

Commission on Act 250 Outreach Plan

			Content and Impact	
			What Do We Want Our Audiences to	
Estimated Timeline	Change Management Phase	Audience(s)	...Know	...Feel
Run Awareness communications from now until 2 weeks before the forum	A wareness	Vermont Residents Vermont Businesses Forum Area Residents Sub-Committee Topic Stakeholders Legislators Active 250 Proponents & Opponents News Outletsets Regional Planning Commissions Act 250 Advisors	This Summer is a review and reenvisioning of Act 250: What the Act 250 Commission is seeking to accomplish; What to look for this Summer to actively participate	That the spirit of the Act remains strong; That Act 250 is in good hands; That I can influence it for improvement
Run Desire communications in the two weeks prior to the forums	D esire	Vermont Residents Vermont Businesses Forum Area Residents Sub-Committee Topic Stakeholders Legislators Active 250 Proponents & Opponents News Outletsets Regional Planning Commissions Act 250 Advisors	Where and when the Forums are taking place; How input is being sought; Location of the Survey (online and local hard copies)	Excited at the potential for learning and sharing; Prepared to participate; Like I can influence it for improvement
Forums	K nowledge Transfer	Vermont Residents Vermont Businesses Forum Area Residents Sub-Committee Topic Stakeholders Legislators Active 250 Proponents & Opponents News Outletsets Regional Planning Commissions Act 250 Advisors	How Act 250 fits within broader planning and zoning; What Act 250 has accomplished over the first 50 years; What the vision is for the next 50 years; What goes into a decision	Heard and valued; How difficult it is to balance stakeholder needs;
Forums to Report release	A bility	Vermont Residents Vermont Businesses Forum Area Residents Sub-Committee Topic Stakeholders Legislators Active 250 Proponents & Opponents News Outletsets	What has happened with my input; That a Report is being released in December; What will happen as a result of the report	Heard and valued; That I will see how input was used; That the data is valid; That the Commission's work has legs;

		Regional Planning Commissions Act 250 Advisors		
Post-Report care plan	Reinforcement	Vermont Residents Vermont Businesses Forum Area Residents Sub-Committee Topic Stakeholders Legislators Active 250 Proponents & Opponents News Outletsets Regional Planning Commissions	How to follow the impact of the work; Who to approach to advocate for action to happen; How to continue to be actively engaged	Positive about the Vision; That the Commission is really using the feedback; That the challenges already exist and that Act 250 is a positive way of resolving them

Plan - DRAFT



Do...			
...Do	Vehicle(s)	Sponsor(s)	Resources
Be curious about it; Understand the Commission's charge; Forward information on my social media; Plan to attend	Recorded podcasts/ video clips from Sponsors; Press releases; District Act 250 Commission Distribution List; Regional Chambers of Commerce & WIBs; Interviews with Commission Chair; Web Page constructed; Social Media outlets engaged; Posters in host town libraries and stores; Surveys disseminated	Governor; Commission Team	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Make time to attend; Tell my friends and encourage others to attend; Forward information on my social media; Learn more about Act 250 locally; Complete a survey; Encourage others to complete survey	Survey invitations refreshed; Press releases; Local Posters; District Act 250 Commission Distribution List; Regional Chambers of Commerce & WIBs; Web page blast; Social Media blast; Engage local influencers	Governor; Commission Team	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Inform the Vision; Wrestle with competing demands; Inform how the Commission sets priorities in its Report	Warm and inviting forum environment; Provide food, drinks, childcare; Presentation (brief); Big Deal dialogue; Press kits; Social media releases	Commission Team	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont
Stay actively monitoring; Complete the survey if they have not; Suggest ways for continuous feedback loops; Read the Report	Press kits; Statewide news and media; Web page release; Thank you messages to local hosts and communities	Commission Team; Local Commission member in person	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont

(Re/-) read the Report; Offer comments; Volunteer	Web page management; Update releases scheduled; 3- and 12-month post-release updates scheduled	Governor; Commission Team; Transition to... host?	Web management from the State of Vermont; IT and Marketing contact support from the State of Vermont