

Public Engagement Plan

Approach	Timing	Goals	Details	Notes	Lead	Status
Direct Outreach to Community Champions and Stakeholders	July onward Full project period	<ul style="list-style-type: none"> Expand reach of other public engagement efforts Gather information about priorities & concerns of specific interest groups 	<ul style="list-style-type: none"> Identify champions & stakeholders Inform of the plan, solicit participation in engagement events, ask to encourage constituents to participate Individuals can email input as well Initial contact in June/July. Additional contact before specific events, through final workshop. 	<ul style="list-style-type: none"> Encourage them to contact us as needed. Potentially invite to focus group 	MMI/Hampton/NHDES	Ongoing
Poster Installations and Text Campaign	July – August 1-2 Month	<ul style="list-style-type: none"> Reach residents and visitors where they are Provide another medium for participation Inform public of planning process & purpose Gather info on preferences and priorities for Vision and Coastal Management content 	<ul style="list-style-type: none"> Posters with some information, soliciting input and participation, placed around town Poster directs readers to text number/email for sending ideas, as well as website/social media 	<ul style="list-style-type: none"> Replacing pop-up events May require some level of monitoring Risk of vandalism? How to encourage participation? 	MMI: poster development, text campaign setup, data collection and analysis Hampton: poster placement, monitoring, relocation, coordination with DPW	Ongoing
Online Public Survey	July – August 1-2 Month	<ul style="list-style-type: none"> Direct input by public Gather info on preferences and priorities for Vision and Coastal Management content Additional way to participate 	<ul style="list-style-type: none"> Series of multiple-choice and open-ended response questions Host on SurveyMonkey.com 	<ul style="list-style-type: none"> 10-15 questions Build off of preliminary master plan survey Printable – copies can be provided in high traffic areas 	MMI: survey development, distribution, analysis	Ongoing

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Initial Virtual Workshop (2x)	August / Sept 1.5 Hours	<ul style="list-style-type: none"> Inform public of planning process & purpose Gather info on preferences and priorities for Vision and Coastal Management content 	<ul style="list-style-type: none"> Initial presentation to large group Breakout Rooms for participatory discussions <ul style="list-style-type: none"> Each room staffed by project team member Share out to entire Final full-group data collection <ul style="list-style-type: none"> Use polling tools 	<ul style="list-style-type: none"> Two 1.5-hour workshops be held 2 times on one day, or 2 different days of a week Requires 4 to 5 staff (1 dedicated tech person) 	MMI: workshop development, facilitation, analysis Hampton: publicity, facilitation assistance NHDES: publicity, facilitation assistance	Done
Focus Group	Sept / Oct 1 – 1.5 Hours	<ul style="list-style-type: none"> Gather information on priorities for Vision Give voice to key stakeholders or marginalized groups 	<ul style="list-style-type: none"> Guided discussion to identify key concerns of group and propose ways to incorporate those into the Master Plan and Vision 	<ul style="list-style-type: none"> Can bring together members of a specific group, or one representative each from a number of different groups Can include board/commission members; not municipal staff Requires 1 to 2 staff 	MMI or NHDES facilitates NHDES may facilitate additional focus groups as determined feasible over course of project	In Dvlpmnt
Final Virtual Workshop	Jan/Feb 2021 1.5 – 2 Hours	<ul style="list-style-type: none"> Review draft vision and coastal management content Explain how public input was incorporated into final products Identify any final changes 	<ul style="list-style-type: none"> Break out key aspects of final products for discussion, rather than presenting entire documents 	<ul style="list-style-type: none"> May simplify from initial workshop 	MMI or NHDES facilitates	-
Online Public Input on Final Drafts	Jan/Feb 2021 2 week	<ul style="list-style-type: none"> Identify any key issues in final drafts of vision and coastal management content 	<ul style="list-style-type: none"> Online platform for public input on products Use surveymonkey.com with 1-2 open-ended questions for each product. 	<ul style="list-style-type: none"> Link given online and at final workshop 	MMI: development, distribution, results review	-
Presentation of Final Version	Feb/Mar 2021	<ul style="list-style-type: none"> Present final products 	<ul style="list-style-type: none"> Presentation walking through final products Explanation of how products will fit into and shape ongoing planning 	<ul style="list-style-type: none"> Format TBD 	Hampton with NHDES support	-