



# CHAT RECOMMENDATIONS ENGAGEMENT STRATEGY

HAMPTON COASTAL HAZARDS ADAPTATION TEAM

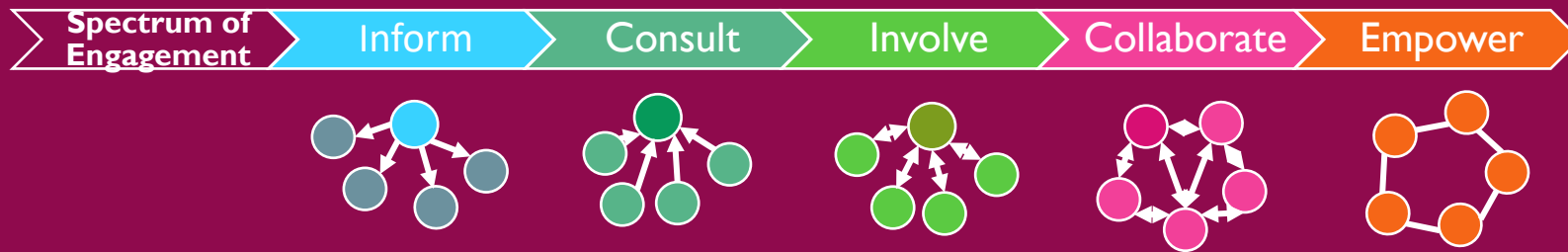
November 7, 2022



This project was funded, in part, by NOAA's Office for Coastal Management under the Coastal Zone Management Act in conjunction with the New Hampshire Department of Environmental Services Coastal Program. This Strategic Engagement Plan was developed by EF | Design & Planning, LLC.

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This Engagement Strategy includes several steps to help CHAT move along the spectrum of engagement — from providing basic objective information to empowering to community to deciding the actions that are most appropriate for the town to pursue.

## I. Introduction

This Engagement Strategy was developed to guide the Hampton Coastal Hazards Adaptation Team (CHAT)'s community outreach and engagement on CHAT's recommendations to the Town of Hampton to increase resilience to flooding and coastal hazards.

The purpose of the engagement effort is to:

- Increase awareness of the CHAT's recommendations
- Identify what is missing from the draft list recommendations and how can the list be improved
- Increase public understanding of the recommendations, what they mean, and why they were developed
- Identify any equity issues associated with the recommendations and/or who is at the table
- Assess how the outreach and engagement needs for individual recommendations and target audiences vary

CHAT seeks support for its set of working recommendations. Upon further investigation of the costs, logistics, and process of implementing any one of these recommendations, community members may determine that the recommendation is not appropriate or feasible. Multiple steps, approvals, and in some cases, warrant articles, will be needed prior to bringing recommendations to fruition. Gaining preliminary support from the community is the first step towards determining which recommendations the Town should implement.

## About CHAT

CHAT is a Hampton-based workgroup comprised of representatives from boards and commissions in Hampton, Town of Hampton staff, Hampton Beach Area Commission, Hampton Beach Village District, the Seabrook-Hamptons Estuary Alliance (SHEA), and resident representatives. NHDES Coastal Program staff and a consultant provide support. SHEA serves as the administrator and fiscal agent of CHAT.

Since January 2019, CHAT has met monthly to discuss and investigate the town's vulnerability to flooding and opportunities to increase resiliency. This is a complex issue that impacts individual properties, roads, critical facilities, natural resources, and entire neighborhoods. CHAT's approach to meeting its objectives consists of the following components:

- Identify vulnerable areas.
- Share flood updates with CHAT members to increase awareness of ongoing activities.
- Learn about adaptation strategies.
- Become familiar with the science and recommendations related to sea-level rise and flood resilience.

CHAT has engaged in a number of activities since the group formed, including:

- Discussing a range of types of adaptation strategies to reduce property, infrastructure, and neighborhood vulnerability to flooding.
- Reviewing the latest science, sea-level projections, and New Hampshire specific guidance for adapting to future sea-level rise.
- Reviewing adaptation case studies and frameworks from around the country.
- Engaging with guest speakers on topics such as culvert sizing, sea walls, living shorelines, insurance, and voluntary buyout programs.
- Studying and adding data to flood vulnerability maps.
- Drafting a set of recommendations for the Town to increase flood resilience.

## CHAT'S Objectives

1

Improve coordination of flood hazard management and adaptation efforts in Hampton.

2

Investigate, evaluate, and prioritize flood management and adaptation strategies and present recommendations to the municipal boards, commissions, and staff for consideration.

3

Conduct education and public outreach to inform residents about flood hazard adaptation strategies, inform residents about the management and adaptation options the Town is considering, and enable residents to provide input on management and adaptation options the Town is considering.

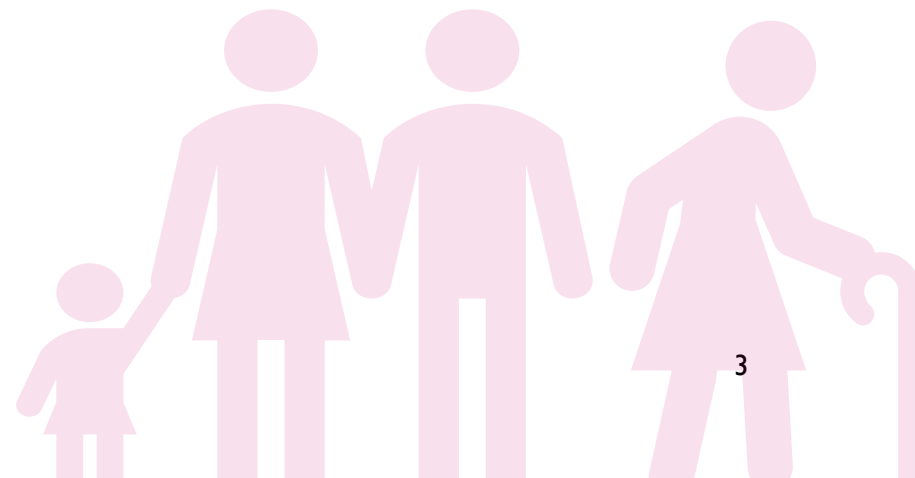
## 2. CHAT's Goals for Outreach and Engagement

CHAT has identified the following goals for this outreach and engagement effort:

- Reach a diverse audience, not just the people who are already engaged
- Educate about flood hazards and resiliency
- Solicit input on the set of recommendations
- Ensure residents are being heard
- Inform residents and community members about resilience actions and measures taking place in Hampton
- Explain what CHAT is doing and why
- Help people understand the rationale behind the recommendations and what they are intended to address.

Reflecting on previous outreach efforts, CHAT members identified several takeaways that helped guide the creation of this Engagement Strategy:

It is important to translate recommendations into a clear, accessible format for the public to understand.	Be prepared to disseminate information and engage the community after storms and flood events when people may be more likely to mobilize.
Look for ways to involve students and engage the SAU.	Identify an ongoing element or way for people to stay involved.
There have been a lot of surveys in Hampton; different engagement methods are needed.	Include at least one virtual option.



### 3. CHAT's Recommendations

CHAT's recommendations are the subject of this Engagement Strategy. The following list is a simplified version of these recommendations. It is anticipated that the list of recommendations may be modified based on input from staff, board and commission members, and the public. The most up-to-date version of CHAT recommendations is available on SHEA's website at <https://shea4nh.org/coastal-hazards-adaptation-team-chat/>.

#### Outreach, Engagement, and Education

- Increase efforts to engage and inform the community of flood hazards, vulnerability, and opportunities to increase resilience.

#### Floodplain Ordinance

- Review the Floodplain Ordinance and draft amendments to reduce vulnerability to flooding (*note: refer to detailed recommendations table for specific suggested amendments*)

#### Other Policies and Regulations

- Develop a new coastal hazard overlay district with regulations to control development in vulnerable areas.
- Restructure the development project review process to increase awareness of flood vulnerability.
- Explore options to use land use ordinances and regulations to encourage and incentivize development in areas that are not vulnerable to current or future flooding, while discouraging development in areas that are vulnerable to current or future flooding.
- Allow parking in municipal parking lots when tides are in excess of 9.5 feet, as opposed to 10.0 feet.

#### Planning and Land use

- Integrate sea-level rise impacts in the Comprehensive Master Plan and identify strategies for effectively responding to SLR and encouraging development in safe areas.
- Support an Implementation Committee to follow up on recommendations of the Master Plan.
- Start a visioning process to think about the long-term future of areas that are anticipated to be impacted by sea-level rise.
- Prioritize land conservation efforts in areas that can support marshes in the future.

#### Economic Implications of Sea-level Rise and Flooding

- Conduct an assessment to better understand and plan for the economic impacts (development, tourism, tax base, etc.) of sea-level rise. Discuss property assessment and impacts of sea-level rise on property value.
- Continue to pursue participation in the National Flood Insurance Program's Community Rating System.

The recommendations are organized into topics that are tentatively planned to be the subject of the roundtable and workgroup sessions planned as part of the Engagement Strategy.



### Financing, Funding, and Municipal Investment

- Prohibit construction of critical facilities within high-risk Special Flood Hazard Area (SFHA) unless the project has been reviewed using the NH Coastal Flood Risk Guidance and meets certain criteria.
- Identify funding sources to build town-wide flood resilience. Funding sources may include a dedicated local fund.
- Projects in the Capital Improvement Plan should identify and account for climate change impacts.
- Hire a full time Community Resilience & Floodplain Administrator staff position.

### Modeling and Flood Studies

- Future modeling efforts and studies should build off findings of the flood engineering studies and Master Plan.
- Look for and apply for funding to continue engineering and hydrogeological studies and address flooding and drainage issues.

### Risk Disclosure

- Advocate options to require flood risk disclosure, including, but not limited, to pursuing statewide legislation that requires reporting and/or disclosing of properties that have flooding and/or reoccurring flooding so future owners are aware of the potential risk.

## 4. Key Audiences

While broad community engagement is the goal of the engagement strategy, support and assistance from certain audiences — such as Planning Board members and owners of property within flood prone areas — will be critical to moving forward with implementation. Key audiences by recommendation are listed out in Appendix A. They will be important to involve throughout the process.

### Target Audience Analysis

A target audience analysis was prepared to compile information about the community of Hampton and the audience of CHAT's engagement effort. To this end, demographic data, residency data, input from CHAT members and existing resources, and feedback about how people like to get engaged from the 2021 CHAT survey was compiled into a report and map set. The target audience analysis is included in Appendix E.

### Key takeaways from the analysis include:

⇒ Coastal areas (Census block groups) in Hampton have among the highest (in the north end) and lowest (south end) income levels in the town. Low income populations in areas that are vulnerable to flooding are especially important to reach. Providing ways for community members to learn and share input on their own time or at places within their neighborhoods may help make participation easier. Providing childcare at events may make participation more feasible for community members.

⇒ Outreach efforts should be tailored to reach as diverse an audience as possible, including minority populations, younger and older residents, and non-native English speakers. According to the aggregated social vulnerability ranking system, there is relatively low vulnerability in Hampton. However, due to the relatively small

populations of vulnerable people, there may be lack of services and support networks for those individuals who are lower income, minorities, or those with a disability or no vehicle, etc. Existing social networks, such as organizations and groups within the community and region, the school system, local businesses, as well as traditional media outlets should be used to connect with these audiences.

⇒ Different outreach approaches may be needed to reach renters, seasonal occupants, and second home homeowners than year round residents who may be more tuned in with events, activities, and projects going on in Town, particularly in the off-season. While seasonal residents and renters reside in neighborhoods throughout Hampton, they are more concentrated in coastal areas. Renters and seasonal occupants may also have different educational and informational needs with respect to flood hazards, CHAT, and CHAT's recommendations. Effort should be made to schedule in person events during the summer. Hosting events in at-risk neighborhoods and pairing up with other organizations and events in Hampton may also increase participation.

Likewise, there may be different informational needs for people who live in Hampton but do not own property. Short and long term renters may be less invested in learning about or making improvements to a structure to reduce flood vulnerability than property owners, for example, but equally concerned with the impact of a flood on their personal property and their ability to travel safely in their community. At the same time, year round renters and homeowners alike need to be well informed about any proposed warrant articles. Coastal and non-coastal residents experience different flood impacts, yet town-wide support will be needed for approval of any warrant articles. Diverse methods of advertising engagement opportunities and diverse messaging and information will be important to a successful approach. Engagement material should reflect this.

⇒ There are many properties at risk of flooding and sea-level rise in Hampton. There are many flood insurance policies in Hampton, indicating many properties that are currently and increasingly vulnerable. A majority (70%) of homeowners moved to their current residence within the last 20 years and 20% moved within the last +/- 5 years. The perception of flood impacts and what should be done about flooding may vary among individuals who have lived in Hampton for more or fewer years. About 3% of Hampton's housing stock is less than 10 years old. Homes built prior to the adoption of the 2017 floodplain ordinance may be less likely to be designed to withstand the higher tides and storm events seen today and projected in the future. It is also possible that newer homes may be built to higher standards but in more at-risk locations due the availability of suitable locations for development. While reaching all community members is important, informing, learning from, and collaborating with those at risk of flooding — who may be more directly affected by CHAT's recommendations — is especially important.

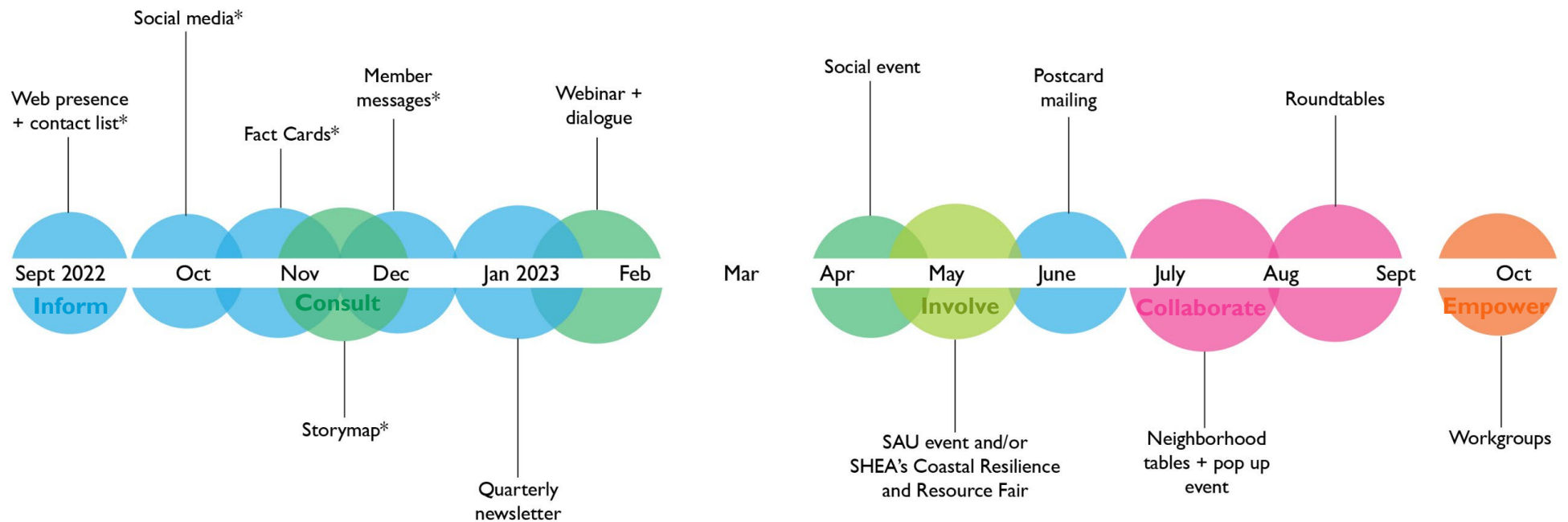
⇒ The business community is an important stakeholder group to engage. Many commercial properties are located in areas that are vulnerable to flooding. Many employ seasonal and year-round residents who rely on safe and affordable housing. Businesses can help CHAT connect with others.

Community organizations and partners that can help CHAT reach community members are listed in Appendix B. Advertising options identified by CHAT are included in Appendix C.



Image credit: Rayann Dionne

## 5. Recommended Outreach Approach



\*Priority actions



## Proposed Schedule

		2022					2023									
Engagement Strategy Component		Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
A	Online presence and contact list (ongoing)*															
B	Social media presence (ongoing)*															
C	Quarterly newsletter (ongoing)															
D	Recommendation flashcards/fact cards*															
E	Member messages (ongoing)*															
F	Post card mailing/flyer distribution															
G	Social event															
H	Webinar and dialogue															
I	StoryMap (ongoing)*															
J	SAU event															
K	Pop up events and neighborhood tables															
L	Roundtables (weekend and evening)															
M	Workgroups established (ongoing)															



## Description of Engagement Strategy Components

Thirteen engagement activities (A through M) were selected as part of the Engagement Strategy and are described on the following pages. A menu of additional engagement tools CHAT may wish to incorporate into current or future outreach opportunities is included in Appendix D.

<b>A</b> inform	<b>Maintain and Enhance Information Available Online</b>		
<b>Date</b>	September 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Post list of working recommendations and the detailed recommendations table to SHEA's website.</li> <li>• Coordinate with the Town about creating a landing page for CHAT on the Town's website that would direct people to SHEA's CHAT webpage.</li> <li>• Post the Strategic Engagement Plan schedule.</li> <li>• Post CHAT monthly updates and other pertinent information and updates.</li> <li>• Create an email contact list.</li> </ul>		<ul style="list-style-type: none"> <li>• Community members and other stakeholders who access information online</li> <li>• Community members who want to receive emails about CHAT events</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Town of Hampton, HBVD	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Up to date, user friendly and comprehensive recommendations are available online</li> <li>• More community members are aware of CHAT</li> <li>• Community members are able to learn about CHAT, the website serves as a one stop shop for information</li> <li>• CHAT is perceived as a transparent group that communicates with the community</li> </ul>		<ul style="list-style-type: none"> <li>• Include a link to the webpage in newsletters (SHEA, Town)</li> <li>• Include a slide on Town's public access channel and HBVD's channel.</li> </ul>	

<b>B</b> inform	<b>Build Social Media Presence</b>		
<b>Date</b>	September 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Create a Facebook page for CHAT that can be used to post information about events and opportunities to get involved, share photos, and share links of interest.</li> <li>• Compile information to post on an ongoing basis.</li> <li>• Alternatively, information could be shared through existing Facebook accounts, such as SHEAs, the Town's, or individuals' accounts.</li> </ul>		<ul style="list-style-type: none"> <li>• Community members and businesses who access information on social media, particularly those who may not be looking at the Town's website or SHEA's website or receiving emails from these entities.</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Town of Hampton, HBVD	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Connect with a broader audience</li> <li>• Build awareness of CHAT</li> <li>• Share resources of interest to educate about coastal hazards, projects to mitigate flood impacts, scientific reports, and other pertinent resources</li> </ul>		<ul style="list-style-type: none"> <li>• Share posts with social media users including Conservation Commission, Seabrook-Hamptons Estuary Alliance, In The Know, Friends of Hampton Beach, Seabrook, and Hampton Falls, Hampton Beach Official Facebook page, Rockingham Planning Commission.</li> </ul>	

<b>C</b> inform	Coordinate with Town Staff (Conservation Coordinator and/or Coastal Resilience Staff) to piggyback on existing and potential newsletters. Contribute CHAT content to these publications.		
<b>Date</b>	September 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Compile stories, photos, and draft articles, links.</li> <li>• Compile distribution lists and locations to post physical copies.</li> <li>• Solicit input from readers on what they want to see the in future newsletters, feature stories, articles, etc.</li> <li>• Develop a CHAT listserv.</li> </ul>		<ul style="list-style-type: none"> <li>• Community members who access information online</li> <li>• Community members who are on CHAT's, SHEA's and/or Town listservs</li> <li>• Community members who visit the Library, Town Offices, and other locations where hard copies may be posted</li> <li>• Neighborhood leaders and partners and organizations who can assist with distributing electronic and/or print copies</li> <li>• Town staff, Boards, Commissions, and Committees</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Library, Town of Hampton, CHAT member affiliations, local businesses	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Build awareness of CHAT</li> <li>• Increase awareness, via distribution of member updates, about flood hazards, projects, and ways to get involved</li> <li>• Introduce specific recommendations</li> <li>• Share resources of interest to educate about coastal hazards, projects to mitigate flood impacts, scientific reports, etc.</li> <li>• Make information available in print and online</li> <li>• Provide an opportunity for the public to contribute</li> <li>• Build awareness of CHAT outside Hampton</li> </ul>		<ul style="list-style-type: none"> <li>• To be determined by newsletter lead staff, CHAT could forward to a broader audience.</li> </ul>	

<b>D</b> inform	<b>Recommendation Fact cards/Factsheets</b>		
<b>Date</b>	October/November 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Develop a set of user-friendly ½ page flashcards or factsheets for each recommendation that provides context and rationale for each recommendation</li> <li>• Include CHAT branding</li> <li>• Include information about how to get involved and provide feedback or ask questions</li> <li>• Make available online and in print</li> </ul>		<ul style="list-style-type: none"> <li>• Town Staff, Boards, Commissions, Committees</li> <li>• Community members who visit Town Offices and Library</li> <li>• Neighborhood leaders and partners and organizations who can assist with distributing electronic and/or print copies</li> <li>• Regional and state partners and other stakeholders</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Library, Town of Hampton, CHAT member affiliations, local businesses	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Availability of a user-friendly yet comprehensive summary about each recommendation that can be used during all subsequent outreach activities</li> <li>• Create a resource that is recognized as a CHAT product (printed version could be on card stock and bound with a ring)</li> <li>• Build awareness of CHAT's recommendations</li> </ul>		<ul style="list-style-type: none"> <li>• Distribute via Town and SHEA email lists, neighborhoods lists, social media, and post hard copy in physical locations including the Library and local businesses and school.</li> <li>• Share with Town Boards, Commissions, and Committees for distribution with their members and at public meetings.</li> </ul>	

<b>E</b> inform	<b>CHAT Member Messages (multi-media)</b>		
<b>Date</b>	November/December 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Create short video clips from CHAT members with updates and announcements of upcoming events, snippets about CHAT and CHAT's recommendations, stories about why members participate on CHAT, footage from flood events to share with the community, etc.</li> <li>• Post online and share on public access channel.</li> </ul>		<ul style="list-style-type: none"> <li>• Hampton residents (including year-round, seasonal, renters) and businesses</li> <li>• Community members who access information online</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Town of Hampton, social media groups	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Convey information in a short, engaging format</li> <li>• Provide an opportunity for community members to learn directly from other community members</li> <li>• Build awareness of CHAT and CHAT's recommendations</li> </ul>		<ul style="list-style-type: none"> <li>• Post videos on Town's website, SHEA's website, and share on social media.</li> <li>• Could include video clips in member news updates (i.e. SHEA's regular newsletter eblast).</li> <li>• Show videos on public access channel</li> </ul>	



<b>F</b> inform	<b>Postcard Mailing and/or Flyer Distribution</b>		
<b>Date</b>	June 2023		
<b>Description &amp; Key Steps</b>		<b>Audience</b>	
<ul style="list-style-type: none"> <li>• Create a postcard and post flyers within the community with information about CHAT and where to go for more information (i.e.. SHEA's website, a Facebook page)</li> <li>• List out planned outreach events and ways to get involved</li> <li>• Issue a town-wide mailing to all addresses in Hampton</li> </ul>		<ul style="list-style-type: none"> <li>• People who live in Hampton</li> <li>• Businesses in Hampton</li> </ul>	
		<b>Key Partners</b> SHEA, Library, Town of Hampton, CHAT member affiliations, local businesses	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Reach community members who aren't already engaged via the Town's website and events or SHEA's list serve</li> <li>• Inform about upcoming events and where to turn to for additional information</li> </ul>		<ul style="list-style-type: none"> <li>• Distribute flyer via Town and SHEA email lists, neighborhoods lists, social media, and post hard copy in physical locations including the Library and local businesses</li> <li>• Issue mailing to all addresses in town</li> </ul>	

<b>G</b> consult	<b>Sea-Level Rise Social for Business Community</b>	
<b>Date</b>	April/May 2023	
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>
<ul style="list-style-type: none"> <li>• Host an informal, event targeting commercial property owners and businesses that are located within areas vulnerable to flooding and sea-level rise.</li> <li>• Share information about flood hazards and projections including information such as vulnerable roadways via a guest speaker</li> <li>• Incorporate a short round-robin / around the world exercise to encourage discussions among attendees</li> </ul>		<ul style="list-style-type: none"> <li>• Business / nonresidential community</li> <li>• Other community members</li> </ul>
		<b>Key Partners</b> CHAT member affiliations, Chamber of Commerce, local businesses, NH Coastal Program
<b>Desired Outcomes</b>		<b>Advertising</b>
<ul style="list-style-type: none"> <li>• Provide an informal way for the public to engage</li> <li>• Encourage participation from business community</li> <li>• Educate about sea-level rise and flood hazards</li> <li>• Introduce recommendations</li> </ul>		<ul style="list-style-type: none"> <li>• Include event on postcard / flyer</li> <li>• Post on social media and Town's website</li> <li>• Coordinate with Chamber of Commerce to inform businesses of the event</li> </ul>

<b>H</b> consult	<b>Webinar and Dialogue</b>	
<b>Date</b>	January/February 2023	
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>
<ul style="list-style-type: none"> <li>• Identify guest speaker(s)/presenter(s).</li> <li>• Host an educational webinar designed to provide the public with information about CHAT, provide brief updates about Town projects and activities related to flood resilience, and introduce CHAT's recommendations.</li> <li>• Incorporate time for small group discussion and Q&amp;A.</li> </ul>		<ul style="list-style-type: none"> <li>• Property owners, people who live in Hampton</li> <li>• Town Boards, Commissions, Committees</li> <li>• Town Staff</li> <li>• Others impacted by flooding who are not associated with the Town (other stakeholders)</li> </ul>
		<b>Key Partners</b>
		SHEA, Town of Hampton, CHAT member affiliations, local businesses, NH Coastal Program
<b>Desired Outcomes</b>		<b>Advertising</b>
<ul style="list-style-type: none"> <li>• Opportunity for interested community members to learn, ask questions, and provide input in a virtual format.</li> <li>• Increased awareness of CHAT and how and why the group developed recommendations to increase flood resilience.</li> <li>• Collect input and ideas from community members.</li> </ul>		<ul style="list-style-type: none"> <li>• Distribute via Town and SHEA email lists, neighborhoods lists, social media, SAU, and include date on post card mailing/flyer.</li> </ul>

<b>I</b> consult	Initiate a StoryMap to serve as a platform for the fact cards and flood related information to be made available and increase online presence. The StoryMap could be further developed over time to be more interactive.		
<b>Date</b>	November 2022, ongoing		
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>	
<ul style="list-style-type: none"> <li>• Create an online StoryMap to tell the story of CHAT and provide information about sea-level rise and ongoing projects. It would set the scene for the recommendations and serve as a living resource. StoryMaps can take on a number of different formats; <a href="#">here</a> is an example of one created for Portsmouth.</li> <li>• Link to other resources</li> <li>• Display information about projects and flood hazards in specific areas of town.</li> <li>• Invite others to share information that can be added to the StoryMap</li> <li>• Incorporate pertinent geographical information from specific recommendations, such as the location of municipal parking lots and the extent the Floodplain Ordinance overlay district.</li> </ul>		<ul style="list-style-type: none"> <li>• People who live and work in Hampton</li> <li>• Property owners</li> <li>• Town Boards, Commissions, Committees</li> <li>• Town staff</li> <li>• Regional and state partners and entities, other communities</li> <li>• Other stakeholders</li> </ul>	
		<b>Key Partners</b>	
		SHEA, Town of Hampton	
<b>Desired Outcomes</b>		<b>Advertising</b>	
<ul style="list-style-type: none"> <li>• Availability of a user-friendly online resource that community members can explore on their own time</li> <li>• Creation of a resource that can serve as a one stop shop to learn about CHAT and the recommendations</li> <li>• Creation of a resource that can help CHAT communicate about recommendations and visually depict recommendations on a map.</li> </ul>		<ul style="list-style-type: none"> <li>• Share StoryMap link and QR code via Town and SHEA email lists, neighborhoods lists, CHAT member news updates, social media, Town announcements page, SAU.</li> <li>• Provide link and QR code to Boards, Commissions, and Committees</li> </ul>	

<b>J</b> involve	<b>SAU Event<sup>1</sup></b>	
<b>Date</b>	May 2023	
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>
<ul style="list-style-type: none"> <li>• Coordinate with the SAU to plan and host an event featuring science and students. Highlight students' work related to climate change and sea-level rise and their recommendations for the Town.</li> <li>• In advance of the event, solicit input from students on CHAT's recommendations and share this feedback during the event.</li> <li>• Distribute resources and information to attendees</li> </ul>		<ul style="list-style-type: none"> <li>• Students, families of students</li> <li>• People who live in Hampton</li> <li>• Hampton Boards, Commissions, Committees</li> <li>• Other stakeholders</li> </ul>
		<b>Key Partners</b>
		SAU, UNH
<b>Desired Outcomes</b>		<b>Advertising</b>
<ul style="list-style-type: none"> <li>• Reach a broad audience, including students and their families.</li> <li>• Engage students and applying their knowledge and identifying possibly solutions for their community.</li> <li>• Increase awareness of CHAT's recommendations and collect input on the recommendations.</li> </ul>		<ul style="list-style-type: none"> <li>• Distribute via SAU, Town, and SHEA email lists, neighborhoods lists, social media, and post hard copy in physical locations including the School, Library and local businesses</li> <li>• Share announcement with Town Boards, Commissions, and Committees for distribution with their members and at public meetings</li> <li>• Post announcement on public access channel</li> </ul>

<sup>1</sup> In lieu of and/or in conjunction with this event, outreach on CHAT's recommendations could be conducted at SHEA's Coastal Resilience and Resource Fair, which will be held in the spring of 2022.



<b>K</b> collaborate	<b>Neighborhood Events</b>	
<b>Date</b>	July 2023	
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>
<ul style="list-style-type: none"> <li>• Coordinate multiple neighborhood tabling and pop up events to provide and collect information about flooding, talk to community members about flood impacts and concerns, and identify neighborhood leaders.</li> <li>• Incorporate interactive elements such as polls, comment boxes, participatory mapping.</li> <li>• Attract attention to the pop up table by marking out the extent of future mean higher high water with sea-level rise.</li> </ul>		<ul style="list-style-type: none"> <li>• People and businesses in flood prone locations, including seasonal residents and renters</li> <li>• Visitors and tourists</li> <li>• Regional and state partners</li> </ul>
		<b>Key Partners</b>
		CHAT resident representatives, Town of Hampton, local businesses, NH Coastal Program
<b>Desired Outcomes</b>		<b>Advertising</b>
<ul style="list-style-type: none"> <li>• Reach community members who may not attend a virtual event, access information online, or travel to the Town offices for an event</li> <li>• Introduce CHAT's recommendations and share updates about ongoing work in Town</li> <li>• Identify neighborhood leaders</li> </ul>		<ul style="list-style-type: none"> <li>• Post announcements on social media and public access channel, SHEA and Town newsletters/announcements</li> <li>• Post flyers at local businesses</li> <li>• Share with Town Boards, Commissions, and Committees for distribution with their members and at public meetings</li> <li>• Press release</li> </ul>

<b>L</b> collaborate	<b>Roundtable Workshops</b>	
<b>Date</b>	August 2023	
<b>Description &amp; Key Steps</b>		<b>Target Audience</b>
<ul style="list-style-type: none"> <li>• Host and interactive event on one evening and one weekend that includes short introductory presentations about CHAT and current and future flood hazards and impacts to the community.</li> <li>• Establish roundtable discussion groups for overarching recommendation topics: <ul style="list-style-type: none"> <li>○ Floodplain Ordinance</li> <li>○ Other Policies and Regulations</li> <li>○ Planning and Land Use</li> <li>○ Economic Implications of SLR and flooding</li> <li>○ Financing, funding, and municipal investment</li> <li>○ Modeling and flood studies</li> <li>○ Other.</li> </ul> </li> <li>• Solicit input from participants on missing recommendations and suggested changes, participants also help identify stakeholders who are not at the table.</li> <li>• Prepare roundtable discussion prompts and guides, prepare meeting packets, and provide facilitations with training prior to event.</li> </ul>		<ul style="list-style-type: none"> <li>• All community members</li> <li>• Other stakeholders</li> </ul>
		<b>Key Partners</b> SHEA, Town of Hampton, CHAT member affiliations, local businesses, local venues, Chamber of Commerce, NH Coastal Program
<b>Desired Outcomes</b>		<b>Advertising</b>
<ul style="list-style-type: none"> <li>• Broad cross section of community members engage in discussions about the recommendations with other community members and provide input to improve recommendations. New ideas are identified.</li> <li>• List of recommendations is further refined.</li> <li>• CHAT gains a better understanding of which recommendations are supported by the community.</li> </ul>		<ul style="list-style-type: none"> <li>• Post announcement via Town and SHEA email lists, neighborhoods lists, social media, and post hard copy in physical locations including the Library and local businesses</li> <li>• Share with Town Boards, Commissions, and Committees for distribution with their members and at public meetings</li> <li>• Post on public access channel</li> </ul>

<div>M empower</div>	Convene Workgroups		
Date	October 2023, ongoing		
Description & Key Steps		Target Audience	
<ul style="list-style-type: none"><li>• Coordinate with and convene boards, commissions, committees, staff, residents, business owners, and other community members to discuss recommendations and next steps and establish working groups.</li><li>• Invite regional and state partners such as Rockingham Planning Commission, NH Coastal Program, and NH Floodplain Program to join workgroups.</li></ul>		<ul style="list-style-type: none"><li>• Town Boards, Commissions, Committees</li><li>• Town staff</li><li>• Residents</li><li>• Property owners, including the State</li><li>• Businesses</li></ul>	
		Key Partners	
		Town of Hampton, CHAT member affiliations, state and regional entities	
Desired Outcomes		Advertising	
<ul style="list-style-type: none"><li>• Community members join workgroups to further discussions about CHAT’s recommendations and other related recommendations and actions.</li><li>• Community members refine and prioritize recommendations and actions steps towards implementation.</li><li>• CHAT members participate in and provide assistance to workgroups.</li></ul>		<ul style="list-style-type: none"><li>• Share information about workgroups at the roundtable workshops</li><li>• Post online and on social media</li><li>• Distribute announcements to Town staff, Boards, Commissions, and Committees</li></ul>	

## 6. Priority Near-Term Engagement Strategies

With the existing funding available from the New Hampshire Department of Environmental Services Coastal Program, and support from SHEA and CHAT members, the following strategies are proposed to be implemented in the near term:

	Strategy	Tentative Date
A	Collaborate with SHEA to increase web presence	Sept 2022, Ongoing
B	Collaborate with Conservation Coordinator to gain exposure over social media	Sept/Oct 2022, Ongoing
C	Coordinate with Town Staff (Conservation Coordinator and/or Coastal Resilience Staff) to piggyback on existing and potential newsletters. Contribute CHAT content to these publications.	Dec 2022, Ongoing
D	Develop a fact card for each recommendation to post online. Copies could also be printed.	Oct/Nov 2022
I	Initiate a StoryMap to serve as a platform for the fact cards and flood related information to be made available and increase online presence. The StoryMap could be further developed over time to be more interactive.	Nov 2022
E	If resources are available, create a member message video clip or two	Nov/Dec 2022

## 7. Next Steps

The next steps for this Strategic Engagement Plan include:

- Make the Strategic Engagement Plan available online
- Conduct priority short term engagement
- Track public engagement and compile input
- Incorporate public input and revise recommendations as needed
- Identify and seek funding to implement additional strategies in the Plan.



## Appendix A. Key Audiences For Specific Recommendations

While broad community engagement is the goal of the engagement strategy, support and assistance from certain audiences will be critical to moving forward with implementation. These audiences are included in the following table. These audiences will be important to involve throughout the process and include in the roundtable and workgroup discussion, in particular.

● Primary Audience, ○ Secondary Audience	Planning Board	Board of Selectmen	Budget Committee	Conservation Commission	Conservation Coordinator	Planning Department	Finance Department	Building Department	Department of Public Works	Legislative Body	Property owners in areas vulnerable to flooding	People who live in areas vulnerable to flooding	Businesses / organizations in areas vulnerable to flooding	Others not associated with the Town
<b>Recommendations</b>														
<b>Floodplain Ordinance</b>														
Review the Floodplain Ordinance and draft amendments to reduce vulnerability to flooding (note: see detailed recommendations table for specific amendments)	●			●	●	●		●		○	●	●	●	
<b>Other Policies and Regulations</b>														
Develop a new coastal hazard overlay district with regulations to guide development in vulnerable areas.	●					●				○	●	●	●	
Restructure the development project review process to increase awareness of flood vulnerability.	●			●		●		●	●					
Use land use ordinances and regulations to encourage and incentivize development in areas that are not vulnerable to current or future flooding.	●					●				○				
Allow parking in municipal parking lots when tides are in excess of 9.7 feet, as opposed to 10.0 feet.		●								○	●	●		
<b>Planning and Land Use</b>														

● Primary Audience, ○ Secondary Audience		Planning Board	Board of Selectmen	Budget Committee	Conservation Commission	Conservation Coordinator	Planning Department	Finance Department	Building Department	Department of Public Works	Legislative Body	Property owners in areas vulnerable to flooding	People who live in areas vulnerable to flooding	Businesses / organizations in areas vulnerable to flooding	Others not associated with the Town
<b>Recommendations</b>															
Integrate sea-level rise impacts in the Comprehensive Master Plan and identify strategies for effectively responding to SLR and encouraging development in safe areas.		●					●				○	○	○	○	○
Create an Implementation Committee to follow up on recommendations of the Master Plan.		●					●								
Start a visioning process to think about the long term future of areas that are anticipated to be impacted by sea-level rise.		●			●	●	●				●	●	●	●	●
Prioritize land conservation efforts in areas that can support marshes in the future.					●	●					○				○
<b>Economic Implications of sea-level rise and flooding</b>															
Conduct an assessment to better understand and plan for the economic impacts (development, tourism, tax base, etc.) of sea-level rise. Discuss property assessment and impacts of sea-level rise on property value.		●	●				●				●	●	●	●	●
<b>Financing, funding, and municipal investment</b>															
Prohibit construction of critical facilities within high risk Special Flood Hazard Area (SFHA) unless the project has been reviewed using the NH Coastal Flood Risk Guidance and meets certain criteria.		●	●	●			●		●		●				

● Primary Audience, ○ Secondary Audience  <b>Recommendations</b>														
	Planning Board	Board of Selectmen	Budget Committee	Conservation Commission	Conservation Coordinator	Planning Department	Finance Department	Building Department	Department of Public Works	Legislative Body	Property owners in areas vulnerable to flooding	People who live in areas vulnerable to flooding	Businesses / organizations in areas vulnerable to flooding	Others not associated with the Town
Identify funding sources to build town-wide flood resilience. Funding sources may include a dedicated local fund.			●				●			●	○	○	○	○
Projects in the Capital Improvement Plan should identify and account for climate change impacts.	●		●			●	●		●					
Hire a full time Community Resilience & Floodplain Administrator staff position.		●					●			●				
<b>Modeling and flood studies</b>														
Future modeling efforts and studies should build off findings of the flood engineering studies and Master Plan.	○					○			●	○	○	○	○	
Look for and apply for funding to continue engineering and hydrogeological studies and address flooding and drainage issues.		●	●				●		●	○	○	○	○	
<b>Other</b>														
Continue to pursue participation in the National Flood Insurance Program's Community Rating System.		●				●		●			○		○	
Increase efforts to engage and inform the community of flood hazards, vulnerability, and opportunities to increase resilience.	●	●		●	●	●		●	●	●	●	●	●	●

## Appendix B. Groups and Organizations (local, regional) that Could Help CHAT Connect with Community Members:

- High School, including the environmental committee
- Blue Harbor Café
- Swell Oyster Shack
- Chamber of Commerce
- Yoga Parlor
- Landscaping Companies
- Contractors
- Cinnamon Rainbows, blog
- Pioneer Surf Shop
- Surfrider Foundation
- Hampton Beach Village District
- Hampton Beach Area Commission
- Rotary Club
- TASC (Transportation Assistance for Seacoast Citizens)
- American Legion Post
- Hampton Area Lions Clubs
- St. Vincent de Paul
- Town Departments, Hampton Recreation Department

## Appendix C. Advertising Options

- Town wide mailing – property addresses
- Town wide mailing – owner mailing addresses
- Board, Committee, Commission meetings
- News section of Town’s website
- Town email list(s)
- Hampton Beach Area Commission email list(s)
- Hampton Beach Village District email list(s)
- Hampton Beach Village District Channel
- Seabrook-Hamptons Estuary Alliance’s email list
- Public access channel
- Hampton Union/Seacoast Online
- Social media (Conservation Commission, Seabrook-Hamptons Estuary Alliance, In The Know, Friends of Hampton Beach, Seabrook, and Hampton Falls, Hampton Beach Official Facebook page)
- Flyers – town offices, library, businesses, grocery store, beach, other businesses
- Signage (poster, road sign)
- Hampton School District SAU 90
- Door to door (drop flyers or talk to homeowners)
- New Hampshire Public Radio

## Appendix D. Menu of Engagement Activities

Summary table of different options for engaging the public. This table was used to help select the best methods for engaging the public. It is also intended to be a resource that CHAT can use for future outreach efforts as well.

Method/Tool	Best Use or Purpose	Outcome
<b>Inform</b>		
Branding (logo and standard 'marketing' materials (colors, fonts))	<ul style="list-style-type: none"> <li>Inform about CHAT and create greater awareness of the group through</li> </ul>	<ul style="list-style-type: none"> <li>Community members are more aware of CHAT and recognize a product, material, or a project as CHAT's efforts</li> </ul>
CHAT newsletter	<ul style="list-style-type: none"> <li>Inform about CHAT, current events and projects, sea-level rise science, spotlight on adaptation strategies,</li> <li>Highlight specific CHAT recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Community members are regularly informed and educated about recent flood impacts, adaptation strategies, topics they may be required to vote on, actions the Town is taking, and important upcoming events</li> </ul>
Videos and multimedia targeted at different stakeholder groups (i.e. board members, residents, etc.)	<ul style="list-style-type: none"> <li>Inform about sea-level rise and flood hazards through short, engaging videos</li> </ul>	<ul style="list-style-type: none"> <li>Increased education and awareness about a particular topic or recommendations</li> </ul>
CHAT website	<ul style="list-style-type: none"> <li>Inform about CHAT, ongoing work, and studies and projects related to flood mitigation</li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness of CHAT and a location to access information and stay informed</li> </ul>
Social media presence	<ul style="list-style-type: none"> <li>Inform about CHAT</li> <li>Share photos of flood impacts and adaptation examples</li> </ul>	<ul style="list-style-type: none"> <li>A diverse audience receives regular updates about CHAT and CHAT's recommendations and information is compiled online</li> </ul>
Written summary of background information and justification for specific recommendations	<ul style="list-style-type: none"> <li>Inform about why each recommendation was developed to provide greater context about a recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Community members understand the rationale behind recommendations and are informed</li> </ul>
Creation of new resources (i.e. fliers, info sheets)	<ul style="list-style-type: none"> <li>Inform about sea-level rise and flood hazards science, ongoing projects, CHAT, or another topic in a format that can be printed or electronic</li> </ul>	<ul style="list-style-type: none"> <li>Information is readily available to help community members understand CHAT, CHAT's recommendations, and flood hazards and can be distributed at meetings or events or post online or in the Town Offices</li> </ul>

Method/Tool	Best Use or Purpose	Outcome
Story Map	<ul style="list-style-type: none"> <li>Inform about past flood events, projects, CHAT, and actions the Town is taking to mitigate hazards in a visual narrative</li> </ul>	<ul style="list-style-type: none"> <li>Engaging and informative web-based story-telling helps community members better understand CHAT and/or flood hazards and/or specific recommendations</li> </ul>
Post card mailing	<ul style="list-style-type: none"> <li>Inform about CHAT and where to learn more</li> <li>Inform about an event</li> </ul>	<ul style="list-style-type: none"> <li>More community members are aware of CHAT</li> <li>More community members are informed about and participate in outreach events</li> </ul>
<b>Consult</b>		
Presentation of educational webinars with discussion	<ul style="list-style-type: none"> <li>Inform about a particular topic</li> <li>Consult with community members to receive feedback and better understand concerns</li> </ul>	<ul style="list-style-type: none"> <li>Participants learn from CHAT and other experts and engage in discussions about flood hazards and CHAT's recommendations</li> </ul>
Surveys (municipal, community wide, business, etc.)	<ul style="list-style-type: none"> <li>Consult community members on specific topics of interest or concern</li> </ul>	<ul style="list-style-type: none"> <li>Provide community members with a quick (and anonymous), way to share their input and views while obtaining information from a large audience</li> </ul>
Social or recreational events	<ul style="list-style-type: none"> <li>Consult community members who are interested in sharing their input about topics like CHAT, marsh migration, or sea-level rise</li> </ul>	<ul style="list-style-type: none"> <li>New audiences become aware of CHAT and are educated and informed about CHAT's work</li> </ul>
Speaker series or workshop series	<ul style="list-style-type: none"> <li>Consult community members following educational and informational presentations on topics such as CHAT's recommended zoning amendments or relevant research and studies</li> </ul>	<ul style="list-style-type: none"> <li>Community members learn about a particular topic and engage in discussions that help CHAT better understand their concerns and identify possible solutions</li> </ul>
Interviews	<ul style="list-style-type: none"> <li>Consult individuals or groups, such as a neighborhood group or board, on a specific topic</li> </ul>	<ul style="list-style-type: none"> <li>Collect in depth information from specific individuals' or groups' to better understand a problem and possible solutions from one or more diverse perspectives</li> </ul>
<b>Involve</b>		
Strengths Weaknesses Opportunities & Threats (SWOT) workshop with small group discussions	<ul style="list-style-type: none"> <li>Consult community members to learn about challenges and opportunities related to topics like flood mitigation</li> </ul>	<ul style="list-style-type: none"> <li>Obtain detailed feedback from the community on specific topics to better understand opportunities, challenges, and possible solutions</li> </ul>



Method/Tool	Best Use or Purpose	Outcome
Pop up neighborhood events	<ul style="list-style-type: none"> <li>Involve community members in demonstration projects to help convey flood impacts and sea-level rise</li> <li>Involve community members in sharing information with other community members</li> </ul>	<ul style="list-style-type: none"> <li>Educational opportunities within neighborhoods foster participation and provide a platform for community members to see and to demonstrate to others the current and future challenges they face. New ideas and possible solutions are identified.</li> </ul>
Site visits	<ul style="list-style-type: none"> <li>Involve community members in site visits to see flood prone areas and/or examples of adaptation strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Community members learn more about and help identify possible flood mitigation solutions.</li> <li>Individuals are more aware of what the flood vulnerabilities and solutions may be for their own property.</li> </ul>
Collaborate		
Participatory mapping activities	<ul style="list-style-type: none"> <li>Involve community members in showing CHAT and the community where flood hazards are located and how flooding and tides are changing.</li> <li>Collaborate with community members to prioritize actions</li> </ul>	<ul style="list-style-type: none"> <li>Community members inform CHAT about actual flood impacts and tide levels that can be compared to existing data sets and the SFHA to better understand flood vulnerability</li> <li>Community members better understand interconnectivity of drainage, tides, and mitigation efforts</li> <li>Community members help prioritize mitigation actions</li> </ul>
Focus group meetings	<ul style="list-style-type: none"> <li>Involve community members in in depth discussions on specific topics, such as future land use in areas projected to be impacted by sea-level rise.</li> <li>Collaborate with community members to identify a future vision for vulnerable areas.</li> <li>Collaborate with specific boards, committees, commissions, and staff to identify implications of specific recommendations on the Town and community</li> </ul>	<ul style="list-style-type: none"> <li>Diverse cross sections of the community discuss and identify solutions and next steps for complex issues.</li> <li>A future vision represents what the community wants</li> <li>Stakeholders understand, refine, and support specific recommendations</li> </ul>
Neighborhood leader or business community leader engagement	<ul style="list-style-type: none"> <li>Collaborate with neighborhood leaders or business leaders to educate fellow residents and others</li> </ul>	<ul style="list-style-type: none"> <li>Neighborhoods and business community help to prioritize mitigation actions</li> </ul>

Method/Tool	Best Use or Purpose	Outcome
<b>Empower</b>		
Municipal Board, Commission, Committee Workgroups	<ul style="list-style-type: none"> <li>• Empower Town of Hampton officials, volunteers, staff and others to participate in action-oriented workgroups to identify solutions to flood hazards</li> <li>• Empower Town of Hampton officials, volunteers, staff, and others to implement CHAT's recommendations and other measures to increase resilience to flooding and sea-level rise</li> </ul>	<ul style="list-style-type: none"> <li>• Town of Hampton officials, volunteers, and other community members serve as educators about flood hazards, sea-level rise, and flood mitigation strategies and incorporate resilience practices into their affiliations' respective policies, practices, projects, and regulations</li> <li>• Community members implement CHAT's recommendations</li> <li>• New recommendations are identified by the community</li> </ul>
Training Leaders and Educators	<ul style="list-style-type: none"> <li>• Empower Town of Hampton officials, volunteers, and other community members to serve as educators about flood hazards, sea-level rise, and flood mitigation strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Town of Hampton officials, volunteers, and other community members serve as educators about flood hazards, sea-level rise, and flood mitigation strategies and incorporate resilience practices into their affiliations' respective policies, practices, projects, and regulations</li> <li>• Community members implement CHAT's recommendations</li> <li>• New recommendations are identified by the community</li> </ul>

## Appendix E. Target Audience Analysis

The Target Audience Analysis is attached as a separate document.