

downtown, was also a concern that needed to be addressed as well as affordable housing for families and the elderly.

It was suggested that the word cloud graphic be put on the project website. The individual responses will be distributed to the Steering Committee.

Public Participation Plan

The draft Public Participation Plan (PPP) was reviewed, targeting the first public meeting on January 25, 2017, snow date January 26. Specific format of the meeting will be discussed at the next meeting, but it is anticipated that there will be a drop-in open house in the late afternoon prior to a formal public meeting in the evening. The High School cafeteria will be reserved.

The draft PPP includes the key talking points developed during the October meeting and details the outlets for outreach efforts, assigning contacts, responsible parties, and dates, if needed. It includes:

- Local media and contacts
- Assigning opinion pieces and letters to the editor by Steering Committee members (several were identified at the meeting)
- Organizations to help spread the word via email about the project
- Newsletters of organizations to be contacted

Based on the discussion, the updated draft PPP will be distributed to the Steering Committee for comment. This document will be updated periodically as events happen and new contacts are made.

Interviews and Focus Groups

Dave Sharples provided a list of stakeholders for the Steering Committee to review and to consider which would be interviewed, which could form a focus group, and which are part of general outreach for the project and may not necessarily be interviewed. The list included:

- Department heads
- School administration
- Land use boards
- Other municipal boards
- Other key stakeholders

Interviews will take place in person with HW staff and scheduled to accommodate the interviewee. Because HW only has budgeted 15 interviews, interviews and meetings will be strategic. Direction from the Steering Committee was:

- HW can meet with the Board of Selectmen prior to their regular meeting.
- All department heads will be interviewed individually, and they can choose if they wish to have other department personnel attend the meeting.
- The School Superintendent will be contacted to see if HW can participate in a meeting with all principals.

- An All Boards meeting of the Land Use Boards will be an opportunity for HW to meet all the boards in one meeting.
- HW will set up a drop-in session at the Town Offices where other municipal boards can stop in at their convenience to be interviewed.
- Other specific stakeholders that should be interviewed include HERON, Chamber of Commerce, Riverwoods, and the Rockingham Regional Planning Commission.

A short online survey was also suggested to reach those on the list. HW will take the feedback and organize the list by outreach method for comment. Outreach will take place prior to the first public workshop on January 25, 2017.

Draft interview questions were also discussed. It was suggested to send interviewees questions beforehand along with a list of what has been accomplished in the current Master Plan. Dave Sharples mentioned that he is working on an evaluation of the old plan and providing a “report card” related to all of the old action items. Concerns were voiced about focusing too much on the current Master Plan given how dated it is; however, there is a desire to show how it can be and is used by the Town to reinforce the need to update the plan.

Below are the draft questions that were presented. The first should be reworded to focus on special places or features of Exeter that are special and why.

- What areas of town best characterize Exeter for you?
- Where would you like to see future development or redevelopment and what would it look like?
- What are the Town’s greatest challenges? What are its greatest strengths?
- What are the current issues/priorities of your department/ committee/ commission/ organization?
- What are the future needs of your department/committee/commission/organization?
- Do you use the Master Plan to guide decisions in your department/committee/commission/ organization? Which aspects are useful and which are problematic? What needs to be changed to make it a more useful document?
- What recommendations of the Master Plan have been completed by your department/ committee/ commission/ organization? Which recommendations need to be revised and why?
- What new issues have arisen since the Master Plan was adopted and should be addressed in the update?
- What issue(s) do you think have the least amount of agreement among residents of Exeter?
- *Specific questions based on reports/studies received.*

There was also debate about if the proposed questions focused too much on future development and not enough on the need for preservation. The questions should also ask about town features, programs, and/or policies, not just physical areas of town. One way to approach the questioning is to ask the following three questions:

1. What is in need of protection/ what needs to stay the way it is?
2. What is headed in the right direction, but is in need of additional support? How?
3. What needs to be completely transformed? Why and how?

The Steering Committee liked these questions to be incorporated into the interviews. They can also be the basis for the upcoming public workshop to maintain consistency in data collection.

Next Steps

Action	Who	By When
Update Public Participation Plan	HW	ASAP
Organize stakeholder list for outreach	HW	ASAP
Distribute list of Polling Table Comments	HW	ASAP
Post Polling Table word cloud on website	HW	ASAP