

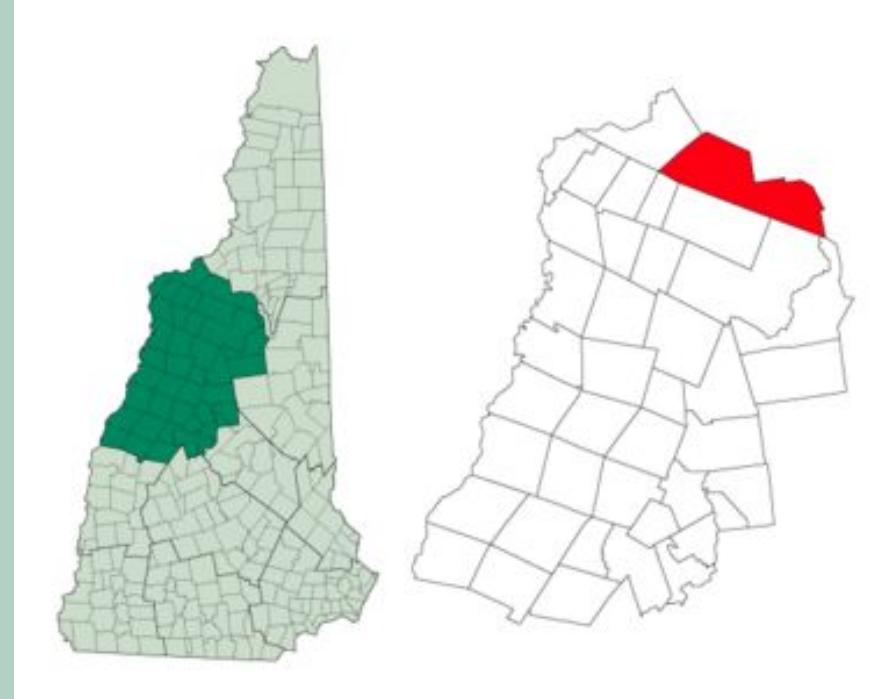


# **Community Engagement in Bethlehem, NH**

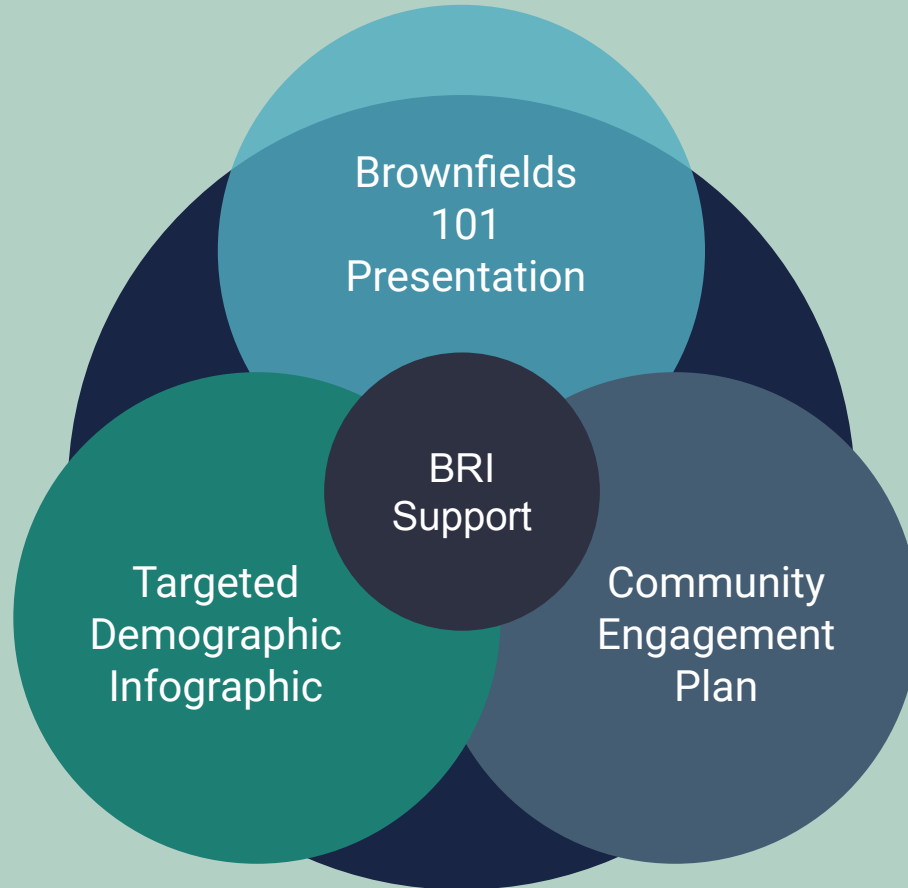
Kelly Repaci and Tori Thornton

# Important Community Information

- Population of ~2500 residents
- Geographically one of the largest towns in NH (90 mi<sup>2</sup>)
- ~ 22% over the age of 64
- Median household income ~ \$55K
- 9.4% live below the poverty level



# Goals of Community Engagement Project



# 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/1X6xfifyk9HQf7vHIQp6MvzPsk7pKRQWwMfXx6Rcf7VO/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

**BETHLEHEM**  
*reimagined*

## REDEVELOPMENT OF THE SINCLAIR HOTEL SITE

*"The status quo is not sustainable or acceptable"*

THE SINCLAIR HOTEL, WHITE MOUNTAIN, N.H.

The redevelopment of former Sinclair Hotel site will increase livability for all ages while addressing the needs and interests of our community

### STRENGTHEN & REVITALIZE

- Residential Opportunities**
  - Access to affordable housing
  - Sustainable property development
  - Increased residential properties
  - Expansion of the Hill View Apartment complex
- Economic Growth**
  - Encourage business
  - Mixed-use structure for commercial, residential, and industrial development
  - Raise home equity = capital gain
  - Increase tax revenue
- Outdoor Spaces**
  - Expanded side walks
  - Increased green space
  - More benches & bike racks
  - Adjust zoning to protect scenic & natural resources
  - Additional Parking
- Social Participation**
  - Promote tourism and visitors
  - Support small business growth on Main Street
  - Drive remediation success through community feedback and engagement

### KNOW YOUR COMMUNITY

- 22%** of Bethlehem community members are over the age of 64
- 16%** housing units are multi-family structures
- 71%** of working Bethlehem residents commute to another NH community

### TAKE ACTION

- LEARN**
  - Attend town meetings
  - Visit BRI's website
- PARTICIPATE**
  - Spread the word
  - Leave feedback in suggestion box
- CONTRIBUTE**
  - Donate
  - Volunteer
  - Make your voice heard

For progress updates, FAQs or to submit a question/comment, Please visit our website: [bethlehemreimagined.org](http://bethlehemreimagined.org)

# 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



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# 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

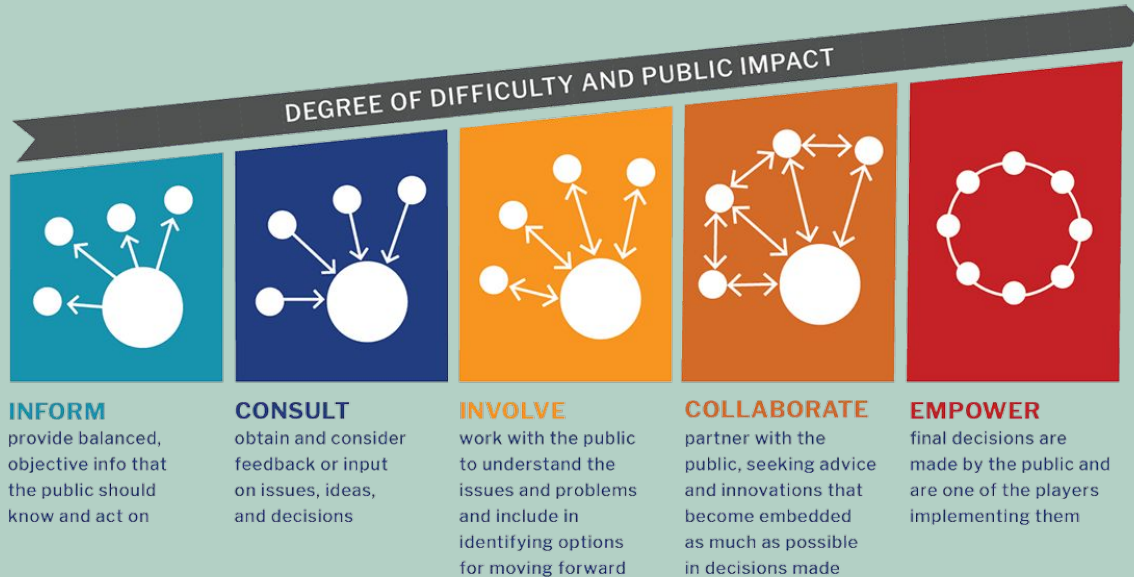
- Keeps project organized
- “Point Person”

# 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!

