



SRPC^{FISCAL YEAR} 20

ANNUAL REPORT

The Role of the Commission

Strafford Regional Planning Commission works with municipalities, statewide organizations and other partners to provide technical assistance with planning documents, outreach, projects and regulations. We create a space for our stakeholders to connect and share information, and we provide information to the public, offering opportunities for engagement with important planning projects.

We serve our communities in two additional designated roles, as a Metropolitan Planning Organization, and as an Economic Development District. We work closely with the NH Department of Transportation to implement data collection programs, assist and advocate for local transit agencies and municipal projects, and create long-range plans which address safety and quality of life. With guidance from our partners, we maintain a regional economic development strategy which includes economic trends and local priority projects. We also assist local communities with economic development strategies and facilitate regional discussion.

Officers

Victoria Parmele, Chair
Peter Nelson, Vice Chair
Tom Crosby, Secretary/Treasurer

Contact Us! 150 Wakefield Street, Suite 12, Rochester, NH 03687

Tel: (603)994-3500 E-mail: srpc@strafford.org Website: www.strafford.org

[f](#) @StraffordRegionalPlanningCommission [t](#) @StraffordRPC [@](#) @strafford.rpc

Municipalities

Barrington	New Durham
Brookfield	Newmarket
Dover	Northwood
Durham	Nottingham
Farmington	Rochester
Lee	Rollinsford
Madbury	Somersworth
Middleton	Strafford
Milton	Wakefield

Staff

Jen Czysz
Kyle Pimental
Shayna Sylvia
Colin Lentz
Rachel Dewey
James Burdin
Nancy O'Connor
Stefanie Casella
Stephen Geis
Jackson Rand
Alaina Rogers



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VOLUNTEERS & STAFF DIRECTORY

Volunteers nominated by a municipal planning board and appointed by a municipal council or selectboard represent their community on the Commission. Per RSA 36: 45-58 each member municipality may appoint between two and four representatives to the Commission dependent on population. Commissioners are considered voting members if their community is dues paying. Commissioners are appointed for four year terms and inform planning policies for the region. They are tasked with providing input to staff, adopting reports and planning documents, adopting and amending the Bylaws, adopting the Annual Budget and Annual Dues, and electing Officers and Executive Committee members.

FY 2021 Commissioners and Executive Committee Members

Barrington

John Huckins (7/1/2021)
Steve Diamond (7/9/2023)

Brookfield

Ed Comeau (3/2/2024)
Vacant (3/2/2022)

Dover

Marcia Gasses (11/4/2024)
Lindsey Williams (11/4/2021)
Stephanie Benedetti (11/4/2022)
David Landry (11/4/2023)

Durham

Leslie Schwartz (4/30/2021)
Wesley Merritt (4/30/2022)
Wayne Burton (4/30/2024)

Farmington

Randy Orvis (3/31/2021)
William Fisher (1/1/2023)

Lee

Vacant (11/21/2024)
Vacant (3/1/2022)

Madbury

Mark Avery (3/1/2021)
Thomas Crosby (9/1/2022)

Middleton

Jon Hotchkiss (5/28/2021)
Jan Hotchkiss (5/28/2023)

Milton

Vacant (3/13/2023)
Vacant (10/28/2021)

New Durham

Vacant (10/28/2021)
Vacant (6/28/2023)

Newmarket

Lisa Henderson (12/7/2024)
Peter Nelson (3/1/2021)

Northwood

Scott Martin (4/30/2021)
Victoria Parmele (4/30/2023)

Nottingham

Gary Anderson (5/13/2022)
Dirk Grotenhuis (2/1/2024)

Rochester

Donald Hamann (6/30/2021)
Joe Boudreau (6/30/2022)
Barbara Holstein (6/6/2023)
Rick Healey (6/6/2024)

Rollinsford

Herb Ueda (4/21/2021)
Vacant (4/21/2023)

Somersworth

Mark Richardson (5/31/2021)
Richard Michaud (5/2/2022)
Michael Bobinsky (5/2/2024)

Strafford

Vacant (8/15/2021)
Donald Coker (8/1/2023)

Wakefield

Evan McDougal (8/1/2022)
Victor Vinagro (8/1/2024)

Executive Committee Members

Victoria Parmele, Chair
Peter Nelson, Vice Chair
Tom Crosby, Secretary/Treasurer
David Landry, Member
Michael Bobinsky, Member
Barbara Holstein, Member
Donald Hamann, Member
William Fisher, Alternate



SRPC Commissioners engaged during the December 2019 Commission Meeting (SRPC Photo)

Staff Directory



Jennifer Czysz, AICP, Executive Director

May 2018– Present

Email: jczysz@strafford.org

Projects Areas: Organizational development and financial management; community development; land use, transportation, economic development, housing, and natural resources planning

Current Projects: Financial and administrative management of SRPC, SMPO and SEDD contracts; personnel; partnership building; represent SRPC at the Seacoast Drinking Water Commission, Commission to Study Offshore Wind and Port Development, Coastal Resilience and Cultural and Historic Reserve District Commission, and Workforce Housing Coalition of the Greater Seacoast; represent the 9 NH Regional Planning Commissions at the Commission to Study Barriers to Increased Density of Land Development in New Hampshire and the NH Housing and Community Development Planning Council



Kyle Pimental, Principal Regional Planner

June 2008 – Present

Email: kpimental@strafford.org

Projects Areas: Climate adaptation and resilience planning, hazard mitigation, natural resource management and protection, master planning, as well as the contract planner for the Town of Farmington

Current Projects: Contract planner for the Town of Farmington; stormwater regulatory update in Newmarket; floodplain ordinance review in Dover; water resources master plan in Newmarket; climate adaptation master plan in Durham, urban street plan and stormwater outreach in Dover, groundwater modeling study in Durham, development of a model statewide buffer ordinance; a watershed management plan for Sunrise Lake in Middleton, and the design and installation of two permeable reactive barrier installations in Durham, as well as participation in the New Hampshire Planners Association's Executive Committee, Coastal Adaptation Workgroup (CAW), CAW Outreach Subcommittee, CAW Talks, Seacoast Drinking Water Commission, Dover's Stormwater and Resilience Funding Advisory Team and the NH Coastal Resilience Public Policy Steering Committee.



Staff News

New Staff

Jack Aponas started as a data collection and analysis assistant at SRPC in May 2020.

Alaina Rogers started as a data collection and analysis assistant at SRPC in May 2020.

Promotions

Stephen Geis was promoted to planning technician in July 2020.

Alaina Rogers was promoted to environmental planner in August 2020.

Stefanie Casella was promoted to planner II in July 2020.

Shayna Sylvia and Rachel Dewey were promoted to planner III in July 2020.

SRPC Alumni

A special thanks to our colleague Jack Aponas, who completed his internship in August 2020.



Shayna Sylvia, Communications and Outreach Planner

November 2012 – Present

Email: ssylvia@strafford.org

Projects Areas: Communications, outreach, marketing, graphic design, website management, Commissioner and Executive Committee relations, meeting planning and coordination, reporting writing and formatting

Current Projects: Executive Committee; SRPC annual report, town reports, coordination of Commission volunteers and quarterly meetings, social media and outreach processes; maintenance of the SRPC website; redesign of SRPC website; branding and graphic design services, maintenance and updates to the Public Participation Plan; technical assistance to Explore Moose Mountains; participation on the CommuteSMART Seacoast technical advisory committee; Communities For Healthy Aging Transitions; marketing for Promoting Outdoor Play!; participation in CommuteSmart NH; and other organizational processes and communications



Colin Lentz, Senior Transportation Planner

March 2014 – Present

Email: clentz@strafford.org

Project Areas: Metropolitan Transportation Plan development, implementing transportation analysis tools for project development, tracking federal and state funded transportation projects in the region, local transportation technical assistance, coordination with NHDOT and New Hampshire's three other MPOs, assistance to regional transit providers.

Current Projects: Integrating performance measures, project prioritization, and regional trends into MPO planning and operations; improving regional project development process; scenic byway development and promotion; regional public transit benefit research; increasing outreach and engagement of regional and statewide elected officials and decision-makers.



Rachel Dewey, Data Analyst

November 2015 – Present

Email: rdewey@strafford.org

Project Areas: Transportation planning, data collection & analysis, GIS mapping

Current Projects: Partnering for Performance NH - facilitating and managing interagency group; integrating performance based planning into MPO processes; data collection & analysis; travel demand modeling; website development for Mighty Small local business directory, redesign of SRPC website



James Burdin, Senior Economic Development Planner

January 2017 – Present

Email: jburdin@strafford.org

Project Areas: Economic development, land use and master planning, Brownfields, hazard mitigation

Current Projects: Strafford Economic Development District processes; SRPC Brownfields assessment program; contract planner for the Town of Northwood



Nancy O'Connor, Equity & Engagement Planner

February 2017 – Present Email: noconnor@strafford.org

Project Areas: Economic development, public health, transportation planning, public outreach and engagement

Current Projects: Promoting Outdoor Play!; Communities For Healthy Aging Transitions; MPO outreach coordination; Comprehensive Economic Development Strategy (CEDS) and related economic development outreach; creating equitable practices in SRPC operations; and other general outreach activities



Stefanie Casella, Regional Planner

April 2017 – Present Email: scasella@strafford.org

Project Areas: Transportation and land use planning, data collection & analysis, GIS mapping

Current Projects: Contract planner for the Town of Nottingham; building permit reporting; complete streets; and data collection and field work including: Road Surface Management Systems (RSMS) assessments and forecasting, sidewalk assessments, traffic counts, bicycle and pedestrian counts, and culvert assessments.

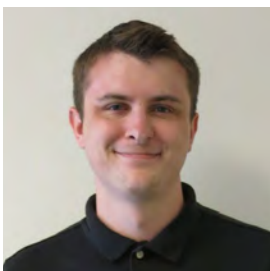


Jackson Rand, GIS Planner

September 2019 – Present Email: jrand@strafford.org

Project Areas: Transportation planning; data collection & analysis; GIS mapping

Current Projects: Data visualization for SRPC's transportation, land use, environmental planning, and economic development planning programs; technical assistance to communities through GIS mapping and spatial analysis; Promoting Outdoor Play; Durham Trail Mapping; Durham Groundwater Modeling; Dover Street Tree Inventory; redesign of SRPC website



Stephen Geis, Planning Technician

June 2019 – Present Email: sgeis@strafford.org

Project Areas: Transportation planning, data collection & analysis, GIS mapping

Current Projects: Data collection; field work; traffic counts; road surface management systems and sidewalk assessments; mapping related with integrating feedback on the Promoting Outdoor Play project; NPMDRS data analysis; Durham GIS Groundwater Mapping; Assisting with IT; Dover Street Tree Inventory; building permit reporting



Alaina Rogers, Environmental Planner

May 2020 – Present Email: arogers@strafford.org

Project Areas: Transportation planning, climate adaptation and coastal resilience planning, natural resource protection, data collection & analysis

Current Projects: Data collection including traffic counts and sidewalk assessments, Durham Climate Chapter planning, coastal resilience grant writing, Newmarket master plan water resource chapter editing, Sunrise Lake Watershed project planning, recycling/composting collaboration facilitation, and assisting staff with other environmental and land use projects, recreation planning, and the Dover Street Tree plan.



Kathy Foster, Financial Consultant*

September 2013 – Present Email: kfoster@strafford.org

Responsibilities: Full charge bookkeeping, payroll processing and reporting; human resources; budget development and analysis; grant and contract financial administration and management; financial and grant reporting; indirect cost rate calculation and recovery; assistance with financial auditing

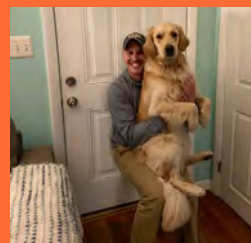
*Denotes consultant

Staff Fun



Staff Picnics

In the summer SRPC staff host one or two outdoor barbecues. Pictured, Stefanie and Shayna in summer 2019.



Wellness Challenges

SRPC staff take place in wellness challenges during the year in partnership with Health Trust. In March, staff did a march madness challenge. Pictured, Kyle doing wall sits with his dog Buffett.



Halloween

SRPC staffers all dressed up for Halloween 2019!



Zoom Connections

I guess we like to dress up! Staff have stayed connected via Zoom during the pandemic. Here is a staff social where the theme was dress from a favorite show or movie.

FY 2020 PROJECT HIGHLIGHTS

Project/Program Name	Town/Coastal/ Regional	Funder	Project Dates	Project Area			Project Staff									
				SRPC	SMPO	SEDD	Alaina R.	Colin L.	Jackson R.	James B.	Jen C.	Kyle P.	Nancy O'C.	Rachel D.	Shayna S.	Stefanie C.
Barrington Facilities and Utilities Master Plan Chapter	Barrington	Town of Barrington	Sept. 18 - current	x							x				x	
Barrington Natural Resources Assessment	Barrington	Barrington Conservation Commission, Lamprey River Advisory Committee (LRAC)	Nov. 18 - Oct. 19	x					x		x					
Piscataqua Region Environmental Planning Assessments	Coastal	PREP	Mar. 20 - Jun. 20	x							x					
Coastal Management Fellowship Project: Keeping NH's Coast Afloat	Coastal	NHDES	Nov. 19 - Mar. 21	x							x					
Project of Special Merit: Using Science, Building Social Capital, and Unpacking Tax Incentives for a Resilient Coastal NH	Coastal	NHDES	Oct. 18 - Mar. 20	x							x					
CAW Technical Assistance	Coastal	NHDES	Jul. 19 - Jun. 20	x							x					
Dover Arts and Recreation Master Plan Chapter	Dover	City of Dover	Aug. 19 - Apr. 20	x							x	x		x		
Dover Urban Tree Plan & Stormwater Management Project	Dover	NHDES	May 20 - current	x			x		x		x					x
Wagon Hill Living Shoreline Outreach	Durham	NHDES	Apr. 19 - Sept. 19	x							x			x		x

Project/Program Name	Town/Coastal/ Regional	Funder	Project Dates	Project Area			Project Staff									
				SRPC	SMPO	SEDD	Alaina R.	Colin L.	Jackson R.	James B.	Jen C.	Kyle P.	Nancy O'C.	Rachel D.	Shayna S.	Stefanie C.
Durham Groundwater Modeling	Durham	Water Pollution Control Revolving Loan Fund Program	Mar. 20 - Nov. 21	x					x		x					x
Permeable Reactive Barrier	Durham	NHDES	Sept. 18 - Dec. 21	x							x					
Durham Trail Mapping	Durham	Durham Conservation Commission, UPWP	Feb. 20 - current		x				x				x			
Durham Climate Remembrance Project	Durham	NHDES	Jul. 18 - Jun. 20	x							x					
Durham Climate Adaptation Master Plan Chapter	Durham	NHDES	May 20- current	x							x					
Farmington Master Plan Support	Farmington	ADG Consulting, Town of Farmington	Jul. 19 - Jun. 20	x						x	x		x			
Farmington Town Planner Services	Farmington	Town of Farmington	Jan. 20 - Dec. 21	x							x					
Farmington 2019 Tax Maps	Farmington	Town of Farmington	Jun. 19 - Dec. 19	x						x						x
Farmington 2020 Tax Maps	Farmington	Town of Farmington	Jun. 20 - Dec. 20	x						x						x
Lee 2020 Tax Maps	Lee	Town of Lee	Mar. 20 - Jun. 20	x			x		x							x
Inundation Mapping for Lee, New Hampshire	Lee	NHDES	Jan. 18 - Feb. 19	x							x					
Madbury Hazard Mitigation Plan	Madbury	NH Department of Safety Division of Homeland Security and Emergency Mangement	Nov. 19 - Jan. 21	x						x						
Milton MS4 Notice of Intent Technical Assistance	Milton	Town of Milton	Nov. 19 - Dec. 19	x						x	x					
New Durham Build-Out Analysis	New Durham	Town of New Durham	Jul. 18 - Mar. 20	x						x						
Newmarket 2019 Tax Maps	Newmarket	Town of Newmarket	May 19 - Dec 19	x						x						x

Project/Program Name	Town/Coastal/ Regional	Funder	Project Dates	Project Area			Project Staff										
				SRPC	SMPO	SEDD	Alaina R.	Colin L.	Jackson R.	James B.	Jen C.	Kyle P.	Nancy O'C.	Rachel D.	Shayna S.	Stefanie C.	Stephen G.
Newmarket Water Resources Master Plan Chapter	Newmarket	DES, Town of Newmarket	Apr. 19 - Aug. 20	x			x			x							
Northwood Town Planner Services	Northwood	Town of Northwood	Jan. 20 - Dec. 20	x						x							
Northwood Hazard Mitigation Plan	Northwood	NH Department of Safety Division of Homeland Security and Emergency Mangement	Nov. 18 - Jan. 21	x					x	x							
Nottingham Town Planner Services	Nottingham	Town of Nottingham	Jul. 19 - Jun. 20	x												x	
UNH Climate in the Classroom	Portsmouth	NHDES, UNH	Jan. 19- Jun. 20	x							x						
REDC Visioning Events	REDC EDD Communities	REDC (subgranting funds from US EDA)	Mar. 20 - Mar. 20	x		x				x		x					
Pathways to Play	Regional	NH Children's Health Foundation	Jan. 19 - Feb. 20	x					x			x	x	x	x	x	
EPA Brownfields 2015-2019	Regional	US EPA	Jul. 15-Sept. 19			x				x							
EPA Brownfields 2019-2022	Regional	US EPA	Jul. 19 - Sept. 22			x				x							
Bicycle Level of Traffic Stress	Regional	FHWA	Jan. 19 - Mar. 20		x			x	x			x	x				
CommuteSmart NH	Regional	OSI/CTAP, UPWP	Dec. 18 - current		x									x			
CommuteSMART Seacoast	Regional	UPWP	2013-current		x									x			
Rochester Sidewalks SADES Inventory	Rochester	UPWP, City of Rochester	May 19 - Nov. 19		x		x					x	x		x	x	
Economic Development District Program	Regional	US EDA	Aug. 19 - Jul. 20			x			x	x		x					
Mighty Small Local Business Directory Website	Regional	US EDA	Apr. 20 - current			x	x						x				
Seacoast Economy Check-In Network Calls	Regional	US EDA	Apr. 20 - current			x			x	x		x					

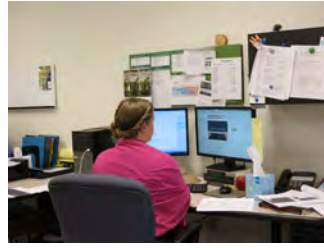
Project/Program Name	Town/Coastal/ Regional	Funder	Project Dates	Project Area			Project Staff								
				SRPC	SMPO	SEDD	Alaina R.	Colin L.	Jackson R.	James B.	Jen C.	Kyle P.	Nancy O'C.	Rachel D.	Shayna S.
Explore Moose Mountains	Regional (Brookfield, Farmington, New Durham, Middleton, Milton, Wakefield, Wolfeboro)	UPWP, EDA	Nov. 14 - Current		x	x							x		
Brownbag Lunch	Regional	US EDA	Monthly until Feb. 20 - replaced by Seacoast Economy Calls			x			x	x	x				
Regional Drinking Water Mapping	Regional	DES	Apr. 19 - Aug. 20	x			x								x
Lamprey River Local Advisory Committee (LRAC) 2016 Land Protection Map	Regional	LRAC	Mar. 19 - Jun. 20	x				x		x					x
Metropolitan Transportation Plan (MTP) 2020	Regional	UPWP	Jul. 19 - Jun. 21		x			x	x				x	x	
Portsmouth Naval Shipyard Joint Land Use Study	Regional	UPWP	Oct. 18 - Feb. 20	x	x	x		x		x					
Economic Benefits of Transit Study	Regional	FTA	Jul. 19 - Jun. 21		x			x		x		x			
MTP Project Solicitation	Regional	UPWP	Oct. 2019 -Aug. 20		x			x							
Regional Planning Metrics Database	Regional	UPWP	Jun. 20 - Dec. 20	x	x	x							x		
Strafford 2020 Tax Maps	Strafford	Town of Strafford	Nov. 19 - Jun. 20	x					x						x
Wakefield RSMS	Wakefield	UPWP	Oct. 19		x								x	x	

Outreach, Engagement and Advocacy by the Numbers



32

square feet of [signage](#) installed as a kiosk at Wagon Hill Farm. This educational display details the timeline of the living shoreline project.



22

grants and proposals SRPC submitted in FY 2020; **20** were successful and **1** is currently pending.



150

students at Portsmouth Middle School participated in [Climate in the Classroom](#) starting in fall 2019. This program was operated by SRPC and partners at PREP, NHDES, and RPC. It is designed to engage students and their family about climate change.



1,369

hours spend on Zoom in FY 2020.



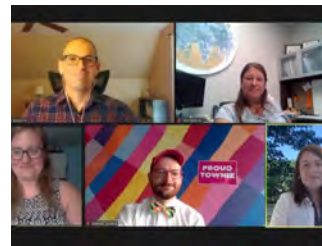
4

testimonies given or submitted in writing for transportation related legislation and planning including at house and senate hearings, at the Public Private Partnership Commission, and to the EV Charging Commission on SB517.



135

photos submitted to the 2019 [King Tide Photo Contest](#). SRPC partners with the NH Coastal Adaptation Workgroup to publicize the event, which awards photographs taken during an abnormally high tide and aims to raise awareness of New Hampshire's rising tides.



44

attendees at SRPC's [first annual meeting held virtually](#). Its theme was Innovative Local Economy Adaptations in Response to COVID-19. The other FY 2020 Commission meeting themes were the Comprehensive Economic Development Strategy (Sept. 19), recreation planning (Dec. 19), and the economics of recycling (Feb. 20).



11

markers installed in Durham as part of the [Climate Remembrance project](#), a unique public art project created to strengthen the public awareness of climate change.



Where We Traveled: Conferences and Trainings

[Los Angeles, CA](#) - Jen and James traveled to the 2020 Brownfields Conference. This event is sponsored by the International City Managers' Association and the Environmental Protection Agency.

[Washington D.C.](#) - Colin & Rachel attended the Transportation Performance Measures and Performance Based Planning and Programming workshop where Colin presented on two performance based planning panels.

[Miami, FL](#) - Nancy attended the Urban Land Institute Housing Opportunity Conference

[Bretton Woods, NH](#) - Shayna, Kyle, James, and Stefanie attended the NNECAPA Conference. Shayna presented on Explore Moose Mountains, a grassroots initiative to promote tourism off Routes 16 and 11, and James presented on work life balance.

Project Spotlight: Pathways to Play (PTP)

Strafford Regional Planning Commission (SRPC) received funding from the New Hampshire Children's Health Foundation (NHCHF) in late 2018 to examine access to recreation in the region, including barriers and gaps.

The project's first phase included developing an updated recreation map layer for its 18 member municipalities, showing all public recreation sites. The data was compiled from a variety of sources including GRANIT, New Hampshire's GIS Clearinghouse, and SRPC's communities, as well as data that SRPC had collected over the years. After creating this initial layer, maps were shared with each municipality's recreation, planning, and public works departments for feedback. This helped to ensure the maps were representative of publicly accessible recreation sites.

Phase two was a pilot project in the Somersworth examining barriers preventing children from accessing parks. This pilot included an in-depth analysis of the City's recreational assets and allowed staff to examine barriers to recreation and use of recreational sites such as road infrastructure, safety, signage, and public awareness. With guidance from City municipal staff, three focus sites were chosen: Malley Farm, Somersworth Riverwalk, and Jules Bisson Park.

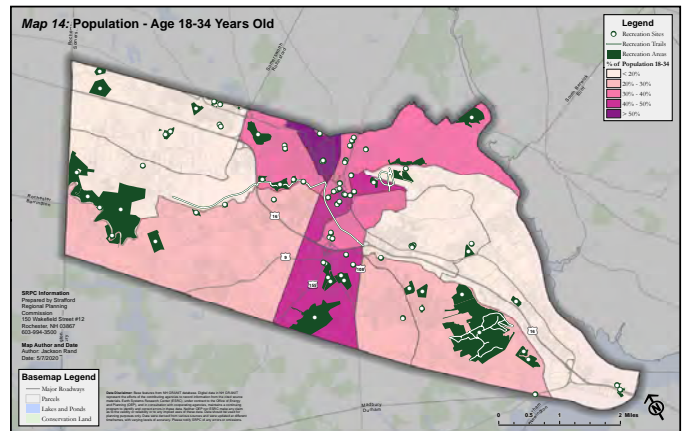
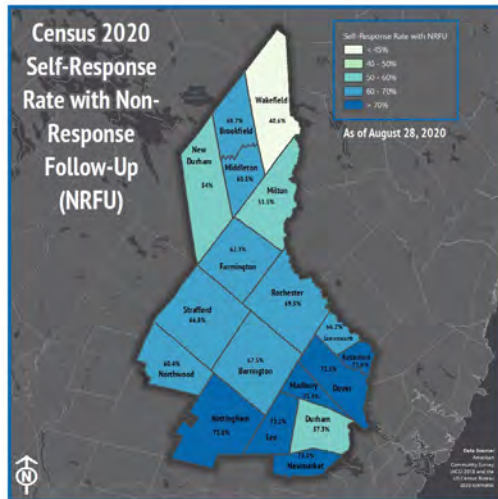
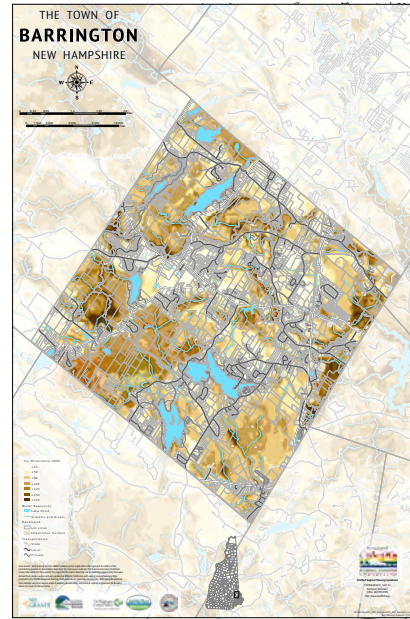
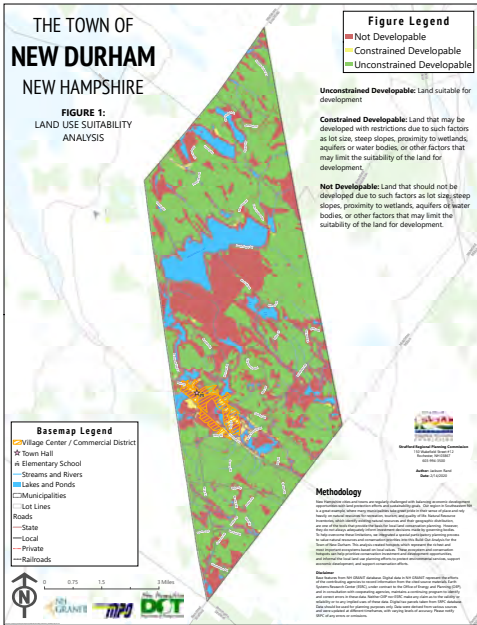
From June to October 2019, SRPC conducted outreach to hear from Somersworth residents and park users. The purpose of this outreach was to understand how people use the park, barriers to accessibility, potential areas for improvement, and what factors influence decreased park use. A final plan, "[Pathways to Play: A Roadmap to Active Recreation - 2019 Somersworth Pilot Project Report](#)", was informed by feedback from outreach at National Night Out, a "draw your dream park" activity, a survey, and mapping exercises. This paired with input from municipal staff and data analyzed by SRPC staff created a useful report, which won [NH Planning Association's 2020 Plan of the Year](#).

In spring 2020, SRPC staff successfully applied for a second round of NHCHF funding to support a follow-up project called Promoting Outdoor Play, geared towards marketing the region's recreational resources!

2020 NHPA
Plan of the Year



GIS Highlights



SRPC's New and Improved Online Map Platform

Closing out FY 2020, SRPC launched a variety of new and improved Geographic Information Systems (GIS) mapping platforms and products. These include an [updated GIS platform on ArcOnline](#) with new tools, in addition to new maps for all eighteen municipalities within the Strafford region. Use of Map Geo was discontinued.

SRPC's standardized map set was also updated and includes thematic maps for each of SRPC's 18 communities including aerial imagery, community features, transportation, land use, conservation and recreation, and water resources. These are all available in [static copies](#) and interactive ArcOnline maps.

The [updated map gallery](#) also includes a Demographic Map Viewer, which displays common demographic data layers at the Census Block Group level; a [tax parcel map viewer](#), which displays data for all Strafford region municipalities, including map, block, and lot numbers, and acreage; and an [open data portal](#), which includes free access to the majority of SRPC's standardized region data layers .

Program Spotlight: Economic Development Administration Planning and Local Technical Assistance

In FY 2020, a significant portion of allocated Economic Development Administration (EDA) funding for Strafford Economic Development District (EDD) was used to provide technical assistance to municipalities, local economic development professionals, committees, and businesses in response to the COVID-19 pandemic. Staff transitioned their Brown Bag Lunch program, a monthly meeting of appointed and elected officials with a stake in local, regional statewide economic development, to a weekly Zoom meeting now referred to as the Seacoast Economy Check-Ins.

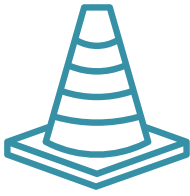
The frequent meetings provide a space for those working closely with businesses and partners in our municipalities to get together and share resources, challenges, and successes. It was an early goal of the group to stay in contact so efforts and resources were not duplicated, and so attendees could share information. These meetings are ongoing.

Strafford EDD's EDA funding also supports a collaborative effort between SRPC and business owner Emmett Soldati, who owns Teatotaller Tea House in Somersworth, an online platform for finding and supporting your favorite Main Street businesses. This website was launched in 2020, and provides users a way to operate under new terms of engagement. It aims to provide information about which shops are open, which you can buy from online, and which you can support more generally.

All businesses, large and small, open and closed, are encouraged to submit their business. The website is live at mightysmall.io.

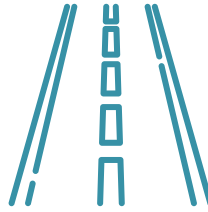


Data Collection by the Numbers



139

traffic counts were set during the 2020 data collection season; 26 were supplemental including 2 turning movement counts.



81

miles of sidewalk were inventoried with about 30 miles remaining for data collection to create a regional sidewalk database.



15

of SRPC's 18 communities had traffic counts set within their boundaries in summer 2020.



~40,000*

instances of individuals walking on the Dover Community Trail since it was set by staff in April 2020. *The actual number of people is presumably less as people as may walk by the counter twice during one walk.



3

active Road Surface Management projects. Data collection for Wakefield occurred in Oct. 2019. Forecasting was completed for Wakefield and New Durham, and in FY 2021 New Durham and Nottingham's reports will have a reassessment and forecasting adjustments, respectively.



2,314

miles were put on SRPC's new transit van during the 2020 data collection season.

Data Team Updates



Summer 2020 Interns

Jack Aponas and Alaina Rogers were hired as data collection & analysis assistants for the 2020 field work season.



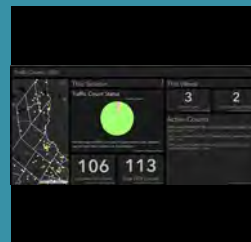
Safety in Teams

To keep staff safe with the ongoing COVID-19 pandemic, staff worked in set teams for setting traffic counts and other field work.



New Wheels

SRPC purchased a new transit van to use for traffic count setting and other data collection efforts.



Data Dashboard

Staff developed an internal dashboard to track completion of active, completed and scheduled traffic counts in real-time. In 2021 this will be publicly accessible.

Plan Spotlight: Metropolitan Transportation Plan

An update to the Metropolitan Transportation Plan (MTP) was a big focus for staff working under SRPC's metropolitan planning organization designation in FY 2020. A survey was launched at the end of FY 2019 to inform the update; over 300 people participated. Input was also gathered during the SRPC's 2020 Regional Workshop held in Jan. 2020. This workshop utilized facilitated exercises to gather feedback from over 20 town administrators, planning department and economic development staff, public works representatives, and other town officials and volunteers. Planned as a world cafe style workshop, three sessions allowed attendees to partner with representatives from different communities to determine goals, develop strategies (e.g. short, medium, or long term), and identify actions for addressing regional issues including housing, economic development, and transportation.

For this MTP update staff took a different approach to its process for updating the document in involving the majority of staff at weekly meetings. This led to the creation of a metric master list, which informed a comprehensive approach to data needs for all of SRPC's core plans. This also allowed for staff collaboration and ensured efforts were not being duplicated.

In line with the MTP update, which is still being drafted, staff also updated components of the Public Participation Plan (PPP) to include language about virtual public involvement. This included a revision to the PPP performance measures synchronous with the creation of the new metric master list.

Additionally, an update to the 4-year list of projects (the 2019-2022 Transportation Improvement Program) component of the MTP will be updated as well.



Social Media by the Numbers

477

total posts on Facebook, Twitter, and Instagram in FY 2020.

31%

of contacts that receive SRPC's e-news releases open them; SRPC sent out **86** communications in FY 2020.

5

press release sent out in FY 2020. See them all [here](#).

Date	Twitter Followers	Tweets	Tweet Impressions	Facebook Followers	Facebook Posts	Facebook Engagement	Instagram Followers	Instagram Posts	Instagram Engagement
July '19	271	6	1,476	195	21	169	* The SRPC Instagram account was launched in Jan. 2019.		
August '19	272	1	941	201	15	201			
Sept '19	272	4	1,590	205	13	135			
Oct '19	274	2	886	212	15	278			
Nov '19	274	3	1,053	216	19	147			
Dec '19	277	9	2,181	216	21	143			
Jan '20	277	3	2,579	220	16	51	Not recorded.	6	16
Feb '20	276	9	1,947	221	20	142	Not recorded.	10	50
March '20	278	21	2,975	222	33	168	Not recorded.	15	90
April '20	285	48	6,992	230	50	363	90	19	131
May '20	287	20	4,983	232	30	432	101	10	53
June '20	285	12	2,268	239	20	132	104	6	28

Social Media & Online Presence Updates

SRPC Launches Instagram

In January 2020 SRPC joined Instagram as a way to further its reach. View our profile, [@strafford.rpc](#).

Video Outreach

During the COVID-19 pandemic staff have been seeking creative approaches to sharing information, other than in person. Check out some of [our videos](#).

Branding & New Website

Beginning in 2020, SRPC staff began developing a new website. This has been an internal process and is ongoing. The new website will be more user friendly and include a project portal. SRPC is also using this as an opportunity to re-brand, and a new logo will be unveiled with the launch of the new website.

Plan Spotlight: Dover Arts and Recreation Master Plan

SRPC partnered with the City of Dover to update the recreation chapter of its master plan. Beginning in September 2019, this nine-month project allowed SRPC staff to work closely with Dover's Planning and Recreation departments, and with a group of municipal volunteers serving on a project steering committee. The steering committee was invaluable throughout the project by guiding outreach, providing input, and shaping the plan to reflect feedback from residents and visitors.

The 2020 plan differs from the 2009 iteration in that it integrates public art and places an emphasis on recreation programming options and opportunities. Content on these topics was largely informed by an extensive outreach process. SRPC project staff attended four events, digitally distributed two surveys, and received feedback from over 1,200 individuals. Unique outreach approaches were vital in achieving the amount of input the project received, and included large chalkboard open response questions, sticky dot visual preference surveys, and graphic renderings of art options informed by participant ideas. Staff also attended Dover's Downtown Trick - Or - Treat event, that gave children an opportunity to provide their input through a sticker activity in which they chose what activities they'd want to do in their dream park; 150 kids participated. The planning process was also unique in that it leveraged a regional recreation resource created through SRPC's Pathways to Play program (see project description on pg. 16)

In addition to the geographic data analyzed, SRPC staff and other volunteers helped to inventory recreation sites in the City, assessing individual park needs. This helped inform direct site-based recommendations incorporated into the plan that complimented more general recommendations from the planning and recreation departments, the steering committee, and from participant feedback. The chapter was adopted by the City Planning Board in May 2020.



Testimonials



Working with the excellent Strafford Regional Planning Commission staff on a major project like the Durham climate remembrance project reminds me of the famous quote from Cheers, “SRPC is a place where everyone knows your name!” The SRPC team is familiar with the communities in the region -- their challenges, their nuances, and the local people (residents and staff) involved within each. This expedites the worktime involved in establishing meaningful and robust conversation in a comfortable manner resulting in a high quality, community-specific, and useful product. Our climate remembrance project in Durham simply would not have resulted in the success achieved without the active involvement of SRPC.



-Todd Selig, Town Administrator, Town of Durham



Rochester Public Works Department continues to highly value our relationship with SRPC. It is a strong relationship which results in Rochester realizing optimal infrastructure planning. SRPC assisted Rochester greatly in several areas recently. SRPC developed an inventory of the physical condition and ADA compliance of 50 miles of our sidewalk network which has helped the City to prioritize areas where capital improvements should be made, and areas where new sidewalks should be considered.

SRPC assisted the City with the submission of the CMAQ grant application for the \$1.8M Columbus Ave/Summer St intersection improvement project. SRPC staff performed important field work and prepared the application for funding.

Additionally, SRPC played a critical liaison role for the City interacting with NHDOT to help prioritize the City’s infrastructure needs in the Ten Year Plan. As a result, two large, multi-million dollar projects scored highly and were prioritized into the Ten Year Plan. As part of this liaison work, SRPC played an ideal role with obtaining approval from NHDOT to exchange a City project in the near-term Ten Year Plan with a much higher priority regional transportation project. SRPC advocated for this high priority project to the GACIT.

Rochester very much appreciates the continuing strong support of SRPC, specifically Colin Lentz.

-Peter C. Nourse PE, Director of City Services, City of Rochester





For years, the Town of Nottingham and its various land use boards have relied on the expertise of the staff at Strafford Regional Planning Commission (SRPC) to assist in mapping, road and culvert assessments, traffic counts and other planning services. Based on the professionalism of the SRPC staff and positive experiences, the Nottingham Planning Board and Town contracted with SRPC to utilize Stefanie Casella as our town planner beginning in 2019.

Ms. Casella’s knowledge of planning practices, state regulations, and experience with other communities has proven immensely helpful to Nottingham’s boards and committees as well as residents and project applicants. Services received include but are not limited to: assisting in individual meetings/hearings, providing technical responses, organizing, drafting, reviewing of ordinances and regulations and helping keep the planning board on track with initiatives.

Having resources such as SRPC and Ms. Casella available to a town like ours has helped Nottingham bring a consistent, professional level of quality to the planning board in a manner that is cost effective for Nottingham and the tax payers. This has been a “win-win” for Nottingham, allowing for reliable skilled services without the added expense and difficulty of finding, hiring, and retaining an individual employee. An added bonus: SRPC has their finger on the pulse of what is occurring in neighboring communities, allowing Nottingham to better gauge our own policies or adopt new ones.

We are grateful for the services provided to Nottingham by the SRPC staff led by Executive Director Jen Czysz, and recommend them to neighboring communities.

- Dirk Grotenhuis PE, Planning Board Chair, Town of Nottingham & Eduard R. Viel, Planning Board Vice Chair, Town of Nottingham



FY 2021 FINANCIALS

Strafford Regional Planning Commission

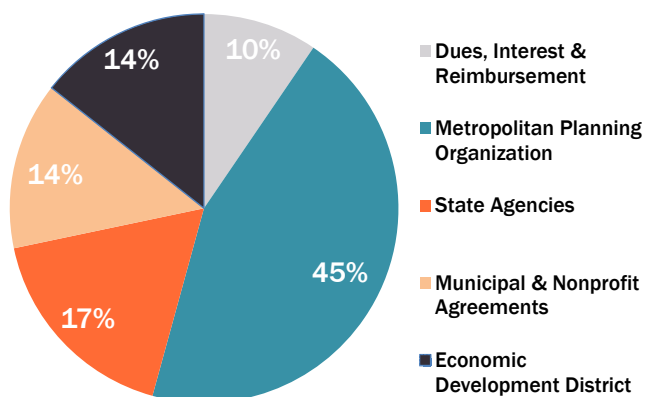
Adopted FY2021 Budget

Summary Table

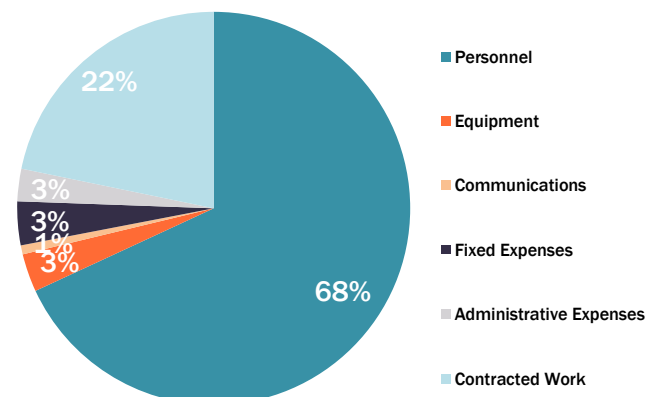
	Adopted Mid-Year	Adopted FY2021	
	FY20 Revenue	Revenue	Net Change
Dues, Interest & Reimbursement	116,476	119,406	2,930
Metropolitan Planning Organization	516,256	560,896	44,640
State Agencies	148,897	218,422	69,524
Municipal & Nonprofit Agreements	174,638	174,502	(136)
Economic Development District	155,266	180,000	24,734
Total	1,111,533	1,253,225	141,692
	FY20 Expenses	Expenses	Net Change
Personnel	669,330	841,238	171,908
Equipment	37,975	38,889	913
Communications	11,730	9,186	(2,544)
Fixed Expenses	46,156	44,465	(1,691)
Administrative Expenses	32,765	32,765	0
Contracted Work	243,092	268,935	25,843
Total	1,041,049	1,235,478	194,429
Net Deficit/Surplus	70,485	17,747	(52,737)

*As amended December 2019

Adopted FY2021 Budget Revenue



Adopted FY2021 Budget Expenses



Strafford Regional Planning Commission

FY2021 REVENUES	<i>Adopted</i> FY 20 Net Outside Revenue	<i>Adopted FY2021 Budget Revenue</i>					Net Outside Funding	
	Funding Source Revenue	Internal Dues Match	Outside Source Soft Match	Outside Source Cash Match	Net Outside Funding			
Total	1,111,783	1,251,892	79,571	110,447	1,334	1,253,225		
Dues, Interest & Reimbursements	116,726	119,406	0	0	0	119,406	10%	
Municipal Dues (minus BRK, NOT, MIL, LEE)	115,876	118,806	0	0	0	118,806		
Interest	100	100	0	0	0	100		
Health Trust reward/reimbursement	500	500	0	0	0	500		
Misc Revenue	250	0				0		
Municipal & Nonprofit Service Agreements	174,638	174,502	0	1,000	0	174,502	14%	
Barrington Master Plan	2,307	0	0	0	0	0		
<i>CDBG Grant Administration</i>		1	0	0	0	1		
Dover Arts and Recreation Master Plan Chapter	24,900	0	0	0	0	0		
Durham Wagon Hill Living Shoreline Outreach	5,393	0	0	1,000	0	0		
Farmington Master Plan Support	7,500	0	0	0	0	0		
<i>Farmington Tax Maps</i>	2,588	2,000	0	0	0	2,000		
Farmington Town Planner Services	48,000	50,000	0	0	0	50,000		
<i>Lee Tax Maps</i>		2,000	0	0	0	2,000		
MapGeo Subscriptions	4,000	0	0	0	0	0		
<i>MS4 Permit Assistance (TBD-MIL, NKT, ROL, SOM)</i>		1	0	0	0	1		
<i>NH Children's Health Foundation</i>	19,368	20,000	0	0	0	20,000		
<i>Newmarket Tax Maps</i>	1,800	1,500	0	0	0	1,500		
Northwood Technical Services	30,282	28,000	0	0	0	28,000		
Nottingham Town Planner Services	28,000	28,000	0	0	0	28,000		
<i>Strafford Tax Maps</i>		2,000	0	0	0	2,000		
<i>Tufts Health Plan Foundation - Healthy Aging</i>		38,000	0	0	0	38,000		
<i>GIS projects (small billable projects)</i>	500	3,000	0	0	0	3,000		
Economic Development District Agreements	155,266	180,000	15,000	55,000	0	180,000	14%	
U.S. Dept of Economic Development Administration								
<i>EDD Planning Grant, Dues & InKind Match</i>	64,167	70,000	15,000	55,000	0	70,000		
U.S. Environmental Protection Agency								
Brownfields Community Assessment Grant: through 9/30/19	16,100	0	0	0	0	0		
Brownfields Community Assessment Grant: through 9/30/22	75,000	110,000	0	0	0	110,000		
	0	0	0	0	0	0		
State Agreements	148,897	217,088	2,250	54,447	1,334	218,422	17%	
Office of Strategic Initiatives								
Targeted Block Grant (used in part for EDD Planning match) through 6/30	11,111	11,111	0	0	0	11,111		
Dept of Environmental Services								
604(b)Sunrise Lake Watershed Management Plan		42,688	0	0	0	42,688		
Coastal Grant 2021 through 6/30/21	12,500	12,500	0	12,500	0	12,500		
Coastal Resilience Grant - Dover (spring 2020 through 6/30/2021)	2,535	13,500	0	13,011	0	13,500		
Coastal Resilience Grant - Durham (spring 2020 through 6/30/2021)	5,328	17,040	0	5,270	0	17,040		
Durham Groundwater Modeling (FYs 2020 - 2021)	55,713	52,185	0	0	0	52,185		
<i>NFWF-Living Shoreline Implementation for Great Bay</i>		1	0	0	0	1		
Project of Special Merit FY18 (10/1/18-3/31/20)	1,772	0	0	0	0	0		
Source Water Protection-Water Resource Plans (Ext. to Sept 2020)	21,000	10,000	1,250	0	1,334	11,334		
Source Water Protection-Buffers (7/1/2020-5/31/2021)		9,200	1,000	0	0	9,200		
Watershed Assistance (Permeable Reactive Barrier): (10/1/18-12/2021)	36,000	23,113	0	15,416	0	23,113		
University of New Hampshire								
Coastal Resilience Grant - Climate in the Classroom (1/1/19-6/30/20)	1,063	0	0	0	0	0		
Department of Safety Homeland Security								
HazMit Plans PDM-BAR,NDU,ROL,SOM (1/1/21-12/31/23)	1,875	25,750	0	8,250	0	25,750		
Metropolitan Planning Organization Agreements	516,256	560,896	62,321	0	0	560,896	45%	
Dept of Transportation								
UPWP FY20/21 Federal Highways & Transit: through 6/30/21	502,396	560,896	62,321	0	0	560,896		
Rochester Sidewalks SADES Inventory (match to UPWP)	5,000	0	0	0	0	0		
FHWA MultiModal Connectivity Pilot (Bicycle LTS)	8,860	0	0	0	0	0		
								100%

Strafford Regional Planning Commission

FY2021 EXPENSES	Adopted FY20 Budget Expenses	Adopted FY21 Budget Expenses	Net Change
Total	1,041,049	1,235,478	194,429
PERSONNEL	669,330	<i>69%</i> 841,238	<i>68%</i> 171,908
Salaries and Hourly Wages	526,961	657,960	130,999
Payroll Taxes	40,313	50,334	10,021
Health Insurance	53,258	73,559	20,301
Dental Insurance	3,653	5,545	1,892
Life Insurance	996	1,092	96
Shortterm Disability	1,929	1,811	(117)
Longterm Disability	572	640	68
FSA Fees	0	198	198
Health Incentives	4,681	5,247	567
SIMPLE IRA Pension	15,809	19,739	3,930
Worker's Compensation	1,471	1,909	439
Payroll Processing - QuickBooks	2,600	2,600	0
Unemployment Insurance	2,668	2,668	0
Staff Training & Workshops	10,000	10,000	0
Professional Dues: AMPO, NHA RPC, NHPA, APA, NHMA, NEARC, NADO	4,421	7,936	3,515
EQUIPMENT	37,975	<i>3%</i> 38,889	<i>3%</i> 913
ARCInfo/View Software: Maintenance	5,100	6,500	1,400
Transpo Software Maintenance: Transcad, Nvivo	1,200	1,500	300
Office Software: Maintenance, purchase	11,637	6,416	(5,222)
Databases for Transportation Planning	8,200	8,200	0
Traffic Count Expenses (Equipment, Repair, Supplies)	3,000	3,000	0
Equipment Rental and Repair	500	500	0
Copier Maintenance Contract	3,838	3,838	0
Office Furniture, Computers	4,500	8,935	4,435
COMMUNICATIONS	11,730	<i>2%</i> 9,186	<i>1%</i> (2,544)
Postage and Delivery	400	400	0
Office Phone System (replacement of hardware)	8,000	1,440	(6,560)
Internet and Phone Service	3,330	3,372	42
Website Design and Maintenance (FY 20 in Outsourced Contracts)	0	3,474	3,474
Marketing and Media Outreach Activities	0	500	500
FIXED EXPENSES	46,156	<i>5%</i> 44,465	<i>4%</i> (1,691)
Property & Liability	5,056	5,765	709
Office Vehicle Lease and Maintenance	11,100	8,700	(2,400)
Rent	30,000	30,000	0
ADMINISTRATIVE EXPENSES	32,765	<i>1%</i> 32,765	<i>3%</i> 0
Printing	1,200	1,200	0
Audit and Accounting Services	10,665	10,665	0
Legal	1,000	1,000	0
Office and Mapping Supplies	3,600	3,600	0
Office Expense	1,300	1,300	0
Meeting Expenses (Meetings and Meeting Notices)	3,000	3,000	0
Travel	10,000	10,000	0
Library & Subscriptions: NH Planning Books	2,000	2,000	0
OUTSOURCED CONTRACTS	243,092	<i>20%</i> 268,935	<i>22%</i> 25,843
Web Design & Maintenance (moved to Communications)	10,184	0	(10,184)
IT Services	4,240	4,240	0
Financial Services	60,000	60,000	0
EPA Brownfields - Credere (contract end 9/30/2019)	13,147	0	(13,147)
EPA Brownfields - NOBIS Engineering (10/1/2019-9/30/2022)	65,000	104,000	39,000
Durham SRF Groundwater Modeling Consultant	44,521	39,116	(5,405)
Watershed Assistance (Permeable Reactive Barrier) Consultants	31,000	19,857	(11,143)
Durham Coast Resilience - UNH Coop Ext & NH Sea Grant	0	3,540	3,540
604(b) Sunrise Lake Watershed Mgt Plan Consultants	0	30,682	30,682
Contract Planning Staff Support (Dover Climate Resilience)	15,000	7,500	(7,500)
	0	0	0
		100%	100%

Endnotes