

12-31-2005

# NROC Coordination and Program Delivery

Frank Mitchell  
*UNH Cooperative Extension*

Amanda Stone  
*UNH Cooperative Extension*

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## Recommended Citation

Mitchell, Frank and Stone, Amanda, "NROC Coordination and Program Delivery" (2005). *PREP Reports & Publications*. 198.  
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# **NATURAL RESOURCES OUTREACH COALITION**

## **Coordination and Program Delivery**

A Final Report to

The New Hampshire Estuaries Project

Submitted by

Frank Mitchell

Amanda Stone

UNH Cooperative Extension  
131 Main Street, 220 Nesmith Hall  
Durham, NH 03824

December 31, 2005

This report was funded in part by a grant from the Office of State Planning, New Hampshire Estuaries Project, as authorized by the U.S. Environmental Protection Agency pursuant to Section 320 of the Clean Water Act.



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## EXECUTIVE SUMMARY

The primary goal of the Natural Resources Outreach Coalition (NROC) program is to provide education and outreach to communities in the NH Coastal Watersheds that are dealing with the effects of growth, and looking for ways to conserve open spaces and natural resources. Program objectives to meet this goal include:

1. NROC and client communities determine natural resource concerns of the communities.
2. NROC and client communities gather community information about these concerns
3. NROC develops and client communities host community presentations about natural resource-based planning.
4. Communities receive follow up technical and educational assistance as requested.

In 2005, NROC worked with three new client communities (New Durham, Wakefield and Deerfield) to achieve the objectives outlined above. All three communities received NROC's *Dealing with Growth* educational presentation, customized for each community, followed by a series of follow-up meetings in each community to address issues raised in the presentation and community concerns about growth and natural resources.

At the same time, NROC continued to work with three previous NROC communities (Chester, Strafford and Candia). NROC worked with a total of six communities during the funding period.

Our experiences with the NROC program led us to the following conclusions:

- a) All the program objectives were met
- b) The NROC approach of an initial education presentation for all boards and the public, followed by an intensive program of follow-up assistance over several months, continues to be a very effective strategy for mobilizing and motivating community leaders and volunteers to move forward and take action to protect priority land and water resources. The follow-up assistance and related activities are key to the success of the NROC program in a community. NROC's revised follow-up assistance procedure, first implemented at the end of 2004, has been very successful, resulting in higher levels of volunteer recruitment and retention. This has also resulted in stronger and more focused follow-up programs developed by the participants
- c) Providing continued assistance to previous NROC communities has been valuable in helping those communities continue to move forward, and develop a strong and informed base of public support for natural resource-based planning.
- d) Having funds available for community projects has helped to motivate communities to take action on issues they have prioritized.

## a) 1. INTRODUCTION

The Natural Resources Outreach Coalition (NROC) is a multi-organizational initiative providing technical and educational assistance to communities in New Hampshire's coastal watersheds dealing with the effects of growth. The NROC program offered to communities includes an initial educational public presentation, *Dealing with Growth*, followed by a series of follow-up meetings to help the community focus their goals, develop an action-oriented work plan, and provide the technical and educational assistance needed to help the community meet its goals.

NROC includes the following organizations:

- NH Department of Environmental Services
- NH Coastal Program
- NH Estuaries Project
- NH Fish & Game Dept – Great Bay National Estuarine Research Reserve
- Rockingham Planning Commission
- Strafford Planning Commission
- Southern NH Planning Commission
- UNH Cooperative Extension and NH Sea Grant

UNH Cooperative Extension provides staff support for NROC program coordination and delivery. This is accomplished through:

- Coordinating the educational and technical assistance resources of the state's major natural resource and planning organizations and agencies.
- Serving as a clearinghouse and referral agent for available resources for coastal watershed communities.
- Presenting education and technical assistance programs to communities, upon request, that emphasize both regulatory and voluntary tools for resource protection, and that illustrate the connections between natural resources, economy and community character.
- Helping community leaders to better understand their community's resources; threats to these resources; the actions necessary to sustain the resources; and then using this information as a basis for community planning and decision-making.
- Maintaining contact with community members throughout the follow up and implementation project phase to ensure their needs are being met.

## 2. PROJECT GOALS AND OBJECTIVES

The Natural Resource Outreach Coalition Community Assistance Program has the following goal and objectives:

**Goal:** The primary goal of the Natural Resources Outreach Coalition (NROC) is to provide technical assistance, education and outreach to communities in the NH Coastal Watersheds that are dealing with the effects of growth. This program helps communities sustain and protect natural resources and open space lands identified as critical to water quality, biodiversity and other resources identified by communities. NROC helps communities protect these resources through voluntary land conservation and land use planning and regulation.

**Program objectives to meet this goal include:**

1. NROC and client communities determine natural resource concerns of the communities.
2. NROC and client communities gather community information about these concerns
3. NROC develops and client communities host community presentations about natural resource-based planning.
4. Communities receive follow up technical and educational assistance as requested.

In 2005, NROC worked with three new client communities (New Durham, Wakefield and Deerfield) to achieve the objectives outlined above. All three communities received NROC's *Dealing with Growth* educational presentation, customized for each community, followed by a series of follow-up meetings in each community to address issues raised in the presentation and community concerns about growth and natural resources.

**3. METHODS/ACTIVITIES**

The work tasks to meet the above objectives included:

- Coordinating the activities of participating NROC organizations and agencies to provide effective assistance to communities.
- Continuing to work with existing NROC client communities on community implementation projects and other assistance as requested. Providing technical assistance to existing NROC client communities, through meetings, telephone, and e-mail.
- Developing three community project teams, comprised of NROC staff members, for the three 2005 client communities – New Durham, Wakefield and Deerfield.
- Meeting with the three 2005 communities to discuss natural resources issues and concerns, and to prepare for the NROC *Dealing with Growth* presentation and follow-up activities.
- Updating the NROC presentation “Dealing with Growth” for 2005, and participating in revisions to customize the presentation for each community.
- Co-hosting the public presentation with the host community.
- Coordinating follow-up technical and educational assistance to each of the three communities over the following 6-12 months.
- Working with the communities to develop a one-year work plan, and identifying goals and priorities through facilitated discussion and brainstorming.
- Assisting the communities with implementing priorities identified in the work plan, and drafting proposals for implementation grant funding.

**4. RESULTS AND DISCUSSION**

The following actions were conducted in order to meet the project objectives described above.

**ACTION: Coordinate activities of participating NROC organizations and agencies.**

- Coordinated quarterly meetings of coalition members to select new client communities for 2006, review work with existing (2004 and 2005) client communities, discuss revisions to the NROC program, and review progress with the new 2005 communities. These meetings continue to be a valuable forum for discussion and program improvements, foster a greater sense of team work among the NROC organizations, and have helped develop the most appropriate follow-up assistance.

- Developed NROC staff teams for each of the 2005 communities. The teams for each community were responsible for Initial Planning, Customizing the *Dealing With Growth* Presentation, Presenting *Dealing With Growth*, and Follow-up Assistance.
- Coordinated NROC marketing efforts to solicit applications from communities for the 2006 NROC program. This included sending out application packets in late summer, 2005 to planning board, select board and conservation commission members in coastal watershed communities, presenting the pre-application *NROC Introductory Presentation* to prospective 2005 program applicants, and serving as the point of contact for interested communities. The Introductory Presentation was given to four communities who requested it (Rollinsford, Danville, Fremont and Farmington). This has proven again to be a valuable tool for NROC staff in selecting communities for the upcoming year.  
Applications were received from two communities: Rollinsford and Fremont, both second time applicants, were selected for the spring and summer 2006 programs. The NROC Team is currently advertising for a third community for the Fall NROC program.
- Began work on revising and updating text for the NROC web page
- Provided input to the Plymouth State University team conducting an evaluation of the NROC program, a funded project of the NH Coastal Program.
- Participated in the NROC work group assisting with the development of the NROC nonpoint water resources education module, a grant-funded project with NH DES (319 funds).

**ACTION: Continue to work with existing NROC client communities on community implementation projects, and other assistance as requested.**

- Maintained contact with the community representatives for the three 2004 communities, Chester, Strafford and East Kingston, and tracked progress of their community implementation projects.
- Organized a “Land Conservation and Estate Planning” workshop in East Kingston, held on January 29, 2005, and attended by 18 landowners.
- Organized and facilitated a follow-up meetings with the Strafford NROC action groups in January and March, 2005. Provided guidance to the Strafford Land Conservation Group in formulating their land conservation program.
- Assisted the three Strafford NROC groups with developing proposals for funding a three-part project: a land conservation outreach program, surface water quality monitoring program in Bow Lake, and a public outreach program for making changes to zoning.
- Organized and presented at a land conservation workshop in May (attended by 40 people) co-hosted by the Strafford Land Conservation Group and Conservation Commission, and UNH Cooperative Extension.
- Worked with Chester to develop a proposal for funding the development of an Open Space Plan, with assistance from Southern NH Planning Commission.

**ACTION: Work with three new client communities to determine natural resource concerns of the communities and gather community information about these concerns**

- Coordinated preliminary NROC program planning meetings with New Durham, Wakefield and Deerfield three months prior to the *Dealing with Growth* public presentations in each community. The purpose of these meetings was to solicit community input through facilitated discussion about natural resources issues and concerns for incorporation into the presentation. These meetings were followed up with a second meeting to review the draft *Dealing with Growth* presentation for each community, and get community input regarding any changes they felt were necessary.

**ACTION: Develop, with community input, customized community presentations about natural resource-based planning.**

- Coordinated efforts to customize the *Dealing with Growth* presentation for each of the three communities. Worked with the communities to collect local photographs and data for the presentations. Organized and participated in meetings with each community to present the draft presentation to representatives from the community boards for review and input.
- Coordinated the public *Dealing with Growth* presentations in each of the three communities. Presentations were held on the following dates:
  - New Durham – April 19, 2005; attended by 30 people.
  - Wakefield – June 8, 2005; attended by 97 people.
  - Deerfield – October 11, 2005; attended by 150 people.

**ACTION: Develop a program of follow-up technical and educational assistance to the needs of each of the three new client communities.**

Extension staff, together with other NROC staff, planned and participated in follow-up assistance to the three 2005 communities. Specific accomplishments for each of the three communities are described below:

**NEW DURHAM (Workplan in Appendix A):**

Eight follow-up meetings have been held with community members to date. A total of around 20 people have been involved in these meetings. At the first and second follow up meetings, participants identified Planning for Appropriate Growth and Development, Community Education and Outreach, and Land Conservation as their three top priorities. The following resulted from the formation of these three groups:

- **Planning for Appropriate Growth and Development:** Since the New Durham Planning Board was already starting to work on these issues with Southern NH Regional Planning Commission (and NROC team member), this group joined the planning board work sessions to address issues of growth. This group has now merged with the planning board.
- **Land Conservation Group:** Extension staff worked with this group to develop a process for land conservation in New Durham. This included a review of NRI maps and identifying gaps that needed to be filled, identifying conservation priorities and land conservation funding options, developing a strategy for working with landowners, and helping the group form an official Land Conservation Committee.
- **Community Education and Outreach:** Extension staff held a facilitated two-part workshop session *Developing An Effective Education and Outreach Program* with this group. As a result of these sessions, the group developed a short term outreach plan to encourage community participation in Master Plan update meetings, and build support for the natural resources section of the master outreach plan. In the longer term, the group chose to focus on land conservation issues. Extension staff helped organize and present a *Land Conservation Options and Estate Planning* workshop in November 2005, attended by 30 people. Two additional workshops focused on land conservation are planned for 2006 (*Dollars and Sense of Saving Special Places*, and *Land Conservation Nuts and Bolts*).

With a formal Land Conservation Committee forming, NROC staff and the action group participants decided to combine the Education & Outreach and Land Conservation

Groups into a single group for more effectiveness with outreach and conservation issues. The NROC Land Conservation group solicited members, and received official approval from the Select Board in November, 2005 for a New Durham Land Conservation Committee. The first meeting of this committee was held in December, 2005.

The New Durham NROC group has submitted a proposal for NROC funding which will use NH Coastal Program funds. The proposed project will conduct a survey that addresses the public's views of current initiatives of the Planning Board and the Conservation Commission (smart growth and land conservation) and publicize the results; and host a series of educational workshops that highlight smart growth principles and land conservation, and better inform residents of the current threats to natural resources and the rural community character of New Durham. The proposal has formal support from the Select Board, Conservation Commission and Planning Board.

### **WAKEFIELD (Work plan in Appendix B)**

Nine follow-up meetings have been held with community members to date. A total of 40 people have been involved in these meetings. At the first and second follow up meetings, three primary actions were identified: Land Conservation, Controlling Growth and Zoning Changes, and Protecting Water Resources. The following accomplishments have resulted from these follow-up activities:

- **Land Conservation Group:** This group has worked on developing a list of criteria for identifying priority areas, reviewing NRI maps and identifying gaps, and establishing a formal Land Conservation Committee. The group initiated, planned and implemented a "Conservation Breakfast" event for the public on Saturday November 19, 2005 to discuss land conservation issues with owners of larger properties. Thirty five people attended this event, in addition to members of the Land Conservation group. Phil Auger (UNH Cooperative Extension) gave a presentation on land conservation options. The group is currently working with Rebecca Rule (NH writer and humorist) who will write and help to stage a short play to educate residents about the value of land and water protection. The LCG and Conservation Commission are planning to have a town meeting warrant article in March 2006 asking for \$600,000 for two conservation projects in progress. The group is currently working on a proposal for an NROC implementation grant to develop a public outreach and communication program and publicity to build community support for land conservation.
- **Managing Growth and Changing Zoning Group:** The town currently has a one-year Growth Management Ordinance, and the Planning Board is working on addressing a number of issues relating to growth management, including revising zoning before the March 2006 town meeting. Since the Planning Board was already planning to work on a number of the issues raised by the NROC group, the group decided that rather than functioning as a separate group, they would join the twice-monthly Planning Board work sessions between September and December, 2005. The group developed and implemented a community outreach plan to solicit additional citizen participation in the Planning Board/ Controlling Growth process. Attendance at the Planning Board work sessions was more than doubled (compared with previous attendance), with 20-24 NROC participants attending these work sessions. The NROC group has continued to participate in the planning board work sessions, including five weekly meetings in December. This additional participation has helped

meet the Planning Board goal of involving as many citizens as possible in the process.

- **Water Resources Protection Group:** This group prioritized developing a Water Resources chapter for the Master Plan. The group is pursuing a planning process that will analyze existing water quality information, identify information gaps, and provide recommendations for addressing issues identified during the course of the project. The group divided the Water Resources chapter into two phases:
  - Phase 1: Describe water resources and potential pollution sources and compile data, and analyze and interpret water resources data. Jeff Schloss (UNH Cooperative Extension Water Resources Specialist) will be helping the group with this work. This part of the study is being funded by NH Department of Environmental Services 319 funds.
  - Phase 2: Review land use regulations and enforcement methods, develop an education and outreach strategy, and prepare and distribute a funding strategy. The group is planning a public outreach event to educate the public about water resources issues in Wakefield in spring, 2006. The group is currently developing a proposal for funding the Phase II work. The NH Coastal Program will fund this project.

#### **DEERFIELD (Work plan in Appendix C)**

Three follow-up meetings have been held with community members to date. A total of 57 people attended the first follow up meeting, with around 25 people at the second meeting (lower attendance possibly because of conflicts with two other meetings in town that night). At the first and second follow up meetings, three primary actions were identified: Land Conservation, Planning and Zoning, and Taxes and Affordability. The following accomplishments have resulted from these follow-up activities:

- **Land Conservation:** Since there is already a very active Open Space group in Deerfield, participants decided to merge with the Open Space group. This will also help to include new people in the Open Space Committee. This group plans to use NROC assistance to help them implement Deerfield's Open Space Plan, which was completed in November, 2005. A work plan for achieving this goal is included in the Appendix C.
- **Planning and Zoning:** This group attended and participated in two Planning Board work sessions on zoning amendments on December 7 and 14, 2005. The group will next meet in January at the scheduled NROC follow up meeting.
- **Taxes and Affordability:** This group is taking an initial look at the taxes and affordability issue, in order to decide how the group may best function. Southern NH Planning Commission is assisting with collecting some research data for the group to consider.

## **5. CONCLUSIONS**

- a) All the program objectives stated above were met.
- b) The NROC approach of an initial education presentation for all boards and the public, followed by an intensive program of follow-up assistance over several months, continues to be a very effective strategy for mobilizing and motivating community leaders and volunteers to move forward and take action to protect priority land and water resources. The follow-up assistance and related activities are key to the success of the NROC program in a community. NROC's revised follow-up assistance procedure, first implemented at the end of 2004, has been very successful, resulting in higher levels of volunteer recruitment and retention. This has also resulted in stronger and more focused follow-up programs developed by the participants
- c) Providing continued assistance to previous NROC communities has been valuable in helping those communities continue to move forward, and develop a strong and informed base of public support for natural resource-based planning.
- d) Having funds available for community projects has helped to motivate communities to take action on issues they have prioritized.

## **6. RECOMMENDATIONS**

Interest in land and water conservation in New Hampshire's coastal watersheds continues to be high, and we feel this will be sustained or increased as growth pressures in south-eastern New Hampshire continues to affect communities. Of the 42 coastal watershed communities, NROC has worked with 15 communities to date. We recommend that the NHEP continues to support community conservation efforts by providing continued support to NROC.

The NROC member organizations are committed to assisting communities with natural resource-based planning, based on successes thus far. We recommend that some funds continue to be made available to communities to enable them to implement prioritized actions, to achieve their conservation goals.

As communities in the Coastal Watershed become more knowledgeable and familiar with conservation tools, and more sophisticated with implementing land conservation strategies, NROC needs to revise and update its own strategy to keep up with and better meet the needs of these communities. To this end, a staff retreat is planned for February, 2005 to discuss how to reshape and refine the NROC process. The Plymouth State University evaluation report will be a primary reference for establishing NROC's future direction.

**Appendix A**  
**PROPOSED ONE-YEAR ACTION PLAN AND TIME LINE FOR FOLLOWUP TO THE**  
**NEW DURHAM “DEALING WITH GROWTH” PRESENTATION**  
**Updated November, 2005**

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<b>Planning for Appropriate Growth and Development</b>						
Combine efforts with ongoing Planning Board work sessions. <ul style="list-style-type: none"> <li>Attend Planning Board work sessions on the Master Plan to address issues of appropriate growth and development.</li> </ul>	X	X	X		Planning Board NROC work group	Strafford Regional Planning Commission (Gerry Mylroie)
<b>Land Conservation</b>						
Develop a process for land conservation in New Durham. <ul style="list-style-type: none"> <li>Review NRI maps to identify gaps that needed to be filled</li> <li>Develop criteria to identify conservation priorities</li> <li>Explore land conservation funding options</li> <li>Develop a strategy for working with landowners interested in land conservation</li> <li>Form an official Land Conservation Committee to take on these tasks</li> </ul>	X X	X	X		Land Conservation Group, New Durham Conservation Commission	UNH Cooperative Extension (Frank Mitchell, Phil Auger, Amanda Stone)
Develop a proposal for NROC Implementation funds focused on: <ul style="list-style-type: none"> <li>Develop and implement a Master Plan Implementation survey to gauge resident's attitudes and perceptions about smart growth initiatives to protect natural resources</li> <li>Public education and outreach program to build support for land conservation and related master plan implementation initiatives.</li> </ul>	X	X	X	X		
			X		Land Conservation Committee, ND Planning Board	UNH Cooperative Extension (Frank Mitchell, Amanda Stone), NH Coastal Program

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<b>Community Education and Outreach</b>						
<ul style="list-style-type: none"> <li>• Attend NROC's facilitated facilitated 2-part workshop session <i>Developing an effective education and outreach program</i></li> <li>• Develop a short term outreach plan to encourage community participation in the Master Plan update.</li> <li>• Develop an ongoing education program focused on land conservation issues.</li> <li>• Host land conservation workshops: <ul style="list-style-type: none"> <li>○ <i>Land Conservation Options and Estate Planning</i> workshop in November 2005</li> <li>○ <i>Dollars and Sense of Saving Special Places</i> in February 2006</li> <li>○ <i>Land Conservation Nuts and Bolts</i> in March, 2006</li> </ul> </li> </ul>	X				Community Education & Outreach Group, Land Conservation Group	UNH Cooperative Extension (Julia Peterson, Frank Mitchell, Amanda Stone, Phil Auger)
	X	X				
	X	X	X	X		
		X	X	X		

**Appendix B**  
**PROPOSED ONE-YEAR ACTION PLAN AND TIME LINE FOR FOLLOWUP TO THE**  
**WAKEFIELD “DEALING WITH GROWTH” PRESENTATION**  
**Updated November, 2005**

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<b>MANAGING GROWTH, CHANGING ZONING, AND REVIVING TOWN CENTERS</b>						
<p>1. Develop and implement a community outreach plan to solicit additional citizen participation in the Planning Board work sessions focused on growth management and changes to zoning.</p> <ul style="list-style-type: none"> <li>• Press releases</li> <li>• Notices on town web site</li> <li>• Place notices in public places (e.g. library, the Pub, stores, Town Hall, etc.)</li> <li>• Get notices out to local groups, e.g. Lake Associations, Church groups, etc.,</li> <li>• Talk it up with neighbors &amp; friends and encourage them to participate</li> <li>• Use e-mail lists to get notices out</li> <li>• Acquire and use a marquee board outside town hall to advertise meetings</li> <li>• Include Planning Board agendas with all publicity</li> </ul> <p>Conduct these publicity efforts before each planning board work session</p>	X	X	X		<p>Planning Board NROC work group</p>	<p>Strafford Regional Planning Commission (Gerry Mylroie)</p> <p>UNH Cooperative Extension</p>
<p>2. Combine efforts of the NROC group with ongoing Planning Board work sessions.</p> <ul style="list-style-type: none"> <li>• Attend twice-monthly Planning Board work sessions to revise zoning and address other growth management issues</li> </ul>	X	X	X			

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<b>WATER RESOURCES PROTECTION</b>						
<p>1. Develop a water resources chapter for the Master Plan</p> <ul style="list-style-type: none"> <li>Identify funding sources to fund this work, and develop funding proposals</li> </ul> <p><b>Phase 1:</b></p> <ul style="list-style-type: none"> <li>Describe water resources and potential pollution sources and compile data, and analyze and interpret water resources data.</li> <li>Identify a water quality professional to help work on analysis and interpretation</li> </ul> <p><b>Phase 2:</b></p> <ul style="list-style-type: none"> <li>Review land use regulations and enforcement methods, develop education and outreach strategy, and prepare and distribute a funding strategy.</li> <li>Plan and conduct a public outreach event to educate the public about water resources issues in Wakefield in spring, 2006.</li> </ul>	X	X	X		Water Resources Protection Group, Wakefield Planning Board (review of drafts)	NH Department of Environmental Services  UNH Cooperative Extension Water Resources  NH Sea Grant  NH Coastal Program

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<b>LAND CONSERVATION</b>						
<p>1. Develop a process for land conservation in Wakefield.</p> <ul style="list-style-type: none"> <li>Review NRI maps to identify gaps that needed to be filled</li> <li>Develop list of criteria to identify conservation priorities</li> <li>Explore land conservation funding options</li> <li>Develop a strategy for working with landowners interested in land conservation</li> <li>Form an official Land Conservation Committee to take on these tasks</li> </ul> <p>2. Develop a public outreach and communication program and publicity to build community support for land conservation.</p> <p>Short term:</p> <ul style="list-style-type: none"> <li>Plan and implement a public workshop on Saturday November 19, 2005 to discuss land conservation issues with owners of larger properties.</li> <li>Start working with Rebecca Rule (NH writer and humorist) who will write and help to stage a short play to educate residents about the value of land and water protection.</li> <li>Develop a short term publicity program to build public support for a town meeting warrant article in March 2006 asking for \$600,000 for two conservation projects in progress.</li> </ul>	X X	X	X		Land Conservation Group	UNH Cooperative Extension (Frank Mitchell, Phil Auger, Amanda Stone)
	X	X	X	X		
		X	X			
			X	X		

TASKS	2005	2005	2005/ 2006	2006	Responsibility	NROC Staff Assistance
	Summer	Fall	Winter	Spring		
<p>Long term (through December 2006):</p> <ul style="list-style-type: none"> <li>• Develop a series of four Newsletters</li> <li>• Develop a Land and Water Conservation Web Page</li> <li>• Develop a series of public workshops</li> <li>• Use “focus group” sessions at a private home to provide land conservation information and discussion to interested landowners</li> <li>• Develop a proposal for NROC Implementation funds to fund these outreach efforts</li> </ul>						

**Appendix C**  
**DEERFIELD – NROC LAND CONSERVATION GROUP**

**ACTION PLAN FOR IMPLEMENTING THE OPEN SPACE PLAN**  
**DRAFT – DECEMBER 15, 2006**

**GOALS** (summarized by Frank based on the group discussion):

1. Town residents, landowners and town officials are familiar with the Open Space Plan.
2. The Open Space Committee and Conservation Commission receive public comment on the Plan.
3. Landowners in areas identified as having high conservation importance receive communications from the DOSC about conservation options.
4. Sufficient funding is available to make significant annual progress on the goals of the Plan.
5. Additional land is conserved, in accordance with the Open Space Plan.

Possible timing  
(suggested by Frank)  
**2006**

TASK	Possible timing (suggested by Frank) <b>2006</b>				WHO	NROC ASSISTANCE
	WINTER	SPRING	SUMMER	FALL		
<b>COMMUNICATIONS</b>						
1. Create a communications plan (why, how, when, what)	x				Brenda Eaves & DOSC	- Facilitate a planning session - Review & comment
2. Writing – news releases, handouts for meetings, items for <i>The Forum</i> , town web site, landowner communications, mailings to residents, etc.	x	x	x	x	Wendy Schorr, Linda Lee & Judy Muller?	- Review & comment - NROC Community Implementation Grants for some costs?
3. Photography for items in #2	x	x	x			- May be able to provide some photos
4. Presentations to town organizations	x	x	x			?
6. Plan & conduct an event for townspeople (a listening and information event) This would include an opportunity for townspeople to express their interest in areas of town or values they especially want to see protected.	?	x	x			- Participate in event as needed - Assist with event planning.
6. News media coverage – making contacts	x	x	x			- Review & comment - Provide quotes
9. Presentation on the Open Space Plan at the town meeting deliberative session	x	x				

TASK	2006				WHO	NROC ASSISTANCE
	WINTER	SPRING	SUMMER	FALL		
<b>LANDOWNER CONTACT</b>						
1. Identify lands of interest and use project evaluation criteria to identify those to receive attention first and more directly. Start with parcels over 50 acres (& in one of the priority areas?), then apply other criteria.	x	x			Linda Lee, others	- Assist with map interpretation
2. Estimate the amount of effort to communicate with landowners next year based on available people and resources	x	x			DOSC	- Facilitate the development of a landowner communications plan with a timetable
3. Contact landowners directly (letter followed by phone call and a meeting if they're interested?)		x	x	x	DOSC, volunteers?	- Provide information on technical aspects of land conservation to DOSC and landowners
<b>FUNDING</b>						
1. Communications tasks will include funding as a topic	x	x	x	x	See communications tasks	- See communications tasks
2. Estimate funding needed	x	x			DOSC, DCC	- Assist with budget development
3. Decide on a town meeting warrant article	x				DOSC, DCC	
4. Decide whether to propose funding any of the above activities or others with NROC Community Implementation Grants	x	x				
<b>OTHER</b>						
1. Consider whether to incorporate the suggested additional criteria for project evaluation suggested in the Open Space Plan.	x	x			DOSC	