

# Public Participation Plan



# Public Participation Plan Update

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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.

Ninguna persona, por motivos de raza, color u origen nacional, será excluida de participar en ningún programa o actividad llevada a cabo por la Comisión de Planificación del Sur de Nuevo Hampshire, ni se le negarán los beneficios de los mismos, ni será de alguna manera objeto de discriminación.



## TÍTULO VI y la no discriminación



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# 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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