CHAPTER 6

COMMUNICATION RESOURCES

The students in CES301/302 demonstrate their communication skills by using different forms of media to inform the public about the project that was completed. Using media such as newsletters, public service announcements, press releases, brochures, and flyers are all important to the public. These forms of media are a powerful tool that agencies may use to communicate to different stakeholders and can be used to generate interest or action of stakeholders within a community. This chapter includes various communication resources completed by the students.

We used several sources to complete this assignment but we primarily worked with:

April 6, 2005

This fall, 7 students in the Community and Environmental Studies program at Colby-Sawyer College began work on a year long regional land conservation project in cooperation with the Ausbon Sargent Land Preservation Trust (ASLPT). The students examined a variety of land conservation variables in the Kearsarge-Lake Sunapee region. Some of the variables we have looked at include the amount of conserved land in the region, town conservation plans, the role of land conservation in sustaining regional forestry, agriculture, water resources, scenic areas, wildlife habitat, and recreation.

The students used the goals of New Hampshire Everlasting, an initiative developed by the Society for the Protection of New Hampshire Forests, as a guide. The goal of the project has been to identify conservation priorities for the Kearsarge-Sunapee region.

There will be a final project presentation on Monday May 9, 2005 at 7:00pm in room 201 of the Curtis L. Ivey Science Center (new building next to the Colby-Sawyer Library). The presentation will cover topics such as ecologically important lands, water resources, and land use.

The students hope that you will be able to attend the presentation. Please feel free to contact me if you would like more information on the project or the presentation.

Sincerely,

John Callewaert, Director
Institute for Community and Environment
tel: 603-526-3793
fax: 603-526-3429
email: jcallewaert@colby-sawyer.edu
web: http://www.colby-sawyer.edu/academic/ces
Want to know more about where you live?

Conserved Lands
ASLPT Region

Students in the Community and Environmental Studies Program
Third Year Project invite you to join us for our final presentation!

The presentation will cover topics such as ecologically important lands, water resources, and land use in the Kearsarge-Sunapee region.

When: Monday May 9, 2005 at 7:00pm
Where: Colby-Sawyer College in the Curtis L. Ivey Science Center room 201

For further information please contact:
Professor John Callewaert
phone: 603-526-3793
e-mail: jcallewaert@colby-sawyer.edu
website: http://www.colby-sawyer.edu/academic/ces
Public Service Announcement

Want to know more about where you live? Student in the Community and Environmental Studies Program Third Year Project invite you to join us for our final presentation. The presentation will cover several topics such as ecologically important lands, water resources, and land use in the Kearsarge-Sunapee region. The year long study put the students in a professional work setting working in partnership with the Ausbon Sargent Land Preservation Trust (ASLPT). All the data compiled by the end of the year allowed the class to zero in on some specific areas of land that are environmentally important for conservation. The presentation will be held on Monday May 9, 2005 at 7:00pm in the Colby-Sawyer College Curtis L. Ivey Science Center room 201. For further information please contact Professor John Callewaert at 526-3793.
Support for Conservation

- Eleven of the twelve towns in the ASLPT region address conservation as a concern in their town master plan. These eleven towns also have a conservation commission that is active in town.

- Only two of the twelve towns have met the 25% conserved land goal set by the Society for the Protection of New Hampshire Forests in their document New Hampshire Everlasting. They are Springfield with 29% town land conserved, and Newbury with 25% land conserved. At least four of the other towns are close to meeting this goal, including Warner, Wilmot, Andover, and Goshen.

- A vast network of rivers, lakes, and trails, make the ASLPT region a desirable place to recreate. These recreational opportunities help provide income for the region, and can only exist if there are open space parcels in every town.

- The population of all twelve towns has seen a steady increase over the last few decades. With population increasing the amount of available public land has been reduced. New London has the largest population in the region at 4116 (2000), and Springfield represents the lowest population, 510 (2000), with a large potential for development.

- Tree farms and actively managed forests in all twelve towns are helping to keep New Hampshire forests healthy, and provide an important resource to the state. Andover and Warner have over 3000 acres of actively managed forest lands making them the two highest in the ASLPT region.

Ecologically Important Lands

- Ecologically important lands represent parcels that provide prime habitat for wildlife in town. The layers that make up ecologically important lands are unfragmented lands, interior habitat, forest continuity, and wildlife corridors. All twelve towns have ecologically important lands within their boundaries.

Co-Occurrence Mapping

- Co-Occurrence mapping of natural resources is an effective way to illustrate how regional conservation priorities might be determined. Resource values are added together to reach a co-occurrence value, illustrated in color gradation – light colors are of lower value, and darker colors have higher co-occurrence values, which means that there are higher conservation priorities for the resources that occur in that area.

To hear more information about this project and the work done to complete it, attend the final presentation by the Community and Environmental Studies Third Year Project Class on Monday May 9th at 7pm in the Curtis L. Ivey Science Center in room 201.
Colby-Sawyer College Students Present Conservation Priorities For Project with Ausbon Sargent Land Preservation Trust

NEW LONDON, N.H. — Seven students in Colby-Sawyer’s Community and Environmental Studies (CES) Program will present the findings of their research project on the Kearsarge-Sunapee Region’s conservation priorities. In one of the college’s most comprehensive yearlong projects, the students collaborated with Ausbon Sargent Land Preservation Trust (ASLPT) and residents from the 12 towns served by ASLPT to identify the region’s most ecologically important lands.

The CES students’ project presentation will be held on Monday, May 9, at 7 p.m. in the Curtis L. Ivey Science Center, Room 201. This event is free, open to the public and held in a handicapped-accessible location.

As part of their CES third-year project, the students investigated the region in a town-by-town basis last fall. This approach allowed students to explore each town in depth and to compile a regional investigation. The students created 12 questions for their inquiry, based on the Society for the Protection of New Hampshire’s Forests’ “New Hampshire Everlasting” initiative, which seeks to ensure the protection of open space. The questions address many different aspects of conservation within the towns, from identifying the extent of the towns’ previously conserved lands to locating other ecologically important areas. To fully answer these questions, students used Geographic Information System (GIS) technology, as well as worked with town officials and residents throughout the region.

During the second semester, students used their regional investigation as a tool to identify the 12 towns’ conservation priorities. The students implemented a GIS-mapping technique known as co-occurrence mapping to overlay many different layers from the
regional investigation that identified areas targeted as ecologically important. Priorities were identified wherever the largest number of occurrences was shown on the co-occurrence map.

ASLPT serves the Kearsarge-Sunapee Region’s towns of Andover, Bradford, Danbury, Goshen, Grantham, New London, Newbury, Springfield, Sunapee, Sutton, Warner and Wilmot. Of these 12 towns, ten already address conservation in their master plans and have local conservation commissions. The region is conservation-minded, according to the CES students, and with help, will contribute toward New Hampshire Everlasting’s goal of conserving one million acres of New Hampshire’s most significant natural lands in the next 25 years.

For more information about the presentation or the students’ third-year projects, contact John Callewaert at (603) 526 3793 or jcallewaert@colby-sawyer.edu.

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Colby-Sawyer, founded in 1837, is a comprehensive liberal arts college located in the scenic Lake Sunapee Region of central New Hampshire. Students from 23 states and five foreign countries learn in small classes through a select array of programs that integrate the liberal arts and sciences with pre-professional experience. Visit us on the World Wide Web at [www.colby-sawyer.edu](http://www.colby-sawyer.edu).

Colby-Sawyer College, 541 Main Street, New London, N.H. 03257 (603) 526-3000 (phone)
Colby-Sawyer’s Community and Environmental Studies Program

As environmental problems become more urgent, so too does the need for professionals with adequate training in environmental fields. Environmental issues are complex and global, and a special type of understanding is required to find the best solutions. People who work in environmental fields need to understand how various perspectives, disciplines, and cultures influence decisions that affect the environment.

The Colby-Sawyer Community and Environmental Studies (CES) program provides students the opportunity to understand, integrate, and apply multiple disciplines and different ways of thinking with a high level of concern for the preservation and sustainability of the earth and its resources. Central to this effort is providing students with an interdisciplinary, liberal arts education. Program graduates are prepared and encouraged to act on their informed environmental concerns in their homes, places of work and communities.

This pre-professional program is designed to provide students with all the necessary hands-on skills they’ll need to step from college directly into the work force. The CES program is also designed to prepare students for graduate school in a number of fields. In addition to the excellence of the CES program, Colby-sawyer’s location in the beautiful mountains and lakes of central New Hampshire provides an educational opportunity students are unlikely to encounter at any other small, liberal arts college.

Ausbon Sargent Land Preservation Trust

The mission of the Ausbon Sargent Land Preservation trust is to help preserve the rural landscape of the Kearsarge/Sunapee region by working with local governments and private landowners to develop conservation easements. A volunteer Board of Trustees, an executive director, and support staff operates the ASLPT. The role of the staff is freely offer their expertise in land protection techniques to individual towns and government agencies on an as needed basis. Memberships and other gifts support the Trust. The ASLPT has protected 3,446 acres to date including 4,000 feet frontage on Lake Sunapee.
The third year project for students in the Community and Environmental Studies major is a comprehensive year long, eighteen credit, community-based research project. This year, the project is an extensive regional investigation conducted amongst the twelve towns served by the Ausbon Sargent Land Preservation Trust (ASLPT). Individually, and in groups we have conducted an in-depth study of areas in the ASLPT region defined by town boundaries. The twelve towns in the ASLPT region include Andover, Springfield, Wilmut, Danbury, Goshen, Grantham, Sunapee, New London, Newbury, Bradford, Sutton, and Warner. The work produced in this investigation has been directed toward defining conservation priorities for the ASLPT.

Our class, made up of six juniors and one senior, has conducted a number of projects to aid us in the regional investigation work for the ASLPT. Some of these other projects include understanding natural history, analyzing and creating environmental impact statements, literature reviews on land conservation topics, easement monitoring for ASLPT, learning and using geographic information systems (GIS), conducting a general study of land conservation, using global positioning systems (GPS), and studying environmental policy topics related to land conservation.

The class has formed its priorities and objectives not only through ASLPT, but also through the goals of New Hampshire Everlasting of the Society for the Protection of New Hampshire Forests (SPNHF). These goals have also been adopted by ASLPT. SPNHF has identified their main goal as to “conserve one million acres of our most significant natural lands within the next twenty-five years.” The five goals of New Hampshire Everlasting are as follows:

- Support every community in conserving, with partners, at least twenty-five percent of its lands for a network of trails, parks, farms, and forests where people can connect with the natural world.
- Conserve our share of the world’s productive forest and enhance the forest economy so that New Hampshire can sustainably help supply the equivalent of what its residents consume.
- Conserve enough habitat to sustain healthy ecosystems and ensure the survival of existing native species in each region of the state.
- Sustain drinking water supplies and healthy aquatic ecosystems by conserving upland buffers along shorelines and lands that feed water to existing and future public water supplies.
- Conserve the most productive agricultural land and invest in the evolving agricultural economy so that people in every community have the opportunity to grow healthy food and the state can sustain at least its current level of food production.
Regional Questions

In order to determine how the ASLPT region is meeting these five goals, the course instructors presented the class with a list of twelve questions relating to these goals. These twelve questions were answered for all twelve of the towns and are as follows:

- How many acres does the town represent, and are there any conserved lands within the town. If so what is the percentage of conserved lands?

- Are there large undeveloped parcels of land in your region?

- What is the rate of development in the past ten years, where has new development occurred, what is the potential for development, and has a build-out analysis been done?

- Does the master plan in your town address conservation? Is there a conservation commission? Are they actively pursuing any parcels?

- Are there actively managed agricultural lands in town, do they provide a public or private benefit, and do they have an easement on them?

- Are there any actively managed forested lands in town, and do they have an easement on them.

- What plant communities are in town, and are any of them rare or threatened?

- Are there ecologically important lands in your town to wildlife?

- Are there areas in town adjacent to surface waters that are undeveloped, are there any aquifers in town? Identify where impervious surface threatens water quality.

- What are the recreational uses of land in town?
In order to understand the role of government and policy with respect to land conservation and open space, we investigated several policy topics. Topics included: public access, environmental policy for the State of NH, ATV use on public lands, John Lynch’s views on land conservation, leasing state land, the status of the Land and Community Heritage Investment Program, and current use tax law. Below is a table of current land policy issues being discussed in the state.

<table>
<thead>
<tr>
<th>Bill</th>
<th>Title</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB44</td>
<td>Allowing municipalities to require certain current use landowners to file a bond for the payment of the land use change tax</td>
<td>INEXPEDIENT TO LEGISLATE</td>
</tr>
<tr>
<td>HB180</td>
<td>Relative to appeals of decisions relating to current use taxation</td>
<td>INEXPEDIENT TO LEGISLATE</td>
</tr>
<tr>
<td>HB632</td>
<td>Creating an environmental policy for New Hampshire</td>
<td>RETAINED IN COMMITTEE</td>
</tr>
<tr>
<td>HB343</td>
<td>Establishing a commission to study accessibility for NH citizens to the water bodies in the state.</td>
<td>PASSED / ADOPTED WITH AMENDMENT</td>
</tr>
<tr>
<td>HB355</td>
<td>Establishing a committee to study the environmental impact and damage mitigation of ATV use on public and private trails</td>
<td>INEXPEDIENT TO LEGISLATE</td>
</tr>
<tr>
<td>HB419</td>
<td>Relative to the Mount Sunapee ski area boundary and lease terms</td>
<td>INEXPEDIENT TO LEGISLATE</td>
</tr>
</tbody>
</table>

The table below shows the regional land conservation totals for various towns in the state of NH.

<table>
<thead>
<tr>
<th>Towns</th>
<th>Total acres</th>
<th>Conserved acres</th>
<th>Percent conserved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andover</td>
<td>26,272</td>
<td>5,560</td>
<td>22%</td>
</tr>
<tr>
<td>Bradford</td>
<td>22,994</td>
<td>1,533</td>
<td>7%</td>
</tr>
<tr>
<td>Danbury</td>
<td>24,343</td>
<td>2,135</td>
<td>8%</td>
</tr>
<tr>
<td>Goshen</td>
<td>14,420</td>
<td>3,091</td>
<td>22%</td>
</tr>
<tr>
<td>Grantham</td>
<td>17,951</td>
<td>1,796</td>
<td>10%</td>
</tr>
<tr>
<td>New London</td>
<td>16,268</td>
<td>2,523</td>
<td>15%</td>
</tr>
<tr>
<td>Newbury</td>
<td>24,383</td>
<td>5,841</td>
<td>24%</td>
</tr>
<tr>
<td>Springfield</td>
<td>28,479</td>
<td>8,174</td>
<td>29%</td>
</tr>
<tr>
<td>Sunapee</td>
<td>16,099</td>
<td>1,842</td>
<td>11%</td>
</tr>
<tr>
<td>Sutton</td>
<td>27,735</td>
<td>1,923</td>
<td>7%</td>
</tr>
<tr>
<td>Warner</td>
<td>35,502</td>
<td>6,774</td>
<td>19%</td>
</tr>
<tr>
<td>Wilmot</td>
<td>18,955</td>
<td>4,078</td>
<td>21%</td>
</tr>
<tr>
<td>Total</td>
<td>273,401</td>
<td>45,270</td>
<td>17%</td>
</tr>
</tbody>
</table>
Digital data in NH GRANT represent the efforts of the contributing agencies to record information from the cited source materials. Complex Systems Research Center (CSRC), under contract to the Office of State Planning (OSP), and in consultation with cooperating agencies, maintains a continuing program to identify and correct errors in these data. Neither OSP nor CSRC make any claim to the validity or reliability or to any implied uses of these data.
Support for Conservation

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Ecologically Important Lands

- Ecologically important lands represent parcels that provide prime habitat for wildlife. We have identified such lands by combining large unfragmented parcels, core habitat and corridors. All twelve towns have ecologically important lands within their boundaries.

Co-Occurrence Mapping

- Co-Occurrence mapping of natural resources is an effective way to illustrate how regional conservation priorities might be determined. Resource values are added together to reach a co-occurrence value, illustrated in color gradation – light colors are of lower value, and darker colors have higher co-occurrence values, which means that there are higher conservation priorities for the resources that occur in that area.
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For more information on this project please contact:
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(603)-526-3973

MEMBERS OF THE CLASS

Back row, left to right
Pete Craven Holyoke, MA
Chris McKee Deering, NH
Kerrie Garvey Dracut, MA
Kris Kebler North Conway, NH
Mike Carbone Newbury, MA
Biz Stamm Hudson, NH
Adam Finkelman Cranston, RI

Project Portfolio
This summer the entire project will be online at:
http://www.colby-sawyer.edu/academic/ces/index.html.
Co-Occurrence Mapping

Co-occurrence mapping is a technique that involves several map layers, each layer highlighting a different set of features. These map layers are then overlaid to make one combined map. This combined map can then be used to see where different features co-occur. The map is labeled with a color gradient, making the areas with a greater number of co-occurrences darker, and an area with fewer co-occurrences lighter. For example, if a co-occurrence map was examining the co-occurrence of unfragmented lands, wetlands, and threatened and endangered species habitat, the areas that contained all three of these features would be the darkest, and the areas that contained none of these features would be the lightest. If it is desired, one or more layers can be weighted so they appear darker on the final map.
This map is the co-occurrence map generated by the students to identify conservation priorities in the ASLPT region. The students used input from ASLPT to create and weight five separate layers. The layers that were used include water resources, ecologically important lands, unfragmented lands, agriculture, and scenic resources. These layers were then combined to create a final co-occurrence map.

By looking at the map, students could identify conservation priorities by looking for dark patches. During this process the students identified two separate types of priorities. The first was conservation priorities which represent parcels with the highest co-occurrence ranking. The second was linking lands which represent parcels with a relatively high co-occurrence ranking that connect currently conserved parcels.