

TECHNICAL PLAN

Based on the Request for Proposals, we have prepared the following scope of services. We understand the final scope of services may be modified in the contract negotiation process. Having completed numerous comprehensive plans and coastal resiliency plans over the past decade, we have developed a systematic approach to the planning process, producing high-quality products for our clients. While we rely on systematic processes, our approach to each assignment is tailored to meet the desires, unique concerns and issues faced by the community.

Task 1: Project Management, Facilitation, and Coordination

An initial project scoping meeting with the Master Plan Steering Committee and Planning Staff will formalize the work and identify primary points-of-contact and preferred communication platforms and schedules. Over the course of the rest of the project period, a minimum of eight additional worksessions with the Committee will be scheduled to review progress and facilitate coordination and communication between municipal departments, boards and commissions, and the Board of Selectmen. Review periods and work session schedules will be identified during the initial project scoping meeting. The meeting will also formalize public engagement and outreach plans, and project tasks and deliverables.

The eight Steering Committee work sessions provide additional opportunities for further public education and engagement, especially if the Town can broadcast live and/or provide video recordings on the Town website. This option will be discussed at the initial meeting.

Town Boards and Commissions will be engaged early in the planning process, likely through questionnaires, to identify their top concerns and strategic goals related to the Master Plan Vision or Coastal Management content. Interviews may be conducted with Town Department heads to verify data and information, and to understand current concerns and strategic objectives. These municipal stakeholders will also be invited to participate in public engagement efforts, described later.

In addition to the Steering Committee work sessions, Milone & MacBroom will arrange for a regularly-scheduled, half-hour conference call to occur twice a month throughout the project. Representatives of the MMI Project Team, the Town Planning Office, and the NHDES Coastal Program will be invited to participate in each call. The calls will be an opportunity to share updates on project progress, provide feedback on completed tasks, coordinate efforts, and revisit the project steps and timeline if necessary.

Task 2: Data and Information Compilation

Data Compilation and Review

Existing plans and data sources will be confirmed, and data gaps identified, at the initial project scoping meeting. Milone & MacBroom will compile and review all relevant documents, studies, and data for information useful in guiding Vision and Coastal Management content. Information reviewed will include the previous Master Plan, existing coastal risk studies, State and Federal technical papers, previous visioning efforts, other initiatives identified in the RFP and other sources identified through collaboration with the Committee and through research.

Milone & MacBroom will reach out to Town departments, boards and commissions, and the Board of Selectmen to provide each with an opportunity to identify information and documents for inclusion in the review.

A sample of some of the documents and sources to be reviewed when considering the long-term coastal management needs of Hampton are:

- “From Tides to Storms: Preparing for New Hampshire’s Future Coast” by the Rockingham Planning Commission in September 2015 warns of degradation of Taylor River wetlands, and specifically notes that the Ocean Boulevard reconstruction project will be affected by future coastal flooding.
- “New Hampshire Beaches: Shoreline Movement and Volumetric Change” by Olsen and Chormann of the New Hampshire Geological Survey in January 2017 analyzes changes to the Hampton beaches over time. A GIS layer developed from this work will be used to assess potential threats to the Town.
- Town of Hampton Hazard Mitigation Plan Update 2016 lists areas of concern and mitigation actions of interest to the Town.
- “New Hampshire Coastal Flood Risk Summary” by the New Hampshire Coastal Flood Risk Science and Technical Advisory Panel (STAP) comes in two parts. “Part I: Science” was published in 2018 and provides projections sea level rise, coastal storms, groundwater rise, precipitation, and freshwater flooding for coastal New Hampshire. Sea level is likely to rise by 1-3 feet by 2100, increasing the impacts of storm surge and causing a corresponding rise in groundwater levels. Increased groundwater salinity may degrade the Hampton-Seabrook estuary, and rising high tides may increase the tidal currents within that estuary by more than 85%. Increasing storm intensity is also expected.
- “Part II: Guidance for Using Scientific Projections,” currently in draft form, provides state-preferred design guidelines for projects in coastal areas, and includes consideration of sea level rise, groundwater rise, increasing storm intensity, and changing coastal currents and sediment dynamics.
- “Flooding in Hampton, NH Situation Assessment” prepared for the Seabrook-Hamptons Estuary Alliance in January 2019 (draft). This assessment compiled existing relevant documents and information about flood impacts to Hampton, gathered public input through a survey and interviews, and formed the Hampton Coastal Hazards Adaptation Team. The public survey found that many residents are concerned about flooding, and among other impacts have experienced flooding of important local roads. There is significant interest in managed retreat in the face of climate change. In interviews, participants indicated that Hampton Beach generally and Ashwood Avenue specifically are vulnerable to flooding. The need to maintain access to new development was discussed.
- “Integrated Analysis of the Value of Wetland Services in Coastal Adaptation; Methodology and Case Study of Hampton-Seabrook Estuary, New Hampshire” by Kirshen, et al. 2018, analyzed current and future conditions in the Hampton-Seabrook Estuary, performed a social vulnerability assessment, and recommended adaptation options. The report notes that present day storms regularly send water and stones over the seawalls protecting Ocean Boulevard, and that storms with rising sea levels will transport massive amounts of beach sediment over the walls. The report recommends fortifying and elevating the seawalls, elevating the road in some areas, building a greenway that is raised so users can see over the wall, and nourishing beaches on the ocean side of the road to protect the walls and attract tourists. Building back-barrier berms on the salt-marsh side of the road, and dunes in other areas, is also recommended.

- “Site Assessment and Preliminary Designs to Mitigate Flooding in Hampton, NH Neighborhoods by Restoring Hampton-Seabrook Estuary Salt Marsh.” The Town of Hampton has secured funding from the National Fish and Wildlife Foundation to perform a comprehensive flood study of the tidal wetland side of the Hampton Beach area and the Meadow Pond area, and to prepare preliminary designs for flood mitigation strategies that restore natural hydrology and improve salt marsh habitat. One key phenomenon the study will be investigating is the interaction between seawater from the ocean and freshwater from runoff and the wetland during flood events. The study will also look at issues with the storm drainage network, which is often full of water and unable to function properly. We will be able to coordinate with the study as it progresses, using data collected and models developed for the study to inform coastal management planning.

A memorandum summarizing the findings of this literature review, and a matrix of data and objectives relevant to the Master Plan Vision and Coastal Management component will be delivered to the Town.

Deliverables:

- Literature Review Memo
- Matrix of Relevant Existing Data and Information
- Maps and Supporting Files Presenting Geographic Data Collected

Task 3: Public Outreach and Participation

Effective community participation is vital to successful development of a Master Plan Vision and Coastal Management content, as well as all other aspects of comprehensive planning. Public outreach and engagement efforts conducted for this project will provide opportunities for members of the public to give input on drafts and the final products for the Vision and Coastal Management content, while also building awareness of and interest in the overall Master Plan update process.

Milone & MacBroom anticipates implementing a variety of creative and inclusive strategies. We will work with the Committee to determine preferred methods and timing. Following each engagement effort we will review successes and challenges with the Committee to guide ongoing engagement.

Special attention will be placed on engaging socially vulnerable and traditionally underrepresented populations in Hampton. Such engagement will be accomplished by using a diversity of engagement tools and by resolving common barriers to participation from underrepresented groups. This may include:

- Holding outreach events in locations where marginalized populations live or congregate (such as local community centers, churches, the senior center, or even grocery stores and parks)
- Limiting scheduling barriers for public engagement (for example, holding workshops at multiple different times or days)
- Identifying community champions to reach populations that may not trust government officials or consultants that contact them
- Providing informational in multiple languages and in formats that are accessible to disabled individuals, or individuals without computer access or literacy
- Providing childcare options, if possible, at meetings so that parents are able to attend
- Explicitly sharing how we are incorporating feedback from the public so that communities who have historically experienced disenfranchisement recognize that they are being heard
- Specifically, we anticipate using some combination of the following engagement methods:

Stakeholder Identification

- A database of stakeholders will be compiled throughout the planning process and used in all subsequent community engagement efforts.
- “Community Champions” will be identified - these are trusted local organizations/ individuals who can directly reach or engage a variety of stakeholders, especially those groups who traditionally do not participate in community planning. Town Staff will initiate contact with Champions to explain the comprehensive planning process, and ask for assistance in engaging the groups they represent. The goal is for community members to receive information and get engaged through trusted local sources

Social Media and Online Presence

- A project-specific e-mail account will be established and monitored to encourage and accept public input throughout the planning process.
- Milone & MacBroom will assist Planning Staff, or a designee, in preparing appropriate postings and promotions for any official Town / comprehensive planning social media accounts used throughout the planning process.
- Milone & MacBroom will prepare materials for publications, news releases, and other media as needed to enhance citizen understanding of planning options and contribute to greater participation in the planning process. (Milone & MacBroom assumes no responsibility for the cost of any mass mailings, or for public notices of meetings.)

Survey

- An online community survey will be conducted early in the planning process to identify community assets, issues and concerns.
- Milone & MacBroom will generate a draft survey instrument to be reviewed by the Committee, with up to two rounds of edits made by the Project Team prior to launch.
 - Translated versions of the survey will also be made available online.
 - Printable versions of the survey will be provided to the Town to be printed and made available at key locations (such as Town Hall and Lane Memorial Library) for those who prefer hard copies.
 - Promotional language, flyers, business cards and media releases will be developed to disseminate the survey link; however, in our experience, the key to a high response rate is community champions quickly getting survey links out to their constituencies.
 - A summary of the community survey results, including cross-tabulation analyses as appropriate, will be developed. Complete tallies and write-in responses will also be furnished to the Steering Committee.
- Optional item - The Town can conduct a statistically valid telephone survey in-lieu or in addition to an online surveys; however, one is not included in our proposed work program nor the fee proposal.
- Optional item – A mobile polling campaign can be developed and promoted through signs, business cards or other materials around the Town to get feedback on specific issues, such as flood hazard locations or coastal resiliency strategies. The signs invite respondents to answer one question by responding via text message. Additionally, one or two follow-up questions may then be sent directly to the respondent. This option is also not included in our proposed work nor the fee proposal.



Promotional business card for online community survey in Bethel, CT

Planning Events

To encourage participation of a broad spectrum of community members, including traditionally underrepresented populations, it is important to bring the planning process to where the community gathers in addition to inviting the community to plan-specific events. We recommend a mixture of the following strategies be employed. Given the budget for this project, we will attend up to three total planning events. Materials and content developed for those events may be used by representatives of the NHCP or the Town of Hampton to conduct additional events.

- “Pop-up” events are mini engagement sessions conducted in tandem with an already scheduled, popular community event, such as the Hampton Beach Seafood Festival. A limited number of targeted, interactive exercises are facilitated so as to grab attention, educate the community on an issue, and obtain feedback efficiently. Placemaking exercises may be conducted as “pop-up” events. A pop-up can be tailored to a particular demographic group, such as youth or limited-English speakers, with community assistance.
- Community workshops are stand-alone events designed especially for the comprehensive planning process. The most successful workshops include support and/or sponsorship of the venue, food, door prizes, childcare services, etc. to help draw participants. These events are intended to build community and social capital, as well as inform residents around issues, engage them in interactive exercises that elicit ideas for advancing visions and strategies, and flesh out the community’s priorities. These workshops can be conducted as public visioning sessions, planning charrettes, stakeholder discussions, or other formats.
- Up to one focus group will be conducted, targeting a specific topic or group. Based on community input, and in collaboration with Planning Staff and the Committee, Milone & MacBroom will identify a topic in need of deeper discussion, or a population in need of additional attention. Key stakeholders with particular knowledge and/or interests around identified topics, or members and representatives of identified communities, will be invited to participate.
- We understand some of the topics discussed may be sensitive and elicit tension and emotional responses. We have experience facilitating such discussions, and are confident in our ability to make sure all parties are heard while encouraging respectful and thoughtful interactions.



Deliverables:

- Stakeholder and Community Champion database
- Media post and publication materials
- Online survey with narrative and tabular result summaries
- Pop-up, Workshop, and/or focus group materials and results; MMI will attend up to three planning events, at least one of which will be held after drafts of the Vision and Coastal Management Content have been completed. These three planning events may include “pop-up” events, workshops, focus groups, or other events. Types of events and the schedule of those events will be initially determined during the initial scoping meeting.

Task 4: Master Plan Content: Vision

Building on previous Hampton Master Plan Visioning efforts and informed by the public participation described above, a Vision for the updated Hampton Master Plan will be developed. The Vision will clearly and succinctly lay out a community- and stakeholder-supported future for Hampton, and will guide the rest of the Master Plan. It will consider regional and statewide, in addition to local, concerns.

In addition to a vision statement, the Vision will include guiding principles and priorities to guide implementation of the Vision.

Deliverables:

- One (1) reproducible hard copy and (1) electronic copy each in Adobe PDF and MS Word format of interim drafts of the Vision content, including narratives and graphics
- One (1) reproducible hard copy and (1) electronic copy each in Adobe PDF and MS Word format of final Vision content, including narratives and graphics
- Maps and supporting files prepared for the Vision content, in ArcMap format
- One (1) interim project progress report, complying with NOAA Project of Special Merit grant requirements
- Spreadsheets and charts in MS Excel format containing data presented in the Vision content, related GIS maps, or otherwise collected or produced during the project.

Task 5: Master Plan Content: Coastal Management

The Coastal Management content of the Master Plan will identify community vulnerability to coastal hazards and processes, present applicable and recommended management and adaptation strategies, and outline a long-range implementation plan for those strategies.

The Coastal Management content will correlate with the optional Natural Hazards section of the Master Plan as laid out in RSA 674:2.III, as the content will address coastal hazard risks. The content may also interface with other optional sections, including the following:

- Transportation (shoreline change, sea level rise, and coastal hazards may affect roads, recreational paths, and walkways)
- Economic Development (coastal management impacts coastal tourism and beaches, water-dependent businesses, coastal property values and markets)
- Natural Resources (coastal resources are important for regional ecosystems and habitats, tourism, recreation, and natural hazard mitigation)
- Cultural and Historic Resources (for example, the challenges of protecting cultural resources from coastal hazards while maintaining historic or other essential character)

A crosswalk of how the Coastal Management content relates to other possible sections of the Master Plan (while recognizing that the updated Master Plan may not be organized conventionally) will be provided to facilitate integration.

5.1 Community Vulnerability

Hampton's vulnerability to coastal hazards and processes (including flooding from the ocean, flooding from the marsh, drainage-related flooding, shoreline change, and severe wind) will be assessed and documented through a review of previously completed studies, input from public engagement, information collected from municipal staff and boards, and review of publicly available hazard maps. The New Hampshire Coastal Flood Risk Summary Part I, which presents the best available science for coastal risk and climate change in New Hampshire, will serve as the basis for projections of sea level rise and future risks.

5.2 Coastal Management and Adaptation Strategies

A full suite of possible coastal management and adaptation measures will be evaluated for applicability in Hampton, with each of the four primary approaches to adaptation (take no action, relocate, accommodate, and protect) considered. Geographic differences in applicability will be assessed and presented. For each management and adaptation measure, factors considered will include technical feasibility, social impacts and acceptability, and permitting considerations.

In addition to physical adaptation actions, regulations and ordinances that may increase resiliency and improve coastal management will be evaluated.

The New Hampshire Coastal Flood Risk Summary Part II will be referenced to inform measure applicability given acceptable risk levels and projected flood elevations.

5.3 Long Range Implementation Plan

Top-priority coastal management strategies will be selected based on public input, expert opinion, and consultation with the Steering Committee. A long-range implementation plan will be developed that lists these strategies and, for each, the following:

- Implementation Timeframes (by year)
- Responsible Department, Board, Commission, or other Institution
- Metrics for Measuring Success

Deliverables:

- One (1) reproducible hard copy and (1) electronic copy each in Adobe PDF and MS Word format of interim drafts of the Coastal Management content, including narratives and graphics
- One (1) reproducible hard copy and (1) electronic copy each in Adobe PDF and MS Word format of final Coastal Management content, including narratives and graphics
- Maps and supporting files prepared for the Coastal Management content, in ArcMap format
- One (1) interim project progress report, complying with NOAA Project of Special Merit grant requirements
- One (1) final project progress report, complying with NOAA Project of Special Merit grant requirements
- Spreadsheets and charts in MS Excel format containing data presented in the Coastal Management content, related GIS maps, or otherwise collected or produced during the project.

SECTION E: PROJECT SCHEDULE

NHCP Planning Services to Develop Vision & Coastal Management Content

12/4/2019

	2020						2021					
	April	May	June	July	August	September	October	November	December	January	February	March
Task 1: Project Management, Facilitation, and Coordination												
1.1 Initial Project Meeting												
1.2 Steering Committee Work Sessions												
1.3 Interviews and Questionnaires												
1.4 Project Updates and Coordination												
Task 2: Data and Information Compilation												
2.1 Data Compilation and Review												
Task 3: Public Outreach and Participation												
3.1 Stakeholder Identification												
3.2 Social Media and Online Presence												
3.3 Online Survey												
3.4 Planning Events												
Task 4: Master Plan Content: Vision												
4.1 Develop a Master Plan Vision												
Task 5: Master Plan Content: Coastal Management												
5.1 Community Vulnerability Assessment												
5.2 Coastal Management and Adaptation Strategies												
5.3 Long Range Implementation Plan												

Vision Content Completed

Interim Progress Report Due

Coastal Management Content Completed Interim and Final Progress Report Due