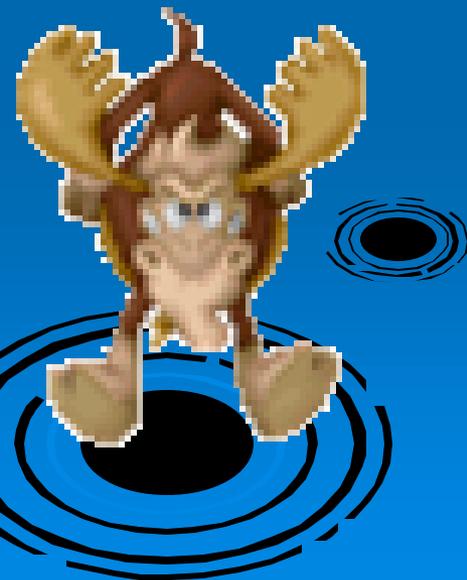


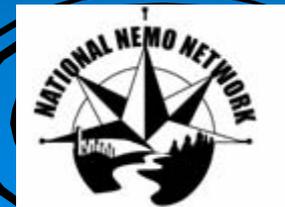
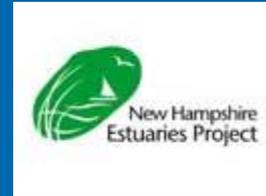
N R O C!

- What is NROCC?
- How was it evaluated?
- What did we find out?
- Are we really as cool as a moose?

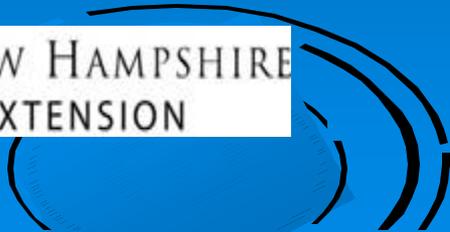
By Ted Diers, NH Coastal Program

With heavy plagiarism from
Amanda Stone and Brian Eisenhauer



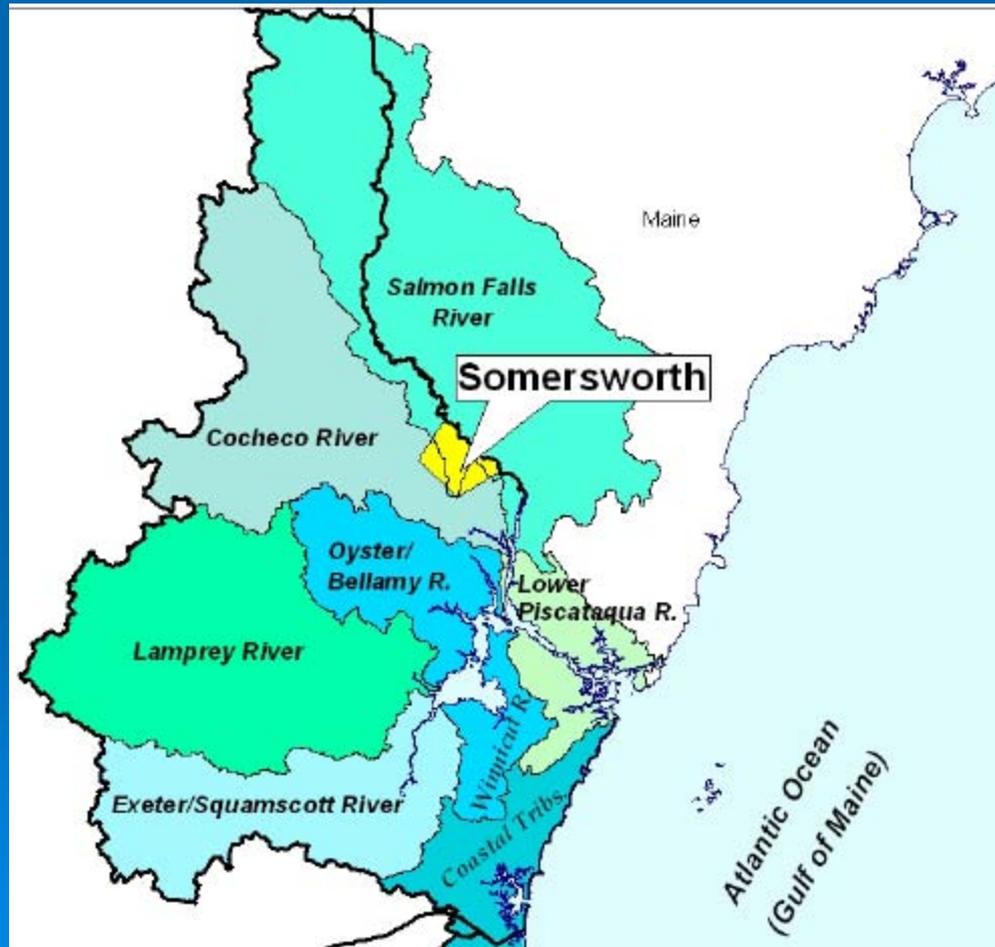


Natural Resource Outreach Coalition



NROC Focus

NH Coastal Watershed



NROC helps communities...

- Learn about their natural resources
- Use natural resource protection tools
- Bring boards and committees together
- Focus community goals
- Create an action plan
- Build community support
- Locate funding
- Enable community members to control planning process

...to accomplish Natural Resource Based Planning



What's going on here?

NROC conducts mini presentation for multi-board audience

Request and review applications for NROC assistance

Select communities

Wait list communities

Meet with community leaders about specific natural resource concerns

Tailor Dealing with Growth presentation to specific community

Present Dealing with Growth to all boards and concerned citizens

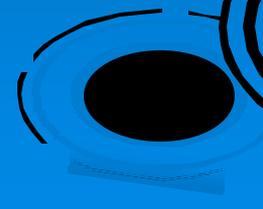
Hold follow-up meeting to determine educational needs and 1 year action plan

Deliver education and technical assistance

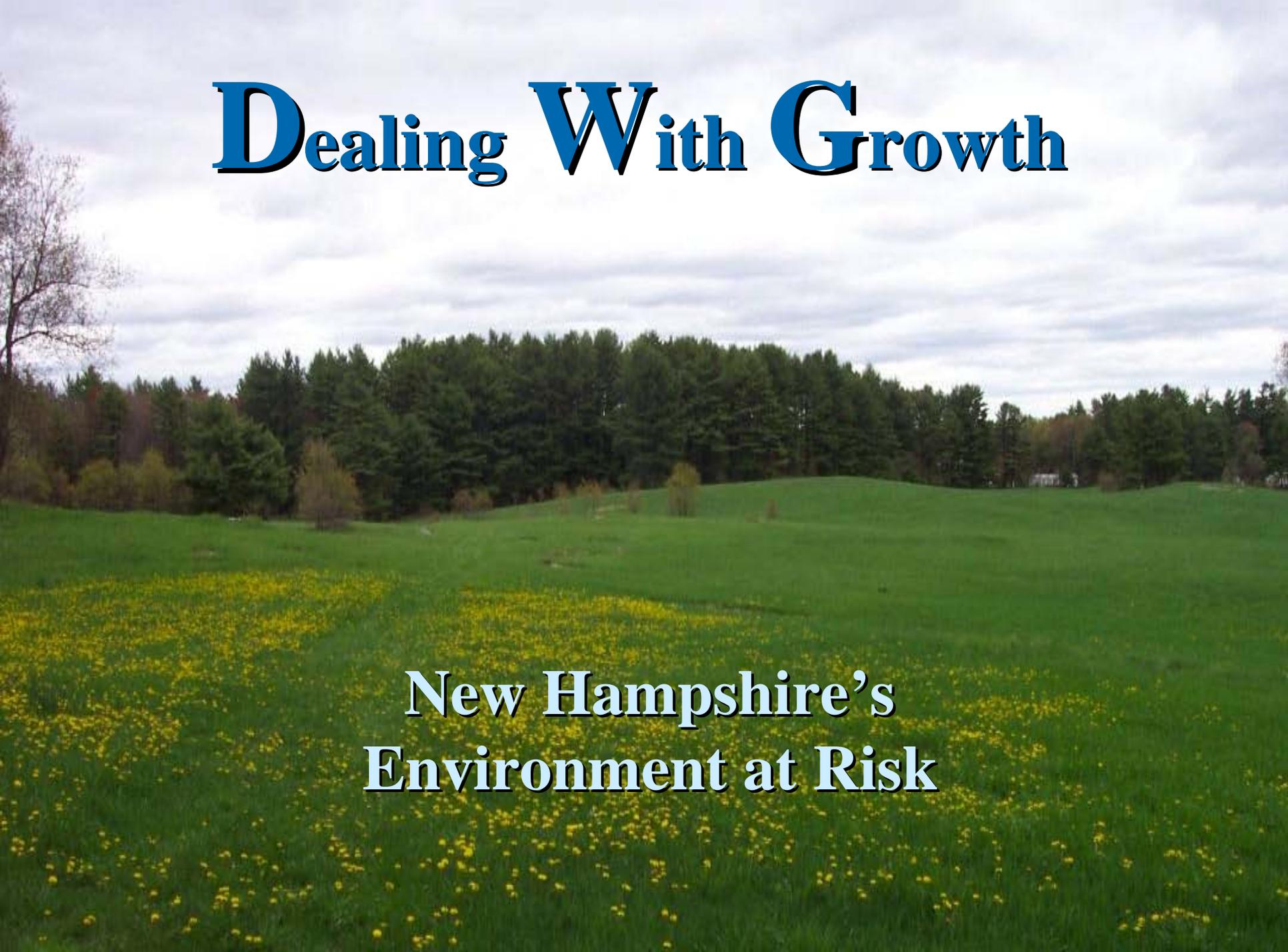
Community carries out plan!

What is Expected of the Community?

- ✓ Provide local information and photographs
- ✓ Coordinate all publicity and logistics for NROC Program
- ✓ Continue to meet with representatives from NROC for strategic planning and follow-through



Dealing With Growth

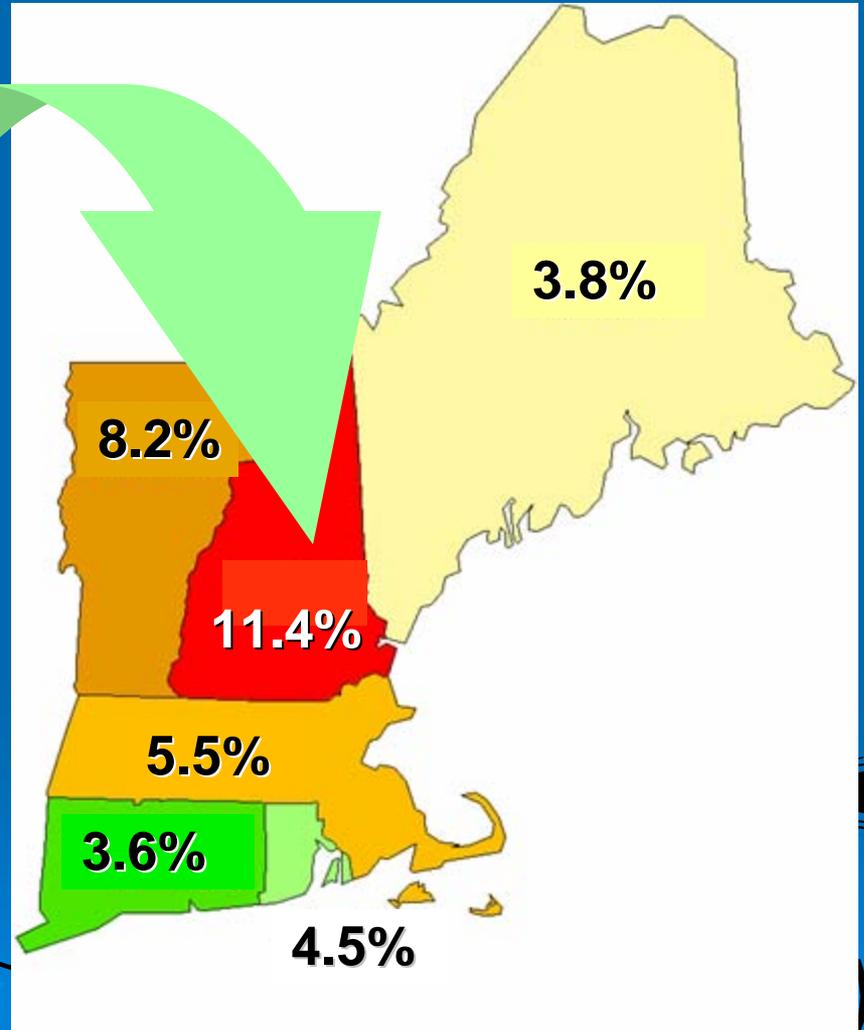
A landscape photograph showing a rolling green field in the foreground, densely populated with small yellow wildflowers. In the middle ground, there is a thick line of dark green trees, likely a forest. The sky above is filled with soft, grey clouds. The overall scene is a natural, rural setting.

**New Hampshire's
Environment at Risk**

NH Population Growth

Past Growth
1990 - 2000

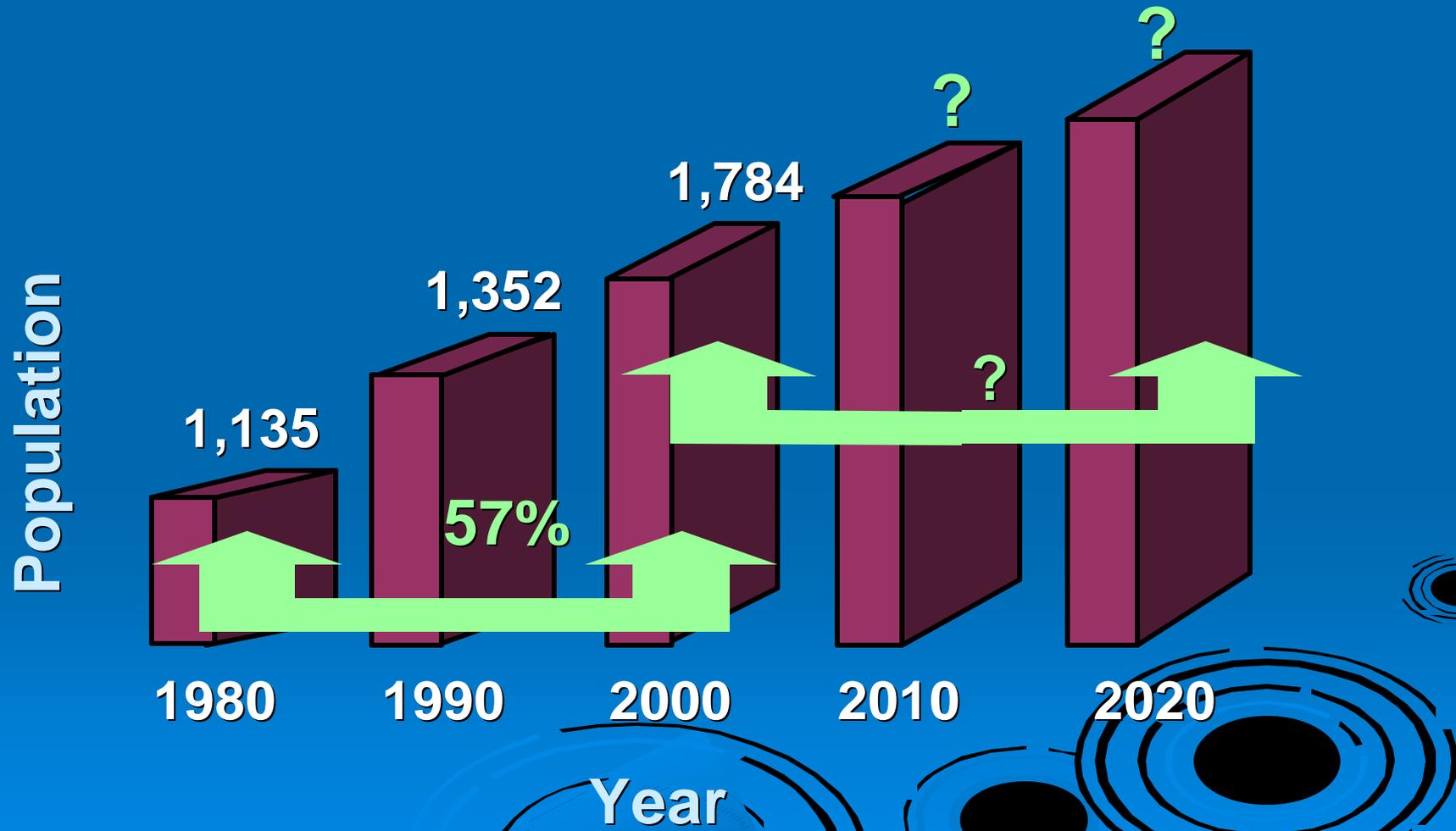
NH - the fastest
growing state in
New England
during the last
10 years



Projected Growth 2000 - 2020

Rockingham County
66,000 additional people
23% of NH's growth

Past and Future Growth in East Kingston, NH



What would 500 additional people mean to East Kingston?

- About 190 new homes
- At least 600 additional acres developed for residences.
What about the other town infrastructure?

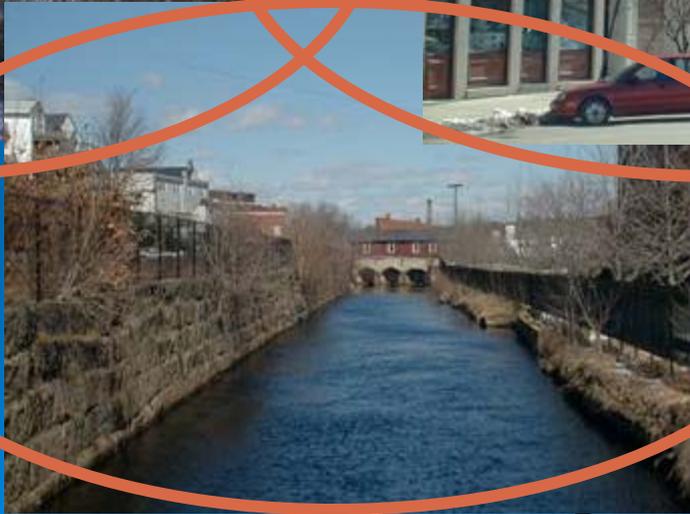


Can You Have It All?

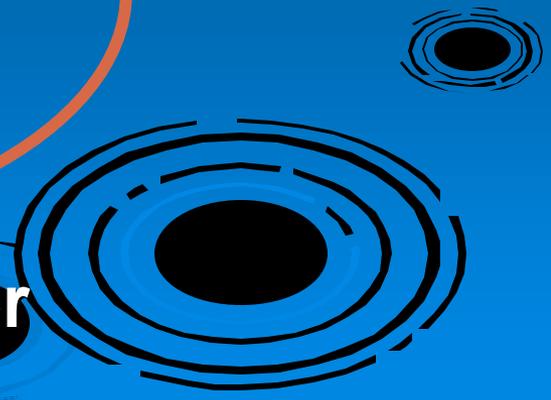
Natural Resources



Economic Vitality



Community Character



The Ways We Grow Affect Our Community Resources

- Wildlife Habitat
- Water Quantity
- Water Quality
- Agriculture



...Which Affect

- Community Character & Economic Vitality !



INTENSITY OF LAND USE

HABITAT LOSS & FRAGMENTATION

WATER QUALITY/QUANTITY CONCERNS

Natural Resource Based Planning

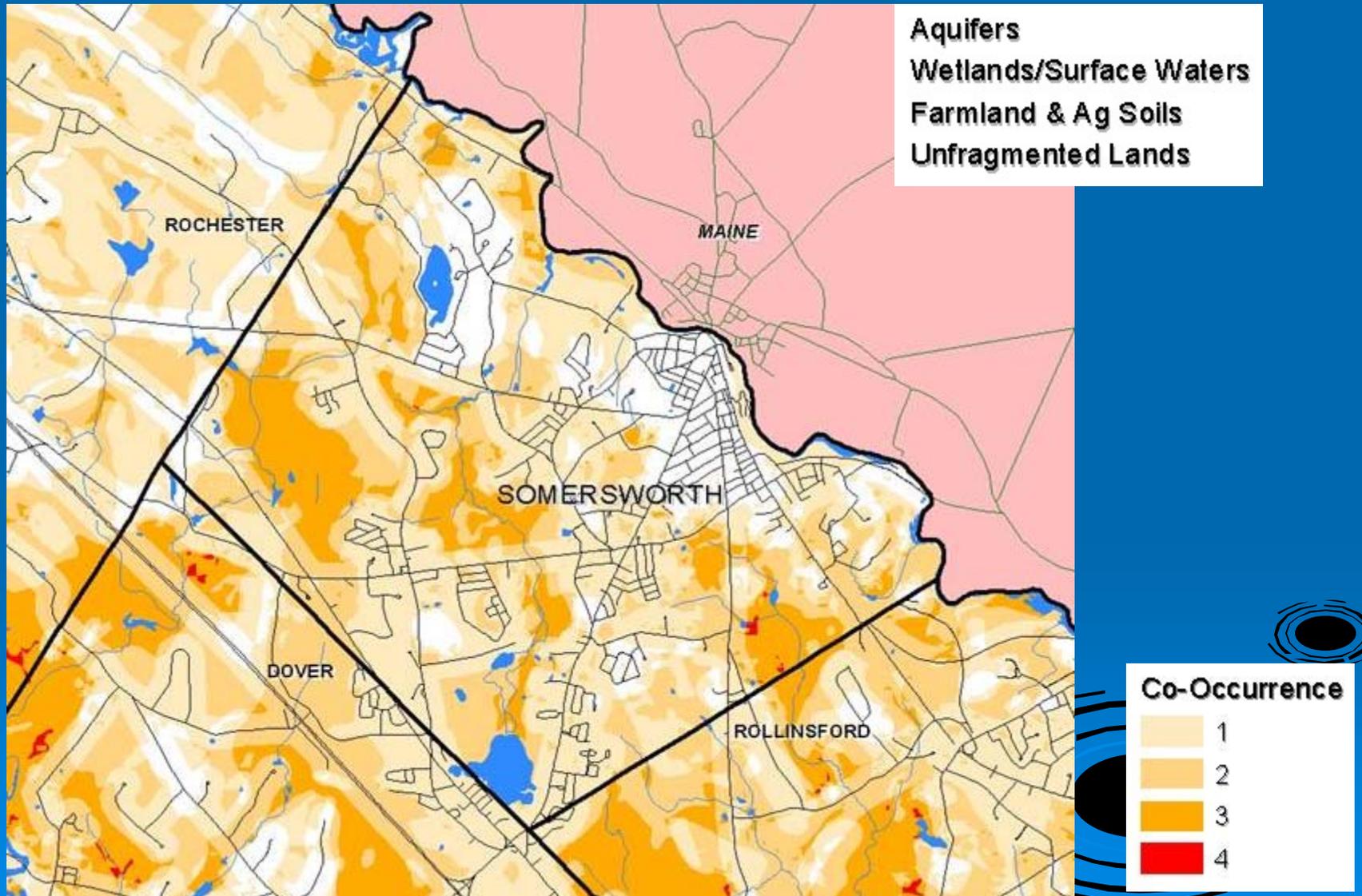
Natural Resources Inventory

```
graph TD; A[Natural Resources Inventory] --> B[Where are the Important Areas to Protect?]; A --> C[Where Do We Want Development to Occur?];
```

**Where are the
Important Areas to
Protect?**

**Where Do We Want
Development to
Occur?**

Co-occurring Natural Resources



Natural Resource Based Planning Tools

Conservation: Protect Open Space

- Conservation Planning
- Land Conservation Options
- Education & Outreach
- Funding Sources

Development: Minimize Impacts

- Master Planning
- Village Development
- Transfer of Develop. rights
- Open Space Subdivision
- Better Site Design/LID

Guide your community's growth: *Attend the follow up meeting!*

**Tuesday,
May 4, 2004**

7 - 9 PM

**Chester
Town Offices**



WATER SOURCE: DR. FRANCIS AND LORINE MUIR

IVY ON IVY AND MAPLE SAP BUCKETS

DR. C. W. MUIR, JR.

Examples of Educational Workshops and Technical Assistance

Land and Open Space Protection

- Developing a Conservation Plan
- Natural Resource Inventories
- Voluntary Land Conservation and Estate Planning
- Dollars and Sense of Open Space

Water Resources

- Wetland Ecology and Evaluation
- Protecting Drinking Water
- Importance of Riparian Buffers
- Understanding Groundwater

Examples of Educational Workshops and Technical Assistance

Minimizing
Impact of
Development

- Village Development
- Better Site Design
- Improved Stormwater Management
- Conservation Subdivisions
- Principles of Smart Growth

Making
Things
Happen

- Conducting Effective Outreach and Education Campaigns
- Funding Natural Resources Protection

What does it take to run the NROC program?

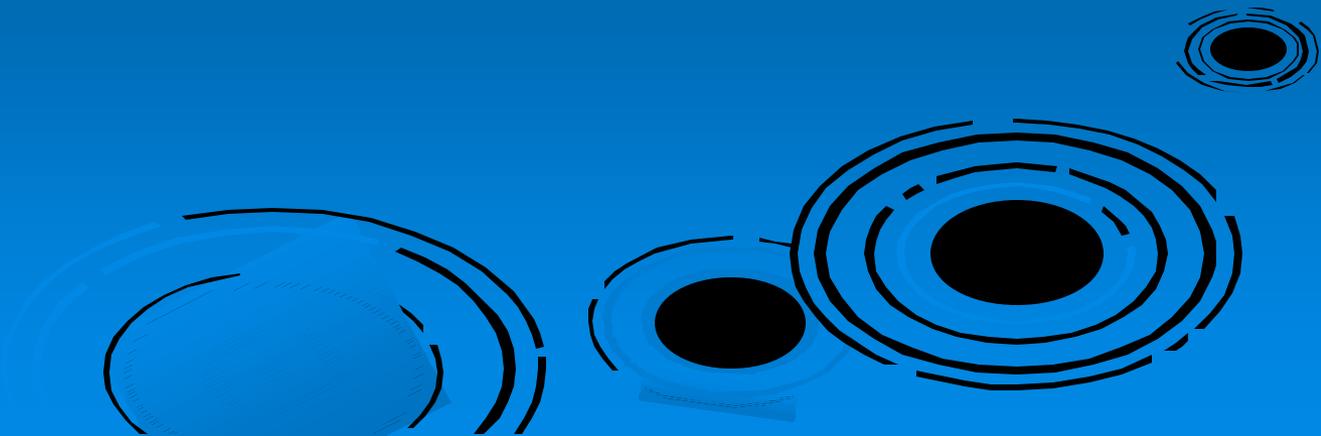
- Program Coordinator
- Interdisciplinary team for *Dealing with Growth* presentation and follow-up
- Commitment of staff time
- Funds



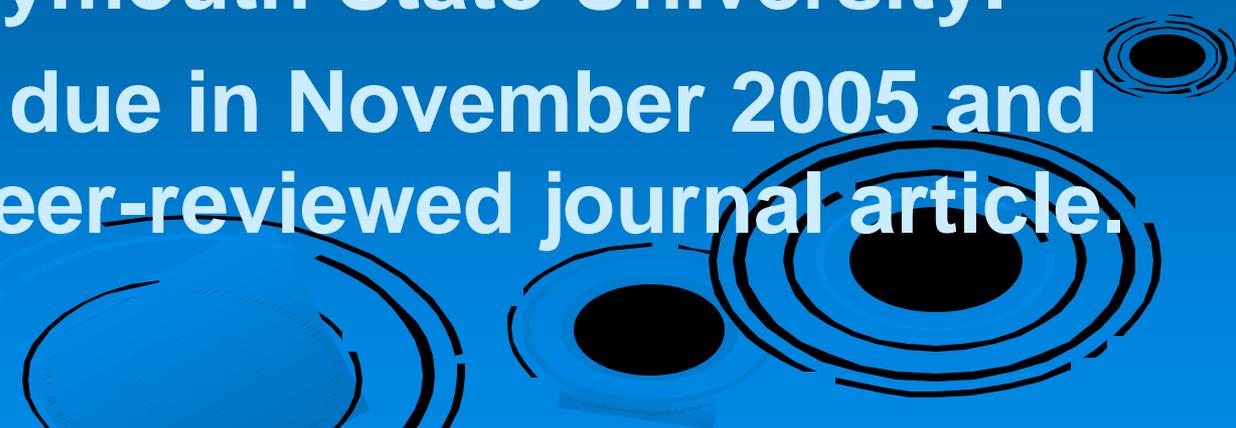
NROC

Program Evaluation

May - September 2005



NROC Program Evaluation -- 2005

- **Funded by New Hampshire Coastal Program -- \$18,000**
 - **Prompted by questions from NOAA and other agencies who were looking at NROC as a model**
 - **Conducted by Brian Eisenhauer and Mark Okrant of Plymouth State University.**
 - **Final report due in November 2005 and anticipate peer-reviewed journal article.**
- 

NROC helps communities...

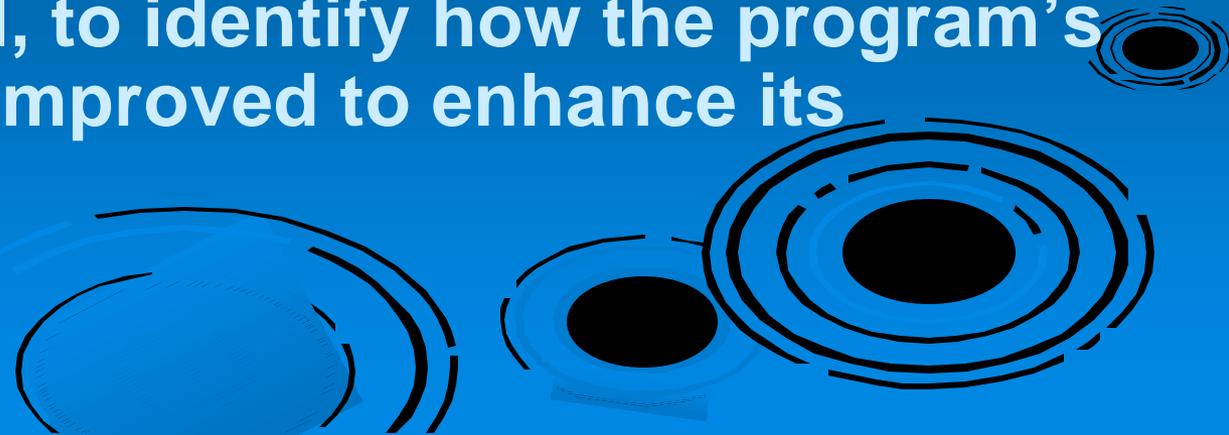
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...to accomplish Natural Resource Based Planning



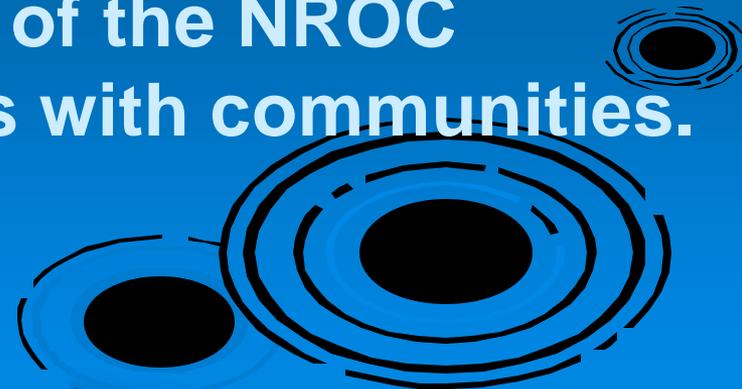
NROC Program Evaluation - 2005

- ... examine the outcomes of the NROC program as well as the internal dynamics of its operation.
- ... determine if the program is effective at achieving its goals,
- ... if successful, to identify how the program's design can be improved to enhance its effectiveness.



Phase 1

- **Content analysis structured review of available documents concerning NROC activities,**
 - **internal communication documents,**
 - **public presentations,**
 - **annual reports, and**
 - **regional media coverage of the NROC program and its activities with communities.**

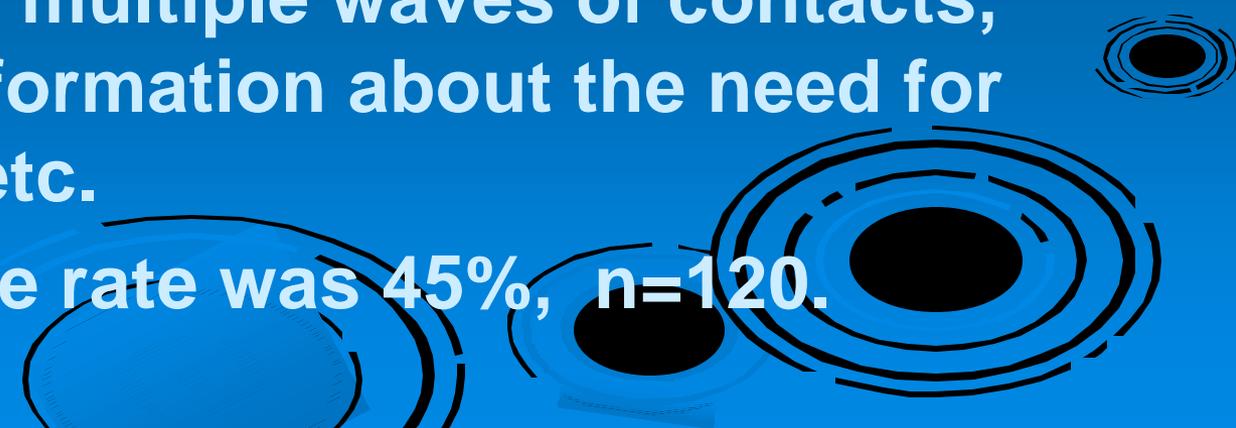


Phase 2

- **In-depth, semi-structured interviews with 12 NROC coalition partners.**
 - Recordings were made and entered into a coding sheet for topical organization.
 - Data inductively analyzed (Glaser and Strauss 1969) into conceptual categories and patterns that emerged from the data itself (Miles and Huberman 1984).



Phase 3

- **Self-administered questionnaire sent to community participants.**
 - Questions from the goals of the evaluation, and from Phase 1 & 2 findings.
 - Survey administered using a modified tailored design method (Dillman 2000) - including customizing letters, sending carefully timed reminders in multiple waves of contacts, providing information about the need for responses, etc.
 - The response rate was 45%, n=120.
- 

Phase 2 – Key interview findings

➤ Strengths

- After the first meeting, it is “all about the community.”
- Most partners have NROC written into their job descriptions.
- NROC is a safe community program: it’s benefits are education and empowerment...NROC is NOT an advocacy program.
- The NROC process is dynamic; the program constantly evaluates itself; is receptive to feedback; makes changes/rewrites presentations to fit local needs....move toward achieving those needs.

➤ Weaknesses

- Hope is to get new people to join in...frequently does not happen.
- Problem is often determining how much direction by NROC is too much?
- There are partners who are frustrated that some orgs. getting money to do the work, others don't
- Some communities are worn out at the end of the process and are unresponsive.
- Funding isn't a given—budgets are subject to cuts—NROC should diversify funding sources.
- There is never enough time.
- One year participation is not long enough.

Phase 3

Community Survey Results

xx% agree + strongly agree/ xx% disagree + strongly disagree

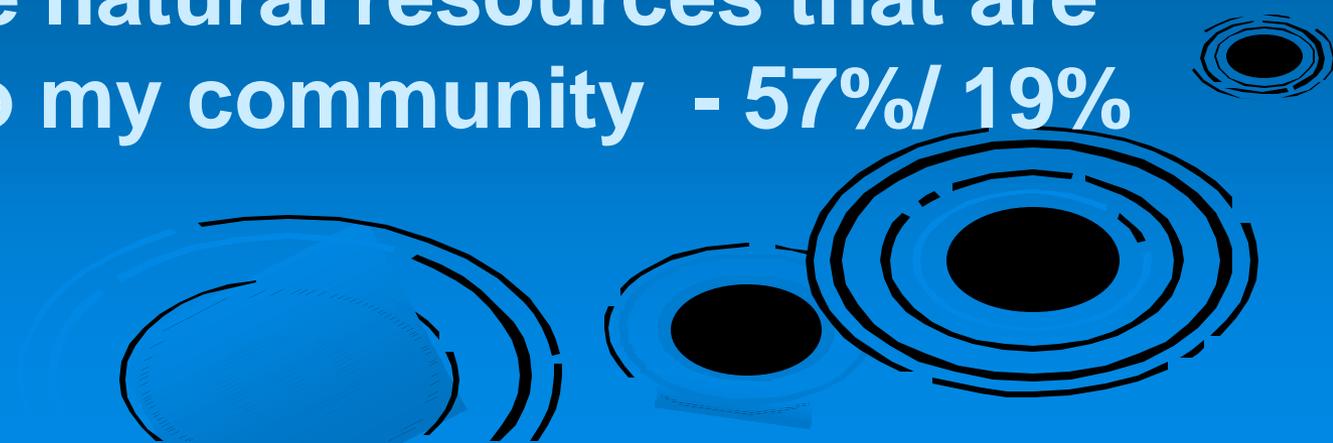
Neutral and don't know excluded

example – 35%/24%



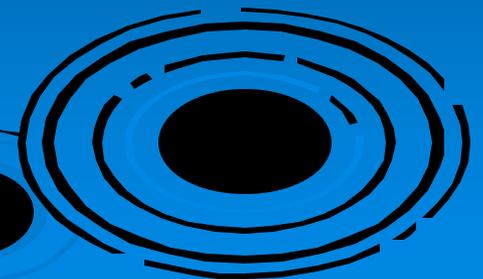
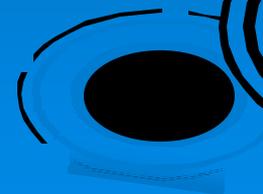
General

- The initial presentation by NROC provided important information about my community - 84%/ 4%
- The NROC process improved my ability to use scientific knowledge and terms to describe the natural resources that are important to my community - 57%/ 19%



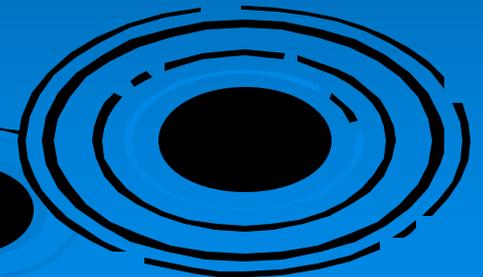
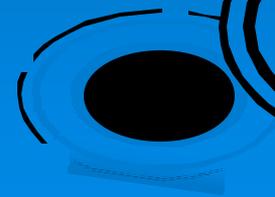
Implementation grants

- The grants offered by NROC were a source of motivation for participants in our community – 74% / 6%
- The amount of money available in the NROC grant program is enough to achieve reasonable goals -- 33% / 24%



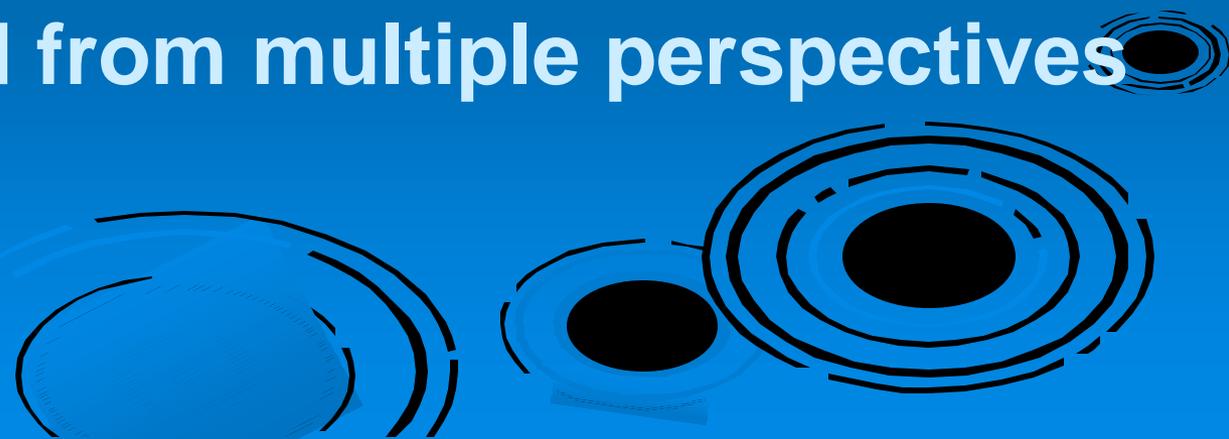
Community Participation

- Participants in NROC activities in my community were the usual people involved in community affairs – 69%/ 14%
- After the NROC program, my community's ability to get residents involved in community efforts has improved -- 32%/ 33%



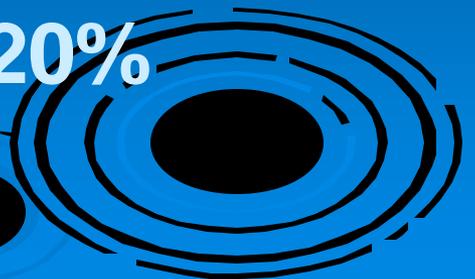
Community Control over Process

- Community members had the freedom to determine which growth-related issues were the focus of the NROC activities in the community –82%/ 9%
- Issues discussed in NROC activities were viewed from multiple perspectives 72%/ 18%

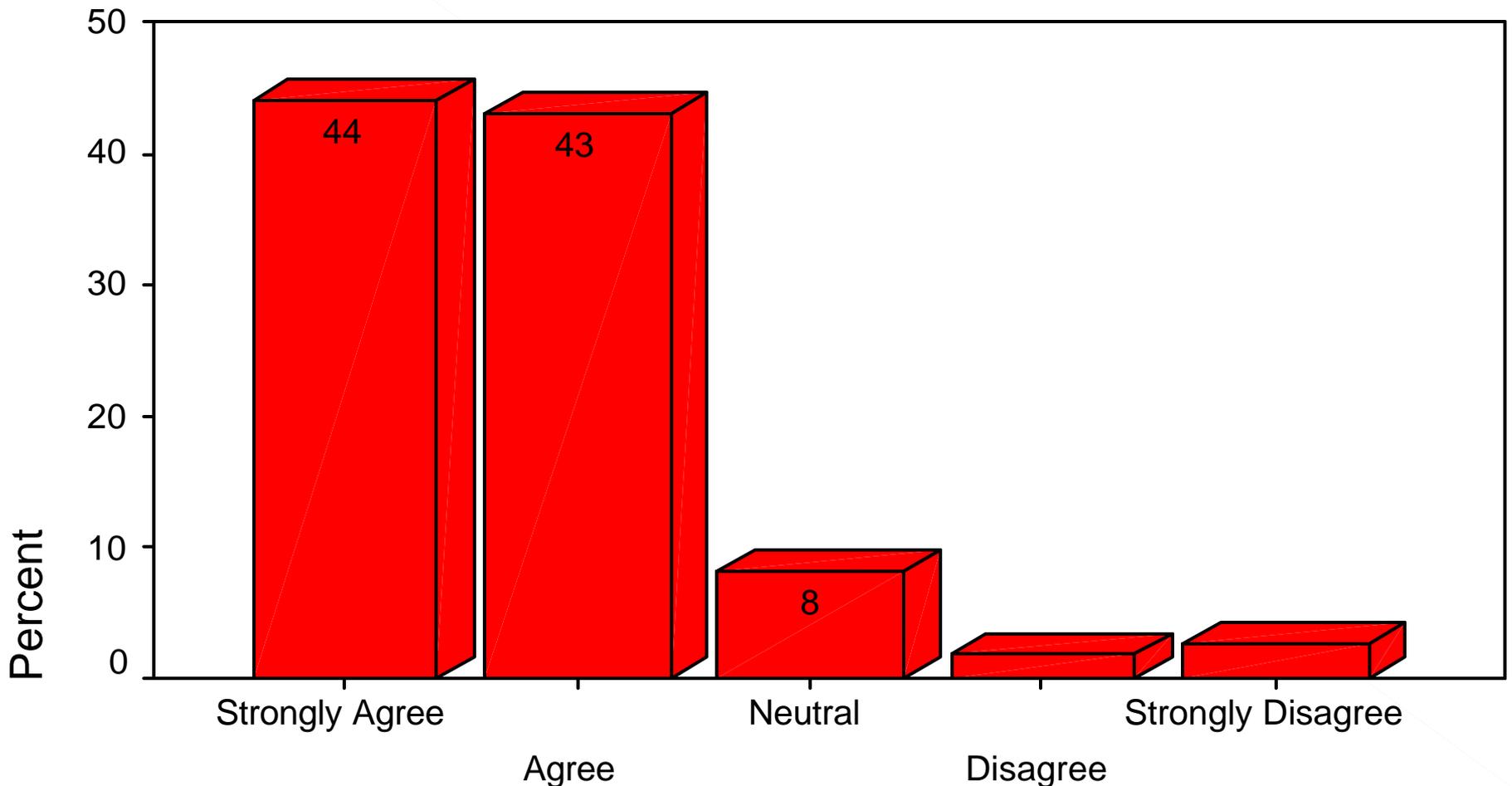


Success?

- As a result of working with the NROC program our community is better prepared to deal with the effects of growth – 56%/ 24%
- Community residents would not have effectively determined their natural resource concerns without the assistance of NROC -- 56%/ 20%



Overall, I believe the NROC program is beneficial to communities in the seacoast region of New Hampshire



Who participates?

- Educated – college 58%, postgrad 46% !
- White – 98.1%
- Moderate – 64% mod to lib (59% mod to con)
- Upper middle class – income \$60k+ = 63%
- Mature – over 50 = 67%
- Stable – lived in community 10+ years – 75%
- Final report will include more stuff on costs, what was accomplished in each community, multivariate analysis of survey, etc.



You Are Not Alone!

- Regional Planning Commissions
- UNH Cooperative Extension
- County Conservation Districts
- NH Coastal Program
- NH Estuaries Project
- Department of Environmental Services
- NH SeaGrant
- Great Bay NERR

