

Approach	Timing	Goals	Details	Notes	Lead
<b>Direct Outreach to Community Champions and Stakeholders</b>	July onward  Full project period	<ul style="list-style-type: none"> <li>Expand reach of other public engagement efforts</li> <li>Gather information about priorities &amp; concerns of specific interest groups</li> </ul>	<ul style="list-style-type: none"> <li>Identify champions &amp; stakeholders</li> <li>Inform of the plan, solicit participation in engagement events, ask to encourage constituents to participate</li> <li>Individuals can email input as well</li> <li>Initial contact in June/July. Additional contact before specific events, through final workshop.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage them to contact us as needed.</li> <li>Potentially invite to focus group</li> </ul>	<b>MMI/Hampton/NHDES</b>
<b>Poster Installations and Text Campaign</b>	July – August  1-2 Month	<ul style="list-style-type: none"> <li>Reach residents and visitors where they are</li> <li>Provide another medium for participation</li> <li>Inform public of planning process &amp; purpose</li> <li>Gather info on preferences and priorities for Vision and Coastal Management content</li> </ul>	<ul style="list-style-type: none"> <li>Posters with some information, soliciting input and participation, placed around town</li> <li>Poster directs readers to text number/email for sending ideas, as well as website/social media</li> </ul>	<ul style="list-style-type: none"> <li>Replacing pop-up events</li> <li>May require some level of monitoring</li> <li>Risk of vandalism?</li> <li>How to encourage participation?</li> </ul>	<b>MMI:</b> poster development, text campaign setup, data collection and analysis <b>Hampton:</b> poster placement, monitoring, relocation, coordination with DPW
<b>Online Public Survey</b>	July – August  1-2 Month	<ul style="list-style-type: none"> <li>Direct input by public</li> <li>Gather info on preferences and priorities for Vision and Coastal Management content</li> <li>Additional way to participate</li> </ul>	<ul style="list-style-type: none"> <li>Series of multiple-choice and open-ended response questions</li> <li>Host on SurveyMonkey.com</li> </ul>	<ul style="list-style-type: none"> <li>10-15 questions</li> <li>Build off of preliminary master plan survey</li> <li>Printable – copies can be provided in high traffic areas</li> </ul>	<b>MMI:</b> survey development, distribution, analysis
<b>Initial Virtual Workshop (2x)</b>	August / Sept  1.5 Hours	<ul style="list-style-type: none"> <li>Inform public of planning process &amp; purpose</li> <li>Gather info on preferences and priorities for Vision and Coastal Management content</li> </ul>	<ul style="list-style-type: none"> <li>Initial presentation to large group</li> <li>Breakout Rooms for participatory discussions <ul style="list-style-type: none"> <li>Each room staffed by project team member</li> </ul> </li> <li>Share out to entire</li> <li>Final full-group data collection <ul style="list-style-type: none"> <li>Use polling tools</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Two 1.5-hour workshops be held 2 times on one day, or 2 different days of a week</li> <li>Requires 4 to 5 staff (1 dedicated tech person)</li> </ul>	<b>MMI:</b> workshop development, facilitation, analysis <b>Hampton:</b> publicity, facilitation assistance <b>NHDES:</b> publicity, facilitation assistance
<b>Focus Group</b>	Sept / Oct  1 – 1.5 Hours	<ul style="list-style-type: none"> <li>Gather information on priorities for Vision</li> <li>Give voice to key stakeholders or marginalized groups</li> </ul>	<ul style="list-style-type: none"> <li>Guided discussion to identify key concerns of group and propose ways to incorporate those into the Master Plan and Vision</li> </ul>	<ul style="list-style-type: none"> <li>Can bring together members of a specific group, or one representative each from a number of different groups</li> <li>Can include board/commission members; not municipal staff</li> <li>Requires 1 to 2 staff</li> </ul>	<b>MMI or NHDES</b> facilitates  <b>NHDES</b> may facilitate additional focus groups as determined feasible over course of project

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<b>Final Virtual Workshop</b>	Jan/Feb 2021 1.5 – 2 Hours	<ul style="list-style-type: none"> <li>• Review draft vision and coastal management content</li> <li>• Explain how public input was incorporated into final products</li> <li>• Identify any final changes</li> </ul>	<ul style="list-style-type: none"> <li>• Break out key aspects of final products for discussion, rather than presenting entire documents</li> </ul>	<ul style="list-style-type: none"> <li>• May simplify from initial workshop</li> </ul>	<b>MMI or NHDES</b> facilitates
<b>Online Public Input on Final Drafts</b>	Jan/Feb 2021 2 week	<ul style="list-style-type: none"> <li>• Identify any key issues in final drafts of vision and coastal management content</li> </ul>	<ul style="list-style-type: none"> <li>• Online platform for public input on products</li> <li>• Use surveymonkey.com with 1-2 open-ended questions for each product.</li> </ul>	<ul style="list-style-type: none"> <li>• Link given online and at final workshop</li> </ul>	<b>MMI:</b> development, distribution, results review
<b>Presentation of Final Version</b>	Feb/Mar 2021	<ul style="list-style-type: none"> <li>• Present final products</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation walking through final products</li> <li>• Explanation of how products will fit into and shape ongoing planning</li> </ul>	<ul style="list-style-type: none"> <li>• Format TBD</li> </ul>	<b>Hampton with NHDES</b> support