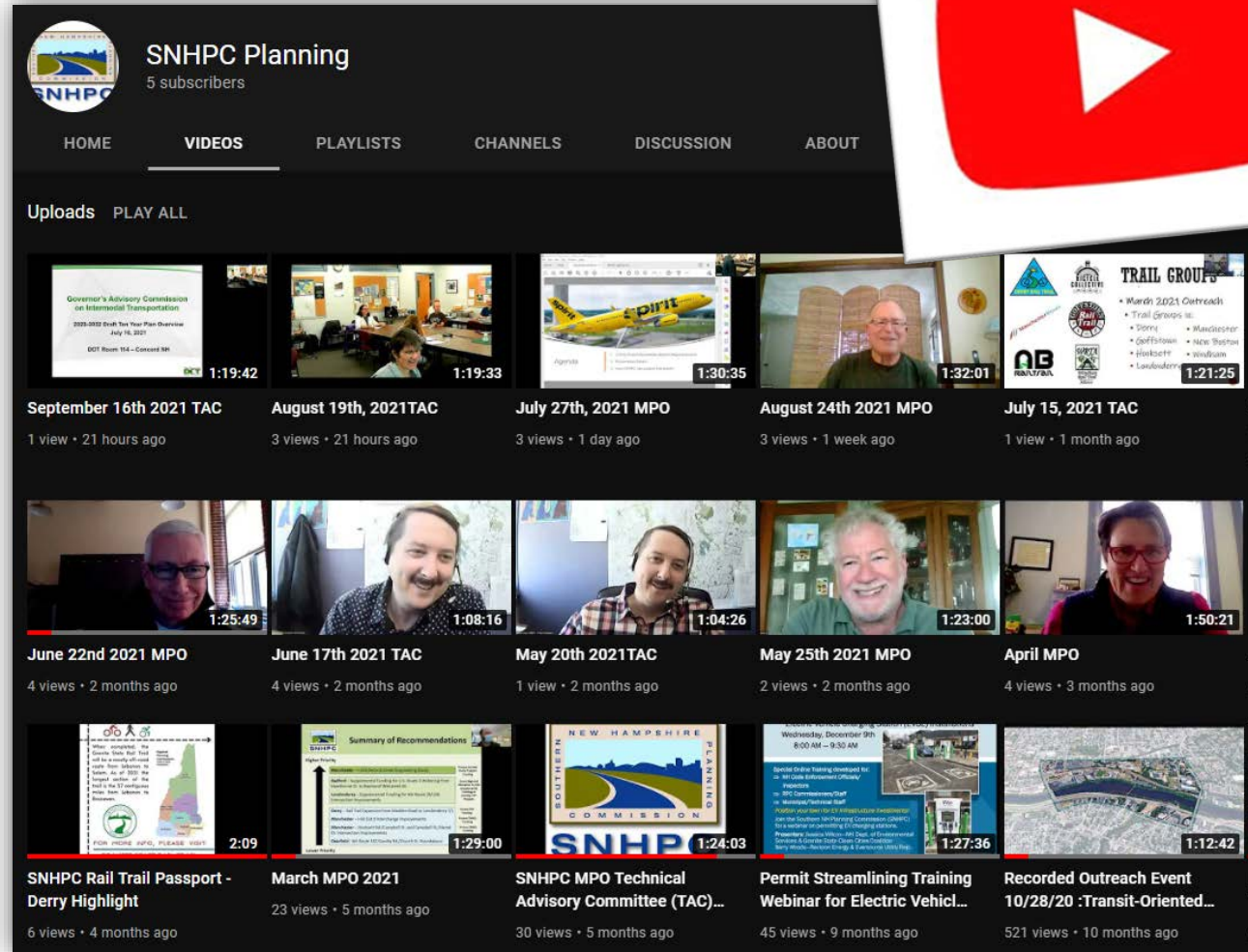
As a result of COVID, SNHPC has adopted a hybrid meeting format.

Virtual access appears to have increased meeting participation



What Has Happened?

Meeting Accessibility:
SNHPC now records all public meetings for public viewing through YouTube.



The image shows a screenshot of the SNHPC Planning YouTube channel page. The channel has 5 subscribers. The page displays a grid of 15 video uploads, each with a thumbnail, title, and view count. The videos are organized by date, with the most recent at the top. The thumbnails show various meeting participants, documents, and maps. The titles include dates and meeting types such as TAC (Technical Advisory Committee), MPO (Metropolitan Planning Organization), and MPO Technical Advisory Committee. The view counts range from 1 to 521 views.

SNHPC Planning
5 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL

Video Title	Duration	Views	Time Ago
September 16th 2021 TAC	1:19:42	1 view	21 hours ago
August 19th, 2021 TAC	1:19:33	3 views	21 hours ago
July 27th, 2021 MPO	1:30:35	3 views	1 day ago
August 24th 2021 MPO	1:32:01	3 views	1 week ago
July 15, 2021 TAC	1:21:25	1 view	1 month ago
June 22nd 2021 MPO	1:25:49	4 views	2 months ago
June 17th 2021 TAC	1:08:16	4 views	2 months ago
May 20th 2021 TAC	1:04:26	1 view	2 months ago
May 25th 2021 MPO	1:23:00	2 views	2 months ago
April MPO	1:50:21	4 views	3 months ago
SNHPC Rail Trail Passport - Derry Highlight	2:09	6 views	4 months ago
March MPO 2021	1:29:00	23 views	5 months ago
SNHPC MPO Technical Advisory Committee (TAC)...	1:24:03	30 views	5 months ago
Permit Streamlining Training Webinar for Electric Vehicl...	1:27:36	45 views	9 months ago
Recorded Outreach Event 10/28/20 :Transit-Oriented...	1:12:42	521 views	10 months ago



What Has Happened?

Webpage Accessibility:
With a recent focus on accessibility, SNHPC has added new tools to the website for ADA accommodation.



The image displays the UserWay website banner and an accessibility menu overlay. The banner features the text "The #1 Web Accessibility Solution for WCAG & ADA Compliance" and a man using a laptop. The accessibility menu is open, showing various tools for improving website accessibility.

UserWay Solutions Pricing Resources Partners Industries About

Sign in Request a Demo Start Free Trial

try it now

The #1 Web Accessibility Solution for WCAG & ADA Compliance

Get compliant & avoid lawsuits with only a single click

Accessibility Menu

Search Merriam-Webster Dictionary

English (USA)

Screen Reader Contrast + Smart Contrast Highlight Links Bigger Text Text Spacing Pause Animations Dyslexia Friendly Cursor Tooltips Line Height Text Align Reset All Page Structure Move/Hide

1.2K Issues Fixed

- A (343 Issues Fixed)
- AA (378 Issues Fixed)
- AAA (401 Issues Fixed)

Southern New Hampshire PLANNING COMMISSION

About SNHPC Community & Economic Development Environment Transportation

Working Together for the Future of Southern New Hampshire

Commission / MPO Traffic Counting

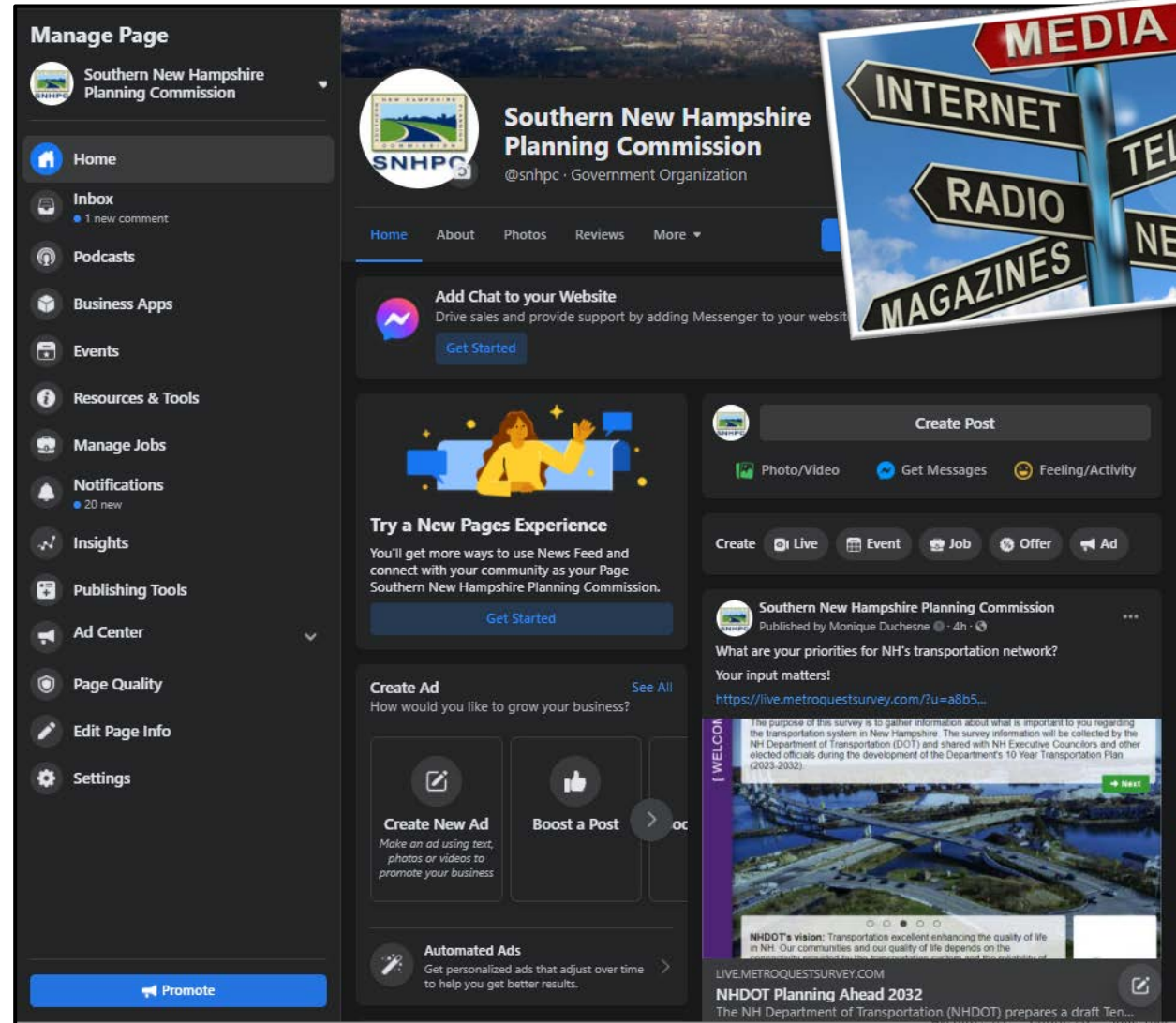
SNHPC Seeking a Report

Report a Problem Manage

USERWAY Accessibility by UserWay.org

What Has Happened?

Virtual Engagement:
SNHPC regularly posts MPO information on Facebook, reaching an average of 100 people per week.



What Has Happened?

Outreach Events:

- TOD Presentations
- Volunteer Driver Fairs
- EV Permit Streamlining
- Scenic Byways
- Community Led Efforts
 - *MHT Enviro Justice Cmte.*
 - *Queen City Bike Collective*
 - *Derry Derby Day*



What's Next?

Stakeholder Satisfaction Survey and Public Survey:

SNHPC staff will seek your input on satisfaction with outreach and engagement activities.



CONTACT US

We Want to Hear from You!



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Tell us what
you think!