

Public Participation Plan



Public Participation Plan Update

Public Comment Period:
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Southern New Hampshire Planning Commission

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What's in a PPP?

1. Introduction

What is public participation?
How we're meeting federal
and state requirements

2. Goals & Strategies

Our vision for how we will
achieve accessible, inclusive,
meaningful participation

3. Approaches

Techniques and strategies we
will use to enhance
engagement

4. MPO Planning Process

How we'll integrate PPP into
Metropolitan Transportation
Plan, TIP, CMP, etc.

5. Performance Measures

How we will track, evaluate, and
improve our PPP efforts



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Revised Goals & Strategies

Our shared vision & approach for
advancing public participation

Goal 1

Expand access to inclusive public engagement opportunities

- Collaborate with a wide variety of individuals and groups to effectively capture the **diverse perspectives** of the region's constituents.
- **Scale public engagement efforts appropriately** to account for community needs and potential local impacts.
- Offer a **variety** of opportunities to engage, both **in-person and virtually**.
- Ensure outreach efforts include **traditionally underserved communities** and **mitigate barriers to engagement** related to language, disability, and transportation and computer access.
- **Meet people where they are** by dovetailing outreach efforts with existing programs, committee meetings, and community events.

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SNHPC

Goal 2

Grow public awareness of regional priorities, activities, and programs

- Refine the **SNHPC brand** and reinforce familiarity via cohesive messaging and design standards.
- Review public-facing materials for **accessibility and legibility**. Simplify language and minimize jargon where possible.
- Develop a **communications strategy** for priority projects or initiatives. Identify key talking points and targeted outreach methods, and develop compelling, highly visual materials.
- **Leverage existing community resource networks** (e.g. libraries, Town newsletters, transportation providers) to facilitate widespread public outreach.
- Experiment with **creative outreach approaches**. Test new ideas for on-site pop-up activities, social media polls, short videos, and more.
- Work with the region's transit stakeholders and public transit providers to **ensure outreach approaches are effectively coordinated**.

Goal 3

Strengthen stakeholder partnerships and ensure their input is reflected in regional planning products

- Strengthen relationships with key stakeholders and identify **local leaders to champion projects and plans.**
- Recruit and convene **active, engaged advisory committees** to leverage local knowledge and expertise.
- Expand participation from **representatives of traditionally underserved communities.**
- Develop compelling, **user-friendly materials** that partners can readily adapt and share with their own networks (e.g. sample social media posts)



Goal 4

Assess "How are we doing?" by evaluating public participation approaches

- **Solidify public participation performance measures** and share with stakeholders, agency partners, and SNHPC Commissioners.
- Use these performance measures to regularly **track and report on the effectiveness** of public participation efforts.
- Explore **new avenues for inviting and receiving public feedback** (e.g. via website forms, exit questionnaires, surveys, and focused conversations).
- **Embrace flexibility.** Pivot approaches as needed in response to emerging concerns and/or new opportunities.





Engagement Approaches

A strategic framework for understanding PPP activities

The Spectrum of Public Participation

>> >> >> *Increasing stakeholder influence on decision-making* >> >> >>



SNHPC developed this graphic with inspiration from the International Association for Public Participation and the Interdisciplinary Association for Population Health Science.



Performance Measures

Indicators that help us track, evaluate, and improve our PPP efforts

Performance Measures

A. Systematic efforts

Activities that are regularly occurring and integrated into larger state, regional and local systems

- **Attendance** tracking at standing monthly meetings (MPO, TAC, EC, RCC)
- Number of **committees** regularly attended by SNHPC staff
- Instances of SNHPC participation in **legislative hearings**, including letters submitted as testimony



Performance Measures

B. Tailored outreach activities

Activities that we strategize independently to address specific project needs and/or broader PPP goals

- Number and type of **public outreach events**
- **Number of participants** at public outreach events
- Number of meetings and outreach events targeting traditionally underrepresented stakeholders and advocacy groups
(Environmental Justice / Title VI)

Performance Measures

C. Surveys

All surveys implemented by SNHPC, including in collaboration with other orgs

- List of surveys conducted and **number of responses**

Performance Measures

D. Publications

Electronic and analog media featuring SNHPC's work, either released directly by SNHPC or published externally

- List of **publications & media coverage**
- Number of materials **translated** for LEP (limited English proficiency) stakeholders
- Number of people on SNHPC **email list**; average open rate



Performance Measures

E. Website & social media

Data analytics from our website, Facebook, and YouTube

- Number of unique **visitors to snhpc.org**
- Various **social media stats**:
 - # of followers
 - # of posts
 - # of YouTube views



Performance Measures

F. Mobility Management

Select **MM** indicators that align with our PPP goals

- Number and type of **mobility management outreach events**
- Number of **community transportation referrals** received and processed (e.g. "I need a ride" form)

Thank you!

Questions?

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