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Evaluation of NHEP Outreach: A Survey of Planning Boards and Conservation Commissions

Dave Kellam

University of New Hampshire - Main Campus

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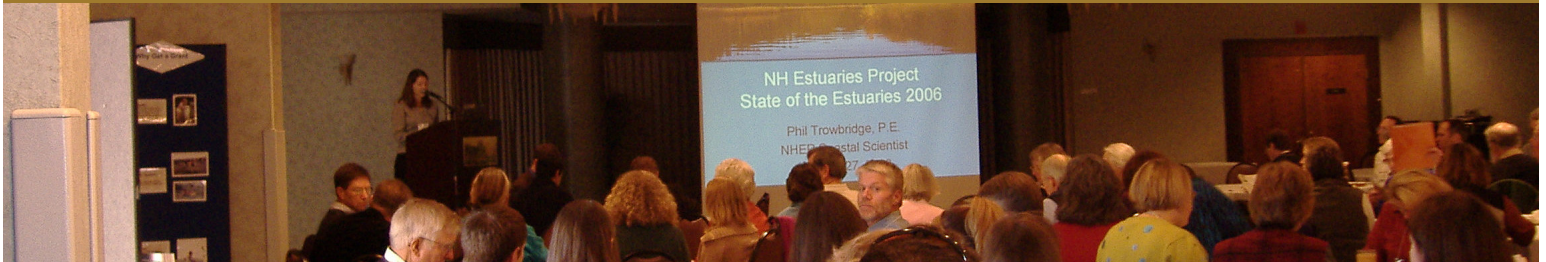
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2008

New Hampshire Estuaries Project



Evaluation of NHEP Outreach: A Survey of Planning Boards and Conservation Commissions

Prepared by:

**Dave Kellam
New Hampshire Estuaries Project
University of New Hampshire**

July 2008

Abstract

This report presents the findings of a survey conducted by the University of New Hampshire Survey Center of planning board and conservation commissions in the 42 coastal watershed communities of New Hampshire from November 2007 to February 2008. Background information about a similar survey conducted in 2005 and a summary of New Hampshire Estuaries Project (NHEP) outreach activity from August 2005 to February 2008 is also provided to assist in the interpretation of the survey. Conclusions by NHEP staff are offered at the end of the report.

Background

In 2004, the New Hampshire Estuaries Project (NHEP) completed a Strategic Communication plan that described outreach goals over the next three years for communications to municipal planning officials, primarily planning boards and conservations commissions, in the 42 communities in New Hampshire coastal watershed. Several specific outreach strategies were implemented to reach outreach objectives described in the plan.

Objectives described in 2004 Strategic Communication Plan:

1. *Completely Implement the NHEP Management Plan*
 - 100% of the POE Action Plans and POE-related Action Plans will be fully initiated or completed by December 31, 2007.
2. *Realize CDM familiarity with the NHEP and its Management Plan*
 - 75% of the CDMs will report that they are familiar with the NHEP and the Management Plan by December 31, 2007.
3. *Achieve confidence among CDMs that the NHEP is a credible source for reporting the environmental status of the state's estuaries.*
 - 75% of the CDMs will report that they are confident that the NHEP is a credible source for reporting on the environmental status of the state's estuaries by December 31, 2007.

In 2005, the NHEP commissioned the UNH Survey Center to conduct a survey of the planning board and conservation commissions in the 42 coastal watershed communities of New Hampshire to measure objectives 2 and 3 of the Strategic Communication Plan. Results of that survey provided baseline information that was intended to provide a basis for evaluation of outreach activities occurring from August 2005 to February 2008.

In 2007, the NHEP again worked with the UNH Survey Center to administer a similar survey to measure changes and to indicate the effect of outreach activities occurring since the last survey. The survey was sent to planning board and conservation commission chairs in November 2007. The Survey Center closed the survey in February 2008. The findings of the second survey are provided in this report and are compared to the 2005 survey results when applicable. Open-ended questions were coded by NHEP staff and are provided at the end of this report.

Significant Outreach Activities from August 2005 to February 2008 That Likely Influenced Planning Board and Conservation Commission Member Knowledge and Attitudes of the NHEP

Estuaries Update – The NHEP monthly electronic newsletter sent via email and posted on the NHEP website was sent to approximately 180 in 2005 (NHEP Year 10 Work Plan, 2006). Over the following years, NHEP staff made a focused effort to increase the number of municipal land use board members on the Estuaries Update list. As a result, the Estuaries Update list grew to approximately 614 addresses (NHEP Year 13 Work Plan, 2008). Estuaries Update highlights recent NHEP activities, new publications, and upcoming events.

Local Grants – A major audience for the NHEP Local Grants program is municipal planning officials, especially conservation commissions. Therefore, promotion and implementation of this program likely has an effect on the overall understanding of the NHEP by this audience. Announcements for the grant program are made via Estuaries Update and post card notifications sent to planning board and conservations commission chairs. In 2005 the NHEP received eight proposals, eight proposals again in 2006, and only four proposals in 2007.

V.I.P. Tours of the Great Bay Estuary – These annual tours are well received and are targeted to the municipal land use community. Even though a maximum of 35 municipal land use personnel are able to actually attend the tours annually, the advertising for the program is wide spread and has become a significant branding element for the NHEP. All V.I.P. tours from 2005 – 2007 were full subscribed, often with a waiting list. Approximately 11 communities are represented on each tour.

Eye On Estuaries - This newspaper column is intended to be a monthly feature in Seacoast newspapers; however, instability in the Seacoast media market often did not support the regular publication of this column. Even though the column topics are not specifically related to municipal land use planning, it may contribute to the overall understanding of the program. The column ran five times in 2005, nine times in 2006, and six times in 2007.

2006 State of the Estuaries Report – Issued in late 2006, NHEP staff put forth a focused effort to draw the attention of the municipal land use planning community to this document. The report was similar to the 2003 format; however, based on focus group data, the 2006 version included a full-page coastal watershed map, a simplified report card of indicators, and additional report content discussing indicator relevance and supporting data. To customize the report for a particular community, the NHEP developed supplemental town-specific bookmarks that included town-by-town data for specific town data on population growth, impervious surfaces, sprawling development rates, and key areas to target for conservation. In February 2007, the report and supplemental, community-specific bookmarks were sent to every planning board and conservation commission member in the 42 communities of the coastal watershed. All copies were bundled and sent to the chairs of the board or commission for distribution. The bookmarks were also posted on the NHEP website in Adobe .pdf format. Anecdotal

feedback on the bookmark format was very positive. The report was also sent to all coastal watershed State Representatives and all State Senators, as well as the libraries servicing the 42 coastal watershed communities.

State of the Estuaries Conference – Held on 10/27/2006 at the Sheraton Harborside in Portsmouth, this conference was attended by 185 participants who saw 20 presentations that addressed a variety of topics related to New Hampshire's estuaries, including shellfish restoration, stormwater management, water resources sustainability, and marine invasive species, among others. The NHEP Coastal Scientist presented an overview of the State of the Estuaries Report to all attendees. Conference proceedings, including copies of all presentations, the State of the Estuaries Report, and NHEP Indicator Reports, were developed by the NHEP and sent to all conference attendees. A press release regarding the State of the Estuaries Report and Conference was sent to Seacoast Media Group, The Wire, and Foster's Daily Democrat. Stories on the report or conference ran in each of these papers. Additional presentations on the State of the Estuaries Report were made to business, watershed, and community groups in 2006 and 2007.

Press Releases and News Stories - The NHEP periodically produces press releases and required grantees to create and send at least one press release that highlighted their NHEP funded project activities. From July 2005 to May 2007, 41 stories ran in either the Seacoast Newspapers or Foster's Daily Democrat that referenced the NHEP. Media coverage about the NHEP peaked in summer of 2007, with four stories appearing in the Seacoast Media Group papers in August 2007 (Google archival news search).

Be Part of the Solution Campaign Materials – In 2007 the NHEP implemented a campaign that utilized the "Be Part of the Solution" brand and included a water conditions identification guide (36 pages, 1,000 copies produced), a large poster (1,000 copies) and bookmarks (1,000 copies). Materials were distributed to municipal staff (public works, building code inspectors, health officials, etc.), watershed monitoring groups, conservation commissions, and town libraries. Another "Be Part of the Solution" poster was created and distributed at the end of 2007 that focused on designation of Prime Wetlands, although these posters and bookmarks were sent primarily to the six communities with open Prime Wetland projects.

NHEP Projects and Publications - There were a number of high profile NHEP funded projects and publications that likely influenced municipal planning officials from August 2005 to February 2008. Significant programs included the Land Conservation Transaction Grant Program and the Community Technical Assistance Program (CTAP). The CTAP was aggressively marketed to municipal land use officials in 2005, 2006, and 2007 by direct mailings, email announcements, and personal communication at meetings and presentations. In addition to publications associated with the "Be Part of the Solution" campaign, there were other publications that targeted local land use officials. In 2006, The Coastal Watershed Land Conservation Plan was published and was heavily promoted by the NHEP and other conservation organizations. The report

included maps of prioritized conservation sites and planning strategies (model ordinances, zoning recommendations, etc.). NHEP staff and others from partnering organizations made numerous presentations to communities on how to use the information and strategies included in the plan. In 2007, the NHEP produced town-by-town impervious surface maps that displayed impervious surface cover in 1990, 2000, and 2005, along with roads, water resources, and conservation lands. Maps with accompanying impervious surface statistics were mailed to conservation commissions and planning boards in all 42 towns. In 2007, the NHEP and several partnering organizations conducted three buffer workshops that targeted municipal land use officials in the NHEP focus area. A total of 65 participants from 25 different communities attended these workshops.

2008 Survey of Planning Board and Conservation Commissions by the UNH Survey Center

The following is the report by UNH Survey Center staff that summarizes the results of the 2008 report. When applicable, results were compared to the baseline results of the 2005 survey. The open-ended questions #1, #5 and #14 at the end of the report were coded and summarized by NHEP staff.

NEW HAMPSHIRE ESTUARIES PROJECT SURVEY

prepared by:

Tracy Fowler, M.A.

University of New Hampshire
Survey Center

April, 2008

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New Hampshire Estuaries Project Survey Executive Summary

The New Hampshire Estuaries Project Survey was conducted by the University of New Hampshire Survey Center from November 2007 to February 2008. A similar survey was conducted in the spring and summer of 2005. The major purposes of this survey were to investigate awareness of the role of the NHEP in the target areas, as well as investigate whether information from the NHEP is used and trusted. The data for this survey were collected through mail. In November 2007, mailings were sent to the chairs of Conservation Commissions and Planning Boards in the 42 Coastal Watershed towns. The chairmen were asked to distribute the surveys to their board members at board meetings. Out of the 622 people on these boards (323 on planning boards and 299 on conservation commissions), 157 returned the survey, a response rate of 25%. Charts displaying survey findings can be found in Appendix A, more detailed tabular results are in Appendix B, and Appendix C contains verbatim responses to open-end questions.

The major findings of the survey include:

There has been no significant change between 2005 and 2007 except where noted.

- Overall, there is moderate familiarity of the NHEP, with 56% of respondents expressing some level of familiarity with the Project (10% very familiar, 46% somewhat familiar), and 43% of respondents expressing unfamiliarity with the Project (19% somewhat unfamiliar, 18% very unfamiliar, 6% don't know) See [Chart 1](#).
 - Respondents who have been a member of a board for over 10 years are much more likely to have familiarity of the NHEP (24% are very familiar and 56% are somewhat familiar).
 - Members of Conservation Commissions are also more likely to be aware of the NHEP (17% are very familiar and 47% are somewhat familiar).
- Awareness of the NHEP Management Plan is fairly low with 29% of respondents expressing some level of familiarity with the Plan (7% very familiar, 22% somewhat familiar), while the remaining 71% of respondents are generally unaware of the Plan (27% somewhat unfamiliar, 33% very unfamiliar, 11% don't know). See [Chart 2](#).
 - Respondents who have been a member of a board for over 10 years are, again, more likely to have familiarity with the Management Plan (17% are very familiar and 33% are somewhat familiar).
- Overall, respondents feel the NHEP has been effective in assisting their community, with 44% expressing some level of effectiveness (16% very effective, 28% somewhat effective), 16% express some level of ineffectiveness, while 39% say they don't know.
 - Respondents who have been a member of a board for over 10 years are much more likely to describe the NHEP as effective (32% are very effective and 20% are somewhat effective).
 - Members of Conservation Commissions are also more likely to describe the NHEP as effective (24% are very effective and 29% are somewhat effective).
- This year, a majority of respondents (59%) have seen the 2006 State of the Estuaries report (in 2003 a majority had not seen it); however, a majority (60%) did NOT see the pollution identification outreach package. In general, long time members and members of Conservation Commissions are more likely to have seen materials sent by the NHEP to their community. See [Chart 6](#).
 - 73% of Conservation Commission members saw the 2006 State of the Estuaries report, and 28% of Conservation Commission members saw the pollution identification outreach package sent to their community.

- In contrast, 45% of Planning Board members did not see the 2006 State of the Estuaries Report, and 73% of Planning Board members did not see the pollution identification outreach package.
- Overall, survey respondents expressed confidence in the NHEP's knowledge and authority regarding the status of New Hampshire's estuaries. 68% of respondents have some degree of confidence (32% very confident, 36% somewhat confident) while 7% do not have confidence in the NHEP's authority on this matter (5% somewhat unconfident, 2% very unconfident). However, 26% of respondents did not know or did not have an opinion, which may be linked to problems in general awareness of the NHEP. See Chart 7.
- A plurality (47%) of respondents prefers e-mail communications, 29% prefer mail to their chair and then passed on to them, 23% prefer it is mailed to their home, and 1% gave some other method.
- Respondents were given the opportunity to receive more information on NHEP or to sign up for the monthly newsletter.
 - 14% of respondents say they currently receive the email newsletter.
 - 31% of those responding say they are Planning Board members, 51% say they are members of a Conservation Commission, and 18% hold some other position.
 - 46% are in Zone A and 54% are in Zone B.

Appendix A

Charts

Chart 1a

Q2: "What is your level of familiarity with the New Hampshire Estuaries Project?"

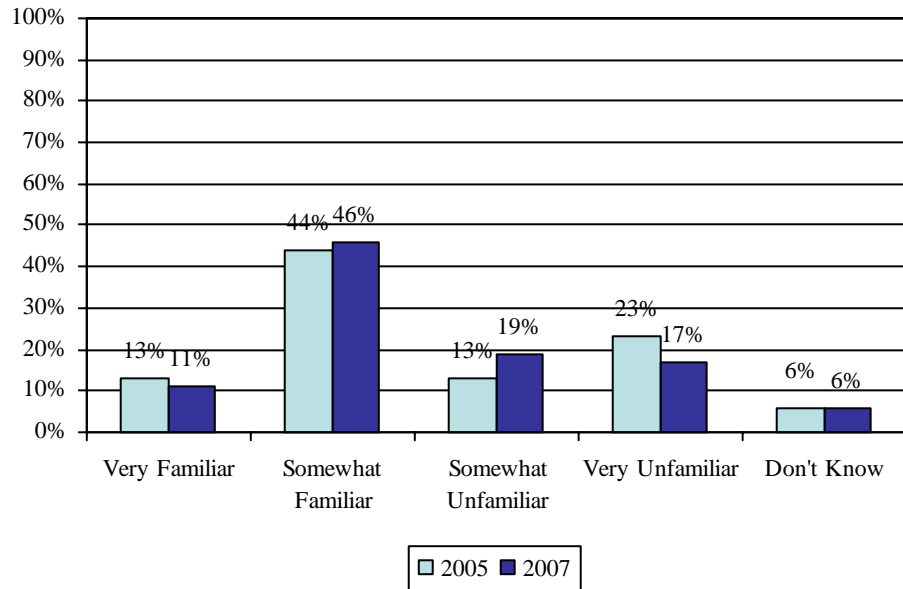


Chart 1b

Q2: "What is your level of familiarity with the New Hampshire Estuaries Project?"

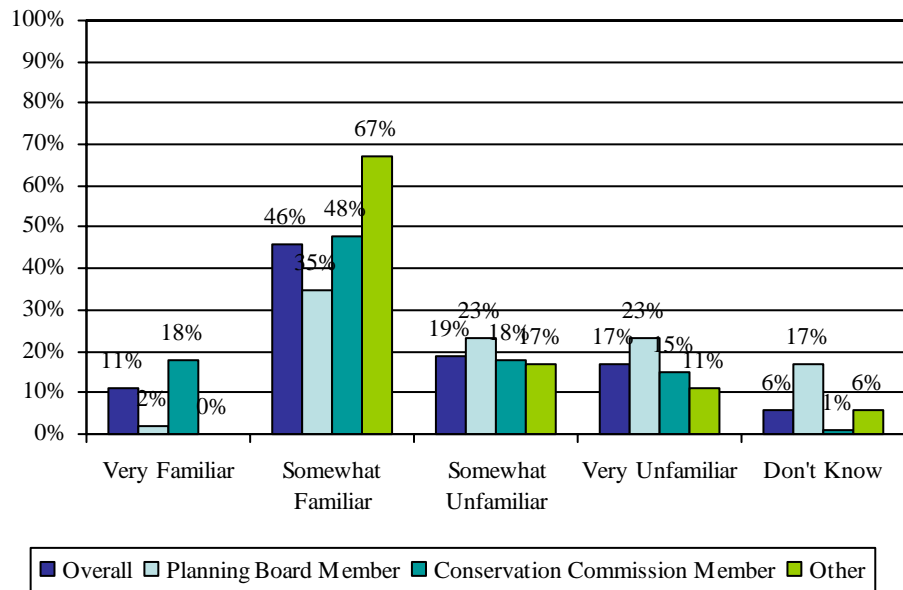


Chart 2a

Q3: "What is your level of familiarity with the NHEP Management Plan?"

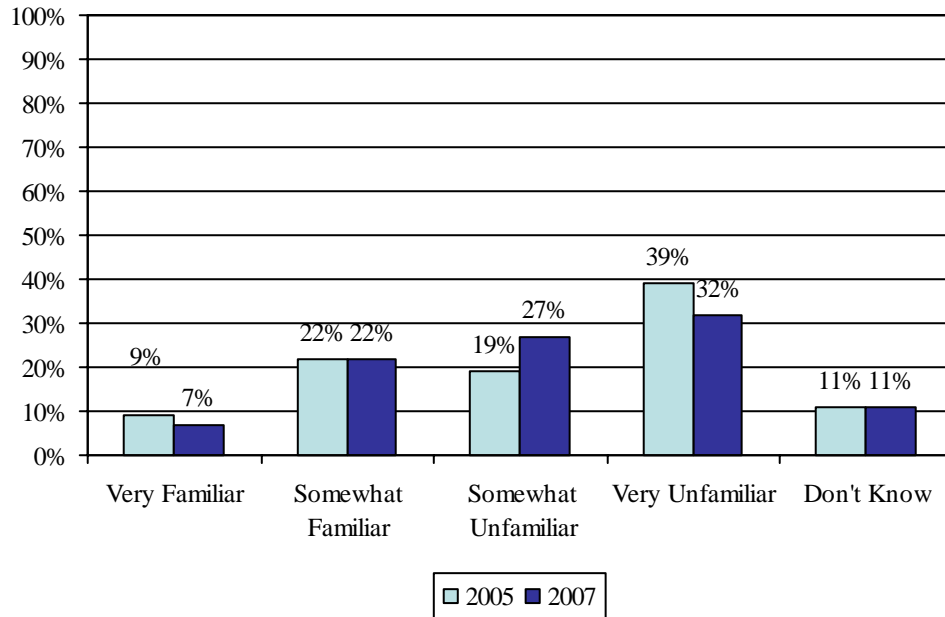


Chart 2b

Q3: "What is your level of familiarity with the NHEP Management Plan?"

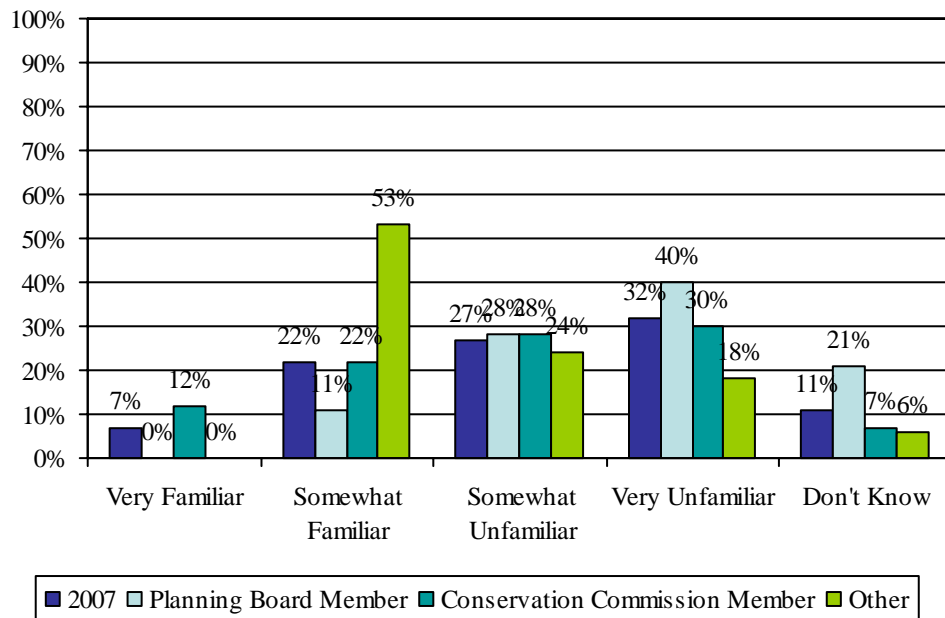


Chart 3a

Q4: “[...] In your experience as a board/committee member, how effective has the NHEP been in assisting your community?”

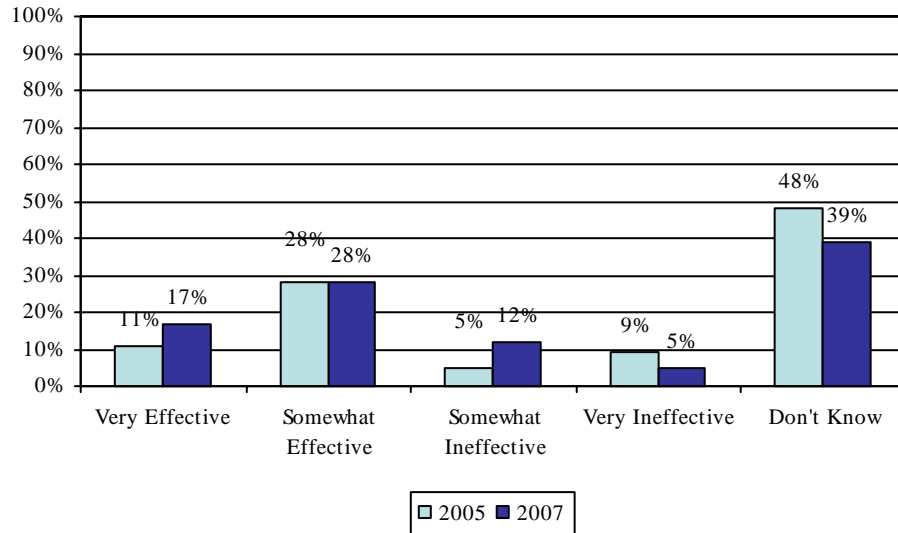


Chart 3b

Q4: “[...] In your experience as a board/committee member, how effective has the NHEP been in assisting your community?”

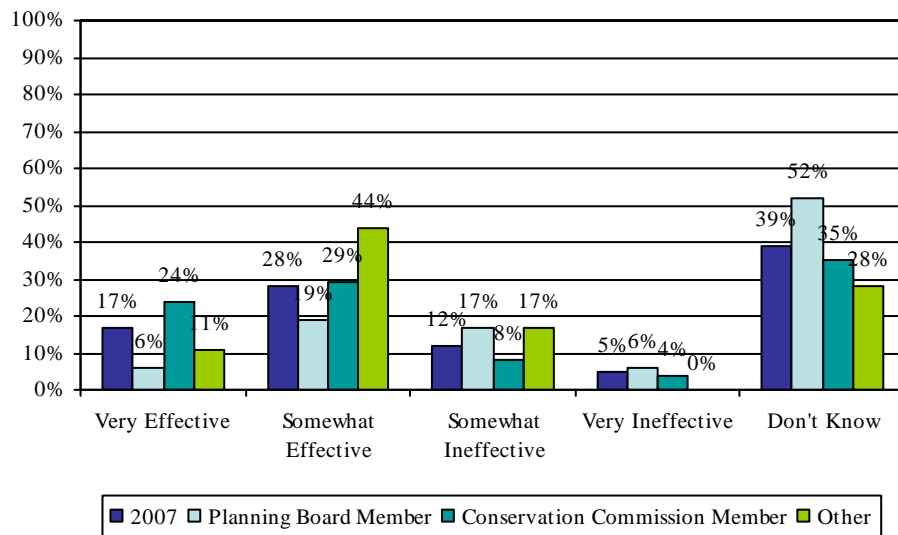


Chart 4a

Q6(07): “Last year, the NHEP sent the “2006 State of the Estuaries Report” to all planning boards and conservation commissions in the coastal watershed. Did you see this report?”

Q6(05): “The NHEP sent the “2003 State of the Estuaries Report” to all planning boards and conservation commissions in the coastal watershed. Did you see this report?”

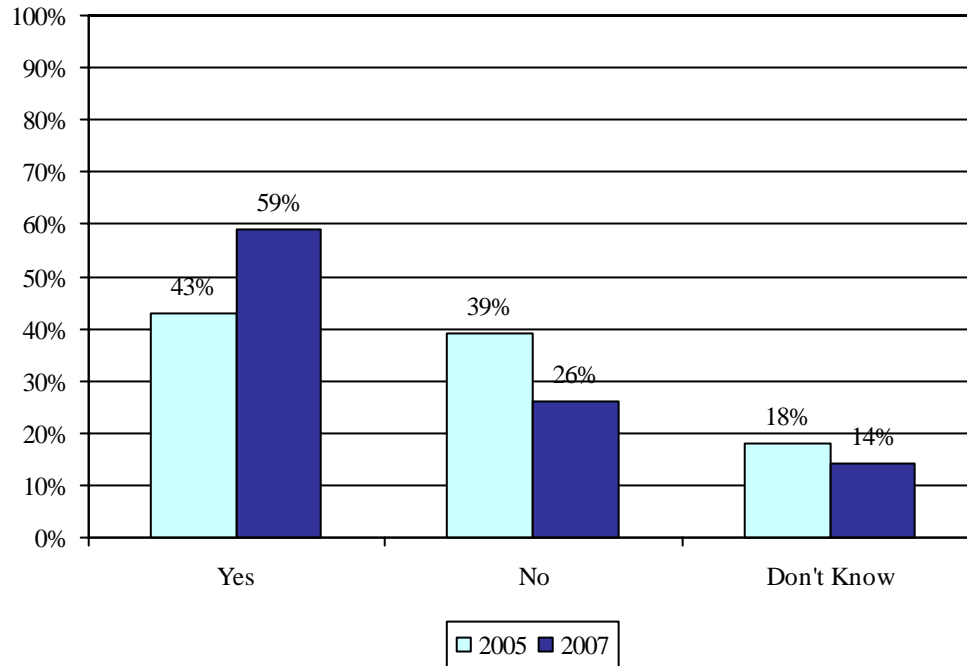


Chart 4b

Q6(07): “Last year, the NHEP sent the “2006 State of the Estuaries Report” to all planning boards and conservation commissions in the coastal watershed. Did you see this report?”

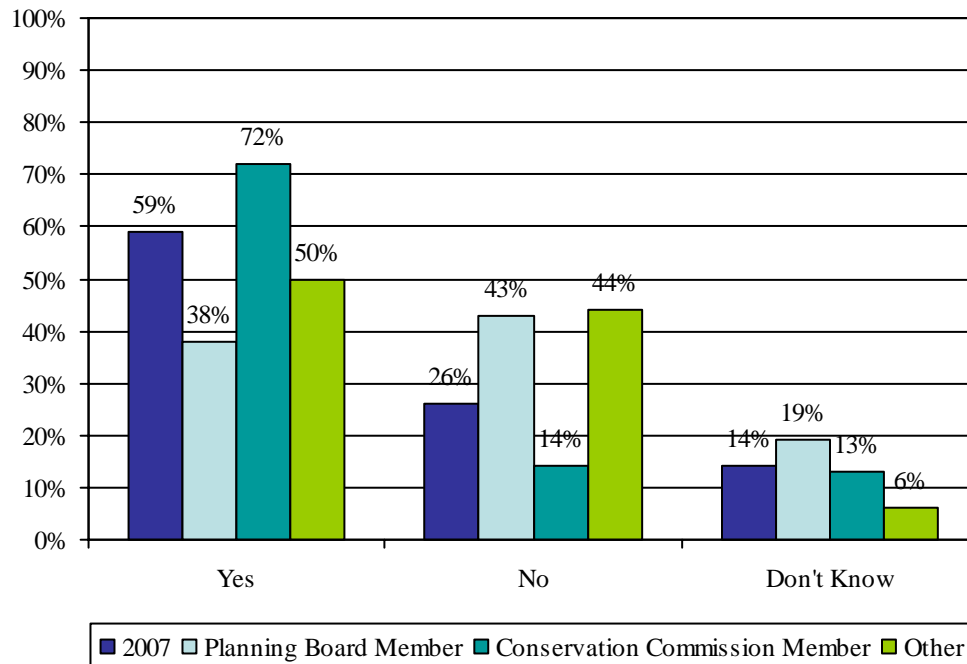


Chart 5a

Q7(07): "Have you used any information or data from the "2006 State of the Estuaries Report"?"
Q7(05): "Have you used any information or data from the "2003 State of the Estuaries Report"?"

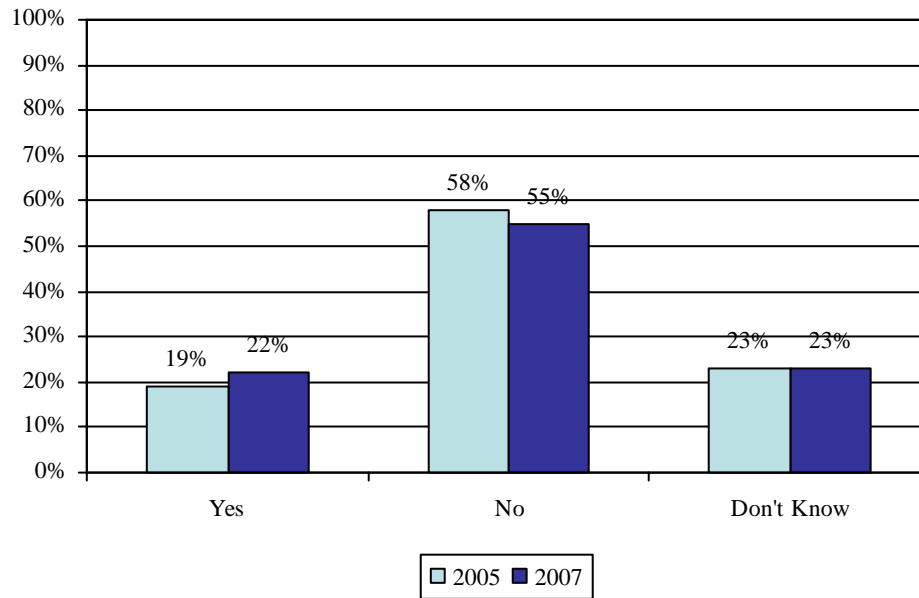


Chart 5b

Q7(07): "Have you used any information or data from the "2006 State of the Estuaries Report"?"

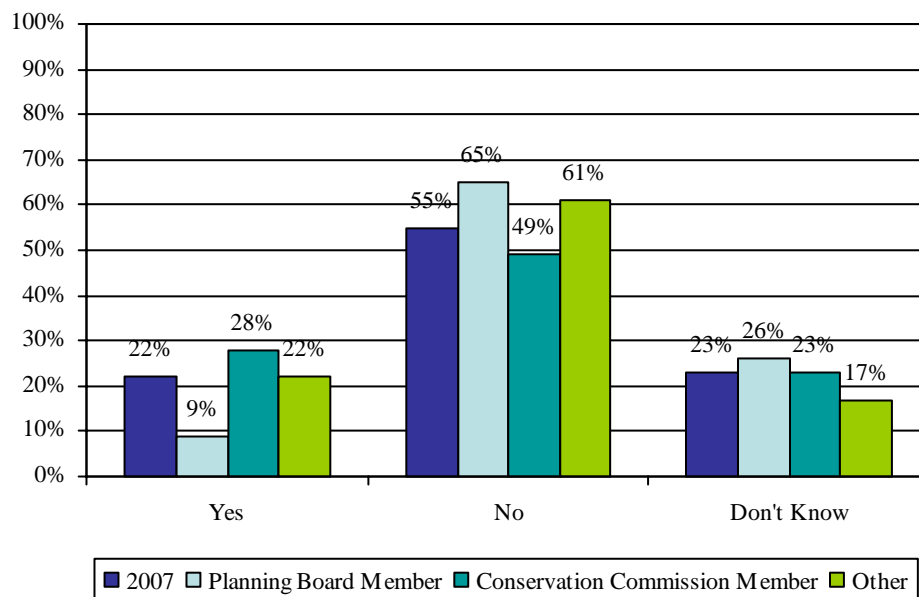


Chart 6a

Q8(07): "This summer, the NHEP gave each community a pollution outreach package that included posters and identification guide. Did you see that outreach package?"

Q8(05): "Last fall, the NHEP gave each community an impervious surface outreach package that included laminated community maps and other resources. Did you see that outreach package?"

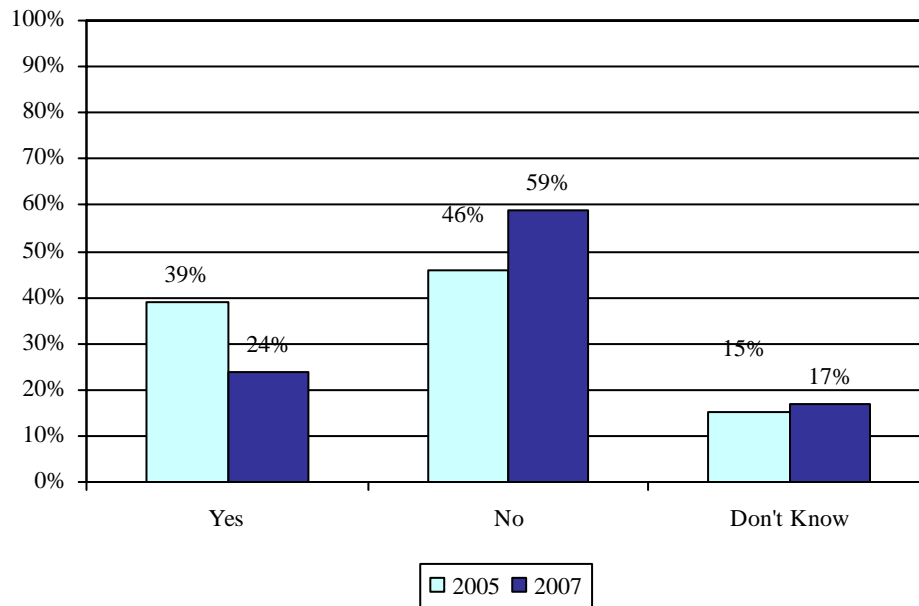


Chart 6b

Q8(07): "This summer, the NHEP gave each community a pollution outreach package that included posters and identification guide. Did you see that outreach package?"

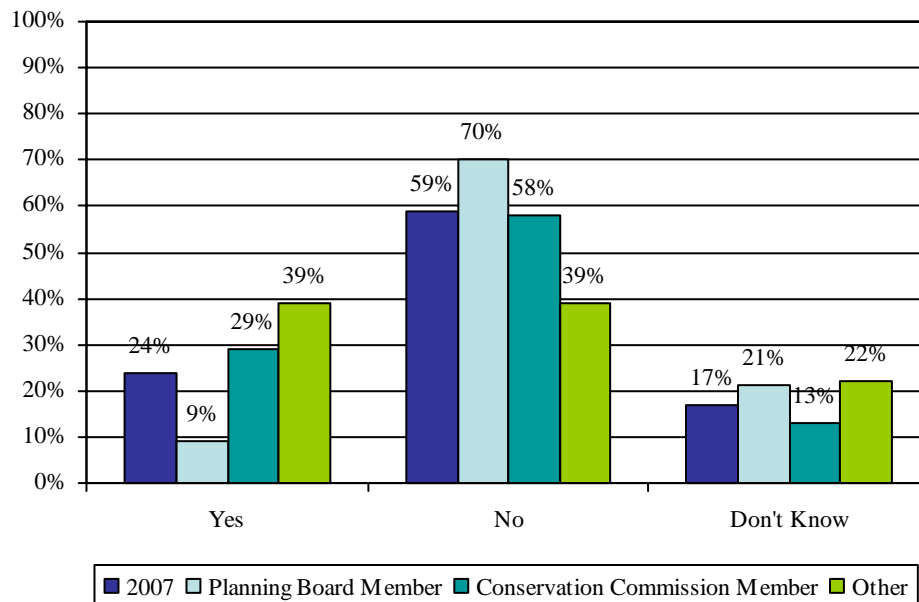


Chart 7a

Q9: "How confident are you in the NHEP regarding its knowledge and authority concerning the environmental status of New Hampshire's estuaries?"

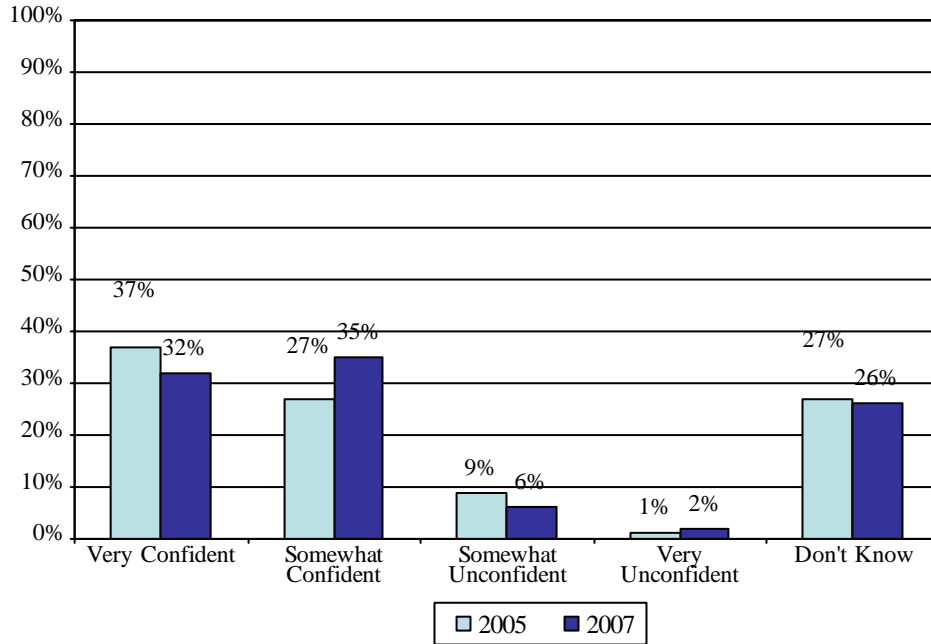


Chart 7b

Q9: "How confident are you in the NHEP regarding its knowledge and authority concerning the environmental status of New Hampshire's estuaries?"

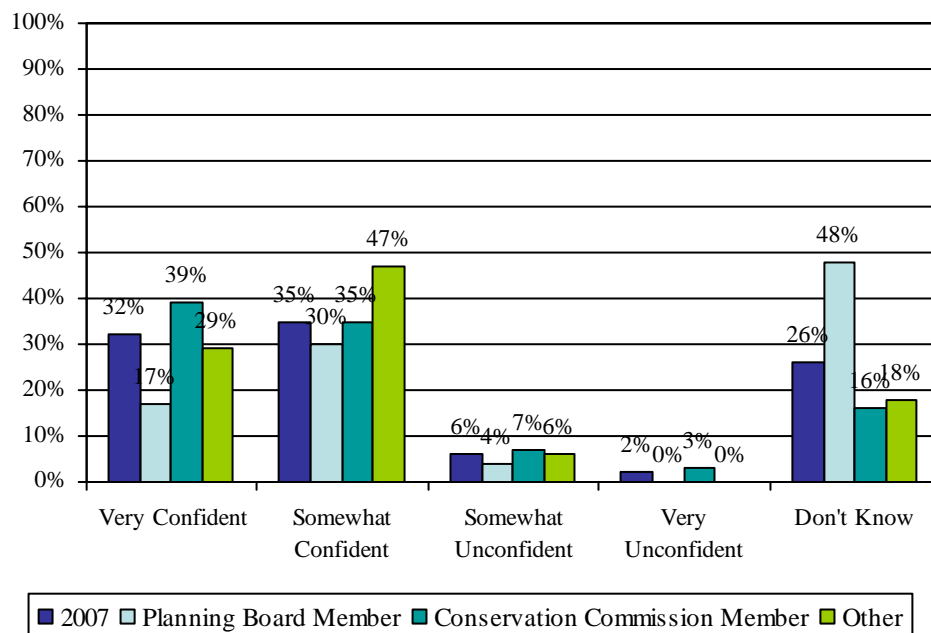


Chart 8

Position on Board: Multiple Response Question; May sum to more than 100%

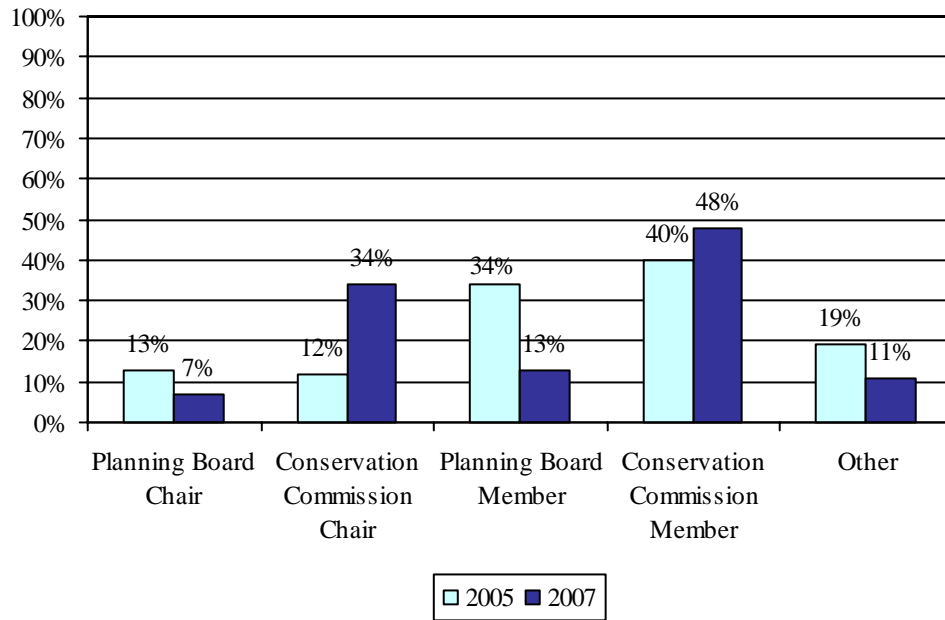


Chart 9

Q12: "Which is your preferred method of receiving fact sheets, maps or other beneficial resources?"

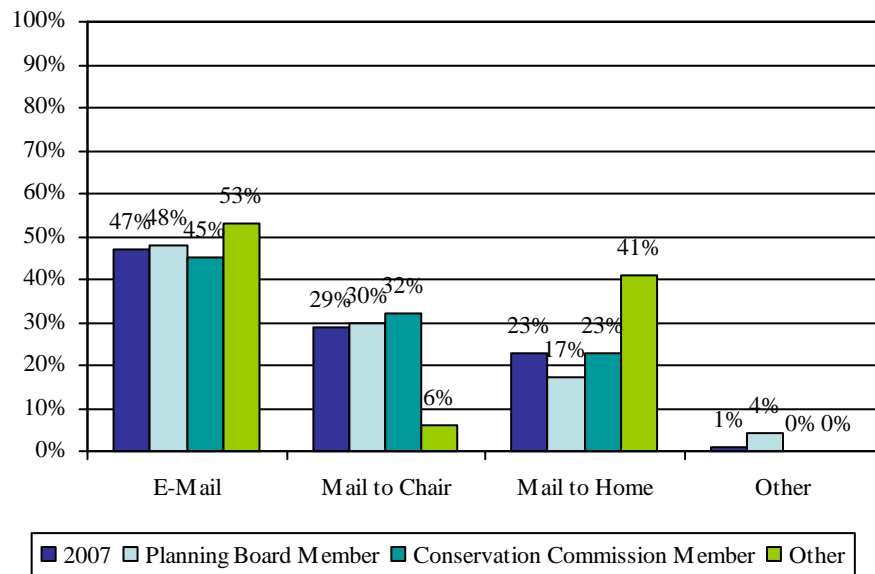


Chart 10

Q11: "How many years have you been on your current board/commission?"

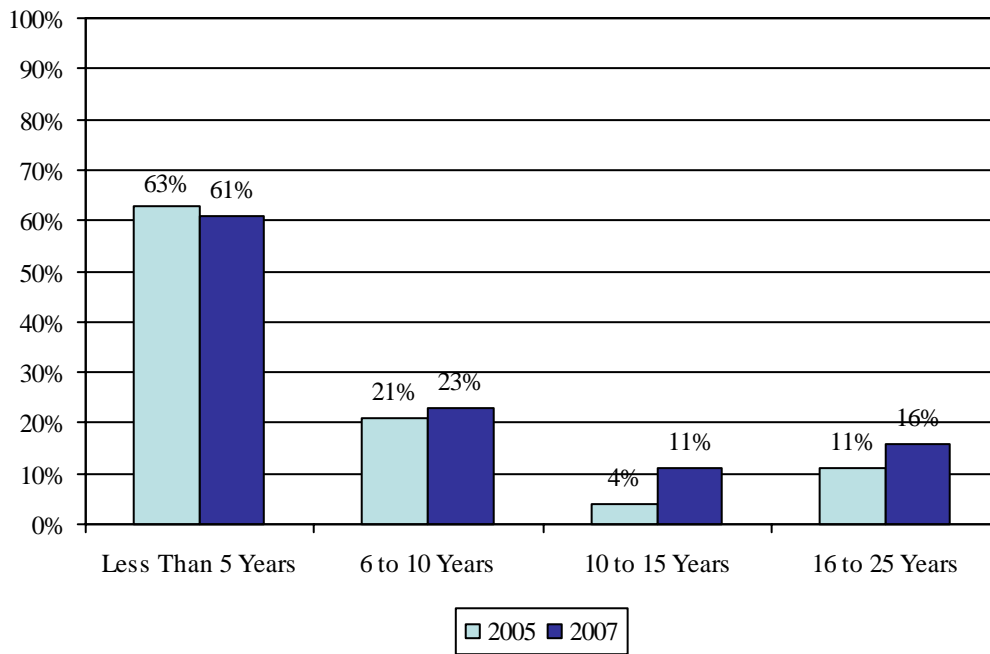


Table 1: Summary of Question 13

40 Communities Represented (Farmington and Kensington are not represented)

Town	Total # of Responses 2007	Total # of Responses 2005	Town	Total # of Responses 2007	Total # of Responses 2005
Barrington	1	7	Milton	7	3
Brentwood	6	6	New Castle	6	5
Brookfield	2	2	New Durham	1	1
Candia	8	8	Newfields	5	5
Chester	5	5	Newington	2	4
Danville	3	1	Newmarket	4	3
Deerfield	6	3	North Hampton	6	1
Dover	3	5	Northwood	5	4
Durham	9	9	Nottingham	6	7
East Kingston	3	3	Portsmouth	6	6
Epping	1	2	Raymond	5	2
Exeter	5	1	Rochester	1	2
Farmington	-	1	Rollinsford	2	-
Fremont	2	3	Rye	1	6
Greenland	1	4	Sandown	3	1
Hampton	1	6	Seabrook	5	4
Hampton Falls	6	5	Somersworth	6	6
Kensington	-	1	Strafford	3	1
Kingston	1	2	Stratham	7	6
Lee	1	1	Wakefield	1	2
Madbury	4	2			
Middleton	5	2			
			Other – Seacoast, Bedford	2	-

APPENDIX B
TABULAR RESULTS

Q2: What is your level of familiarity with the New Hampshire Estuaries Project (NHEP)?

	Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar	Don't Know	Number Responding
All Respondents - 2005	13%	44%	13%	23%	6%	151
All respondents -2007	11%	46%	19%	17%	6%	157
Geographic Area						
Zone A - Estuary	15%	43%	20%	19%	4%	81
Zone B - Watershed	7%	50%	18%	16%	9%	76
Years on Board						
2 Years or less	7%	33%	21%	26%	12%	57
3 to 10 Years	10%	55%	21%	12%	3%	73
11 or More Years	24%	56%	12%	8%	0%	25
Position on Board						
Member of Planning Board	2%	35%	23%	23%	17%	48
Member of Conservation Comm	18%	48%	18%	15%	1%	91
Other	0%	67%	17%	11%	6%	18
Friend of NHEP						
Not a Friend	17%	57%	9%	15%	2%	47
Friend of NHEP	8%	42%	24%	18%	8%	110

Q3: What is your level of familiarity with the NHEP Management Plan?

	Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar	Don't Know	Number Responding
All Respondents - 2005	9%	22%	19%	39%	11%	152
All respondents - 2007	7%	22%	27%	32%	11%	153
Geographic Area						
Zone A - Estuary	8%	23%	27%	34%	9%	79
Zone B - Watershed	7%	22%	28%	30%	14%	74
Years on Board						
2 Years or less	4%	11%	27%	38%	20%	55
3 to 10 Years	7%	28%	32%	28%	6%	72
11 or More Years	17%	33%	17%	29%	4%	24
Position on Board						
Member of Planning Board	0%	11%	28%	40%	21%	47
Member of Conservation Comm	12%	22%	28%	30%	7%	89
Other	0%	53%	24%	18%	6%	17
Friend of NHEP						
Not a Friend	11%	30%	28%	26%	6%	47
Friend of NHEP	6%	19%	27%	35%	13%	106

Q4: [...]In your experience as a board/committee member, how effective has the NHEP been in assisting your community?

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective	Don't Know	Number Responding
All Respondents - 2005	11%	28%	5%	9%	48%	149
All Respondents - 2007	17%	28%	12%	5%	39%	155
Geographic Area						
Zone A - Estuary	20%	24%	11%	4%	41%	80
Zone B - Watershed	13%	32%	12%	5%	37%	75
Years on Board						
2 Years or less	7%	18%	7%	5%	63%	56
3 to 10 Years	19%	38%	14%	4%	25%	72
11 or More Years	32%	20%	16%	4%	28%	25
Position on Board						
Member of Planning Board	6%	19%	17%	6%	52%	48
Member of Conservation Comm	24%	29%	8%	4%	35%	89
Other	11%	44%	17%	0%	28%	18
Friend of NHEP						
Not a Friend	30%	33%	9%	0%	28%	46
Friend of NHEP	11%	26%	13%	6%	44%	109

Q6: 2007: "Last year, the NHEP sent the "2006 State of the Estuaries Report" to all the planning boards and conservation commissions in the coastal watershed. Did you see the report?"

2005: The NHEP sent the "2003 State of the Estuaries Report" to all planning boards and conservation commissions in the coastal watershed. Did you see the report?

	Yes	No	Don't Know	Number Responding
All Respondents - 2005	43%	39%	18%	150
All Respondents - 2007	59%	26%	14%	155
Geographic Area				
Zone A - Estuary	67%	22%	11%	79
Zone B - Watershed	51%	32%	17%	76
Years on Board				
2 Years or less	46%	37%	18%	57
3 to 10 Years	67%	19%	14%	72
11 or More Years	71%	21%	8%	24
Position on Board				
Member of Planning Board	38%	43%	19%	47
Member of Conservation Comm	72%	14%	13%	90
Other	50%	44%	6%	18
Friend of NHEP				
Not a Friend	60%	23%	17%	47
Friend of NHEP	59%	28%	13%	108

Q7: 2007: Have you used any information or data from the "2006 State of the Estuaries Report"?

2005: Have you used any information or data from the "2003 State of the Estuaries Report"?

	Yes	No	Don't Know	Number Responding
All Respondents - 2005	19%	58%	23%	150
All Respondents - 2007	22%	55%	23%	152
Geographic Area				
Zone A - Estuary	23%	53%	23%	77
Zone B - Watershed	20%	57%	23%	75
Years on Board				
2 Years or less	15%	53%	33%	55
3 to 10 Years	26%	56%	18%	72
11 or More Years	26%	61%	13%	23
Position on Board				
Member of Planning Board	9%	65%	26%	46
Member of Conservation Comm	28%	49%	23%	88
Other	22%	61%	17%	18
Friend of NHEP				
Not a Friend	29%	47%	24%	45
Friend of NHEP	19%	59%	22%	107

Q8: 2007: This summer, the NHEP gave each community a pollution identification outreach package that included posters and identification guide. Did you see that outreach package?

2005: Last fall, the NHEP gave each community and impervious surface outreach package that included laminated community maps and other resources. Did you see that outreach package?

	Yes	No	Don't Know	Number Responding
All Respondents - 2005	39%	46%	15%	150
All Respondents - 2007	24%	59%	17%	155
Geographic Area				
Zone A - Estuary	23%	59%	19%	80
Zone B - Watershed	25%	60%	15%	75
Years on Board				
2 Years or less	14%	65%	21%	57
3 to 10 Years	30%	56%	14%	73
11 or More Years	30%	57%	13%	23
Position on Board				
Member of Planning Board	9%	70%	21%	47
Member of Conservation Comm	29%	58%	13%	90
Other	39%	39%	22%	18
Friend of NHEP				
Not a Friend	26%	49%	26%	47
Friend of NHEP	23%	64%	13%	108

Q9: How confident are you in the NHEP regarding its knowledge and authority concerning the environmental status of New Hampshire's estuaries?

	Very Confident	Somewhat Confident	Somewhat Unconfident	Very Unconfident	Don't Know	Number Responding
All Respondents - 2005	37%	27%	9%	1%	27%	150
All Respondents - 2007	32%	35%	6%	2%	26%	152
Geographic Area						
Zone A - Estuary	33%	33%	5%	0%	28%	78
Zone B - Watershed	30%	36%	7%	4%	23%	74
Years on Board						
2 Years or less	21%	28%	7%	0%	44%	57
3 to 10 Years	36%	43%	4%	3%	14%	70
11 or More Years	48%	30%	4%	4%	13%	23
Position on Board						
Member of Planning Board	17%	30%	4%	0%	48%	46
Member of Conservation Comm	39%	35%	7%	3%	16%	89
Other	29%	47%	6%	0%	18%	17
Friend of NHEP						
Not a Friend	44%	33%	4%	2%	16%	45
Friend of NHEP	26%	36%	7%	2%	30%	107

q12: Which is your preferred method of receiving fact sheets, maps, or other beneficial resources?

	E-mail	Mail to Chair	Mail to Home	Other	Number Responding
All Respondents - 2007	47%	29%	23%	1%	150
Geographic Area					
Zone A - Estuary	51%	26%	22%	1%	77
Zone B - Watershed	42%	32%	25%	1%	73
Years on Board					
2 Years or less	52%	30%	17%	2%	54
3 to 10 Years	46%	30%	24%	0%	71
11 or More Years	33%	25%	38%	4%	24
Position on Board					
Member of Planning Board	48%	30%	17%	4%	46
Member of Conservation Comm	45%	32%	23%	0%	87
Other	53%	6%	41%	0%	17
Friend of NHEP					
Not a Friend	48%	30%	23%	0%	44
Friend of NHEP	46%	28%	24%	2%	106

POSIT: Planning Commission Positions Held

	Planning Board Chair	Planning Board Member	Conservation Commission Chair	Conservation Commission Member	Other	Number Responding
All Respondents - 2005	13%	34%	12%	40%	19%	151
All Respondents - 2007	7%	34%	13%	48%	11%	157
Geographic Area						
Zone A - Estuary	5%	31%	14%	51%	9%	81
Zone B - Watershed	9%	37%	13%	46%	14%	76
Years on Board						
5 Years or less	1%	42%	5%	52%	11%	95
6 to 10 Years	14%	17%	34%	43%	14%	35
11 to 15 Years	20%	28%	16%	44%	8%	25
Years on Board						
3 Years or less	0%	47%	1%	49%	10%	70
4 or More Years	13%	24%	24%	48%	12%	85
Years on Board						
2 Years or less	0%	47%	0%	49%	7%	57
3 to 10 Years	8%	26%	23%	49%	15%	73
11 or More Years	20%	28%	16%	44%	8%	25
Friend of NHEP						
Not a Friend	4%	28%	15%	57%	11%	47
Friend of NHEP	8%	36%	13%	45%	12%	110

YOB: Years Spent on Planning Board

	Less than 5 Years	6 to 10 Years	11 or More Years	Number Responding
All Respondents - 2005	63%	21%	16%	152
All Respondents - 2007	61%	23%	16%	155
Geographic Area				
Zone A - Estuary	68%	18%	15%	80
Zone B - Watershed	55%	28%	17%	75
Position on Board				
Member of Planning Board	71%	13%	17%	48
Member of Conservation Comm	57%	27%	17%	90
Other	59%	29%	12%	17

	2 Years or less	3 to 10 Years	11 or More Years	Number Responding
All respondents - 2007	37%	47%	16%	155
Geographic Area				
Zone A - Estuary	41%	44%	15%	80
Zone B - Watershed	32%	51%	17%	75
Position on Board				
Member of Planning Board	56%	27%	17%	48
Member of Conservation Comm	29%	54%	17%	90
Other	24%	65%	12%	17

APPENDIX C
OPEN END RESPONSES

Q1– ‘Please describe in your own words, what is the mission of the NHEP? (If you do not know, simply write “unsure”)

30% Unsure (N=45)

12% No Answer (N=18)

- To help raise awareness about wetlands along the coast.
- Unsure
- To improve the water quality and health of NH estuaries
- I don't know
- Protect NH estuaries; facilitate protection programs in the community
- To monitor the estuaries within the state
- To educate and collaborate with municipalities individuals and other in groups about the importance of water bodies in the state. To provide importance data to assist these entities in protecting watersheds
- Believe the mission of NHEP includes education and advocacy of issues pertaining to the health and preservation of NH Estuaries
- Unsure
- To Protect rivers and streams that flood into the Great Bay area and management of Great Bay
- To protect wetlands and water ways
- Unsure
- Unsure
- Unsure
- Unsure
- Educate public on surface waters and riparian areas in New Hampshire.
- Unsure
- Unsure
- Improve water shed for NH Coast
- Unsure
- The NHEP has provided grant money for land protection in our area and for wetlands assessment and a water resource project, NHEP helps to preserve natural resources in the seacoast area.
- Unsure
- Protect NH estuaries
- Unsure
- Collaboration of groups working to work with decision makers in the seacoast and greater watershed to protect health and water quality
- Unsure
- Protects and monitors health of state's estuaries
- To implement a management plan to restore and protect from future degradation of the Great Bay and Hampton Estuaries ecological balance.
- Unsure
- To provide research and information concerning NH estuaries
- To assess environmental issues in the NH Seacoast region and fund research and implementations that address identified issues.
- Unsure
- Assist towns in protection of estuaries
- Unsure
- Unsure
- Unsure
- Monitoring and protection of the State's estuaries
- Unsure
- To protect our estuaries/wetlands/water resources
- Unsure

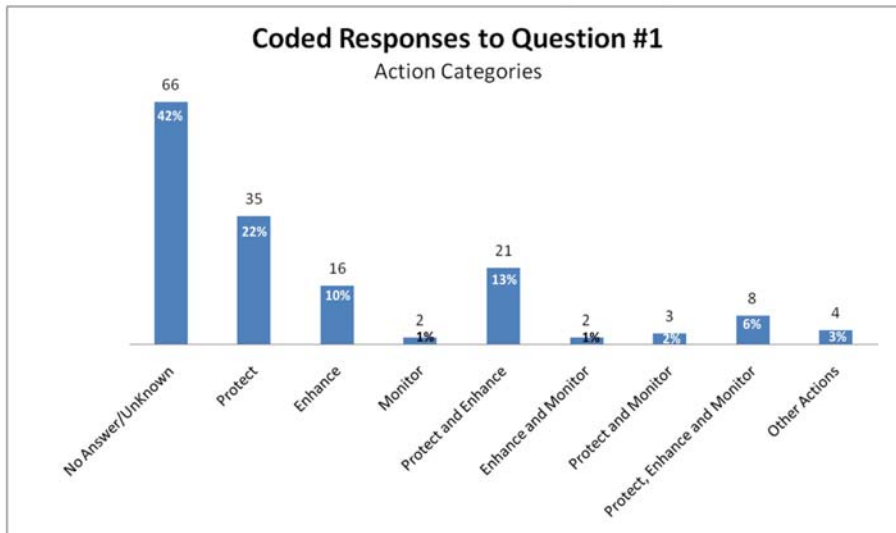
- Unsure
- Facilitate the protection of N.H. estuaries including tidal marshes
- Unsure
- Out reach and education plus some minor protective measures of Great and Little Bay
- Unsure
- Protection and safeguarding the Great Bay Estuary
- See item 4
- To preserve the scenic and water quality of NH estuaries
- Improve water quality, restore habitat, land use planning in coastal water
- To help protect the natural resources in NH's coastal rivers and estuaries
- Data base and resource same for all committees that have land in the estuaries
- Unsure
- Unsure
- Protect estuaries
- Protecting water quality
- To assist communities and organizations in implementing measures outlined in the NHEP management plan to protect and enhance the NH estuaries
- Education and Grants to Board especially Planning and Conservation Committees
- To protect our estuaries and improve water quality
- To monitor NH estuaries
- Unsure
- Unsure
- The NHEP aids committee to protect the estuaries/coastal areas in the state
- Preserve estuaries
- Unsure but understand the granting process is working quite well
- Unsure
- To protect and improve the quality of the water and the function of the estuary. In addition, i believe NHEP collects and shares data with area towns
- To protect, maintain, restore the integrity of the NH Estuary systems through out-reach and grants to assist communities with protection/restoration projects
- Better water quality in coastal areas
- Unsure
- Estuary protection, riparian protection; public and municipal education
- Monitor NH estuaries, management committees and funding for implementation of the management
- Promotion awareness of the condition and future influencing of the estuaries of coastal NH and the tributaries that flow into them
- Protection of coastal estuaries and provide support and information relative to water run off issues
- Trying to improve water quality of all the tributaries of Great Bay.
- They work to improve the water quality of the watershed for Great Bay
- Improve water quality and health of NH estuaries, track estuaries trends, support regional development patterns (water protection, quality, open space)
- Protect the wetlands and estuaries
- Clean water
- Unsure
- Trying to improve water quality of our tributaries to the estuaries
- Protect NH estuaries
- Protection if and education about estuaries
- Protection of waterway
- Protect wetlands
- To give support along coast and other
- Trying to help establish consistent guidelines as it pertains to wetland in the area.
- Unsure; obviously I know it's conservation focused
- To protect our shorelines and all waterways that enter our shores.

- Act as a single source of information and assistance with planning and conservation.
- Unsure
- Protect and enhance the estuaries environments
- Protect the estuaries and environment through actions and education.
- Protect and improve the quality of NH estuaries
- Unsure
- Unsure
- Unsure
- A strategic plan to identify core focus areas in the coastal watershed for protection in order to ensure the water quality and ecosystem of the NH estuaries.
- To help communities and organizations protect and monitor and study the seacoast watershed
- To monitor and educate about the importance of estuaries such as Great Bay
- To protect the quality of water and plant and fish life in the Great Bay Estuarine and environs E. Hampton River Estuaries
- Unsure
- Unsure
- I believe the main mission is to protect estuaries and tributaries.
- Manages land use to protect estuaries
- Unsure
- Unsure
- Unsure
- Help with wetlands and bodies of water
- Monitor and protect New Hampshire rivers and streams
- To protect the coastal and intercoastal waters of NH
- Protect/monitor estuaries. Water quality improvement/shellfish/habitat. Monitor, collect pertinent data. Management based on data collected.
- Minimize nps pollution through the promotion and implementation of smart growth within the coastal watershed
- Protection and enhancement of an estuarine
- Protection of the Great Bay Estuary, and its natural systems
- To protect our wetlands, Rivers, and, Lake
- To protect all River and Lakes and Wetland
- To assist working groups from towns with regard to open space easements- Wet land protection in educating the public
- To protect Great Bay Estuary and supporting watersheds
- To protect all wet lands, especially estuaries
- To protect wetlands, estuaries, rivers, lakes
- To promote protection of and education about the importance of the estuaries.
- Protecting NH estuaries
- Unsure
- To assist tidal watershed towns with watershed and tidal projects and decision making by supplying information, assisting with funding, providing technical assistance.
- Unsure
- I believe the mission is to protect Great Bay water quality.
- It is part of U.S. EPA program administered by NH State Planning to protect valuable estuaries from development and pollution
- Unsure
- Unsure
- To help in educating land use boards on water quality issues and mechanisms (plan, design) to help improve/protect water quality
- To protect the NH estuaries by assisting local communities
- To preserve and protect the ecology of NH's estuaries
- Conserve and protect estuary and watershed of Great Bay

- To protect NH estuaries by identifying threats and problems through monitoring. Reaching out to communities to help them prevent and reduce problems and threats by education and funding projects that protect wetlands and rivers and reduce storm water runoff.

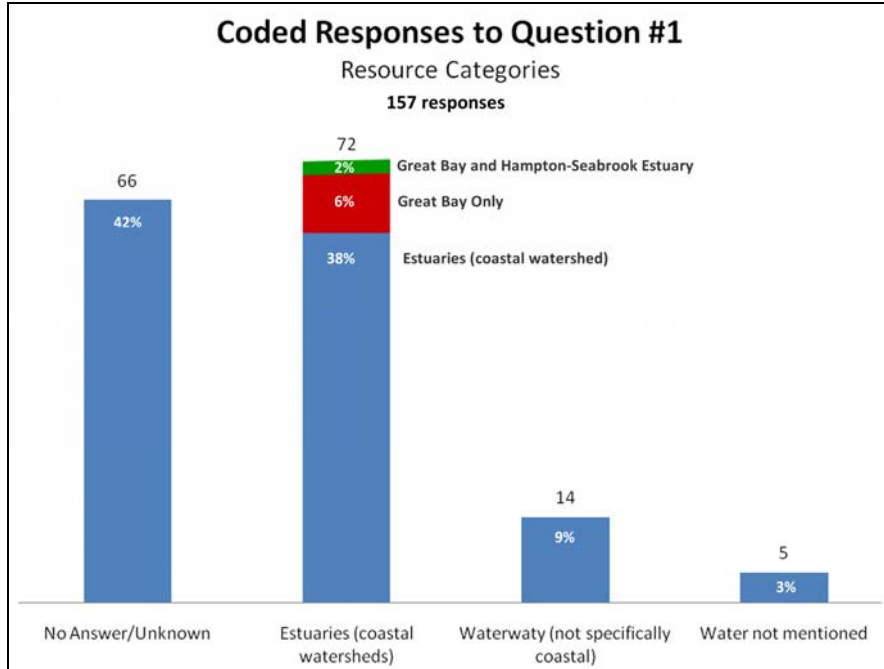
NHEP staff reviewed the 157 responses and coded each response using two different methods. One method involved coding actions and included the categories of “no answer/unknown,” “protect,” “enhance,” “monitor,” “protect and enhance,” “enhance and monitor,” “protect and monitor,” “protect, enhance, and monitor,” and “no elements.” Forty-three (43) percent of the respondents did not know the mission of the NHEP, while 21% believed the mission was primarily resource protection.

Chart 11



The second method coded geographic associations and included “no answer/unknown,” “Great Bay,” “estuaries” (coastal watersheds), “waterways” (not specifically coastal) and “water not mentioned.” Respondents identified “estuaries” with the NHEP mission 46% of the time with 6% specifically identifying the NHEP mission with Great Bay. No respondent identified the NHEP mission with only Hampton-Seabrook Harbor.

Chart 12



Q5– ‘The NHEP issues many grants in the coastal watershed that fund a variety of projects. Please list the name and/or description of any projects that you are aware of that were conducted of funded by the NHEP’

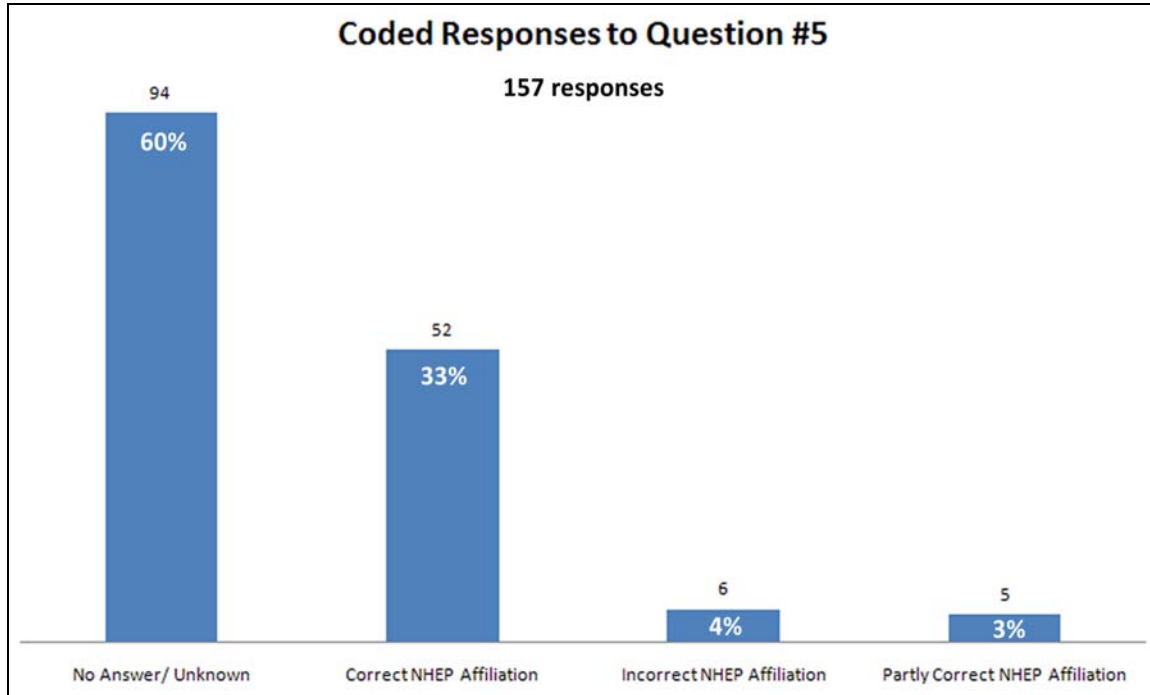
- Unsure
- Unsure
- An easement involving the Great Bay
- Candia open space committee brochure (?)
- N/A
- Shore land and Riparian Buffer workshop
- School education program in Stratham
- Not aware of any
- Unsure
- UBAD, URAD, Prime wetlands study maps
- Prime wetlands grants study
- The buffers project with Candia and Deerfield
- Unsure
- None
- Lamprey River
- Our wetlands assessment and our water resource program
- Unsure
- Buffer programs
- Unknown
- Unsure
- Lamprey River protection
- Dover NROC and Growing Greater Workshop in 2003
- The Isinglass River
- State of the Estuaries Report
- Attended the state of the Estuaries conference for the 2006 report and learned all projects currently involved in at that time. TNC mapping parcels of importance, oyster/shellfish work.

- None
- None
- Unsure
- Jones River Port
- Chris Kane's survey of all the public lands in North Hampton. Excellent detailed information.
- Little River Reclamation
- Little River
- Little River salt Marsh Restoration, Great Bay Estuary
- Not sure
- Grants for Erlac Alewife Festival
- Unknown
- Storm water tap for town
- None
- Recently received grant - local grants program
- Unsure
- Portsmouth work on Prime wetlands, IDDE training a guide for Phase II communities
- Decimate prime wetlands in Portsmouth
- In 2000, the town received a grant to evaluate and make recommendations for Bull Toad Pond
- A prime wetlands survey and a conservation easement file organization project
- Prime wetland inventory, baseline assessments for easements
- Unsure
- Technical assistance with prime wetlands, falls
- Portsmouth Prime wetlands study - thank you!
- Not aware of any
- Mills property conservation easement on little river
- Very cool pollution guidebook that showed natural resources pollution
- Unknown
- 1997-1998 watershed quality grant
- None since my tenure
- New castle grant to evaluate salinity of an important pond
- They funded a grant to New Castle to evaluate salinity of Bull Toad Pond and salt marsh system
- Bull Toad Pond Salinity Testing
- A grant for salinity of a major pond in New Castle
- NHEP Local Grant program
- NHEP Local Growth Program
- None
- 9897 water shed
- Our town received a grant for round 2 of the CTAP program
- N/A
- Not sure
- None
- None known
- 1? Conservation Commission- Taylor River?
- I am a board member of MMRG, the grantee of several NHEP grants
- Lamprey Rover Monitoring, grant for Nottingham cons. Comm.
- Monitoring of Modgelon Brook, North Mill pond, Great Bay
- Identification of core conservation areas in Brookfields
- Unknown
- Believe storm water treatment techniques
- No estuaries in Somersworth - Don't Know
- None
- N/A
- Tours of Great Bay

- Great Bay - Monitoring Hampton/Seabrook
- A TAP Grant that facilitated the development of a Riparian Buffer Ordinance in Town (New Durham) A prime wetland study completed for New Durham, Wakefield, Farmington, Middleton, Brookfield and Milton.
- Funding (partial)for conservation easement
- None
- NROC Clam Study, Oyster Study, Ribotyping,
- Unsure
- Do not know of any
- Piscassic Greenway
- To support the Newfields Open Space Project with community education on the subject.
- MMRG- protection priorities
- Moose Mountain
- Cains Brook and Mill Creek Management Plan - 2006 Cains Brook Water Quality Study - 1997
- Great Bay estuary
- Unsure
- N/A
- I don't know of any specifically, but I am new to the Madbury Planning Board.
- Prime Wetlands for Newfield's; Hyper spectral Mapping of Great Bay
- Funded transaction costs of Glen Oaks acquisition; funded a phase of a Town wide wetlands study upland buffer to spruce swamp. Funded RPC to help with NRI text.

NHEP staff reviewed the 157 responses and coded each response as “no answer/unknown,” “correct NHEP affiliation,” “incorrect NHEP affiliation,” and “partly correct NHEP affiliation.” Data indicated that 60% of respondents could not name or describe projects conducted by or funded by the NHEP and 33% correctly identified an NHEP project.

Chart 13



Q10 Specified: 'What is your position on your board or commission? (Chose 'other')'

- Selectman
- Selectman
- Selectman
- Selectman/ State Rep.
- Alternate
- ZBA-SNHPC
- Vice Chair
- State Representative
- Planning board alternate
- Planning Board Alternative
- NH State Rep for 18 years
- Board of Selectman, Chairman
- LRAC member
- Land protection administrator
- Selectman
- Selectmen Rep
- Alternate on planning board; admin. Asst. For conservation commission
- Planning staff
- Secretary MMRG
- CC Clerk
- Alternate conservation commission
- Select man
- Conservation Clerk
- New alternate
- Planning Board Alternate Member

Q14: What are the most pressing natural resource issues in your community?

- Wet Land/shoreline protection and open space and I95 Bridge Replacement
- We need the money to fund a prime wetland project
- Identifying prime wetlands, ignorance Conservation easements leading to resistance to supporting them.
- Conserving land and protecting our water supply while implementing smart growth
- Overbuilding
- Water quality
- H2O
- Water
- Water
- Preserving open space
- Land Conservation
- Wetland preservation.
- Flood Control
- Growth Management
- Land development
- Land-people developing homes in too many areas
- Water
- Forest
- Protection of open space
- Development-encroachment on wetlands, development around pleasant lake (across community issue: Northwood/Deerfield)
- Water Withdrawal
- Water quality/quantity
- Development Pressure on Open Lands
- Pawtucket's Lake, Major water source for Great Bay
- Water withdrawal
- Preserving water resources and protecting land from development
- Threats to water supply and waterways due to development
- Wetlands, woods, farmland
- Water, open space woods, field
- Storm water runoff
- Wason Pond
- Storm water management and implement the new CSPA requirements
- Protecting the wetlands- cleaning the rivers, land conservation, protecting the brooks.
- Impervious surface and water quality
- Water Quality in rivers + streams, land protection
- Number of Bad Developers
- Protecting them from over development and development that "makes no sense" (i.e. not fit w/ the character)
- Health of Milton 3 Ponds
- Water/Milton 3 Ponds
- Open space, groundwater pollution and wetland preservation
- Water Protection
- Wetlands. A lack of understanding of their value
- Land and water
- Wetlands Encroachment
- Acquiring Land
- Infringement of wetlands buffers
- Water protection, land preservation, farmland soil protection, Great Bay watershed protection

- NPS from SFH on waterfront and increasing impervious cover in commercial areas
- Protecting farm land and land along waterway
- Water quality - the health of our streams and rivers
- Open-space preservation, water quality issues
- Water quality, open space protection
- Protection of wetlands and open space
- Land protection, storm water runoff, water resource protection
- Conservation of natural assets while allowing for growth and change
- Preserve Water supply
- Water protection - lakes
- Open space protection; storm water management
- Development intruding in on the little remaining wetlands and impervious surfaces
- Constructed wetlands not protected in current zoning
- Restoring salt marshes and preserving the little open space that's left
- Growth and its effects on our natural resources
- Water quality and quantity, maintaining open space
- Open space preservation; wetlands protection; water quality
- Protecting the Exeter River
- Development! Fertilization = contaminated rivers, streams, etc.
- Development
- None that BCC isn't dealing with already
- Preserving open space; protecting water
- Encroachment into the buffer zones
- Loss of open space, water quality, degradation due to development and roadways
- Growth and redevelopment issues, water pollution issues
- Water supply
- Need for land conservation
- Coastal protection, water quality, protection, land conservation
- Protecting open space/ wetland protection
- Storm water management; restoration Cains Brook
- Cains Brook watershed restoration and storm watch water compliance
- Open space - protection of the little that we have
- Open space Protection and Salt Marsh Restoration
- Water
- Protecting the remaining (limited) open space. Minimizing the increase in impervious surfaces in our town
- Use of herbs and fertilizers in proximity to surface waters
- Land-use change, water quality, wetland preservation
- Open space, salt marsh restoration
- Protecting our lakes
- Protection of open space, water, wildlife corridors
- Protecting lakes
- Protection of water resources
- Storm water management and Cains Brook Watershed plan
- Brook restoration
- Tidal protection
- Not too sure, I suspect it could be wetlands encroachment
- Impact of development
- Groundwater, wetlands pres.
- Water, wetlands, and open space
- Protecting land
- Finding an adequate source of water for town residents, protecting shorelines of rivers and streams.
- WQ- Exeter river
- Water quality, sources, quantity for future development and sustained sources

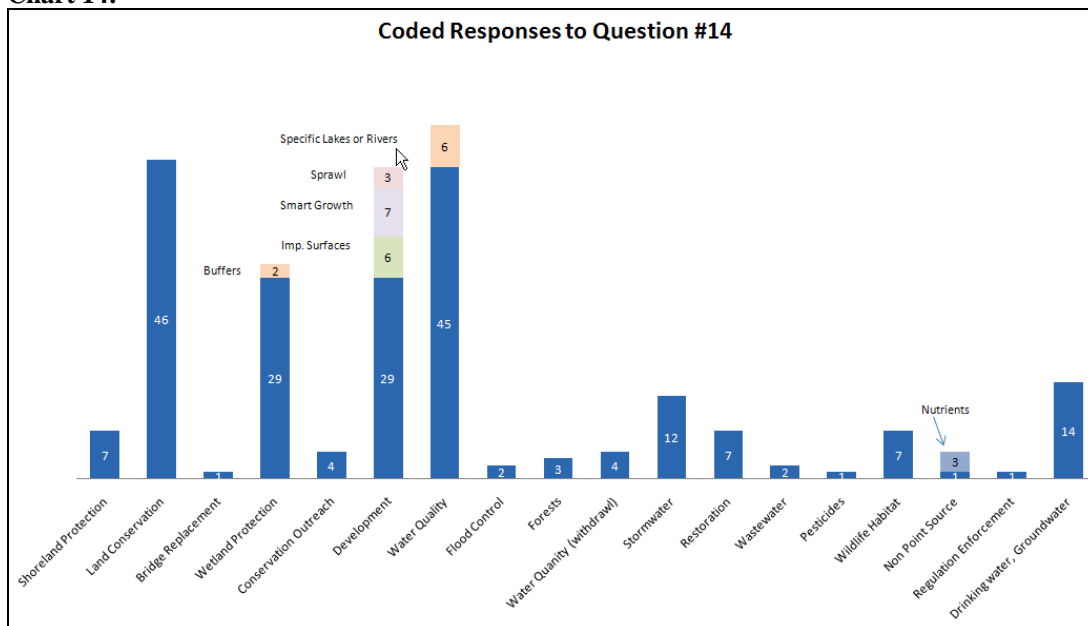
- Wetlands, shore land protection, septic pressures
- Development, lack of community involvement regarding natural resources
- Potable water, waste water treatment and drainage
- Development, limiting non point pollution sources esp. From residences like horse farms.
- Lack o non wetland and open space protection that provide wildlife habitat
- Wetlands
- Unknown
- Don't Know
- Water quality and open space protection.
- Sprawl, impermeable surfaces, land consumption
- Water
- Too much development and lack of understanding about easements
- Conserving Open Space
- Water protection, Development
- Town Forests with wetlands
- Pollution of water bodies - rivers, lakes and bays
- Lakes
- Water/Wetlands
- Rapid growth: Habitat fragmentation, Wildlife impacts, water quality degradation
- Development
- Development
- Residential growth and loss of wildlands
- Development
- Development
- Wetland Protection/Urban Sprawl
- Wetlands/Habitat protection
- Development
- Development
- Water supply, development pressure on open spaces.
- GROWTH
- Storm water treatment and the impact on the aquifer and watersheds. Lack of enforcement for wetland violations.
- Water resource protection. Open space preservation.
- Water supply
- Water pollution; hard surfaces; overdevelopment
- Willard Pond, Salmon Falls River
- Flooding
- Willard Pond and it's drainage "system", Salmon Falls River, Lilly Pond
- Suburban sprawl, leading to habitat fragmentation, increased traffic, and loss of landscape values
- Aquifer protection, storm water runoff into the estuary
- Land conservation
- Wetlands, water resources, land, wildlife.

NHEP staff reviewed the 156 responses and developed the following categories that were used to code responses:

- shoreland protection
- land conservation, including mention of “open space” and “farmland”
- bridge replacement
- wetland protection, including mention of “encroachment” and “Prime Wetlands”
- conservation outreach
- development
- water resources, water quality, water protection, water, water pollution
- flood control
- forest
- water withdrawal, including mentions of water quantity
- stormwater management
- restoration
- wastewater
- pesticide application near surface waters
- impervious surface
- wildlife habitat (also habitat fragmentation, corridors)
- non-point source pollution
- Smart Growth, land use planning
- regulation enforcement
- drinking water resources, groundwater, aquifer
- nutrients
- buffers
- specific lake or river protection
- sprawl

Similar categories were combined in the analysis and are presented in Chart 14. Of the 156 responses, 242 issues were reported. “Water quality” was the most often reported pressing issue at 51 responses (21%), followed by “land conservation” with 46 responses (19%) and “development” at 45 responses (18.5%), which included three responses referencing sprawl, seven referencing Smart Growth, and six referencing impervious surface.

Chart 14:



Conclusions

This report indicates that the goals for objectives 2 and 3 of the 2004 NHEP Strategic Communication Plan were not met. Despite relatively intense outreach activities targeted to the planning board and conservation commissions during the time between the first baseline survey and the second evaluative survey, only 56% of the target audience report some level of familiarity with the NHEP. This falls short of the 75% goal put forth in the 2004 Strategic Communication Plan. Similarly, 68% of the target audience reported confidence in the credibility of the NHEP regarding estuarine issues, falling short of the 75% goal. It is important to note that 26% of the respondents did not know or did not have an opinion regarding credibility, which may be linked to problems in general awareness of the NHEP.

The most encouraging finding from the evaluative survey was the increased exposure to the NHEP flagship publication, the State of the Estuaries report. Exposure of this publication by the target audience increased from 43% to 59%, with an impressive 72% of the conservation commission respondents reported being exposed to the 2006 State of the Estuaries report. Likely, the focused effort on customizing materials for each town and working through partnering networks to deliver and promote the reports to communities account for the increase in exposure.

The two surveys reveal that planning board and conservation commission service is typically less than five years. Since members leave these land use boards regularly, it becomes a challenge for an organization to build an identity and credibility with these groups. The data does indicate that NHEP awareness is far greater for board members who have served more than 11 years (80% reported some level of familiarity with the NHEP). Perhaps these experienced members can be better utilized as ambassadors for the NHEP and facilitate communication with new members.

The recent survey also suggests that emails are a favored way to communicate with members. Even though the two surveys do not provide trend data on favored delivery methods for information, other sources suggest that email will continue to be a significant way to communicate with the target audience.

Lastly, as the NHEP evolves into a two-state program, the data from these surveys on New Hampshire planning board and conservation commissions is likely comparable, since service time is likely similar. Lessons learned about customizing the State of the Estuaries report to enhance its recognition, and in turn its use, should aid in communication with Maine board members.

New Hampshire Estuaries Project Survey

The New Hampshire Estuaries Project is interested in your opinions and knowledge of its organization. The results will be used to help the New Hampshire Estuaries Project better communicate to planning boards and conservation commissions. Please take a few moments to complete this survey and be assured that your answers are completely confidential and your identity will not be known. Please circle the number that best represents your opinion. When completed, please fold and tape so that the address of the **University of New Hampshire Survey Center, Huddleston Hall, 73 Main Street, Durham, NH 03824** is clearly displayed. Thank you for taking the time to complete this survey. **Please complete and return the survey as soon as possible.**

1. Please describe, in your own words, what is the mission of the New Hampshire Estuaries Project (NHEP). (write 'DK' if you are unsure) _____

	Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar	Don't Know
2. What is your level of familiarity with the NHEP?	1	2	3	4	5
3. What is your level of familiarity with the NHEP Management Plan?	1	2	3	4	5

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective	Don't Know
4. The NHEP is a collaborative program involving more than 20 organizations that works to assist communities in the protection, enhancement and monitoring of the environmental quality of the state's estuaries. In your experience as a board/committee member, how effective has the NHEP been in assisting your community?	1	2	3	4	5

5. The NHEP issues many grants in the coastal watershed that fund a variety of projects. Please list the name of and/or describe any projects that you are aware of that were sponsored or funded by the NHEP? _____

	Yes	No	Not Sure
6. Last year, the NHEP sent the "2006 State of the Estuaries Report" to all the planning boards and conservation commissions in the coastal watershed. Did you see the report?	1	2	3
7. Have you used any information or data from the "2006 State of the Estuaries Report"?	1	2	3
8. This summer, the NHEP gave each community a pollution identification outreach package that included posters and identification guide. Did you see that outreach package?	1	2	3

	Very Confident	Somewhat Confident	Somewhat Unconfident	Very Unconfident	Don't Know
9. How confident are you in the NHEP regarding its knowledge and authority concerning the environmental status of New Hampshire's estuaries?	1	2	3	4	5

10. What is your position on your board or commission? (may chose more than one)

1. Planning Board Chair **3. Conservation Commission Chair**
2. Planning Board Member **4. Conservation Commission Member**
5. Other _____

11. How many years have you been on your current board/commission? _____ **Years**

12. Which is your preferred method of receiving factsheets, maps, or other beneficial resources? (Circle one)

1. E-mail **2. Mail to Chair who then gives to you** **3. Mail to your home** **4. Other** _____

13. In which town do you reside? _____

14. What is the most pressing natural resource issue in your community? _____

>-----<

If you would like to receive information on the NH Estuaries Project or to receive their newsletter please write your email address below: (it will be detached from your responses by UNH)

E-Mail address: _____

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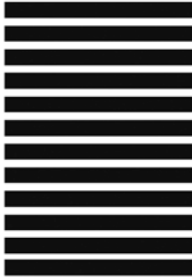


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2 DURHAM NH

POSTAGE WILL BE PAID BY ADDRESSEE

THE SURVEY CENTER
UNIVERSITY OF NEW HAMPSHIRE
HUDDLESTON HALL
73 MAIN STREET
DURHAM NH 03824-9987



----- FOLD HERE -----



New Hampshire
Estuaries Project