

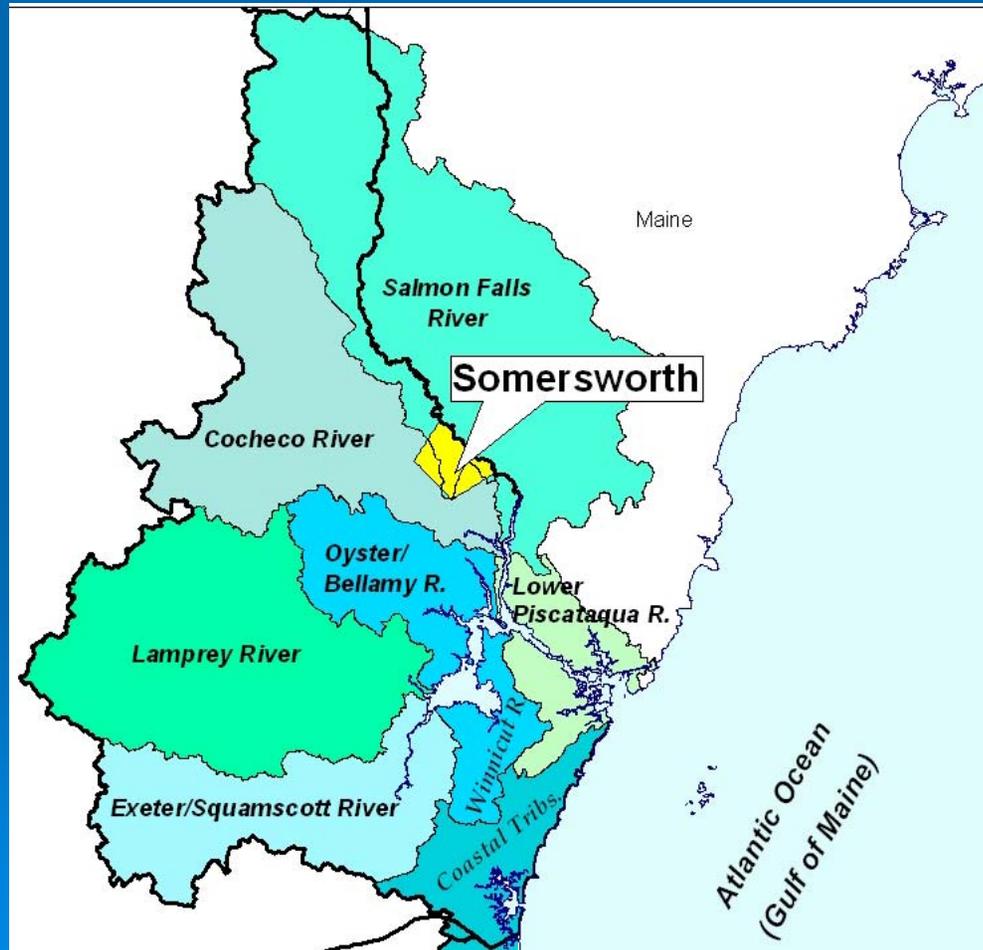
Natural Resources Outreach Coalition

NROCC 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
 - Implement community-based projects
- 

NROC Focus

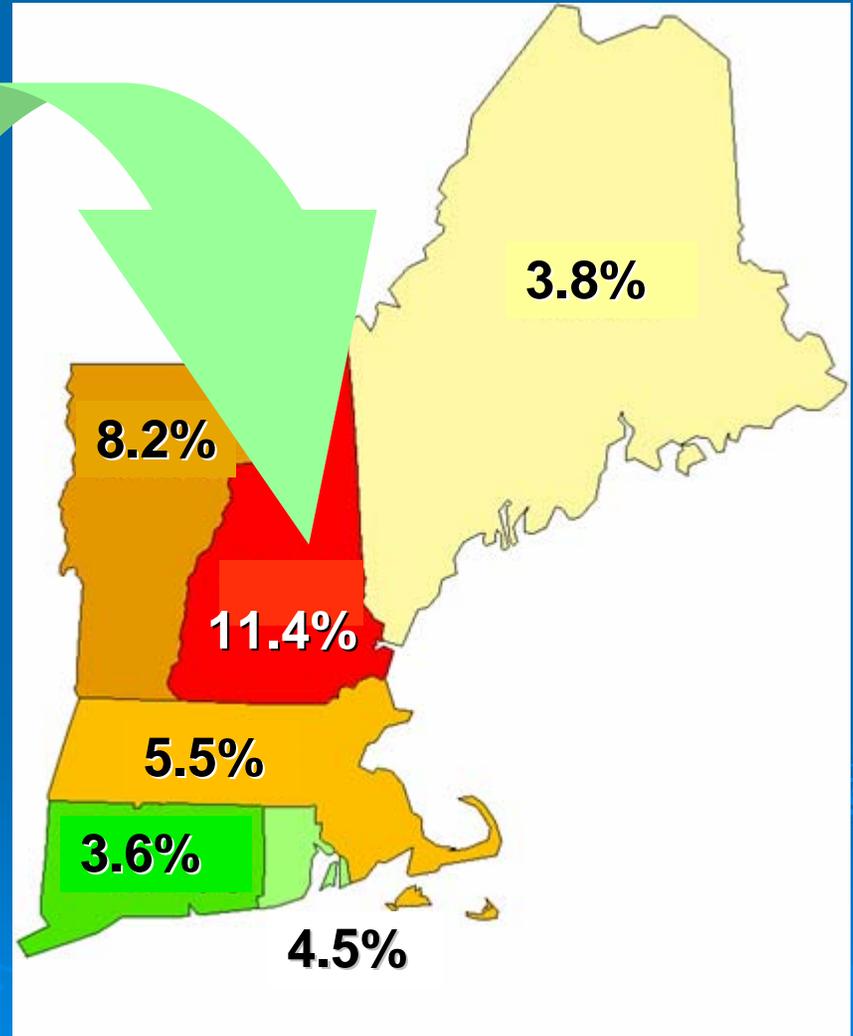
NH Coastal Watershed



NH Population Growth

Past Growth
1990 - 2000

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



How NROC started....

- Explosive regional growth
- Small towns struggling to protect natural resources, preserve rural character, prevent sprawl, and manage growth in positive ways—whew!
- Volunteer boards strapped for time, cash, and resources
- Agencies saw an opportunity to provide unified services



You Are Not Alone!



- 3 Regional Planning Commissions
- UNH Cooperative Extension
- 2 County Conservation Districts
- NH Coastal Program
- NH Estuaries Project
- Department of Environmental Services
- Great Bay NERR
- Minimum Impact Development Project



How it Works

1. Applications submitted in fall.
3 communities selected/year.
2. Meet with community leaders to identify issues of concern.



How it Works

3. *Dealing with Growth* presentation for all board members, municipal staff, and interested citizens.

4. Follow-up assistance:

- One-year work plan
- Community action groups
- Workshops
- Technical assistance
- Locating resources

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.

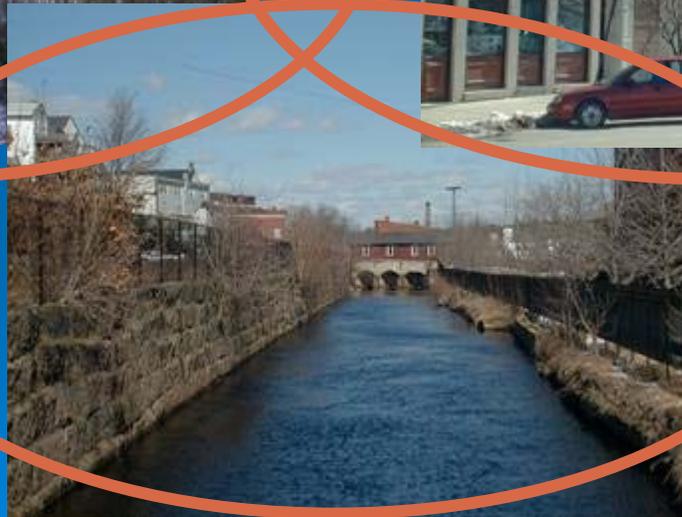
**New Hampshire's
Environment at Risk**

Can You Have It All?

Natural Resources



Economic Vitality

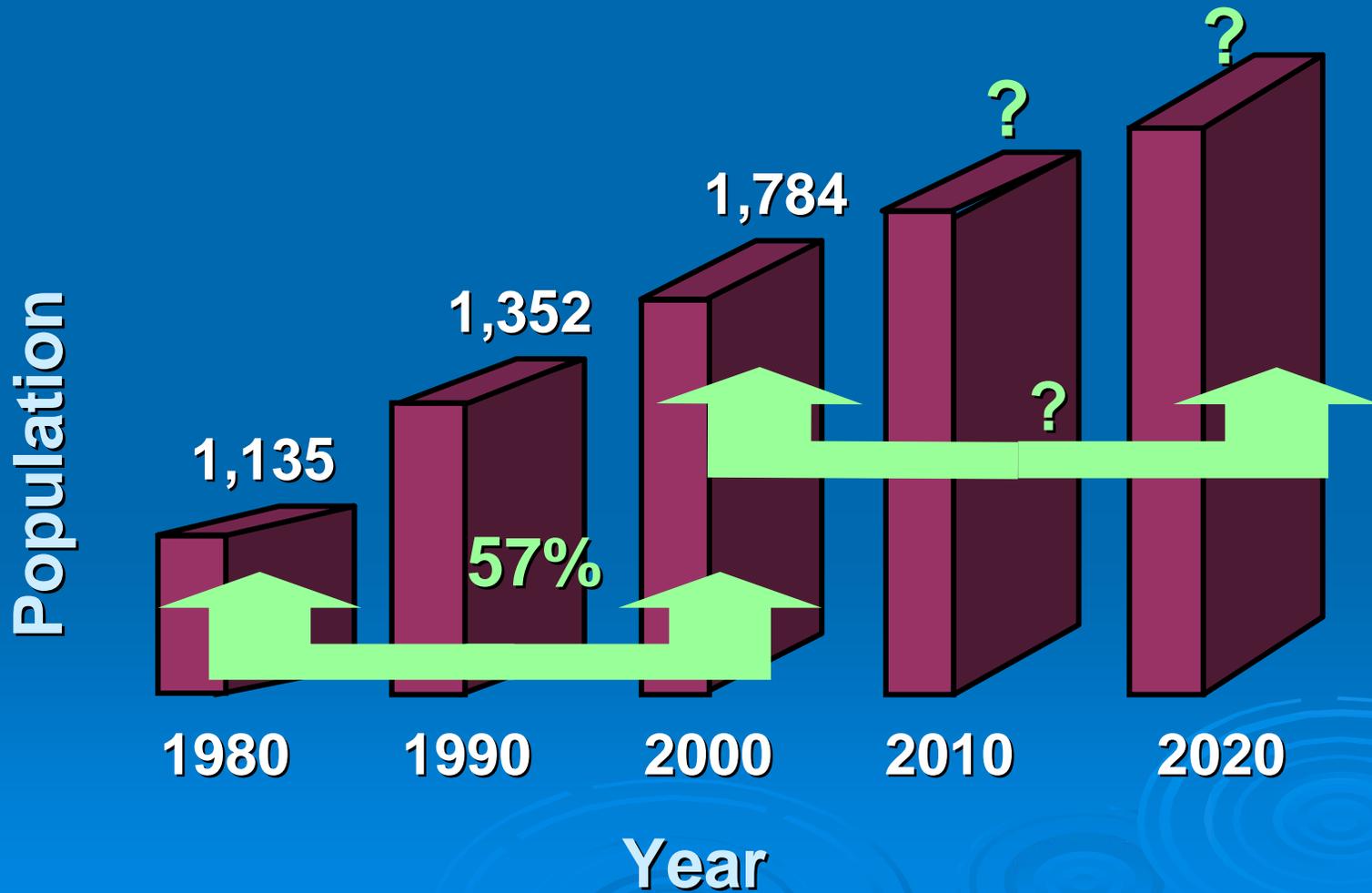


Community Character

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?

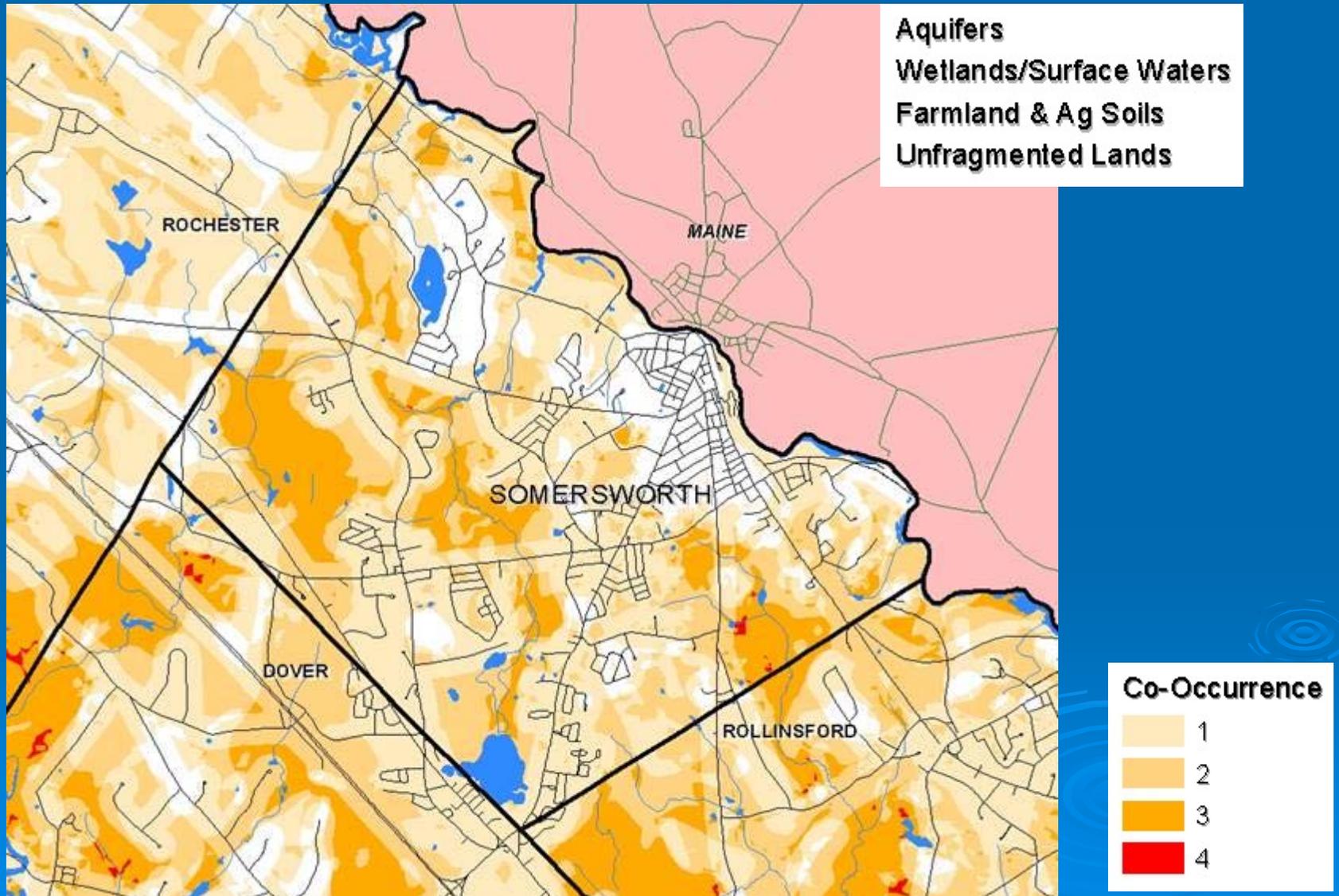


INTENSITY OF LAND USE

HABITAT LOSS & FRAGMENTATION

WATER QUALITY/QUANTITY CONCERNS

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

Examples of Technical Assistance

Land and Open Space Protection

- **Natural Resource Inventories**
- **Voluntary Conservation/Estate Planning**
- **Dollars and Sense of Open Space**

Water Resources

- **Protecting Drinking Water/Groundwater**
- **Importance of Riparian Buffers**

Minimizing Impacts

- **Better Site Design/Conservation Subdivisions**
- **Improved Stormwater Management**

Making Things Happen

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

The follow-up program

- Facilitated sessions & workshops to define issues and priorities
- Outcome-setting
- Project development
- Implementation Grants
- Project implementation!

Implementation Grants

- Projects identified during follow-up sessions
- Towns put together a grant proposal – no small feat...often it's a town's 1st ever grant!
- Past projects: land conservation bonds, public workshops (buffers, LID, etc.), capacity building (Open Space Committee), water quality monitoring, water resource master plan chapter development, water use surveys, natural resource inventories, etc.

What NROC costs....

- Coordinator: \$50,000 per year
 - \$40,000 from 310 (FFY05=306)
 - \$10,000 from NHEP
- Implementation Grants: \$17,000 per year
 - \$10,000 from 310 (FFY05 = 306)
 - \$7,000 from NHEP

NOTE: TOWNS DO NOT PAY FOR NROC

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.

Evaluation Phases

- **Phase 1:** Content analysis structured review of available documents concerning NROC activities
- **Phase 2:** In-depth, semi-structured interviews with 12 NROC coalition partners.
- **Phase 3:** Self-administered questionnaire sent to community participants (our “clients”)... The response rate was 47%.

What we said about ourselves....

➤ 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.

What our clients think....

- 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%

What our clients think: 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%

What our clients think: 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%

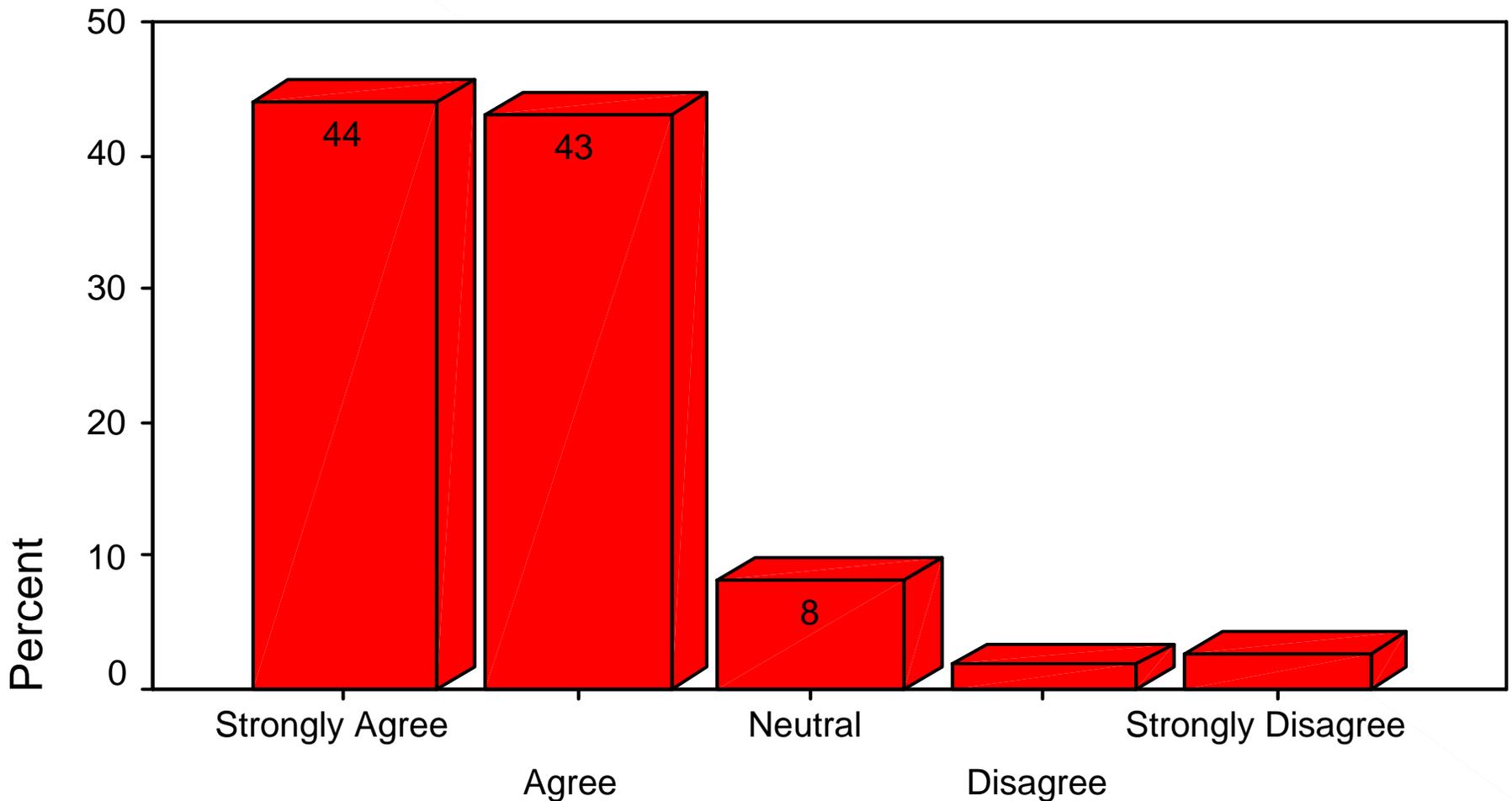
What our clients think: Community Participation

- 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 in NROC?

- 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.

The initial takeaway.....

- NROC professionals are critical about the intra-program processes but clients are more critical of program outcomes
- Conservative (self-identified) respondents are less approving of program dynamics and outcomes
- More someone was involved, the more positive perceptions they have of the program
- The “choir” participates....how do new folks get involved?
- We need MORE information about our actual outcomes....
What kind of on-the-ground results are we getting

Where is NROC headed?

- Use 2005 evaluation results to redefine goals, set new priorities, and measure outcomes
- A new “water resources education module” is in development
- Identify new Coalition members with different areas of expertise
- Funding: where to get it?

CNP Management Measures

- Urban Areas 4.1.3
 - 4.1.3.2.B: Watershed Protection
 - 4.1.3.2.C: Urban Runoff (site development)
 - 4.1.3.2.F: Existing Development
- FYI: NROC also further implements several action plans in our NEP's Management Plan

For more information....

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(NROC's website is down....sorry...we are moving and revising it!!!)

**Have any
questions??**

