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## NHEP Strategic Communication Plan, Kellam, D

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# 2004

New Hampshire Estuaries Project



## Strategic Communication Plan

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December 2004

## **Table of Contents**

<b>Summary .....</b>	<b>1</b>
<b>Situational Audit .....</b>	<b>2</b>
<b>Defining Elements:.....</b>	<b>4</b>
<b>Strengths, Challenges, and Target Audience .....</b>	<b>4</b>
<b>Strategic Communication Plan (SCP): 2005 - 2007 .....</b>	<b>6</b>
<b>Bibliography .....</b>	<b>7</b>
<b>Appendices</b>	
<b>Appendix A: Organizational Identity: Branding Elements of the NHEP .....</b>	<b>8</b>
<b>Appendix B: List of POE-related Action Plans &amp; Completion Ratings .....</b>	<b>11</b>
<b>Appendix C: Target Audiences and Initiation/Completion Dates     of POE-related Action Plans .....</b>	<b>13</b>
<b>Appendix D: Draft Survey Instrument for     Municipal Coastal Decision Makers.....</b>	<b>14</b>
<b>Addendum: Guidance for Acknowledgment of Federal Funding     for Various Media .....</b>	<b>15</b>

## **Summary**

The New Hampshire Estuaries Project's (NHEP) Strategic Communication Plan (SCP) facilitates the implementation of Action Plans related to public outreach and education (POE) and focuses resources on communication activities that strengthen the organization's position in the resource management community. The plan begins with a situational audit that examines the history of the NHEP, its role in the natural resources management community and the target audiences identified in the NHEP Management Plan. Next, the SCP's goals and objectives for the next three years are described. Finally, the SCP appendices include branding elements, program descriptions, Management Plan relevance to the SCP, and a draft of a survey to planning board members, conservation commissioners and regional planning commission staff.

## **Situational Audit**

*History:* The NHEP is part of the U.S. Environmental Protection Agency's National Estuary Program (NEP) which is a joint local/state/federal program established under the Clean Water Act with the goal of protecting and enhancing nationally significant estuarine resources. The NHEP is one of 28 NEP programs and was established in 1995.

In 1997 the NHEP outreach coordinator and the NHEP Public Awareness and Participation Project Advisory Team completed the *NHEP Outreach Strategy*. This document focused on garnering coastal stakeholder buy-in to the NHEP Management Conference and included an aggressive in-house outreach program that included a speaker's bureau, fact sheets, presentation kits, issue-related signage, traveling displays and field trips. An interim report by the UNH's Program on Consensus and Negotiation further documented the process of defining outreach action plans (Varn, 1998).

In 2000, the NHEP Management Plan was completed. It includes a POE section with six Action Plans and 22 other Action Plans with POE elements (technical training was excluded). All of these POE-related Action Plans are intended to be initiated or completed by the end of 2007.

In 2003, the NHEP's host agency, NH Office of State Planning, was eliminated and a new agency, NH Office of Energy and Planning, became the NHEP's new host agency. Then in 2004, the NHEP was moved to the NH Department of Environmental Services (DES). In the summer of 2004, the NHEP Management Committee voted to move the administration of the NHEP to the University of New Hampshire. The administrative shift is expected to occur in early 2005.

*Market:* The "business" of the NHEP is resource management, specifically, related to water quality of New Hampshire's estuaries and associated coastal watersheds. The NHEP mission was stated in the Management Plan as "to promote, protect, and enhance the environmental quality of the state's estuaries" (Management Plan, 3-1). To accurately represent the activities of the NHEP, the NHEP Director altered the mission statement slightly as "to protect, enhance, and monitor the environmental quality of the state's estuaries" (Hunter, 5/11/04). The NHEP serves the New Hampshire coastal public, however, in the short term the organization serves resource management organizations and stakeholders. Due to the

limited funding (\$500K - \$1Mil per year) the NHEP staff does relatively little direct resource management or implementation of the Management Plan. Instead, the NHEP influences resource management decisions by primarily funding, enabling and/or persuading other organizations to make resource management decisions that achieve the Management Plan objectives. The types of support can be characterized as technical assistance, capacity building, land protection (limited), education, research, and environmental monitoring.

*Market Niche:* To better understand the niche the NHEP occupies, three categories of organizations are examined: funding agents, training agents, and organizations with the word “estuary” or its derivative in their name.

The NHEP is one of a small group of organizations that can directly fund resource management activities in NH’s coastal watershed. Other funding organizations in the coastal watershed are DES Watershed Management Bureau (primarily CWA Section 319 funds), DES New Hampshire Coastal Program (NOAA-funded), NH Fish and Game (Moose Plate Program), Great Bay Resource Protection Partnership, and the Greater Piscataqua Community Foundation. A host of smaller foundations provide sporadic assistance to resource management groups. It is noteworthy that DES administers three of the five primary funding organizations.

According to a recent needs assessment conducted by the Great Bay National Estuarine Research Reserve regarding coastal management training (CMT), the NHEP is one of 13 organizations that provide training to coastal decision makers. Providers of CMT are defined as groups “that have the resources for CMT and who provide CMT as a primary part of their mission.” The other organizations identified in this category are the NH Coastal Program, NH Sea Grant, Natural Resources Outreach Coalition (partially funded by NHEP), Rockingham Planning Commission, Strafford Regional Planning Commission, NH Department of Environmental Services, UNH Cooperative Extension, Center for Clean Air Policy, UNH Coverts program, Center for Watershed Protection, Center for Integrated Regional Problem Solving, and Great Bay National Estuarine Research Reserve (Miller, 2004).

The NHEP is one of five organizations in New Hampshire’s coastal watershed that have the word “Estuary” or its derivations in its name (Great Bay National Estuarine Research Reserve, Cooperative Institute for Coastal and Estuarine Environmental Technology (CICEET), Jackson Estuarine Laboratory, Inn Along the Estuary). A survey conducted by the University of New Hampshire’s Survey Center revealed that eleven percent of New Hampshire residents can correctly define an estuary (Smith, 2004). This finding suggests that public understanding of the work of the NHEP is limited.

### *Defining Elements:*

To help conceptualize an organization, it is useful to acknowledge its defining elements – attributes that distinguish it from other organizations. In general, the defining elements of the NHEP are:

- Governed by committees and advisory teams that represent more than 20 credible stakeholder groups (management conference structure)
- Has a Management Plan and funds work (usually with a 1:1 match) to complete that plan
- Study area covers all NH coastal watersheds
- Monitors environmental indicators of estuarine health
- Issues “State of the Estuaries” report
- U.S. EPA funded

### *Assumptions:*

- Estuarine environmental quality will be protected and enhanced if the NHEP Management Plan is implemented
- Reporting on the “State of the Estuaries” is needed, desired, and will influence resource management decisions
- If key stakeholders and decision makers are familiar with the NHEP structure and its Management Plan, then this group will be supportive of the program, which will lead to an increase in program implementation, credibility, funding capabilities and stability

### Strengths, Challenges and Target Audience

To help conceptualize an organization, it is useful to acknowledge the strengths and challenges of its structure. In general, the structure of the NHEP has the following strengths:

- Collective voice of more than 20 credible stakeholders
- Federally funded
- Management Plan
- Diligent execution of the Management Plan

When considering challenges, it is important to make a distinction between challenges associated with organizational structure and managerial performance. It is not the purpose of the SCP to assess managerial performance, but rather to illuminate the inherent challenges of the NHEP structure so that communication strategies may take them into account. In general, these challenges are:

- Administrative decisions are slowed by collective process
- Some stakeholders are not represented
- Study area includes 75% of the coastal watershed
- Host agency has the potential to dominate the NHEP identity
- Management conference structure is somewhat difficult to explain

### *Target Audience*

Several documents were written during the development of the NHEP Management Plan that dealt with the issue of target audience. The *NHEP Outreach Strategy* identified the primary NHEP audience as local municipal officials in Zones A & B, legislators, state agency staff,

estuarine shoreline property owners, local recreational estuarine resource users, regional environmental groups and regional media (Chase, 1997). A 1998 interim report defined POE action plan “targeted constituencies” as children and youth, commercial interests, conservation commissions, the public, educators, elected officials, environmental groups, funding sources, planning boards, recreational estuarine users, regional media, regional planning commissions, shoreline property owners, state agencies and tourists. Outreach strategies were suggested for each of these groups; however, they were not prioritized (Varn, 1998). This list was reprinted in the appendix of the Management Plan (AP43-AP47). Also, recommendations from the “Needs Assessment for Local decision Makers” identified planning boards, conservation commissions, and planning staff as the primary group “most directly involved in the majority of land use decisions” (Paulsen, 1998).

A review of the 28 POE-related Action Plans in the Management Plan indicates that the most cited audiences are coastal decision makers (planning board members, conservation commissioners, town planners, and other planning staff). Other categories that were often cited include general public, children and shellfishers (Appendix C).

In a recent needs assessment an important group of stakeholders was defined as Coastal Decision Makers or CDMs. This term was defined as “people who have direct responsibility, either in a professional or occupational capacity, for making decisions regarding activities that will affect the New Hampshire Coastal Watershed” and a primary CDM group was identified as “planning boards, selectman boards, city councils, conservation commissions, zoning boards of adjustments, planning departments and regional planning commissions”(Miller, 2004).

## **Strategic Communication Plan (SCP): 2005 - 2007**

**Need:** The NHEP Management Plan calls for completion or full implementation of all POE-related Action Plans by 2007. Also, the NHEP must be regarded as a credible information source if the triennial “State of the Estuaries” report is to be well received. Lastly, the NHEP must be familiar to planning boards, conservation commissions and regional planning commissions to fulfill its mission.

**Target Audience:** Many target audiences are identified in the NHEP Management Plan. The purpose of this SCP is to focus limited resources in the most efficient and strategic way. Given the prevalence of Action Plans targeting planning boards, conservation commissions, and regional planning commissions, defined collectively as coastal decision makers (CDMs), this SCP will emphasize communication with this group. Other target audiences, such as shellfishers and the public, will be part of the NHEP outreach efforts because of their inclusion in POE-related Action Plans, but when given the opportunity, CDMs as a group will be the priority audience for the next 3 years.

**SCP Goal:** To completely implement the POE-related Action Plans in the NHEP Management Plan, realize CDM familiarity\* with the NHEP and its Management Plan, and achieve confidence among CDMs that the NHEP is a credible source for reporting on the environmental status of the state’s estuaries.

### **Objectives:**

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.

**Actions:** Actions leading to the completion of objective #1 are well described in the Management Plan and will be completed with the assistance of the POE Team. Actions to achieve objectives #2 and #3 will be determined after a survey of all CDMs is completed in the beginning of 2005 (Appendix D). This survey will be administered by the UNH Survey Center and will establish baseline data and guide the development of appropriate materials and activities. Whenever possible, activities associated with POE-related Action Plans will be designed to also achieve objectives #2 and #3.

\* For this SCP, “familiarity” is defined as knowledge of the existence of the NHEP and its Management Plan and will be assessed through a survey of CDMs (Appendix D). CDMs will be asked to report their level of familiarity with the NHEP and its Management Plan as “very familiar”, “familiar”, or “unfamiliar”.

## **Bibliography**

Chase, Jim (1997) “New Hampshire Estuaries Project Outreach Strategy”, New Hampshire Estuaries Project

Miller, Steve (2004) “Training Resources Needs Assessment: An Analysis of the Training Needs of Coastal Decision-makers on the Seacoast of New Hampshire”, Great Bay National Estuarine Research Reserve

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New Hampshire Estuaries Project (2004) “Progress Report”, New Hampshire Estuaries Project

Paulsen, Carl (1998) “Needs Assessment for Local Decision Makers: A report to the Great Bay National Estuarine Research Reserve”, Great Bay National Estuarine Research Reserve

Smith, Andrew and Junius, Dennis (2004) “Granite State Poll for the New Hampshire Estuaries Project”, University of New Hampshire Survey Center

Varn, Jim (1998) “Development of Priority Issues, Action Plans and an Implementation Strategy for the New Hampshire Estuaries Project Management Plan”, UNH Program on Consensus and Negotiation

## Appendix A: Organizational Identity: Branding Elements of the NHEP

### Mission Statement:

to protect, enhance, and monitor the environmental quality of the state's estuaries.

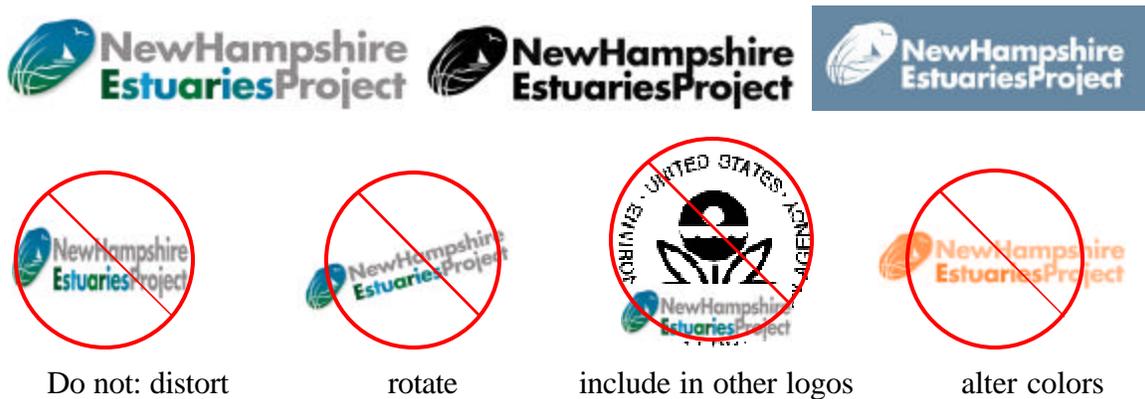
### Branding Elements:

#### *Campaigns and Tag Lines:*

Be Part of the Solution Campaign: posters, window clings & brochures

#### *Logo:*

NHEP logos can be used in full color, black and white and reversed (white on any background)



*Colors:* In general the colors of the NHEP logo. Also brown from the website)

Blue Gray: RGB= 129,167,163,

Yellow: RGB= 230,230,204

Gold: RGB= 128,128,0

Brown report strip = 159,122,45

Web link font color = 114,139,175 - Hex 728BAF

*Fonts:* The NHEP organizational identity employs five typefaces throughout the range of communication materials: Arial, Gil Sans, Times New Roman, Georgia, Verdana\*

Sans Serif Font Specifications – Gill Sans, Alternative: Arial

Serif Font Specifications: Times New Roman, Alternative: Georgia

\*Web Site Fonts: Headers = Georgia, Body Text: Verdana, Hyperlinks = Arial

Arial and Times New Roman are recommended for use in Final Reports, standard office documents, and Powerpoint presentations.

*Collateral Materials:*

2003 State of the Estuaries Report, State of the Estuaries Conference Proceedings, NHEP reports completed after May 2004, NHEP Impervious Surface Summary Sheet (2004), Be Part of the Solution campaign, and the NHEP Website.

Consistent Messages:

*Program Descriptions:*

FULL\* - The NHEP is part of the U.S. Environmental Protection Agency's National Estuary Program, which is a joint local/state/federal program established under the Clean Water Act with the goal of protecting and enhancing nationally significant estuarine resources. The NHEP receives its funding from the EPA and is administered by the New Hampshire Department of Environmental Services. The NHEP's Comprehensive Conservation and Management Plan for NH Estuaries was completed in 2000 and implementation has been ongoing. The Management Plan outlines key issues related to management of New Hampshire's estuaries and proposes strategies (Action Plans) that are expected to preserve, protect, and enhance the State's estuarine resources. The NHEP's priorities were established by local stakeholders and include water quality improvements, shellfish resources, land protection, and habitat restoration. Projects addressing these priorities are undertaken throughout NH's coastal watershed, which includes 42 communities. The NHEP strives to improve the water quality and overall health of New Hampshire's estuaries; support regional development patterns that protect water quality, maintain open spaces and important habitat, and preserve estuarine resources; track environmental trends through the implementation of a long term monitoring program to assess indicators of estuarine health; and develop broad-based popular support for the implementation of the Management Plan by encouraging involvement of the public, local government, and other interested parties in its implementation.

*\* used in the beginning of the 2003 State of the Estuaries Report and on the "About Us" page of the website*

LONG\*\* - Since its creation in 1995, the NHEP has supported management, protection and monitoring of the state's estuaries. The NHEP is part of the EPA's National Estuary Program, which is a joint local, state, and federal program established by the Clean Water Act. The NHEP receives its funding from the EPA and is administered by the New Hampshire Department of Environmental Services. The NHEP strives to:

- Improve the water quality and overall health of New Hampshire's estuaries.
- Support regional development patterns that protect water quality, maintain open space and important habitat, and preserve estuarine resources.
- Track environmental trends through the development of a long-term monitoring program to assess indicators of estuarine health.
- Develop broad-based support for the Management Plan by encouraging involvement of public, local government, and other interested parties in its implementation.

*\*\* used in some Request For Proposals, 2004*

MEDIUM\*\*\* – The New Hampshire Estuaries Project (NHEP) is a program involving federal, state, and local government, non-governmental organizations, businesses, and the public to improve the environmental quality of the state's estuaries. The NHEP developed and implements a Management Plan that outlines actions to protect, restore, and manage the state's estuarine systems. The NHEP is part of the National Estuary Program, funded with monies from and approved by the U.S. Environmental Protection Agency as part of Section 320 of the Clean Water Act.

\*\*\* used for Governor and Council cover memos in 2004

SHORT\*\*\*\* – The New Hampshire Estuaries Project is a collaborative program funded by the US Environmental Protection Agency and administered by the NH Department of Environmental Services that involves governmental agencies, universities, non-profit organizations, businesses, and the public to protect, enhance and monitor the environmental quality of the state's coastal bays and rivers.

\*\*\*\* used in the footer of the NHEP letterhead

*Definition of Estuary:*

Tidally influenced waterways where fresh and saltwater mix.

*Estuarine Status - as of 2003:*

"New Hampshire's estuaries are still in relatively good condition. Due to lots of hard work by the NHEP and its partners, water quality has improved and over 40,000 acres of land have been protected from development. Despite these successes, there are still problems and new threats. The oyster fishery in Great Bay is at an all time low because of an oyster-specific disease. In the watershed, development, especially along shorelines, and the creation of new impervious surfaces is accelerating. Finally, nitrogen concentrations in Great Bay are increasing, which may foretell future changes to the ecology of the Bay." – Phil Trowbridge, NHEP Coastal Scientist

**Appendix B: List of POE-related Action Plans & Completion Ratings (NHEP, 2004, Progress)**

ACTION PLAN ID	ACTION	POE Materials or Actions	COMP. RATING
WQ-6	Promote collaboration of state and local officials (conservation commissions, health officers, building inspectors, and others) to locate and eliminate illegal discharges into surface waters.	<ul style="list-style-type: none"> <li>• develop a public awareness campaign including posters, training programs/workshops, direct mail, and other communication tools to explain procedures for reporting suspected pollution sources.</li> <li>• create and distribute a community-by-community status report to inform all parties of the actions and results.</li> </ul>	1-25%
WQ-12A	Acknowledge and support the oil spill prevention and response activities of the Piscataqua River Cooperative.	<ul style="list-style-type: none"> <li>• Publishing PRC</li> </ul>	100%
WQ-13	Provide septic system maintenance information directly to shoreline property owners, and to other citizens of the coastal watershed to help improve water quality.	<ul style="list-style-type: none"> <li>• Examine existing educational materials on septic system maintenance and in-home best management practices. Develop written materials that describe the principles of septic system operation and maintenance, using information available through NH DES and others.</li> <li>• Distribute septic system maintenance information to shoreline property owners using private septic systems.</li> <li>• Mail these materials to residents of areas where septic systems are used.</li> <li>• Give written materials to real estate offices to present to new home owners.</li> <li>• Submit articles to newspapers and newsletters regarding septic systems and advertising informational sessions.</li> <li>• Distribute written materials to town clerks to make available to residents.</li> <li>• Include this information on the CICEET Great Bay Radio broadcasts.</li> </ul>	76-99%
WQ-17	Coordinate public tours of wastewater treatment facilities.	<ul style="list-style-type: none"> <li>• Tours, tour materials</li> </ul>	0%
WQ-19	Support and expand storm drain stenciling programs.	<ul style="list-style-type: none"> <li>• Stenciling activities</li> </ul>	51-75%
WQ-20	Conduct an Estuarine Field Day for municipal officials.	<ul style="list-style-type: none"> <li>• "The goal is for at least 60 local decision-makers to attend a half-day program" - Tours , tour materials and promotion</li> </ul>	100%
SHL-09B	Increase outreach and education about methods to control shellfish predators.	<ul style="list-style-type: none"> <li>• disseminate a press release to educate the public about the predators of harvestable shellfish.</li> <li>• develop a brochure</li> </ul>	1 - 25%
SHL-09d	Increase productivity by discouraging the harvest of immature shellfish.	brochure	1 - 25%
SHL-10	Provide information regarding public access to shellfish beds through distribution of maps/booklets.	map of current harvestable locations.	76-99%
SHL-11	Establish Bounty of Bays shellfishing field education program.	Ed program	100%
SHL-12	Develop & maintain a shellfisher license information database for use in outreach activities.	database	100%
SHL-13	Update materials issued with shellfish licenses, improve distribution of information and better utilize the NH F&G "Clam Hotline."	Seasonal mailings	26-50%
LND-01	Prepare a report of current and future levels of imperviousness for the subwatersheds of the NH coastal watershed.	report	100%
LND-05	Support the Natural Resource Outreach Coalition (NROC)	materials	76-99%
LND-06D	Develop a science-based handbook and video on the nature, causes, and remedies of sprawl for audiences in the coastal watershed.	Handbook & Video	1 - 25%
LND-14	Develop and implement an outreach program to encourage and assist communities in developing and adopting land use regulations to protect undisturbed shoreland buffers.	Develop an outreach strategy to distribute these tools and materials and assist local governments in implementing the regulations	51-75%

LND-20	<b>Develop and implement a Wetlands Buffer Outreach Program for planning boards.</b>	Distribute the buffer guide for municipalities. Create a series of zoning regulation models for use by all towns in the coastal watershed.	<b>0%</b>
LND-25A	<b>Create a traveling Prime Wetlands display.</b>	a traveling display and public presentation for coastal watershed communities to increase public understanding and appreciation of Prime Wetlands.	<b>0%</b>
LND-26	<b>Support implementation of state/federal land protection programs.</b>	<ul style="list-style-type: none"> <li>• Develop a slide show and displays to inform New Hampshire citizens about the opportunities the proposed programs would offer, and to encourage support and involvement.</li> <li>• Display the developed materials at appropriate locations (e.g., libraries, town halls, Sandy Point Center, Seacoast Science Center, etc.) throughout the New Hampshire Seacoast.</li> <li>• Educate citizens interested in habitat protection and land conservation.</li> </ul>	<b>100%</b>
LND-28	<b>Encourage communities to dedicate current-use tax penalties to conservation commissions for the purpose of natural resource acquisition, easements, restoration, and conservation land management.</b>	<ul style="list-style-type: none"> <li>• Develop materials and inform municipal officials about the use of the current-use change penalty for land conservation.</li> <li>• Develop and implement an outreach strategy to reach all Seacoast region communities with information on this provision for Current-Use change tax funds.</li> <li>• Create a model warrant article for town meeting approval.</li> </ul>	<b>76-99%</b>
LND-33	<b>Develop a model local planning approach to encourage the identification and maintenance of contiguous habitat blocks.</b>	Educate town officials about the importance of large, contiguous habitat blocks.	<b>51-75%</b>
LND-36	<b>Encourage conservation easements</b>	Collect and distribute existing fact sheets on conservation easements, and where to obtain technical assistance, to municipal officials and owners of priority wildlife habitat properties, identified through Actions LND-32 and LND-33.	<b>76-99%</b>
EDU-01	<b>Use media to highlight estuarine issues</b>	-	<b>51-75%</b>
EDU-02	<b>Work with the seacoast newspapers to establish a monthly newspaper column devoted to coastal natural resources issues.</b>	-	<b>1 - 25%</b>
EDU-02A	<b>Develop an agreement with Strafford County UNH Cooperative Extension to enable the NHEP outreach project team to contribute coastal natural resource information to the column in Foster's Daily Democrat.</b>	-	<b>0%</b>
EDU-03	<b>Establish and fund a technical assistance grant program to promote and fund projects that support the NHEP Management Plan.</b>	-	<b>100%</b>
EDU-04	<b>Maintain and expand the NHEP shoreline property-owner database.</b>	-	<b>51-75%</b>
EDU-05	<b>Support volunteer organizations active in water quality, habitat, or other estuarine watershed natural resource issues.</b>	-	<b>76-99%</b>

There are 28 POE-related Action Plans. POE-related Actions Plans include outreach planning, public education, and outreach material creation (posters, displays, brochures, etc). Trainings were not categorized as POE-related due to the high degree of specialized content and limited support capacity. As of March 1, 2004 5 plans were 100% completed/initiated, equaling 18% of the total number of POE-related Action Plans.

**Appendix C: Target Audiences and Initiation/Completion Dates of POE-related Action Plans**

<b>ACTION PLAN ID</b>	<b>Target Audience</b>	<b>Partnering Audience</b>	<b>Initiation/ Completion Date</b>
WQ-6	state and <b>local officials</b> (conservation commissions, health officers, building inspectors, and others)	DES NHCP	2005
WQ-12A	<b>public</b>	Piscataqua Resource Commission Members , NHEP	2001
WQ-13	shoreline property owners, town clerks, real estate professionals, news media	NHEP GSID	2004
WQ-17	<b>public</b> , advocacy groups, children, shoreline-property owners	NHEP, Public Works managers, and workers	2007
WQ-19	community groups (schools, 4-H groups, scout troops, civic organizations, and others)	UNH Sea Grant Extension, Americorps, public works departments	2000
WQ-20	<b>municipal officials</b> (60)	CICEET, UNH Sea Grant	2000
SHL-09B	shellfishers	NHF&G	2000
SHL-09d	shellfishers	NHF&G	2007
SHL-10	shellfishers	NHF&G, OEP	2004
SHL-11	families and children	NHF&G	2001
SHL-12	shellfishers	NHF&G	2000
SHL-13	shellfishers	NHF&G, NHEP	2007
LND-01	<b>municipal land-use, boards and conservation commissions</b> , Seacoast land-use boards, developers, environmental groups)	NHEP	2000
LND-05	<b>land-use planners and municipal officials</b>	UNH, NHEP, NHCP, NHDES	1999
LND-06D	general <b>public</b> , including schools, youth and community organizations, and adult education programs.	NHEP	2007
LND-14	<b>municipal planning officials</b>	NHEP, RPC, SRPC	2001
LND-20	<b>municipal planning officials</b>	NHEP, UNH Cooperative Extension, NH OSP, USDA/NRCS, ASNH, SRPC, RPC	2005
LND-25A	<b>local officials</b> and the <b>public</b>	ASNH	2007
LND-26	citizens interested in habitat protection and land conservation.	libraries, town halls, Sandy Point Center, Seacoast Science Center,	2004
LND-28	<b>municipal officials</b>	The New Hampshire Association of Conservation Commissions, NH Wildlife, Federation, NHEP, UNH Cooperative Extension, SRPC, RPC, GBRPP, NHCP.	2004
LND-33	<b>municipal officials</b>	NHEP, NHF&G, NH DRED, UNH, TNC, ASNH, SRPC, RPC, RCCD, SCCD, planning boards	2004
LND-36	<b>municipal official</b> , land owners of priority wildlife habitat properties conservation commissions at no cost	GBRPP, NHEP, RPC, SRPC	2004
EDU-01	<b>public</b>	POET	2005
EDU-02	<b>public</b>	POET	2007
EDU-02A	<b>public</b>	POET	2007
EDU-03	all resource protection organizations or organizations doing resource protection activities (schools)	NHEP Management Committee	2002
EDU-04	resource management orgs	DES, Planning Commissions, Municipalities	2005
EDU-05	<b>public</b>	Volunteer organizations.	1997

Most cited target audiences: Municipal Planning Officials= 10, Public = 8, Children =5, Shellfishers=5

Most cited Partnering Audiences: NH F&G = 7, RPC=5, SRPC=5, NHDES=3

**Appendix D: Draft Survey Instrument for Municipal Coastal Decision Makers**

**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 commission 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 so that the address of the **University of New Hampshire Survey Center, Thompson Hall, Durham, NH 03824** is clearly displayed. Thank you for taking the time to complete this survey. **Please complete and return the survey by XXXXX.**

---

1. Please define, in your own words, what you think an estuary is below.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. What is your level of familiarity with the New Hampshire Estuaries Project (NHEP)? (circle one)      **1. Very Familiar      2. Familiar      3. Unfamiliar**

3. What is your level of familiarity with the NHEP Management Plan? (circle one)      **1. Very Familiar      2. Familiar      3. Unfamiliar**

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? (circle one)

**1. Very Effective  
2. Somewhat Effective  
3. Somewhat Ineffective  
4. Very Ineffective  
5. Don't Know / Not Sure**

5. 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 sponsored or funded by the NHEP?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Last year, the NHEP sent the "2003 State of the Estuaries Report" to all the planning boards and conservation commissions in the coastal watershed. Did you see the report?      **1. Yes  
2. No  
3. Not Sure**

7. Have you used any information or data from the "2003 State of the Estuaries Report"?      **1. Yes  
2. No  
3. Not Sure**

8. This 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?      **1. Yes  
2. No  
3. Not Sure**

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

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. In which town do you reside? \_\_\_\_\_

## **ADDENDUM: Guidance for Federal Funding Acknowledgement for Various Media**

**WEBSITE – The following text will be included on a separate webpage and a link to this page will be placed on every webpage footer:**



The NHEP is one of 28 programs that are part of the U.S. Environmental Protection Agency's (EPA's) [National Estuary Program](#), which is a joint local/state/federal program established under the Clean Water Act with the goal of protecting and enhancing nationally significant estuarine resources. The NHEP receives annual funding from EPA through an agreement awarded to the University of New Hampshire. Funding levels vary from year to year. The most recent federal awards supporting the work of the NHEP are:

- Agreement #CE99171108: \$506,685, open through December 31, 2006
- Agreement #CE99171109: \$1,004,084, open through June 30, 2007
- Agreement #CE99171110: \$511,966, open through June 30, 2008

The EPA award to the NHEP requires a 1:1 non-federal match or cost-share (e.g., the NHEP must document a dollar-for-dollar investment of non-federal funds for every federal dollar received). Match can be cash or in-kind services from project partners to help implement the program or specific project activities related to the NHEP's Management Plan.

In addition to federal funding, the NHEP has received an annual cash donation from [FPL Energy Seabrook Station](#), ranging from \$10,000 to \$15,000 per year, for the last seven years.

Additional grants and donations have been secured by the NHEP on occasion to implement specific projects.

**For RFPs, funding announcements, etc., the following text will be included:**

NHEP funding for this program is provided by the U.S. Environmental Protection Agency through an agreement with the University of New Hampshire.

[If multiple funders, then include all the funders and the amount available through each.]

**For NHEP publications (reports, fact sheets, brochures, maps, etc. produced by the NHEP), the following text will be included:**

This [brochure, report, map, product, etc.] was funded by the U.S. Environmental Protection Agency through an agreement with the University of New Hampshire.

**OR WHERE FUNDING ISN'T ENTIRELY ATTRIBUTABLE TO EPA NEP:**

This [brochure, report, map, product, etc.] was funded in part by the U.S. Environmental Protection Agency through an agreement with the University of New Hampshire.

**For press releases and newspaper columns (more general funding reference), the following text will be included:**

The NHEP is funded in part by a grant from the U.S. Environmental Protection Agency. For details go to [www.nhep.unh.edu](http://www.nhep.unh.edu).

**For grantee products and reports, the following text will be included:**

[Must include NHEP logo – color or B&W]

This [project, report, map, website, project, etc.] was funded in part by a grant from the New Hampshire Estuaries Project, as authorized by the U.S. Environmental Protection Agency's National Estuary Program.