

Statewide Parcel Data Outreach Plan

For VT EGC Statewide Parcel Data Workgroup

Audiences:

- State Government Leaders (dept. and agency heads)
- Municipal Officials (Clerks, Listers, Zoning Admin, Selectboards)
- Legislators (particularly on transportation and appropriation committees?)
- Mapping Consultants
- Others :
 - RPCs
 - Foresters
 - Surveyors
 - Realtors
 - Academics
 - RDCs
 - Homebuilders/General Contractors
 - Mayors

Current situation re: awareness

- State Government Leaders (dept. and agency heads)
 - Relatively well-informed (particularly ACCD, Agriculture, Tax Dept., ANR,)
- Municipal Officials (Clerks, Listers, Selectboards)
 - A few are well-informed, many have misinformation and misconceptions, many have not heard about this effort
- Legislators (particularly on transportation and appropriation committees?)
 - Most have not heard about this effort
- Consultants – Some have heard and participated in discussion (2 biggest)
- Others – little to no awareness

Goal in this time period (June 2014 – March 2014)

- State Gov't Leaders – provide them with a succinct update document
- Municipal Officials – raise their awareness so they know:
 - Why this is important
 - This issue is being talked about with some sort of program as the goal
 - A program has not been chosen or described yet, there is no definite funding, none identified for long term
 - A VTrans study due out by the end of the year will inform eventual program development
- Legislators
 - Make maps of legislative districts with parcel data on them and indicating age of data.
 - Maps for each Committee showing district for members of the committee.
 - Schedule an info meeting in room 10 or 11 early in the session, use maps and do demo/presentation to make main points about data
 - Schedule short demos for committees, use joined parcel data (maybe data from NBRC project)

- Card Room Display – all parcel data examples and issues – March 24
- Schedule info meetings with JFO and Leg. Counsel.
- Schedule meeting before the session for new legislators
- Mapping Consultants
 - Send them email and template letter asking them to communicate with their clients about adhering to the data standard and passing data directly along to VCGI.

Vehicles for Outreach

- Email/listservs:
 - RPCs – email clerks
 - VLCT – selectboards
 - Muninet
 - Listers email – tax dept.
 - VGIS-L
 - Local roads (VTrans)
 - VRWA – water utilities
 - Foresters – FPR
- Direct Mail/Flyer
 - Municipalities
 - Legislators
 - Surveyors
 - Realtors – John will send contact
 - RDCs – Chamber of Commerce – ask John for contact
 - Homebuilders/General Contractors Assoc.
 - Mayors Coalition – John
- Letter/flyer to municipalities (clerks and listers?) to make key points and invite them to webinar
- Webinars for municipal officials – in the fall. Maybe just before VLCT Town fair
- Presentations/discussions at events like VLCT Town fair, TOECs, perhaps other professional group events like VSLS, VALA and VMCTA? Perhaps something sponsored by VLCT or Tax Dept.?