

Salem Open Space Plan – Stakeholder Engagement Plan
DRAFT – February 20, 2025
Rockingham Planning Commission

The purpose of this Stakeholder Engagement Plan is to assist the Salem Conservation Commission in 1) seeking feedback and engagement in open space prioritization and protection efforts during the development of the Open Space Plan update process, and 2) to increase success of implementing actions identified in the Plan by demonstrating support for those actions.

Strategy	Description	Timing
Open Space Project Webpage	Develop dedicated online project page for posting documents related to the OSP update, Plan documents once completed, and updates on implementation activities.	Development Feb/March 2025, and ongoing updates
Project Status Update Announcements	<p>Develop announcements related to the kickoff of the OSP update, and major milestones/activities (such as meetings, public presentations, and actions).</p> <p>Include such announcements on Salem website/social media, create option for Open Space Planning on Salem “Stay Connected” news notifications, and request announcements at applicable land use board meetings.</p> <p>Development of a press release at beginning of project and once OSP is finalized should be coordinated with update announcements.</p>	<p>Initial announcement to be posted in March 2025. Recommend additional announcements during prioritization discussions, presentation of final OSP to Salem Board, and any major implementation actions taken after OSP completion.</p> <p>Press Release in March/April 2025 and finalized Plan in Fall 2025.</p>
Public Priority Survey OR Targeted Stakeholder Communications	<p>Develop a public survey to assist with the prioritization of open space planning efforts. The survey could build off recent engagement from the Salem Master Plan update. (Such a survey could also be used to identify stakeholders interested in continued engagement in OSP efforts.)</p> <p style="text-align: center;">OR</p> <p>Engage in targeted conversations with specific stakeholders regarding priority lands to determine feasibility of protection efforts. Targeted stakeholders may be landowners, real estate agents, or other entities.</p>	<p>The survey should launch in April 2025 to coincide with project timeframes. Use the announcements strategy above to publicize.</p> <p style="text-align: center;">OR</p> <p>Targeted conversations should occur after draft mapping and priorities have been developed, but prior to OSP finalization. Approximately late March – June 2025</p>

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Open Space Plan Update Presentation	<p>Development of a presentation of the final OSP update – including mapping, priorities, communication strategies, and implementation activity recommendations to the Conservation Commission, Planning Board and Town Council. The two presentations should be announced via the project webpage and project status announcements.</p> <p>The presentation should also be posted along with the OSP on the webpage, along with any recording.</p>	<p>The presentation announcement should precede the scheduled meetings by approximately two weeks.</p> <p>The presentations to the Salem Boards are tentatively scheduled to occur in August or September 2025.</p>
Open Space Fact Sheets	Development of fact sheets that convey the general purpose and benefits of the open space, the background of the OSP, and supplemental factsheets about specific strategies identified in the OSP to support implementation.	Fact sheets will be developed once the OSP has been finalized, but prior to presentation to Salem Boards, approximately July 2025.