

Stakeholder Engagement Strategy for Performance Measure Selection

During this phase of the project, stakeholder engagement will be conducted to gain feedback on the list of potential performance measures to help further narrow the final list. The MPOs will identify regional stakeholders and introduce them via email to SRPC. SRPC will conduct outreach with the MPO identified stakeholders along with statewide stakeholders—like NH DOT, NH DES, and the rural RPCs—and any remaining interviewed stakeholders from Phase I.

The following is an outline of the engagement process:

- 1) Stakeholder groups were based on areas of interest from the elective measures list
 - a) IE: Transit, Freight, Municipalities (TAC & Policy), Public Health, Environment, Air Quality, Equity, Safety, Infrastructure, and Bike/Ped
- 2) Type of engagement will be dependent upon strength of current working relationship
 - a) IE: Strong working relationships, engagement could be conducted via email. Weaker to nonexistent working relationships would require either in-person or phone conversations
- 3) The purpose of engagement is to determine measure feasibility, find existing data sources, and gauge stakeholder willingness to help with strategy development
- 4) The engagement message will be framed in a way that stakeholders will see value in participating in this outreach effort
- 5) The Workgroup will identify stakeholders for SRPC to conduct the engagement specifically in areas of interest in which they have networks. Areas where the Workgroup does not have networks will be engaged by SRPC
- 6) Stakeholders will receive the measures that are relevant to their areas of interest along with abbreviated stakeholder criteria
- 7) Stakeholder feedback will be incorporated into the development of the final list of measures before October 31, 2017
 - a) Further engagement dependent upon what measures make the final list. Relevant stakeholders are to be asked if they would be willing to be involved in strategy development

Example: SRPC's Regional Stakeholders

<u>Area of Interest</u>	<u>Example Stakeholder</u>
Transit	COAST, UNH's Wildcat, Amtrak Downeaster
Freight	New Hampshire Northcoast, S&J Trucking
Public Health	Frisbee Memorial, Wentworth-Douglass
Environment & Air Quality	Conservation Law Foundation, UNH Sustainability Institute, Piscataqua River Estuaries Partnership (PREP)
Equity	Alliance for Community Transportation (ACT), Avis Goodwin Community Health
Safety	Stafford County Sheriff's Dept., Traffic Incident Management Group (SMRPC)
Infrastructure	DOT Districts, UNH Planning
Bike/Ped	Seacoast Area Bike Riders (SABR), CommuteSmart Seacoast

All feedback counts. This engagement is opinion based and our messaging is key. There is a need to convey that stakeholder input will go towards the creation of a greater regional transportation vision

Process:

1. MPOs conduct introductory emails by September 21, 2016
2. SRPC will email instructions and Excel sheets with topic-area specific measures and the pick list questions*
3. SRPC will receive responses from stakeholders
4. SRPC will hold phone call or in-person meetings to ask follow-up questions
5. Results will be compiled and reviewed by the Workgroup to determine the final list of measures

* The email to stakeholders (#2 above) will include instructions for the stakeholders. These instructions will request that they review the measures in the spreadsheet and answer yes or no to three questions per measure. It will include clarification on two of the questions. After they have evaluated the measures and returned them to SRPC, we will schedule phone or in-person meetings to ask open-ended follow-up questions to gain more information. The pick list questions, clarification to the questions, and the follow-up questions are as follows:

Pick List Questions:

1. Is it relevant to your industry? (If no, skip other questions)
2. Are you required to track this?
3. Is there manageable and sustainable data available for this metric?

Key for Pick List:

Q. What does “required” mean?

A. The federal and/or state government requires that your organization track and report on this information.

Q. What is “Manageable and sustainable” data?

A. The data is measurable. It is updated consistently. The margin of error is minimal. It will be held to the same standards in the future.

Phone call or In-Person Conversation with responsive Stakeholders - Follow-Up Questions:

What did you like about the measures that you listed as relevant?

For the measures that were not relevant, could you tell us why they are not relevant?

Could any of the measures be changed so that they are more relevant to you or your area of interest?

For the measures that you are required to track, what are the rules/laws that require them?

Do you collect data for any of the measures on the list? If so, are you able to share the data that you collect?

For measures that you do not collect data on, would you know of available data sources for these measures?

Is your organization required to collect data or calculate any transportation related performance measures that were not covered in the list? If so, what are they?