



Shaping  
Our Region  
From the Ground Up

## Plan Central Vermont Staff Updates: November 2014

**Regional Plan Draft Review Committee:** The RPDRC had a meeting on 11/4/14 from 4–6 PM at CVRPC offices. Following the CVRPC’s discussion of the Strong and Diverse Economy element at the 10/14/14 meeting, the committee continued to review the updated draft Strong and Diverse Economy element and its goals, policies and strategies. The committee also began discussing the Environment and Natural Resources element. To view the meeting summary, click here: <http://plancentralvermont.org/event/regional-plan-draft-review-committee-meeting-november-4/>.

**Economic Development:** A new draft of the Strong and Diverse Economy element is now available and was posted to the website on 10/7/2014. Staff presented the new document to the Commission at their meeting on 10/14/2014, and will continue to work with the Draft Review Committee to incorporate the comments and discussion from the Commission meeting into the element. To read the updated draft Strong and Diverse Economy element, click here: <http://plancentralvermont.org/the-plan/economy/#regionalelement>. To watch a video of the Commission’s latest discussion on the element, click here and watch from 35:00 onwards: <https://www.youtube.com/watch?v=1lRlm0-QopM>.

**Environment and Natural Resources:** The fourth meeting of the Environment and Natural Resources working group was held on 10/22/14, where the draft Natural Resources profile was discussed and the draft Key Challenges and Trends document was presented. To view the meeting summary, click here: <http://plancentralvermont.org/event/natural-resources-working-group-october-22/>. The Natural Resources profile has now been posted ([http://plancentralvermont.org/wordpress1/wp-content/uploads/2013/12/NaturalResources\\_Environment\\_Profile\\_10.15.14.pdf](http://plancentralvermont.org/wordpress1/wp-content/uploads/2013/12/NaturalResources_Environment_Profile_10.15.14.pdf)). The next meeting will be held on Nov. 17 to continue discussing the draft Key Challenges & Trends and to begin discussing a draft of the Goals, Policies and Trends.

**Transportation:** At the 10/28/2014 meeting, the Transportation Advisory Committee (TAC) continued to discuss the Pedestrian and Bicycle Facilities section of the Regional Transportation Plan, including road diets and bicycle infrastructure. The TAC will continue to discuss the next sections of the Regional Transportation Plan at their next meeting, which will be held on 12/2/14 at 7–9 PM at the CVRPC offices. To view the minutes from this meeting, click here: <http://plancentralvermont.org/event/transportation-advisory-committee-september-23/>.

**Health and Community:** A Health and Community working group has been established and will have its first meeting during the third week of November. The group will begin by discussing draft Healthy Communities and Community Resources elements written by staff. These elements will address a wide range of issues, including community connections, education, emergency preparedness, health, and food access.

## Public Engagement

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 1,787 website visits (548 unique visitors) and 7,424 page views. The most-visited pages on the site include: the home page, the community input map, the upcoming events section and the economy section. As of 11/1/14, the majority of visitors reached the website via direct link (1,034) – the top referring URLs have been facebook.com (307) and centralvtplanning.org (221). Between 10/1/14 and 11/1/14, the website has received 110 website visits (41 unique visitors) and 426 page views. The majority of visitors reached the website via direct link (81), centralvtplanning.org (21), and communityremarks.com (4).

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 11/1/14, 98 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 October e-news was released on 10/30/14. Out of 326 recipients, 72 opened the e-mail and 5 clicked on links. These numbers are consistent with Mail Chimp’s reported statistics for both government and non-profit newsletters. The top clicked links were the October 14 Commission Meeting and video and the environmental profile. The e-news can be found here: <http://goo.gl/XFgw8Q>

CVRPC is working to increase our Twitter presence (<https://twitter.com/centralvtplan>). The profile was updated on 8/18/14 and has 66 followers as of 11/1/14. Notable new followers include VT Digger, the Vermont Foodbank, and Representative Peter Welch.