



Shaping
Our Region
From the Ground Up

Plan Central Vermont Staff Updates: July and August 2014

Regional Plan Draft Review Committee: The last RPDRC meeting was held on 8/26/14 from 4–6 PM at CVRPC offices where the committee reviewed the draft Strong and Diverse Economy element and began to assign priority levels to the various strategies identified. Staff also provided updates on public engagement and outreach activities, as well as recent Act 250/Section 248 projects that have been reviewed for regional significance. To view the meeting summary, click here: <http://plancentralvermont.org/event/regional-plan-draft-review-committee-august-26/>. The draft Strong and Diverse Economy element will be reviewed by the Commission at the 9/9/14 meeting and then the RPDRC will meet again on 9/23/14 to make further revisions and continue to assign priority levels to strategies. To view the agenda for that meeting, click here: <http://plancentralvermont.org/event/regional-plan-draft-review-committee-september-23/>.

Economic Development: Staff created a survey using Survey Monkey and distributed the link to working group members to ensure that they were able to provide additional feedback after the final working group meeting that was held on 6/18/2014 from 4–6 PM at CVRPC offices. The full draft of the Strong and Diverse Economy element is now available and was posted to the website on 8/20/2014. Staff plans to present the document to the Commission at their meeting on 9/9/2014. To read the draft Strong and Diverse Economy element, click here: <http://plancentralvermont.org/the-plan/economy/#regionalelement>.

Environment and Natural Resources: The second Environment and Natural Resources working group meeting was held on 7/16/14 from 4–6 PM at CVRPC Offices where the working group reviewed the draft Water Resources and Flood Resilience profile and identified further information and analysis that is needed in key areas. To view the meeting summary, click here: <http://plancentralvermont.org/event/natural-resources-working-group-july-16/>. The draft Water Resources and Flood Resilience profile is now available and was posted on the website on 8/20/2014. To view the profile, click here: <http://plancentralvermont.org/the-plan/environment/#regionalprofile>. The next meeting will be held on 9/17/2014 from 4–6 PM at CVRPC and will focus on a review of the Natural Resources profile and identification of key challenges and trends.

Transportation: At the 6/24/2014 meeting, the Transportation Advisory Committee (TAC) discussed the Regional Transportation Plan Update and reviewed changes to the vision, goals, and policies. Upcoming topics for revision include Ride Share, Travel Demand Management, and Pedestrian and Bike Transit. The committee aims to address Highway matters in early 2015. The next TAC meeting will be held on 9/23/2014 from 7–9 PM at CVRPC offices. To view the agenda for this meeting, click here: <http://plancentralvermont.org/event/transportation-advisory-committee-september-23/>.

Public Engagement

VISTA: CVRPC was selected by SerVermont to host an AmeriCorps VISTA member as Community Engagement Coordinator for a second year. Emily Nosse-Leirer accepted CVRPC's offer of employment and began on August 11. The term of service is one year. To learn more about Emily, click here: <http://plancentralvermont.org/welcome-emily-new-ameriCorps-vista/>.

Online Tools: The project website was launched in February. The website allows us to provide Commissioners, regional residents, and other stakeholders with progress updates and information about upcoming events. Since its launch (February 5), the website has received 1,547 website visits (476 unique visitors) and 6,477 page views. The most-visited pages on the site include: the home page, the community input map, the economy section, and the upcoming events section. As of 8/28/14, the majority of visitors reached the website via direct link (871) – the top referring URLs have been facebook.com (302) and centralvtplanning.org (194). Since 8/1/14, the website has received 138 website visits (41 unique visitors) and 717 page views. The majority of visitors reached the website via direct link (104), facebook.com (18), and centralvtplanning.org (13).

The mapping tool invites citizen ideas/comments by placing a point on a map and allowing users to “vote” on comments with a “thumbs up” or “thumbs down.” As of 8/28/14, 72 comments have been submitted to the map and 32 in the General Discussion section on a variety of topics.

Communications: Staff has created a Mail Chimp account for the monthly Regional Plan Update e-newsletter. The August e-news was released on 8/20/14. Out of 328 recipients, 68 opened the e-mail and 11 clicked on links. These numbers are consistent with Mail Chimp's reported statistics on both government and non-profit newsletters. The top clicked links were the Water Resources and Flood Resilience Profile, and the Economy page. The e-news links can be found here: <http://plancentralvermont.org/news-events/news/>.

CVRPC is working to increase our Twitter presence (<https://twitter.com/centralvtplan>). The profile was updated on 8/18/14 and has 47 followers as of 8/28/14.

Outreach to Planning Commissions: Staff is continuing outreach to Planning Commission (PC) Chairs to give a brief overview on the Plan update, public outreach tools and receive input on Regional priorities. Staff recently met with Waitsfield on 7/1/14. For more information, click here: <http://plancentralvermont.org/community-input/town-commission-meetings/>.