

HANOVER SUSTAINABILITY MASTER PLAN

Public Involvement Plan (DRAFT)

The following Public Involvement Plan (PIP) identifies occasions to engage the community on the Hanover Sustainability Master Plan at optimal points during the planning process, as well as potential mechanisms to advertise these engagements. For each planned engagement, this PIP provides timeframes and locations and summarizes objectives and logistics. Deliverables for each engagement are also identified, along with the parties responsible for providing them. Listed at the end of this document are the trusted community leaders that should be kept apprised of the planning process and can serve as liaisons to targeted sub-sections of the larger community to ensure broad awareness and participation. This PIP should be considered a living document, to be updated as needed for continuous improvement purposes.

Engagement #1: Preliminary Stakeholder Interviews (Completed)

Timeframe: September 2021 (8 Interviews)

Location: Virtual

Objectives and Logistics: To provide the Consultant (VHB) with a better understanding of Hanover through interviews with a broad range of stakeholders familiar with the various aspects of the Town's operations and day-to-day activities.

The interviews will include participation from:

- Town Administration
- Dartmouth College
- Local schools (e.g., School Administrative Unit 70)
- Conservation organizations (e.g., Hanover Conservancy, Upper Valley Land Trust)
- Transportation and mobility organizations (e.g., Advance Transit, UV Trails Alliance, Hanover Walk Bike)
- Public health organizations (e.g., Public Health Council of the Upper Valley)
- Recreation organizations (e.g., Hanover Improvement Society)
- Local businesses (e.g., Lou's Restaurant, Still North Books)
- Faith-based organizations (e.g., Maynard House, Christ Redeemer Church)
- Developers/realtors (e.g., KCC Properties, Domus, Twin Pines Housing Trust)

Deliverables:

- Draft and final questionnaire (Responsible Party: VHB)
- Draft and final summary notes (Responsible Party: VHB)

Engagement #2: Community Immersion Tour (Completed)

Timeframe: October 18, 2021

Location: Town of Hanover (Various)

Objectives and Logistics: To provide VHB with an on-the-ground look at the assets and resources that define Hanover and to contextualize its challenges and opportunities. The tour will be led by Town Staff. Participating in the tour will be Beth Esinhart, Advisory Committee Chair

Deliverables:

- Recommended tour stops (Responsible Party: Town Staff)

- Tour maps (Responsible Party: VHB)
- Tour photographs (Responsible Parties: Town Staff, VHB)

Engagement #3: Project Website (Completed)

Timeframe: November 2021 (Launched November 1)

Location: Virtual

Objectives and Logistics: To advertise the Sustainability Master Plan and encourage participation in its development; to share details and solicit feedback on the planning process, schedule, and deliverables (via a standard online form and the posting of surveys); and to present information on the community, including key demographics and relevant reports. The website will have an SSL certificate and be accessible via <https://www.hanoverhmasterplan.com/>. It will be updated on a regular basis to convey the latest progress on the planning process.

The online form on the website will request user email addresses, which will be used to develop a Project listserv. This listserv will build upon any existing email listserv maintained by Town Staff.

Deliverables:

- Draft and final Project website (Responsible Party: VHB)
- Periodic updates based on milestone events (Responsible Party: VHB)

Engagement #4: Project Informational Sheet (Completed)

Timeframe: November 2021

Location: N/A

Objectives and Logistics: To provide another means by which the merits of the Hanover Sustainability Management Plan can be communicated. The Project Informational Sheet will summarize the planning process and ways the community can get involved. It will also define the Project's definition of sustainability, so that everyone has the same understanding of the concept.

The Project Informational Sheet will be made available on the Project website, as well as posted in various locations throughout the community by Town Staff and the Advisory Committee. It is anticipated that this document will be additionally utilized as needed (e.g., at pop-up events for passersby to take and share).

Deliverables:

- Draft and final Project Informational Handout (Responsible Party: VHB)

Engagement #5: Hanover's Home for the Holidays Event (Completed)

Date: December 3, 2021

Location: Allen Street

Objectives and Logistics: To advertise the Sustainability Master Plan and encourage participation in its development. A table manned by Town staff will be present, along with two poster boards soliciting public input via post-it notes. The first board will ask "What is Hanover's GREATEST Strength" and the second will ask "What is your GREATEST WISH for Hanover."

These questions will be replicated in an online survey that will be made available through QR Code. This same survey will be posted to the website and distributed to the Project’s email listserv.

Deliverables:

- Draft and final poster boards (Responsible Party: Town Staff/VHB)
- Draft and final survey (Responsible Party: VHB)

Engagement #6: Community Forum #1 – Visioning

Timeframe: Late January/Early February 2022 (2-hour meeting)

Location: TBD (Potentially at the Hanover High School)

Due to current coronavirus (COVID-19) concerns and limitations, or otherwise planned in agreement the Advisory Committee, this event could be held virtually using a virtual meeting platform.

Objectives and Logistics:

- To present via PowerPoint presentation an overview of the Sustainability Master Plan process and a summary of the existing conditions analyses to help the community and other stakeholders better understand the various aspects and assets/resources of Hanover.
- Through live polling and/or physical poster boards and small group conversations, obtain community input on a collective vision for Hanover covering the next 10 years.
- Through live polling and/or physical poster boards and small group conversations, continue to solicit public input on what challenges and opportunities Hanover faces.
- Through live polling and/or physical poster boards and small group conversations, gather feedback on the sustainability principles outlined in the Project RFP including:
 - Describe the characteristics of wonderful places to live, play/relax and work.
 - Improve the health and well-being of community members and visitors.
 - Create or promote the use of alternative transportation modes to reduce dependence on cars, with an emphasis on non-motorized and electric modes of transportation.
 - Reduce fossil fuel- based energy consumption.
 - Reduce the community’s contribution to greenhouse gas emissions.
 - Provide more equitable access to or distribution of resources in all municipal programs.
 - Improve the resilience of the community, its infrastructure, and its services to impacts of climate change and/or other man-made or natural disasters.

Draft Agenda for Community Forum #1

- **Welcome and Introductions (5 minutes)**
- **Meeting Logistics and Live Polling Instructions (5 minutes)**
- **Overview of the Sustainability Master Plan Process (5 minutes)**
- **Presentation of Hanover’s Community Profile and Existing Conditions Analyses (20 minutes)**
- **Live Polling: (10 minutes)**
 - **Challenges/Opportunities**
 - **Sustainability Principles**
- **Break-Out Tables/Rooms (Manned by Advisory Committee Members) (50 minutes)**
- **Group Conversation Report-Backs (20 minutes)**
- **Next Steps (5 minutes)**
- **Adjourn**

- Be consistent with and enhance coordination of efforts with the surrounding region.
- Improve the economic vitality and economic resilience of the community.
- Protect and restore natural resources.
- To provide the community with next steps for getting involved in the planning process.

Deliverables:

- Draft and final meeting agenda (Responsible Party: VHB)
- Draft and final presentation slides (Responsible Party: VHB)
- Draft and final polling questions (Responsible Party: VHB)
- Draft and final poster boards and handouts, if applicable (Responsible Party: Town Staff/VHB)
- Draft and final facilitation questions for small group conversations (Responsible Party: VHB)
- Reporting with community comments and poll responses (Responsible Party: VHB)
- Notes from the small group conversations (Responsible Party: Advisory Committee)

Engagement #7: Community Survey #1 – Visioning

Timeframe: Late January/Early February 2022 (30-Day Duration)

Location: Virtual

Objectives and Logistics: To launch an online survey that will mimic the requests for feedback from Community Forum #1. This survey will be posted to the Project website and will also be sent out to the Project's email listserv. A hardcopy version of the survey will be developed to capture input from populations without easy access to the internet (e.g., seniors). The hardcopy version will be distributed/collected by Town Staff and/or the Advisory Committee.

Deliverables:

- One draft and one final online survey (Responsible Party: VHB)
- One draft and one final hardcopy survey (Responsible Party: VHB)
- Collected completed hardcopy surveys (Responsible Party: Town Staff/Advisory Committee)
- Summary of survey results (Responsible Party: VHB)

Engagement #8: Half-Day Workshop on Urban Core Density

Date: March/April 2022

Location: TBD

Due to current coronavirus (COVID-19) concerns and limitations, or otherwise planned in agreement the Advisory Committee, this event could be held virtually using a virtual meeting platform.

Objectives and Logistics: To discuss and pursue consensus on how the Town can accommodate increased densities in its urban core, in consideration of neighborhood character, automobile dependency, urban sprawl, smart growth, climate change, and public health, among other relevant planning concepts. Such development levels will be exemplified through relevant local, regional, and/or national examples, and illustrated with simple sketches or renderings specific to the urban core's existing conditions. A focus of this workshop may be the implementation of form-based code.

An alternative to a half-day workshop would be "neighborhood conversations" (up to three), during which information that would have been provided during the workshop would instead be discussed in smaller groups settings ("coffee

conversations”) with a focus on the neighborhood context and perspective. Opportunities to share the information presented during the smaller group conversations with the larger community would be explored. Such information would be posted to the Project website at minimum.

Deliverables:

- Draft and final workshop/discussion agenda(s) (Responsible Party: VHB)
- Draft and final presentation slides, if applicable (Responsible Party: VHB)
- Relevant local, regional, and/or national examples (Responsible Party: VHB)
- Simple sketches/renderings specific to the urban core (Responsible Party: VHB)
- Draft and final polling questions, if applicable (Responsible Party: VHB)
- Draft and final handouts, if applicable (Responsible Party: VHB)
- Reporting with community comments and poll responses (Responsible Party: VHB)
- Notes from the small group conversations (Responsible Party: Advisory Committee)

Engagement #9: Open House #1 – Draft Vision Statement and Goals

Timeframe: April/May 2022

Location: TBD

Due to current coronavirus (COVID-19) concerns and limitations, or otherwise planned in agreement the Advisory Committee, this event could be held virtually using a virtual meeting platform.

Objectives and Logistics: To present the draft Vision Statement and Goals of the Hanover Sustainability Master Plan, as approved by the Advisory Committee, to the community at-large. Comments will be solicited on these Plan components, as well as on ideas on how to achieve them. The actions will be organized around the need for: policy updates, capital projects, education, and partnerships.

Open House #1 could take place in an indoor hall setting, with various stations displaying the draft Goals on poster boards and providing opportunities for handwritten comments. These stations could be either unmanned, manned by members of Town Staff and the Advisory Committee, or a combination thereof. The location of the boards could be changed during a specified comment period, rotating between facilities (e.g., libraries, the RWB Community Center, Dartmouth College) to make it more convenient for community members to access and to target certain sub-sections of the general population.

A short online survey will accompany the open house to solicit the same input in a virtual setting. This survey, along with the poster boards, will be posted to the Project website. The survey will also be sent out to the Project’s email listserv.

Deliverables:

- Draft and final poster boards (Responsible Party: Town Staff/VHB)
- One draft and one final online survey (Responsible Party: VHB)
- Summary of public comments received (Responsible Party: Town Staff/Advisory Committee/VHB)

Engagement #10: Open House #2 – Action Review/Prioritization

Timeframe: August/September 2022

Location: TBD

Due to current coronavirus (COVID-19) concerns and limitations, or otherwise planned in agreement the Advisory Committee, this event could be held virtually using a virtual meeting platform.

Objectives and Logistics: To present and solicit community feedback on the draft actions of the Sustainability Master Plan and to request community thoughts on their prioritization.

During Open House #2, participants will be able to freely roam between stations to converse with Town Staff, the Advisory Committee, and VHB. Through a dot-voting exercise, they will help determine which actions represent community priorities. This priority setting exercise will help inform the implementation component of the Sustainability Master Plan.

A brief presentation at the start of the event will provide an overview of the planning process and outcomes to-date.

Deliverables:

- Draft and final meeting agenda (Responsible Party: VHB)
- Draft and final presentation slides (Responsible Party: VHB)
- Draft and final poster boards, if applicable (Responsible Party: Town Staff/VHB)
- Reporting with community comments and priority setting outcomes (Responsible Party: VHB)

Engagement #11: Community Survey #2 – Action Review/Prioritization

Timeframe: August/September 2022 (30-Day Duration)

Location: Virtual

Objectives and Logistics: To launch an online survey that will mimic the requests for feedback from Open House #2. This survey will be posted to the Project website and will also be sent out to the Project's email listserv. A hardcopy version of the survey will be developed to capture input from a broader population than was able to attend Open House #2. The hardcopy version will be distributed/collected by Town Staff and/or the Advisory Committee.

Deliverables:

- One draft and one final online survey (Responsible Party: VHB)
- One draft and one final hardcopy survey (Responsible Party: VHB)
- Collected completed hardcopy surveys (Responsible Party: Town Staff/Advisory Committee)
- Summary of survey results (Responsible Party: VHB)

Engagement #12: Presentation of the Final Sustainability Master Plan

Timeframe: January 2023

Objectives and Logistics: To present and celebrate the final Sustainability Master Plan, as approved by the Advisory Committee, in front of the Planning Board, Town Administration, and the community at-large.

To demonstrate ownership of the Plan, the Advisory Committee will lead the presentation with support from Town Staff and VHB.

Deliverables:

- Draft and final presentation slides (Responsible Party: VHB)

Other Opportunities for Engagement

The following represents additional opportunities for community engagement. The feasibility of these opportunities will be dependent on the Project schedule, manpower capacity, and cost. Participation by VHB will be limited to up to two of these events per the Consultant's contract with the Town.

- Surveying at trailheads and transit stations (Advance Transit, Dartmouth Coach)
- Regular Short Surveys (1-3 Questions)
- Informational Pop-up Sessions:
 - Student events at Dartmouth College
 - Annual Old Fashioned 4th of July Celebration
 - Farmers Market at the Richmond Middle School
- Standing Informational Boards at the Town Hall, and Howe and Etna Libraries
- Community Conversations at the Black Community Center and the Kendal
- Leafletting at the Upper Valley Haven, Listen Community Services, and/or the Vermont/New Hampshire Food Bank
- CATV Interviews with the Advisory Committee
- Joint Planning Sessions with Dartmouth College

Commented [DGK1]: Other community-wide events?

Commented [DGK2]: Any known opportunities?

Advertisement Mechanisms

Some opportunities to advertise the above engagement events include the following. Responsibilities are listed in parentheses.

- Graphics for Social Media and Flyer Postings – Digital and Print Versions (VHB)
 - Social Media Postings (Town/Advisory Committee)
 - Town Departmental Accounts/Networks (e.g., Parks and Recreation, Schools)
 - Advisory Committee Member Accounts/Networks
 - Dartmouth College/Student Group Accounts/Networks (e.g., Dartmouth Alumni)
 - Sports Clubs (e.g., Hanover Hockey Association)
 - Local Chambers of Commerce (e.g., Upper Valley Business Alliance)
 - Non-profit Organizations (e.g., Hanover Conservancy)
 - Flyer Postings (Town/Advisory Committee)
 - Schools, Libraries, Post Offices, Local Businesses (e.g., Still North Books, Nugget Theaters), Faith-based Institutions, Multi-family Housing Developments, Dartmouth College Bulletin Boards, Trailheads, Transit Stops, Dartmouth-Hitchcock Hospital Network
- Announcement on the Town's Website (Town)
- Announcement on the Project Website (VHB)
- Communication through the Project's Email Listserv (Town)
- Personal Outreach/Word of Mouth (Town/Advisory Committee)
- Articles in the Valley News - [LINK](#), GreaterUpperValley.com – [LINK](#), and Daybreak Upper Valley – [LINK](#) (Town/Advisory Committee)
- Articles in Dartmouth College Newspapers (e.g., VOX Daily, The Dartmouth) (Town/Advisory Committee)
- Running Messages on CATV (Town)
- Organizational Newsletters (Town/Advisory Committee)
 - Sustainable Hanover Committee

Commented [DGK3]: Could use the Committee's help in determining which mechanisms are those where we want to focus our efforts. Could also use help in determining the best avenues for each mechanism – turn the examples into definitive lists with contacts.

Commented [DGK4R3]: Once fleshed out/approved, I would like to turn this into an "Engagement Checklist" for review in preparation of the above events.

- Hanover Historical Society
- Faith-Based Institutions (e.g., Church Bulletins)
- Announcements at Selectboard/Planning Board/Other Meetings (Town/Advisory Committee)
- Handouts to Elementary and High School Students/Parents (Town/School District)
- Direct Mailings (Town)
- Right-of-way signage (e.g., digital roadway signs, banner across Main Street, sidewalk sandwich boards) (Town)
- Coordination with Dartmouth Departments/Student Groups, for example:
 - Access Dartmouth – [LINK](#)
 - Dartmouth’s First Generation Network - [LINK](#), [LINK](#)
 - Dartmouth Alumni - [LINK](#)

Identified Community Liaisons

The following individuals represent key community organizations/neighborhood groups within Hanover. It will be important to regularly communicate with these persons throughout the planning process to keep them apprised of the planning process, as well as to empower them to share milestones and engagement opportunities amongst their respective networks. Alongside each person is listed an Advisory Committee member, who is responsible for maintaining this line of communication.

- [\[Name, Organization\], \[Advisory Committee Member\]](#)

Commented [DGK5]: Will need Town Staff/Advisory Committee Input. Focus on disadvantaged populations/populations traditionally left out of the planning process.

Commented [DGK6R5]: Make sure to include a Kendal Rep, Affordable Housing Rep