

The Hood Park Steering Committee met on Thursday, October 01, 2020, beginning at 11:00 a.m., in the 3rd floor meeting room of the Derry Municipal Center. Several members of the Committee joined via Zoom.

Physically present: Mark Brassard (Chair); Beverly Donovan (Economic Development Director); Elizabeth Robidoux (Economic Development/Planning); Mike Fowler (DPW Director); George Sioras (Planning Director); Jay Tombari (Co-Chair); Owen Provencher (DerryCAM); Melanie Davis; Kim Walsh (Parks & Recreation Director); Karen Mundy Lincoln (Public Arts); Barbara Bailey (Waterview Estates); Marietta Majtenye (Waterview Estates); LeAnn Mitchell (Waterview Estates)

Virtually present via Zoom: Dave Caron (Town Administrator); Richard Scheib (Waterview Estates); Paul Lindemann (Heritage Commission); Casey Porter (UNH Cooperative Ext); Stephen Meno (UNH Cooperative Ext)

Mark Brassard called the meeting to order at 11:02 a.m.

Roll Call

Elizabeth Robidoux confirmed a roll call of those present.

Minutes

Motion by Kim Walsh, seconded by Beverly Donovan to approve the minutes of the September 17, 2020, meeting as written. Motion passed.

Outreach and Engagement

Stephen Meno explained the goal today is to present the synthesis of the engagement/outreach ideas and strategies. At the last meeting, subcommittees were formed to reach target audiences such as the general public, business owners, youth, and seniors. He and Casey reviewed the suggestions and identified four engagement tools to be used by the Committee.

Posters

Surveys

Map/Postcard

Key Informant Interviews

The purpose is to create one branded effort that asks the right questions, sends the right message and reaches the right audience. All of the subcommittees suggested a survey and posters are a good way to allow comments with social distancing. Karen and Mark suggested the key information interviews and this is very good method that compliments the thin engagement – more in depth data can be collected in an interview.

One of the questions to be asked is, “What would you like to see at Hood Park?”. This can be asked at the park, senior residence facilities, town hall, elderly homes, the library and during voting. Respondents can write on the poster or on sticky notes. The audience the committee will

be reaching out to includes seniors, the general public and youth. The answers will be tracked to see what people want and to collect the information.

Casey Porter showed a mockup of a poster which can be provided digitally to the Committee for printing. A QR code could be added to the poster so that people can be directed to the HUB. Stephen noted any materials will need to have a link or a QR code that leads back to the HUB so that people can find the information about the project. This enables the committee to reach people and gather data.

For the survey, the distribution method will be through the website/HUB and via printed copy. Casey Porter commented it is always good to have printed copy available. The means of notifying people about the survey include the use of electronic message center signs throughout town, via DerryCAM, social media, the schools, at the mural painting, and Rotary and Chamber meetings. The audience the surveys will reach include the general public, business owners, seniors, youth and abutters to Hood Park. The mural painting project in the downtown can be used as an outreach tool. The broadest outreach of the survey will be digital and tied to the HUB. The survey can be advertised at senior centers as well, which is a good place to bring hard copies.

The following is a list of the proposed survey questions.

Questions

1. Which of the following describes you as a visitor of Hood Park?
 - Frequent
 - Occasional
 - Rare
 - Have never visited Hood Park
2. Why do you visit Hood Park?
3. What do you like about Hood Park?
4. What do you not like about Hood Park?
5. In a reimagined Hood Park, what specific elements would you like to see?

Demographics

Do you live in Derry?

- Yes, adjacent to Hood Park
- Yes, not adjacent to Hood Park
- No

Please select your age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Casey Porter explained the intent is to keep the survey brief and simple, but make sure people are heard and can give detailed responses. There are five key questions, with two demographic questions.

The open-ended questions don't steer people in just one direction and it opens up to ideas that have not yet been heard.

Casey Porter noted the postcards reach the general public and anyone who wants to respond. This tool was suggested by the General Public subcommittee. The postcards can be printed or downloaded. It gives a map of Hood Park where respondents can write or draw their ideas on the card. The plan is to print out 1000 copies, post it on the HUB, provide hard copy on the rail trail during a survey day, and to leave them at local businesses. This is a fun, creative and visual way to reach the public. Once completed, people can drop them off at Town Hall (to Elizabeth) or upload them to the HUB. The postcards will also contain the QR code.

The Youth subcommittee suggested Key Informant Interviews. This is good way to get good, rich data. During a conversation it is possible to really find out what people are talking about and the interviewer can follow up with questions to obtain clarification. This is a good way to have a back and forth discussion.

At the next meeting, Casey and Stephen will work with the Steering Committee to determine the list of stakeholders as well as provide training on how to conduct a key informant interview. The list of stakeholders to date includes: Seniors, key business owners, key youth, and abutters to the project. Some community groups already have ideas, and this is a good opportunity to re-engage them in the process. This would include members of the Heritage Commission, Derry Rail Trail Alliance, Public Arts Committee, and the Rotary Clubs. The subcommittee needs to make sure that everyone feels they can be involved and share their input. One thing to be discussed is the potential to perform intercept surveys at the park where park goers can be approached and interviewed.

Key information interview questions would be as follows:

1. Do you visit Hood Park? Why or why not? How often? What is your experience like at Hood Park?
2. What do you like about Hood Park?
3. What do you not like about Hood Park?
4. What opportunities do you see to improve Hood Park? In a reimagined Hood Park, what specific elements would you like to see?

The questions give the interviewee the opportunity to share what they do at the Park and if their experience is positive or negative; identifies assets; identifies challenges and opportunities to improve; identifies what is missing and gives the person a chance to share their ideas. Another question that could be asked is, are there examples of other parks you like and what elements from those parks could be used here? Casey Porter said she felt the key informant interviews will provide good data for the subcommittee.

Stephen Meno noted that during the training at the next meeting, the committee members will be able to perform practice interviews on each other and will be a good way to collect data from the committee members. Casey Porter added it is important to capture feedback from this group and it will also be a good opportunity to practice.

Casey and Stephen asked if the committee felt the tools that had been provided today would reach the target audiences? Will they get the information the committee needs? Are there any other ideas? It was noted the group may not have the capacity at this point to do walkthrough surveys at the park.

Jay Tomabari asked if there was a target number of received surveys that was required for this effort. Casey Porter explained this is more of a needs assessment rather than a statistical survey. For the key informant interviews, the total number of interviews may be around 25. All of the tools will work together. Stephen Meno agreed. This is more about obtaining the input rather than hitting a certain number of responses. The deadline for the postcards and surveys will be November 05.

Karen Mundy Lincoln commented the various subcommittees identified groups to contact. There are also the smaller groups to be considered such as the underrepresented community members such as ESL, LGBT, and those in recovery. When considering the locations to place posters, these groups should be considered so that they can also be aware of the effort and how they can contribute. It might be a good idea to find out where these groups are located so that they can also be targeted for outreach. With regard to public areas such as the schools, maybe the subcommittee can work with the school system to pass information on to the families through the children (handouts that can go home); information should be available in local restaurants and in the downtown core. For the key informant interviews, the best way to reach youth is to have youth reach out to youth. The responses will be better. Youth should be included in the key informant interview training. It might be helpful to create a video tour of the park with a link to the survey that can be uploaded to the HUB.

Stephen Meno said these are all good suggestions. At the next meeting, they will discuss how to match the interviewer with the interviewee and how to minimize bias. Perhaps Stephen and Casey can conduct a smaller training for those that cannot attend the next meeting. Casey Porter added it is important to be able to provide youth with leadership roles. A way to meet with underserved groups is through the key informant interviews. Specific outreach can be done to get to those groups. There may be people on the subcommittee who are connected and can do that.

Richard Scheib noted that there have been other surveys performed and the public should be informed as to how all of these efforts are working together. Casey Porter explained that the text at the beginning of the survey questions gives an introduction that provides some of that data and why and how this effort will be done. That information was not added to the slides today.

Melanie Davis had comments with regard to outreach. She suggested putting a banner with the QR code on it at places where people can use their phones to scan the code so they can have a link to the information about this effort. The banners could be placed at Hood Park, along

Broadway and near major traffic intersections. She also felt it was okay to offer a raffle to entice people to participate in the surveys.

Paul Lindemann suggested now might be the appropriate time to put something in the local media. An article could explain the background and he believed it would encourage people to participate. It is possible there needs to be a brand for this effort so that it is recognizable. He also asked who would be responsible for analyzing the data at the end of the engagement effort.

Stephen Meno said UNH will assist with the analysis. The surveys are being developed in Survey123, which has its own analysis built in. At a certain point, the information will be sent to UNH and it will be synthesized and analyzed.

Beverly Donovan commented that now the committee is closer to putting out the survey it is a good time to look at notifying the media – she will do that. She has also been informed the committee has the go ahead to place a table at the elections to hand out information and surveys. The General Public subcommittee will take care of that.

Mark Brassard asked if the committee needed to quantify what is “frequent”, “occasional” and “rare”. For in person surveys, how would members of the committee identify themselves so that their presence is not misinterpreted while at the park? Casey Porter responded there were some questions about the usage at Hood Park. To what degree of detail does this group need? Question 1 will provide some good baseline data. She agreed it was important to identify themselves as being part of this committee while obtaining data and during key informant interviews. Interview protocol will be provided at the next meeting. Elizabeth Robidoux said the town can come up with some form of identification badge for those that will be out in the public conducting interviews. Stephen Meno said question 1 was worded to allow people to self-identify how they use the park. Seasonality may make a difference in how people respond.

George Sioras suggested adding a question for the seniors. It might be important to capture some of their memories of Hood Park from their own or their children’s youth. There might be some good stories. Casey Porter agreed and thought that all of the groups should use the same five questions, but one more question can be added for the seniors that asks for their stories. The same could be done for interviews with business owners. Stephen Meno suggested either a separate poster for the seniors or asking What is your favorite memory?

Melanie Davis said that without a list of other ideas that people have come up with for the Park, she is not sure she would have come up with some of her own suggestions. She recommended adding a list of what has already been suggested so as to spark creativity in the respondents.

Karen Mundy Lincoln added the same could be said about the potential to drain the pond. It might be helpful to have some sort of concept for people to see. Jay Tombari suggested adding a list of prior suggestions to the poster. Stephen commented there is a list of suggestions on the HUB. Elizabeth Robidoux offered to amend the front page of the HUB to include a more detailed list of prior suggestions.

Mark Brassard noted the purpose of this committee is to gather ideas that have not yet been considered, to empower the community members so that they feel part of the process and it is important to make sure that all feel included and not left out of the process.

Next Steps

The postcard is in process and almost ready to be printed. At the next meeting, the committee members should be ready to brainstorm stakeholders that should be interviewed, and the committee will get a chance to practice key informant interview techniques.

Elizabeth Robidoux asked for target dates for the picking up of posters and hard copy surveys. Karen Mundy Lincoln noted the mural will be in process and likely completed by October 15 – that area will provide a space to place a poster. She can take delivery of one at any time.

Mark Brassard asked if it is now time to reach out to people in the community. Would the group agree the date to start the engagement efforts would be October 13? Beverly Donovan felt if the branding was complete it was possible to do that. The postcards and surveys can be printed at town hall for immediate use once they are finalized.

It was determined the posters, postcards and surveys should be complete and ready to go as soon as possible. Karen Mundy Lincoln said she liked the poster but felt it would have more impact if brighter, higher contrast colors were used as it would attract interest.

The next meeting will be **October 15, 2020 at 11 a.m.**

Motion by George Sioras, seconded by Elizabeth Robidoux to adjourn. Motion passes and meeting stood adjourned at 12:05.

Respectfully submitted,

Elizabeth Robidoux