Community Engagement in Bethlehem, NH

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Important Community Information

- Population of ~2500 residents
- Geographically one of the largest towns in NH (90 mi^2)
- ~22% over the age of 64
- Median household income ~ $55K
- 9.4% live below the poverty level
Goals of Community Engagement Project

- Brownfields 101 Presentation
- Targeted Demographic Infographic
- BRI Support
- Community Engagement Plan
Brownfields 101 Powerpoint

- Familiarize community on the brownfield redevelopment process
- Encourage citizens to think, reflect, ask questions, and get involved
- Can be used for website or public presentations
- Discusses
  - Identifying brownfields
  - Acknowledges brownfields in NH
  - Impacts of brownfields
  - Benefits of Redevelopment
  - Redevelopment Process
  - Identifying Stakeholders & How to get involved

https://docs.google.com/presentation/d/1X6xfYyk9Hq177yHlOq86MzPak7pKRoQWwMISPxtfTVQ/edit?usp=sharing
Infographic- Redevelopment of Sinclair Hotel

- Determined a “target community” for the infographic
  - Sensitive population (65 and older community)
- Infographic aims to:
  - Convey benefits of the redevelopment design - specific to the target community
  - Engage community on their role in the community
  - Target specific stakeholders needs
  - Encourage and direct on how to get involved in the process
  - Advertises for BRI

https://www.canva.com/design/DAE6bO4yV2U/c-sKZhKo71LP1ZLy8SK1bA/edit?utm_content=DAE6bO4yV2U&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
Community Engagement Plan

- The plan is a guide detailing the most effective methods and activities to engage the Bethlehem community to actively participating in brownfields redevelopment.
- Response from the community is crucial to the success of a redevelopment project.
- Focuses on implementing community vision.
BRI Community Engagement Plan

Table of Contents

Executive Summary
Introduction
   Historical Context
   Community Vision
   Community Involvement
   How to Use the Plan
Planning Phase
   Inform
   Consult
   Involve
   Collaborate
   Empower
Investigation Phase
   Inform
   Consult
   Involve
   Collaborate
   Empower
Redevelopment Phase
   Inform
   Consult
   Involve
   Collaborate
   Empower
Conclusion
Community Vision & Involvement

● Cohesion and excitement for current/future projects
  ○ Community liaisons

● Visioning Process
  ○ Articulating and then building on and improving a vision statement
  ○ Community provides input to expand the vision

● Identify who can best articulate the vision

● Link the vision to related goals

● Institutionalize the vision
Process Framework

- Keeps project organized
- “Point Person”

Periodic Review

- Frequent review of the project
- Ensures effectiveness and inclusiveness
Community Engagement Plan Framework

Provides a plan for each stage of the redevelopment process:
1) Planning
2) Investigating
3) Redevelopment
Thank You!