



## **STAFF MEMORANDUM**

**Date:** June 2, 2022  
**To:** Planning Board  
**From:** Lincoln Daley, Community Development Director  
**Subject:** **Milford Master Plan Update**

The purpose of this agenda item is to continue the discussion involving the Master Plan update and the initial community engagement component. Below, you will find resources and links detailing the Master Plan process and examples of Master Plans. Attached, please find the Community Engagement Menu of Services developed by NRPC for your review and discussion.

1. Guides to the Master Planning Process  
<https://www.nh.gov/osi/planning/resources/master-planning.htm>

There is array of information on the OSI site and will provide an excellent understanding of the process.

2. Links to other modern looking master plans:  
[Manchester](#) – takes a while to open but it is really good. Just updated in 2021 and very modern.  
[Bedford](#)  
[Plaistow](#)  
[Londonderry](#) ([view online version](#) too)  
[Nashua](#)  
[Exeter](#)

Reviewing these links provides a great opportunity to note what elements you find effective and if there are features you do not like. Both would be considerations when writing an RFP or in the selection process.

An example of a community at the beginning stages of the Master Planning Process:  
[Windham](#)

3. NRPC Menu of Services and Associated Fees for community engagement related to the development of a future master plan. See attached 5/31/22 letter.



NASHUA REGIONAL PLANNING COMMISSION

May 31, 2022

Lincoln Daley, Director of Community Development  
Town of Milford, NH  
1 Union Square, Milford, NH 03055

Re: Menu of Services for Public Engagement

Dear Mr. Daley:

As a follow up to the discussion at the May 3<sup>rd</sup>, 2022, Planning Board meeting, I am providing this Menu of Services for community engagement related to the development of a future master plan for the Town of Milford. Public engagement is essential to the development of a master plan that can effectively guide local land use policy, infrastructure development and resource management. This outreach effort will provide opportunities for education on the master planning process, identify key issues and topic areas facing the town, and generate support for the future development of a town-wide master plan. NRPC staff would manage public engagement throughout the process in coordination with the town.

*Survey:* The starting point for developing the vision and goals of the plan and the major themes that would guide its development would be a comprehensive online survey developed in coordination with the Planning Board and town staff using either the PublicInput tool or other platform such as SurveyMonkey or Metroquest.

*Charrettes:* Two charrettes, one in-person and one on-line, to allow for interactive discussion of the major planning issues of interest to the community and to develop the major themes and vision for the plan.

*Civic Group Meetings:* Attendance at up to five additional civic group meetings to obtain general input or delve deeper into specific subject areas.

*Project Website:*

To facilitate the public engagement process NRPC can either create a project website that will serve as a repository for all project related documents or the Town can elect to use the PublicInput tool for an additional software cost. PublicInput provides an online Public Engagement Hub that would serve as the platform through which online surveys would be distributed, and documents and drafts would be posted for public review and comment. The tool also serves as a contact management system providing a vehicle through which meeting notices and invitations can be posted and the public can ask questions or provide comments 24/7. A recent example of an engagement hub created for a master plan can be found at [www.publicinput.com/HudsonMasterPlan2020](http://www.publicinput.com/HudsonMasterPlan2020).

NRPC staff would post Plan related materials on project site, maintain the contact list, send out meeting notices and manage social media communications throughout the planning process in coordination with the town.

*Marketing Flier:* Create an engaging project flier to market the project and direct the public to the project website, where they can learn more, can take the survey and find meeting dates.

*Social Media:* NRPC staff will create and send a weekly social media post related to the project, outreach events, and surveys.

*Steering Committee Meetings:* NRPC staff attendance at a minimum of three Steering Committee meetings.

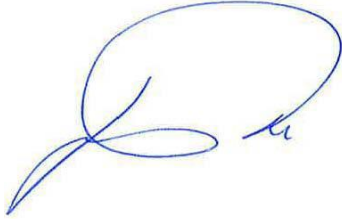
*Summary Report:* A final report summarizing the key findings from the public outreach efforts and could serve as a basis for the Vision and Goals chapter of the Master Plan.

<b>Menu of Services</b>	<b>Cost</b>
Survey Development	\$1000
Survey Distribution and Marketing	\$350
Survey Analysis and Summary	\$1000
2 Charrettes; 1 In-person and 1 On-line	\$1500
Attendance and Data Collection at 5 Additional Civic Group Meetings.	\$3000
Development and Maintenance of a Project Webpage - 6 Months	\$2000
Marketing Flier for Electronic Distribution and Hard Copies	\$600
Monthly Social Media Content - 1 x Week for 6 Months	\$1500
Attendance at 3 Steering Committee Meetings	\$1000
Summary Report	\$1500
<b>Public Outreach Costs</b>	<b>\$13450</b>
Travel	\$200
Public Input Software License	\$1500
Supplies (Printing; Postage)	\$750
<b>Additional Costs</b>	<b>\$2450</b>
<b>Total Project Cost</b>	<b>\$15,900</b>

**Please note this is a preliminary Menus of Services and estimated costs. If the Town decides to pursue one or more of these components final costs and details will be addressed in a revised scope of work and contract.**

NRPC would be pleased to answer any questions or provide any additional information necessary to supplement our proposal as needed. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, consisting of a large, stylized loop followed by a smaller loop and a short horizontal stroke.

**NASHUA REGIONAL PLANNING COMMISSION**

Jay Minkarah  
Executive Director