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Introduction

This report was developed to share 2019 Brunswick-Topsham Land Trust (BTLT) Survey data with committees and work groups. All data have been categorized into at least one of eight topic areas that roughly correspond to sectors of BTLT’s work. Some results were included in more than one sector. The sectors used are:

- Land Conservation
- Stewardship
- Community Programs and Engagement
- Development
- Communications
- Organization
- Partnerships
- Volunteer Engagement

How to Use this Report

Please review the Background & Process and Perceptions & Priorities sections that begin the report, so you understand the process of the survey and the overall perception results.

Then, focus on the section directly related to your committee’s work, e.g. the Stewardship Committee will review the Stewardship section. However, we have included all the sectors in a single report so that every committee member has the opportunity to review as much or as little as they wish.

Each section includes results from all areas of the survey process, broken out by how the data were gathered. The sections include: Focus Group and Key Informant summaries, Member and Community Survey comments (qualitative data), and quantitative data summaries and analysis. In addition, for the Member Survey, comments from several of the online survey questions were summarized by Working Group members. These question summaries were included in the applicable sector sections. Finally, many sections include a list of “strengths” and “opportunities” based on analyses of the qualitative data of both the Member and Community Surveys.

Some sectors did not have data in certain areas (e.g. quantitative graphs for the community survey). In those cases, the section was omitted from that sector report.

Finally, all comments are also contained in an Excel Spreadsheet where each comment is coded with at least one (sometimes two) topic areas. If you wish to see this Excel file so you can sort or review the raw data, please request it from Lee.

Committee Assignments & Timeline

YOUR ASSIGNMENT

After reviewing your section of this report, the Survey Work Group would like you to submit the following:

- 3-5 takeaway messages. What did you learn? What were the overarching ideas found in the data you reviewed?
- 3-5 action items. How are you going to apply what you have learned from the data to your work plans over the next several years. Where applicable, please describe if these changes are in the short term (1-2 years) or longer term (3-5 years). These may be general or specific. Keep in mind, these only need to be preliminary.

We will be bringing your ideas to the Advisory Council for their feedback, so it is ok to submit ideas that are not completely formed, so that you can get input on how or if they should be brought to bear.

Please also feel free to submit any other questions or ideas from the survey results for which you would like the Advisory Council or Board to advise your committee.

TIMELINE

- February 25: Each Committee submits take away messages and action items to Lee.
- March 3: Advisory Council Meeting
- March 28: Strategic Board Retreat
Background & Process

Background

In September 2018, the BTLT Board of Directors established the Community Survey Working Group. The Work Group’s charge was to conduct a Member and Community Survey, “to ensure that organizational goals are aligned with members’ expectations and aspirations.” The group included Board members Brad Babson, Doug Bennett, Averil Fessenden, Peter Simmons, and Emily Swan; staff members Angela Twitchell and Lee Cataldo; and four outside volunteers: sociologists Craig McEwen and Dan Meyer, economist David Vail, and vice president of research at Market Decisions, Brian Robertson. Peter served as the group’s leader.

The project was initially allocated $8,000 in the BTLT FY 2019 budget. To cover this expense, Brad Babson directed his $5,000 Leaders & Luminaries Award from Camden National Bank to the project, and we received $10,000 in funding from Maine Community Foundation, for a total of $15,000 in available funding. In addition, Market Decisions contributed $1,800 of in-kind support.

The Working Group met thirteen times over the course of fifteen months; subsets of the whole met many more times, and a great deal of work was done through shared documents and email.

Process

The Working Group developed a process that included getting initial feedback from focus groups made up of our Board and Advisory Council. They then developed a list of questions for key informants – people who know the land trust well and have important, diverse vantage points within the communities we serve. Based on the information gathered from these two groups, survey questions were developed for a Member Survey and a Community Survey. Upon completion of these two online surveys, the demographic data showed that the vast majority of respondents were over the age of 55. In an effort to assure a comprehensive data set, representative of our community, two focus groups of community members under the age of 45 were organized.

Reporting and Assessment

Brian Robertson of Market Decisions gathered and shared the raw data and comments for both Member and Community Surveys along with a summary report of the data. Members of the Working Group prepared summaries of the focus group and key informant comments. Doug Bennett condensed those summaries into a Summary of Findings from Focus Groups and Interviews, 2019, which provides a total of twenty broad perceptions and recommendations for BTLT to consider in its future planning. This Summary of Findings is included as Attachment A to this report, and applicable sections of the summary are included in the various sections for Stewardship, Lands, etc.

Initial Survey findings were reported in the 2019 BTLT Annual Report to Community and to the membership at the annual meeting in November. Marcy Holmblad then analyzed the quantitative data and produced a presentation that summarized her findings both graphically and as text, including “strengths” and “opportunities” as well as suggested actions to consider. Finally, the many comments (qualitative data) received were coded by Executive Director, Angela Twitchell, for up to two categories applicable to BTLT work – so any one comment may have been coded as (for example) “Stewardship” and “Land Conservation”. In this way, we were able to sort the comments for distribution to the appropriate committees.

Focus Groups and Key Informant Interviews

In spring 2019, the Brunswick Topsham Land Trust (BTLT) conducted focus group discussions with members of its Board and Advisory Committee, with a total of 33 participants. During the spring and summer 2019, BTLT also interviewed 15 key informants – major donors, parents with children, and leaders representing businesses, non-profit agencies, and underserved and religious communities. Finally, BTLT conducted a focus group conversation with 19 younger individuals familiar with conservation and outdoor recreation.
The focus of all these group discussions and interviews was the land trust’s work, how it is currently perceived, and how it can be strengthened.

Doug Bennett’s “Summary of Findings from Focus Groups and Interviews, 2019” is included as Attachment A at the end of this report. In addition, each section of this report includes Doug’s summary items and a full list of the comments applicable to that section. Quotes in italics at the beginning of each section are direct quotes from interviews.

**Member and Community Survey**

The Survey Working Group developed survey instruments for both members and nonmembers through online questionnaires. The online surveys were produced and managed by Market Decisions Research and were announced by email, social media, newspaper announcements, cards distributed at the Farmers’ Market, and word of mouth.

The Member Survey consisted of seventeen content questions, the Community Survey six (a full list of survey questions is included in the Attachment section of this document). In each case, demographic and location information and membership status were also collected. 214 Member Surveys were completed. 239 people filled out the community survey. Of these, there were 127 members. Most surveys were completed online, but paper surveys were also distributed by request.

**INFORMATION GATHERED**

For the Member and Community Surveys we asked people about:

- Importance of various aspects of BTLT, including land protection, stewardship, and programs;
- Their satisfaction with their relationship with BTLT;
- Their interaction with our properties, including visitation, familiarity, what we could do to increase public use, and what activities visitors engaged in;
- Programs (including events), and if people participated, were familiar, and felt the programs were important to our mission;
- Vehicles of communication including what people use and how important the various vehicles are to them;
- How effective BTLT is at accomplishing our mission; and
- If there are other challenges and opportunities BTLT should be addressing.

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RESPONDENT DEMOGRAPHICS

For the Member Survey we received 214 completed surveys, and for the Community Survey we received 239 responses (no response rate known, since our distribution was digital). For each survey, the split between respondents from Brunswick or Topsham closely aligned with our general membership (64% Brunswick; 16% Topsham). In the Community Survey, approximately 58% of respondents were members.

The age breakouts for respondents of each survey can be seen in the graphs above. For both surveys, the age group 65-74 was the largest set of respondents. It is important to note, however, that for the Community Survey the youngest group was broken out into two categories (“Under 34” and “35-44”), while the Member Survey had this as a single category (“Under 44”). If the Community Survey had lumped these two youngest groups like the Member Survey, under 44 would have been the second largest group of respondents with 20% of all responses.
Pertinent to all areas of BTLT’s work, is how the community perceives the organization, as well as what areas of our work they consider most important. Below is a summary of the data that was gathered that helps to describe how the community and members perceive BTLT.

*BTLT is one of the best land trusts in Maine.*
- Amanda Bunker, Brunswick Conservation Commission

*I am in awe of all BTLT does now.* – Bob Biette, Former BTLT Board Member

**MOST IMPORTANT ASPECTS OF BTLT’S WORK**

Imperative to planning BTLT’s future is understanding what the community and our members feel is the most important aspect of our work: Land Conservation, Stewardship, or Programs/Events.

In each survey, the order of importance of the aspects of BTLT is the same – Land Conservation, Stewardship, Programs, and Events. This holds true for all ages, towns of residence, and membership status. Overall, respondents from Brunswick feel more strongly about the importance of each aspect of BTLT than respondents from Topsham.
PERCEPTION

This section includes an analysis of strengths and opportunities as suggested by Marcy Holmblad’s review of the Qualitative data.

Strengths:

➢ Most of the community views all aspects of BTLT as very/extremely important, particularly Land Conservation and Stewardship.
➢ High member satisfaction with relationship with BTLT.
  o No members (across all ages and towns) said they were dissatisfied.
  o The strength of satisfaction increases with age.
➢ Almost all of community respondents agree that BTLT serves our communities well.

Opportunities:

➢ Focus on needs/wants of younger generations to strengthen their perception of BTLT importance (i.e., conduct focus groups, communicate BTLT benefits more via social media).

When BTLT members were asked if they thought the work of the organization effectively serves the needs of the communities, they most strongly felt that properties, then programs (Farmers’ Market, community garden, etc.), then activities (events, fundraisers, etc.) serve the community.

BTLT Effectively Serves Our Communities

By Sector of BTLT’s Work

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By Age of Respondent

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Members’ strong perception of BTLT effectiveness varies by age and by aspect. For example, compared with other age groups, respondents under the age of 44 feel the most strongly about activities, but the least strongly about properties. Ages 64-75 feel the most strongly about Properties and Programs, while those aged 45-54 feel the least strongly about programs and activities.

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When we consider the perception of how BTLT serves the community based on the residence of the respondents, on average, more members from Topsham feel more strongly that BTLT effectively serves our community (70% vs. 60%). The results of the Community Survey show that the same percentage of respondents from both Brunswick and Topsham strongly agree that BTLT serves our communities well (59%). However, 7% of Topsham residents disagree or strongly disagree (vs. 2% Brunswick).
Land Conservation

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Land Conservation work, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS

These are the applicable insights generated by Board member Doug Bennett.

➢ Land conservation has been and should continue to be BTLT’s most important priority.
➢ In setting priorities for additional lands to conserve, BTLT should be especially attentive to water access, farmland preservation, and wildlife habitat protection. The staff and board can do a better job of communicating these priorities to members and the community.
➢ BTLT should seek to conserve some additional lands for a variety of recreational uses and some non-access land for other values, such as watershed protection, sustainable agriculture, and wildlife habitat. (Many specific locations and properties were mentioned as examples. Noteworthy: multiple mentions of protecting lands in Bowdoin.)
➢ There was support for continuing to pro-actively identify parcels that might come on the market and initiating contact with developers. There was no criticism of combining additional fee purchases and easements.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• Strong consensus that conserving land should be our first priority. Concern that we prioritize and be proactive.
• Farmland and water access were most often mentioned. Wildlife corridors mentioned more than once.
• Crystal Spring Farm is BTLT’s most important achievement. This includes Farmers’ Market.

ADVISORY COUNCIL

• Need to be more active in Bowdoin and Topsham.
• Need to keep focus on core mission of conservation and stewardship.

UNDER 50 FOCUS GROUP

• Chief concern seemed to be recreational use, followed by habitat preservation.
COMMENTS

This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Land Conservation.

I recognize the huge value of the preservation of Crystal Spring Farm. That alone would completely justify the existence of BTLT.”

-Michael Woodruff, Director Bowdoin Outing Club & Co-owner Milkweed Farm

KEY INFORMANTS

- Farmland; more properties on Highland Road, outer Pleasant Hill Rd, outer River road area
- Coastal issues & water access
- Recreational access
- Water quality
- Easement protection is critical; community may not be aware of them or understand importance
- Average person doesn’t understand importance of strategic conservation (wildlife corridors, spawning & nesting areas, etc.)
- Balance public and private conserved lands, use good will gained from public conservation to conserve other important lands; need to stay in public eye / publicizing private easements risks reinforcing elitist image; public properties highest priority
- All reasons are important, including the solar farm initiative
- Provide opportunities to get into a natural setting without having to drive or go far
- Be proactive in approaching developers about conservation for benefit of community
- Have a list of high value properties to pursue, tiered list of conservation focus areas
- Maintain what we have before purchasing more land

ADVISORY COUNCIL

- Fee properties allow us to connect with more people (more opportunities for public use)
- We need to protect from some lands FROM people, all of our land shouldn’t be heavily used, some should be set aside for wildlife habitat etc..
- We can’t get rid of all resentment and presumption; we can reach people who think of us as elite by acquiring land for traditional uses.
- Protect more land. Other organizations can do education and other programming, we should focus on conserving land, taking care of it and making it available to the public.
- Need to protect this area from over development; recent article in PPH about Brunswick becoming the next Portland adds urgency to our mission. also, the new large urgent care facility in Cooks corner. Time is of the essence in the town of Brunswick. If we want to conserve, we must do it now. Farms are being subdivided (Fraser Farm).
- Conserve land - for waterfront access, for agriculture, for protection of habitat
- Main purpose needs to remain to acquire & preserve land; land trusts are the only source of long-term preservation
- Questions of connectivity between conserved areas + do we have plans for where to go next? Strategic conservation plan exists but focus is on what people want to value
- A focus on open space and productive land (e.g. CSf) can make benefits more visible than wild habitat
- Lands projects first, and then stewardship; the population of Maine will jump as climate change advances, and we need to acquire the land while we can. Once land is gone, it’s gone.
• We need staff capacity for lands (Angela and Margaret Wilson are doing this currently). We need to invest in staff for lands and think about staffing within the next few years for volunteer management to leverage our volunteers to accomplish our work.
• We need stewardship, but we can’t let opportunities pass to acquire important lands
• Land protection drew the current group, what are the long-term benefits of organizing volunteer stewards for properties a la KELT. Other activities (garden, farmer's market) seem ok
• Individual management plans make it difficult to assess the specific value at each property, e.g. How do we know how to best use a property like CSF which could be farmland/recreation/habitat/etc.
• We need to not just conserve land, but put it to use. How can we get more farmers on the land? This starts to give us a profile that is more of the people, rather than as elitists.
• Acquisition of easements: (habitat, to keep from being developed) and agricultural landscape (working, viable agriculture).
• Members can help us identify those farms that ought to be conserved. Take them on field trips to look at land.
• Access to the water is key. (Woodward Point!). Access to the bay & river too.
• Conservation on New Meadows River is important
• What places in Bowdoin are important to conserve or work on? Look at large farms and talk to owners about future plans. Look at farms that will be changing generationally. Talk to Eileen Johnson for ideas on connecting in Bowdoin
• We do need to focus on the town of Bowdoin and either double down on our efforts there or move on from it and not include it in our name/service area.
• We should be looking with the town of Bowdoin at priority places, and should fine tune our strategic conservation plan and in Bowdoin.
• The Board lost our Bowdoin rep [Liz Hertz]; we aren’t as well known in Bowdoin and the Land Trust’s name doesn’t help.
• The urgency is less in Bowdoin, with greater pressure in Brunswick and Topsham, which is why we haven’t been pushing in Bowdoin. Bowdoin land hasn’t been subdivided and large tracts still exist, versus the small pieces we are piecing together in Brunswick and Topsham.
• Unfragmented forest blocks are in Bowdoin and are mapped and information is available and compiled by the State, which we have.
• There is no community space in Bowdoin to walk into and have conversations about the Land Trust; there is a different culture, and people moved there to be left alone.
• Solar farm…should we do more of this? Not an easy answer.

UNDER 50 FOCUS GROUP

• Priorities for personal use: hiking/walking trails, mountain bike trails, land preservation – habitat protection, native plants, access to green/recreational space (passive or physical activity)
• Best known property is by far CSF – Farmer’s Market, Community Garden, trails, Labyrinth; also knew of Cathance, Head of Tide, Skolfield, Bradley Pond
• Conserve more property in the town of Bowdoin (respondent lives there) and focus on waterways and a big picture thinking of how to connect watersheds
• The amenities that BTLT’s properties add to the community making for a better quality of life, most specifically close to the different neighborhoods and areas of town (shared by realtor)
• How do you balance preserving land with affordable housing needs?
QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Land Conservation in the Member Survey.

The graph to the right includes information on how people would like to see us improve the use of BTLT Properties. A key finding related to our land conservation work, is that our members would like to have increased access to the water.

QUALITATIVE DATA: COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Land Conservation work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

WHAT DO YOU VALUE MOST ABOUT BRUNSWICK-TOPSHAM LAND TRUST (BTLT)?

- Your vision of keeping lands protected for the present AND future for citizens to enjoy and learn more about great outdoor living.
- "The very fact that land is not being developed! Of course, I'm pleased we have a community garden and farmer's market at Crystal Springs. I don't use too many of your trails, but look forward to exploring the new land out near Princess Point when open to the public."
- The public access to land they provide and the Summer Market
- The preservation of outdoor spaces in our community, for recreation, agriculture and for the benefit of the environment, the ecosystem and wildlife. I also greatly support the farmers market because of its value to local economy, the community the develops around these sorts of spaces and because of the care many of the vendors take in their farming practices.
- The outstanding blend of conserving key land resources in a high growth area, enhancing public access to special places, and designing programs, events & activities to engage members and the larger community.
- The farm and farmers’ market
- That you conserve special places in our community forever and help connect the community to our land and natural resources.
- Saving green space, building community spirit with the garden, trails, and farmers market.
- Saving green space and educating the public.
- Protected lands; farmers market
- Many things - the setting aside of land safe from development, the community garden, the classes, the events
Land conservation. Graceful relations with people when they disagree. Ability to work with different types of people and bring them around to a more conservation minded viewpoint. Collaborations that build community and are not simply preserving land - such as the community garden and crystal spring farm. This last one is pretty key!!!

Keeping properties from being developed. Chrysal Spring Farm

It's variety (land cons., market, etc.)

It's mission of preservation while still being a vital part of the community.

I value the work done to conserve the "cherished landscapes and resources of our community" and am particularly enthusiastic about the boost it has given to local organic agriculture.

I love that they are expanding the natural beauty of the Brunswick area and looking to increase water access for the community. I also love the Saturday farmer's market.

Hard to pick one thing. I value all the preserved land, walking trails, Saturday farmers' market, community garden ...

Elevating the Brunswick area by protecting quality habitat / watershed and educating the community and providing recreation value all in balance

Dedication to preserving lands in our area for public use & classes

"Conserved land that can be enjoyed by future generations and Activities and talks"

Conservation of lands for the responsible enjoyment and education of people.

BTLT's key role in preserving open space in our local communities; also, it's key role in hosting and supporting the farmer's market at Crystal Springs.

Protection of public open space and trail development. Efforts to connect with community.

The commitment and follow through to conserve land of ecological and scenic value and to connect its members and the public to what the land has to offer. Also, its growing commitment to supporting farmers and connecting all people who benefit from what farmers produce to those benefits. Finally, I value the people who value the land trust and its mission. Knowing and interacting with people who share those values has high value!

That they do more than just preserve land - they give the land back to the community in a variety of forms. That they are on the forefront of planning and acquiring the dwindling special spots in our area doing all of the hard work it takes to stay on top of the changing landscape.

That its mission includes both conserving land for its own sake and for the sake of people

That it preserves land for the use of members of the community.

That it exists and works in meaningful ways to conserve our natural resources through land purchases, education and leadership for this area and the state of Maine.

Public open spaces, accessible staff

Protecting quality of place.

"1. Staying true to its mission of conserving and managing natural areas for the benefit of the region's wildlife, public access and environmental quality. 2. Performing this work within the context of the needs of local communities, including the process of resolving often difficult choices between the needs of local residents, businesses and landowners. 3. While serving community needs through conservation, providing opportunities for ordinary people to interact with nature through trailwork, gardening, recreation and so on."

trails and water access

their facilitation of public access to beautiful land and conservation of land

The wonderful properties that have been conserved that my family is able to enjoy both directly and indirectly.

The things I value most about BTLT are: Open land, CSF, hiking trails, and a great place to keep my bees!

The preservation and development of open space with public access

The acquisition and maintaining or developing appropriate public access to lands in the Brunswick-Topsham region.

That you have conserved substantial amounts of land and care for them well.

That it works to save and maintain areas in our towns that all can enjoy

saving open space and watching over it

public access to the preserved areas

"Public access to selected sites; Preserving land for future generations; Tax incentives for land owners"
• public access to many of your properties
• protection of open spaces and important properties while allowing public access. The good stewardship BTLT represents
• Protecting and managing sensitive habitat in an environmentally sustainable way.
• Primarily, that areas of significance for conservation are being preserved from development; secondly, that these areas are available to explore on trails created for hiking.
• Preserving the land - and your trail network.
• Preservation of accessible open space
• Places of natural beauty to enjoy.
• open spaces, trails
• local , diverse land preservation / public access
• Land protection and hiking trails
• Land preservation, saving some very special areas from development (and close second: ability for the public to enjoy these natural areas.)
• Land preservation of land for farm use and public access to shore lines. BTLT deepens and broadens the environmental importance of this work for the health of our community every year.
• Land preservation and making nature accessible to all.
• Land conservation and a public access.
• knowing that valued land will be preserved and well-managed well into the future. Access to open space is diminishing at a rapid rate.
• Its core mission — acquisition & protection of land.
• its commitment to conserving land - offering access in perpetuity
• Its acquisition of and preservation of conservation lands for public use, as well as the management of such lands.
• Important to maintain open space for recreation and conserving nature for the environment
• I value that BTLT thinks strategically about how to spend its limited resources to conserve land in our communities so that our water has the best chance of getting and staying clean, wildlife has corridors to move from protected place to protected place, and people have access to special places that would otherwise be off-limits.
• Efforts to preserve land for public use
• Conserving land and making it available for the public to use
• Conserved land and public access
• Conserve, protect, and steward the landscape. You take a long term view and that is essential.
• Conservation of land and creation of trails.
• conservation of beautiful properties for all to enjoy
• conservation and access to lands in our area
• all of the conserved land that is open to the public
• Acquisition of natural spaces for public access.
• Acquiring land and keeping it from being developed. Well marked trails for all to use in all 4 seasons.
• "1. Removing the development pressures on agricultural land and lands with high conservation values. 2. Providing recreational opportunities on undeveloped lands 3. Supporting local resource-based occupations (farming, shell fishing, etc.)"
• The landscape preserved along Pleasant Hill Road, and the trail in its various preserves.
• Your mission to conserve land for now and the future.
• Trying to reduce rural development, maintaining some properties as I remember from 60+ years ago.
• The Trust's efforts to conserve land of all kinds.
• The public access land is has been able to conserve.
• The preservation of the land and continuation of farming
• The preservation of open space.
• The preservation of open space
• The preservation of natural spaces in these communities.
• The open land that they are saving.
• The fact that it's been able to protect so much beautiful space in a rapidly developing area, and that you have enormous public support
• The effort to conserve farmland and important natural resource areas
• The conserved open spaces.
• The conservation of land.
• The conservation of ecologically important properties and green space.
• The beautiful land that BTLT has preserved
• The amount of land that has been protected. Not only to protect our watershed but also for agriculture and land for people to walk on and enjoy
• The amazing properties you steward.
• The acquisition of open space and public access.
• The ability of the Trust to raise money to purchase land.
• Setting aside open space to keep development balanced and offer a natural experience near where people live.
• Putting land aside; conserving natural and semi-natural land. Everything else follows from that.
• Protecting open spaces
• Protecting open space.
• Protecting natural areas.
• Protecting land from development for the benefit of current and future generations.
• Preserving undeveloped land outside of town is the most important part of a land trust. I feel strongly that increasing density downtown enables this to happen. Man’s future on this earth is dependent on caring for Mother Nature.
• Preserving tidal land bordering the sea.
• preserving the land
• Preserving public land in our area for us and for future generations
• Preserving open space for all to enjoy
• Preserving land from development
• preserving land for public use
• preserving beautiful and valuable land from development
• Preservation of the land and open space.
• Preservation of open spaces
• Preservation of open space, agricultural land and wildlife corridors in the Brunswick-Topsham area.
• Preservation of open space for the benefit of native species and local citizens
• Preservation of natural spaces
• Preservation of land
• Preservation of important property and habitat
• Preservation of habitat and creation of public spaces
• Preservation of green space in our community
• Preservation of farms and forest
• Open land
• Land preservation work
• land preservation
• Land Conservation
• Land Conservation
• Land Conservation
• Land conservation
• Land conservation
• Keeping open land in Brunswick
• Keeping open area around developed towns
• Its work in preserving land
• Its steady progress in conserving places of value in its region
- It's efforts at preserving land for future use/generations.
- It's contribution to the conservation of open and significant location areas in the Brunswick and Topsham communities.
- It is protecting lands for the future.
- I value having an organization with the vision to preserve landscapes and open space. I've often thought what would NYC be like without Central Park? It would not be a world class city. Someone had the vision to imagine and build Central Park. The day will come when Maine is much more crowded. It's important to be planning now for that time.
- Cooperation in setting up a conservation easement on some of our land.
- conserving local land
- conserving land for the public, then environment, and the future
- Conservation of lands
- Conservation of land
- commitment to conserving land
- area land protection
- All The land you have acquired in the 20 years I have lived n Maine
- That farm land, shorelines and open spaces have been protected
- Open space for the future
- The farm and the farmers market.
- Settlemire community garden and Crystal Spring Farm!
- Farmers market and open land for walking.
- Education about, preservation of, and availability of local, natural spaces
- Crystal Springs Farm being able to operate, even though they now don't have their CSA. Having a working farm in our midst contributes to our quality of life.
- Crystal springs farm
- community garden, preserving land
- The community of people who care about protecting natural places we can all enjoy.
- Local leadership preserving local treasures
- Local control, local preservation.
- It's innovation, responsiveness to the community and its expertise in protecting critical natural areas.
- We love to walk the multiple trails in the various land trusts.Trails are well maintained and generally well marked
- Trails
- Trail access
- The trails.
- the trail systems, the preservation of natural space in the area and the area for birds/animals to prosper in those spaces.
- The many walking, hiking trails I have yet to explore! Saving land from big box stores and developers!
- Providing access to trails and coastal areas.
- Maintaining and preserving the trails and land in Brunswick for use by the public.
- Keeping large areas of land available for public use - conservation.
- Access to, and preservation of trails and natural resources within minutes of town
- Access to abundant preserved land
- Accessible natural land and woods
- The importance of hiking trails and beautiful sites accessible to all.

**WHAT ACTIVITIES WOULD YOU LIKE TO BE ABLE TO DO MORE OF ON BTLT PROPERTIES?**

- It would be nice if there were more larger properties to enable longer walks in the woods.
- I'd like more easy water access for hand carry launching of canoes and kayaks and for swimming or getting my feet in the water
• water access - particularly for kayaking
• swimming
• would like to find a nice place to swim
• Water access
• swimming/wading with grandchildren
• swimming/wading
• picnicking
• Access the water
• Mountain biking, where appropriate
• Swimming
• Swimming
• Swimming
• It would be great to build a camping area for cycle tourists. There are three major bicycle routes that come through Brunswick.
• More swimming!
• more easy water access for launching kayaks and swimming
• It's not about me, it's about wildlife habitat!
• swimming
• More of what I am already doing. The size of most conservation properties is often too small to satisfy my needs for wandering over the landscape. Interconnectedness of conservation lands and other land open to public access is needed to achieve a broader view of the natural world.
• Swim
• Camp. Simple. Not much needed to accommodate this. Just a place to pitch a tent and look at the stars. Maybe near the community gardens?
• I am satisfied with what you offer currently. Although, I would always like to see more land in conservation.
• Park
• Sit by the ocean
• Low impact Camping for user groups such as touring cyclists or organized groups.

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

• parking, interconnectivity between properties and other open space lands

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

• I tried a few times to become active as a volunteer and had poor experience. No follow through. Why would you treat people trying to give you free labor / energy that way? Also, a landowner with a large tract of river abutting land in Topsham felt they had a very bad experience when wanting to open conversations about future planning of the property.

WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

• Vision- strategic conservation goals like the farm to farm idea from CSF to Wolfe Neck
• Information on new properties.
• Stress the importance of preserving land for the future of life on this planet.
• more on new lands acquired
ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- continue to search out land to conserve, continue programs for children and families
- BTLT helps to (1) Resist pressure to develop natural areas, (2) provides access to areas to enjoy nature and for physical activity, (3) connects farmers to the community, and (4) reduces carbon emissions (by providing access to local foods, by preserving forests, etc.)
- help preserve more woods and help with planting trees and advocating conservation in town
- Thoughtless development
- We need to keep an eye on commercial development and its impact on nearby neighborhoods and habitats. We should work to strengthen and further empower conservation commissions in the towns BTLT serves.
- Ability to acquire and maintain properties by the Town is difficult. BTLT has done well filling that void and should continue that.
- Possible partnerships to build affordable housing on small parts of properties -- perhaps new acquisitions.
- Please continue to ensure access to special places and appropriate public access to ponds, rivers and tidal areas.
- global warming impact mitigation
- Maintaining and improving public access to our coastline
- public water access. increased ability to travel by bike away from traffic. outdoor experience for youth and seniors

We need connectivity in open spaces that allow movement of wildlife and people throughout the natural areas that are left in the midst of our increasingly urbanized society. Connectivity can be achieved in many ways and many of the easements and properties can be small. Trails and trail corridors can serve as a framework for achieving this purpose, but they must be located in the right places and have the right mix of land cover, water and so on that wildlife need.
- More land!
- Real estate development on agricultural and waterfront land -- keep up the conservation priority!
- Continue to add land to preserves
- Harpswell Cove
- Develop wildlife corridors. A lot of the properties seem fragmented.
- Wish that you could influence people to give more land - for example the Morrell Forest near our house which is home to a host of animals. It would be really sad were this beautiful property to become just another residential neighborhood.
- Water and river access
- How can BTLT identify those eco parcels that are in the most jeopardy of being developed. Prioritize for conservation -
- Protecting easy access to natural areas, for education and health/recreation

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- Are the properties used much by the public? If not, maybe the land trust could save money for the purchase of more land by not developing so many trails and offering so many activities. I just want to know that there will be more and more land, out there, preserved for the future. I don’t need to “go there”.
- I strongly support the BTLT; all of the land trusts are providing an invaluable service to their communities. I hope that BTLT and other such organizations will continue to preserve open space, particularly woodlands (which are under siege by both climate-related issues and housing demands) and land suitable for farming (being lost to housing) which may be needed to help feed us in the future.
• There are few places to walk and enjoy the outdoors in the town of Bowdoin. I would love for BTLT to do more in this town. There is so much potential for conservation.
• Given budgetary and staffing constraints, I think I share with other members concerns that the “Land Trust” function (acquisition and protection of land) may be weakened by too much attention to the community activities side of the ledger.
• I wish our community had waterfront camping, either in tent sites, lean-tos, or similar. While I would not personally use them living in this community, I think it would be a nice addition, especially if these sites connected to trails for both summer and winter use. I also wish our community had a long, multi-use trail system with minimal rules for use, similar to the trail system around Carrabassett Valley & Kingfield, ME. For example if I could go on a long mountain bike ride, or xc with my dogs, and not

Community Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

We do not have quantitative data analysis graphs that directly related to our land conservation work.

QUALITATIVE DATA: COMMENTS

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our Land Conservation work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

COMMENTS ON HOW IMPORTANT BRUNSWICK TOPSHAM LAND TRUST ACTIVITIES ARE FOR COMMUNITY:

• All are important. But "permanently protecting" is most important, as the other two can't be done without the permanent protection!
• As Cumberland County continues to grow, the pressures to develop these lands will increase. BTLT's work now to protect the community's beautiful and ecologically sensitive places will preserve our region's character and quality for years.
• Brunswick is only going to continue growing as a desirable place to live. Keeping natural areas in place and accessible to all is important to maintaining quality of life in Brunswick. Additionally, are there ways to convert abused commercial lands back into natural areas?
• Events are great, and appreciated, but less important than preserving lands in general in my opinion.
• I love what you do. When I get out, invariably it is with my dog who needs off-leash exercise. So I do not get to your properties. I understand and appreciate the restrictions. But what about some less valuable habitat for dog walkers? Just a thought.
• Our motivation is primarily the protection of diversity, especially bird life. We're not hikers, but believe trails should be maintained for those who are. We have enjoyed the occasional event (star-gazing, bird walks) and the Farmers’ Market.
• Stewardship and preservation go hand in hand, obviously. However protecting it comes first
• "The B-T Land trust does a superb job in all of these areas. In my opinion it is extremely important to protect a wide diversity of lands and watersheds for wildlife, birds and for the integrity of the environment. Maintaining the protected lands has the potential of encouraging others to consider placing their lands in conservation when the see that the lands are not only protected but taken care of. In order to keep people supportive and engaged with these conserved lands it's crucial to educate people as to how they enjoy and care for the properties and provide them with guidance for treading lightly so that we all can ensure these special places thrive!
• Thank you all for your hard work in making the Land trust a success."
- The major mission needs to be in the procurement and preservation of land for Maine’s future but extending the mission to engage all of us with the land is critical.
- Use your funds primarily to purchase lands and place them under conservation easement. Brunswick is developing quickly and open, available land will not be with us much longer. Maintain what we have, and offer the events as you can without using up much of the funding.
- We need to save more land! The land trust has done so well but as a Brunswick resident we need to save and have green space, ocean access, and keep the rural beauty of the town.
- We only get one shot at protecting the quickly diminishing open coast line and larger blocks of forest in our community. Put your efforts there! Don’t worry about cultivating membership through events - people respond with gifts when they have something to give to like a new acquisition. Keep them coming!
- What the BTLT does is very important to our community. My husband and I enjoy the outdoors, we love to walk on trails with our two Rhodesian Ridgebacks and for us to see communities conserving land instead of letting it be sold to developers is what keeps our area beautiful.
- I hear there are things happening with mountain biking on some of the latest lands at the landing. Are you considering this for other parcels of land? It seems like a great use for the community.
- In my mind, stewardship comes first. Once the land is protected, it's important to reach out and bring the community in with the various activities listed. Without the land in permanent protection, none of the above is possible.
- It seems the first thing BTLT does after acquiring a parcel or easement is to build a parking lot, interpretive sign and trails through the forest. While I enjoy these trails greatly, I believe some parcels or portions of parcels should be left natural without the fragmentation that human intervention can cause on the natural world.
- Wonderful work! The maps show conserved lands along the bay by pennellville and simpons point rd. Can we build trails there so we can actually access it instead of just driving by? It seems unfair that landowners get all the tax breaks of conserving their land but do not let anyone access it. Access is the most important issue for me by far.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- Access to the Bay or River for families for picnicking or swimming is difficult here in Brunswick. We can’t always shell out $15 for the whole family to go to Thomas Point just go for an hour or so. Brunswick is a coastal and river town, there should be more access/amenities.
- Access to wilderness experience.
- Continue as is. Keeping your eyes & ears open to the opportunities to protect farms, land and our shore line.
- Continue to conserve open space large forest tracts and coast line partnering where possible with towns or developers to maximize the size and proper design of any required subdivision set-aside areas possibly augmenting them with purchased area.
- Continue to work on land preservation of critical habitat areas and contiguous lands.
- Development threatens the rural beauty of the outskirts of town and we need more water access.
- During this fast growing time, I value BTLT’s approach of purchasing properties to prevent commercial sprawl or private acquisition (both such a loss of valuable resources) and then providing the outreach, which reinforces to our community members the reasons why we don’t want to “pave paradise to put up a parking lot.”
- Establish conservation easements on Morrill land and fields at Wharton Point. Educate on climate instability, rise of sea level, and sustainable, resilient Brunswick.
- Helping more people understand the need for conservation in a society with rising land prices and continued residential growth. Very few people hold onto vast tracts of land anymore and the next generation is not always interested in carrying on the pasts interest in owning a piece of farm or forest.
- More public access to water.
- Please buy and protect as much open land as possible.
- Preserving important wildlife habitats and corridors, preserving water access for wildlife and the public, conserving farm land, conserving large stretches of land that allow people to recreate outdoors for extended time.
periods within the community. Maine is changing, and this region is experiencing these changes. There is a window of time where important conservation work can be done before it becomes cost prohibitive or the land is developed by others in an unsavory manner. Additionally, BTLT should also be contributing to the social movement occurring around being better stewards of this planet; decreasing pollution, decreasing plastic use, etc. All of these things contribute to creating the next generation of people who care for this planet.

- Preserving open space and farms
- Tons of more land that could be preserved!
- We hope the Land trust will help protect access for all in our community to experience and enjoy the natural resources this community offers. Without the Land trust, gentrification could result in the loss of these resources.
- Also, education is critical. Our young people need to be introduced to these resources so they might grow-up to love and preserve them in the future. We hope you continue your very important work!
- What do you think about preserving land to locate solar on it for the community?
- Working with landowners to conserve their property to prevent land development and reduce taxes without changing ownership of the property. You may do this but the program and process isn't well known.
- Biking access to more of the trails is the single biggest opportunity that faces our community.
- Mountain biking opportunity/potential
- Multi-use off-road trail connectivity around Brunswick.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

- As we said in the beginning, the organization is doing a great job in preserving valuable land and habitats in the community and helping to make the public aware of the importance of such endeavors.
- Keep acquiring new lands to protect from development. Thanks
- More public ocean access please.
- My husband and I are members and extremely supportive of the good work that you all do! The protected lands are so special and a real gift to our communities. The Farmer's Market is spectacular and beautifully managed! The year round enjoyment we are so fortunate to enjoy with the many diverse trails and conserved lands is truly remarkable! Thank you all. My best. Kathleen
- Please develop the area behind Coffin Pond close to the Androscoggin River. I know there are plans for trails there, it would be nice to have some type of river path (that's not super close to the road/highway).
- Great work! The trails are great. You are appreciated. Head of tide is fantastic- I have taken my family several times..... More trails along the water please!
- More mountain biking!
- Mountain biking-please place emphasis!
Stewardship

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Stewardship work, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS

Summaries of interview and focus group comments by Board member Doug Bennett.

➢ In stewarding properties that encourage public access, BTLT should develop trails of varying difficulty, including some especially for children, disabled people, and elders. It should connect trail segments for longer hikes and develop more mountain biking tracks. (There was some recognition that biking can conflict with hiking and skiing on shared trails.) There should be discussion and policy clarification regarding dogs on trails.
➢ BTLT should improve parking at public use properties and, as a high priority, improve directional, way-finding, and informational signage.
➢ BTLT should develop a pesticide use policy for its properties and offer BTLT members guidance for environmentally friendly pest control on their own properties.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• Recreational use was most often mentioned. Mountain biking mentioned several times.
• Concern that we continue to be able to maintain what we have and not overextend.
• Signage is an issue.
• Dogs on trails are controversial.
• There is a desire for more mountain biking trails.

ADVISORY COUNCIL

• Need to keep focus on core mission of conservation and stewardship.

UNDER 45 FOCUS GROUP

• Concerns were primarily recreational.
• There is a desire for more mountain biking trails.

COMMENTS

This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Stewardship.

“The trails at CSF are not multi-use in winter – they are ruined by dog walkers.” -Michael Woodruff, Director Bowdoin Outing Club & Co-owner Milkweed Farm
KEY INFORMANTS

- Active land management: use land for recreational programs and ecological management
- Need more visible signage at BTLT properties.
- Need better parking areas, bathroom facilities at more trails
- Need more info re: what uses are allowed (dogs, skiing, etc.)
- Maximize recreational use
- Mountain bike trails
- More longer/connected trails – connect different parts of Brunswick together
- Maintain what we have before purchasing more land
- Have a pesticide policy, including easements
- Get groups or individuals adopt a trail to oversee and maintain
- Protect an old growth forest of 30 or 40 acres at CSF
- No hunting or more limited hunting on our properties

ADVISORY COUNCIL

- We need better signage, like HHLT, to mark properties.
- Should we open some properties to camping? Encourage fishing – fishing education partner with Trout Unlimited, ask Macauley Lord to do angling education programs or presentations; partner with Bowdoin outing club for some outdoor skills trainings etc.;
- Androscoggin River Trail for camping/kayaking etc.?
- We keep conserving more land but need more funding to take care of it
- TNC has been criticized of conserving land and not doing anything to steward it (there was disagreement about this point). We have a lot of work to do on every property and we need to build capacity to continue to do so. We can’t acquire properties and dream up new programs without first stewarding all of them sufficiently.
- Our success has brought in more lands projects, which are increasing. There are fundraising opportunities out there, and stewarding them is crucial.
- We need stewardship, but we can’t let opportunities pass to acquire important lands
- The stewardship endowment needs to increase
- We have a good balance [as a land trust] despite the backlog, but not out of balance. We don’t have to build trails on every property. Think of stewardship work differently than trail building. We are in good shape with our priorities as a land trust.

UNDER 45 FOCUS GROUP

- More bike access
- More trail connectivity - especially for bikes on properties near schools, perhaps with specific trails for bikes that don’t interfere with the regular trails
- What coordination is there (or lack thereof) with Brunswick Parks and Recreation management plans? Example of 250th anniversary park – lots of in-town opportunity for restoration and invasive species removal
- Partner with ATV, mountain bike communities to give them spaces to do their recreation
- More weekend volunteer opportunities such weekend trail work is good for families.
Survey Summary Analysis

This section includes an analysis of strengths and opportunities as suggested by Marcy Holmblad’s review of the quantitative data.

STRENGTHS

➢ We have many conserved properties and all have been visited by the community.
➢ Community visitation rate across all properties is relatively high.
➢ BTLT’s top three properties – Crystal Spring, Cathance Preserve, Head of Tide/Cathance Trails – are the same in both Brunswick and Topsham.
➢ People engage in wide range of activities on BTLT properties.

OPPORTUNITIES

➢ Focus on increasing property familiarity and visitation.
  o Offer guided tours.
  o Increase publicity (e.g., a regular TR column and/or online blog).
  o Highlight a property in each newsletter and/or regularly in social media / blog. Post pictures of properties being used (solicit member help, photo contest).
➢ Increase cross-town visitations.
  o Enhance publicity/welcoming
  o Improve directional signage
  o Hold a “Brunswick Orientation Day” at top Topsham properties, and vice versa.
➢ Use signage to promote BTLT and solicit membership at properties frequented by non-members.
➢ Improve trail and directional signage (e.g., go to property with a novice).
➢ Consider adding picnic facilities and improving water access.

(Continued on next page.)
Member Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Stewardship in the Member Survey.

Members told us that Crystal Spring Farm, Cathance River Nature Preserve, and the trails at Head of Tide Park are where they visit most often. Our least visited properties are Seth Morton Woods, Lower Coombs Island, and Little River.

We also asked members about how we could improve the use of our public access properties. Signage was the most common response – both signage along the roads helping people to find preserves, as well as signage along the trails. In addition, interpretive signage was also a very common response. Many members also felt we needed to promote our properties more effectively.

It is also important to note that water access was a very high priority for our members, especially those in the under 44 age group. In addition, the desire for picnic facilities was strong in both the oldest and youngest age brackets.
QUALITATIVE DATA: COMMENTS

SUMMARIES

This section summarizes the comments that were provided for questions that were directly applicable to our Land Conservation work. Numbers following each bullet are the relative frequency of each comment.

Question 7: How can BTLT improve public use of its properties?

- Website - update directions and maps, list all the properties, parking, accessibility info - 5
- Guide/map of all properties, interconnectivity between properties and other open space lands - 2
- On location - accessibility and trail maps - 2
- Tick & mosquito repellant at parking lot, get involved in eliminating tick-borne illness - 2
- Signage identifying plants - 1
- Provide “excuses” for people to go, remind people these places exist - 2
- Convince dog owners to keep their animals leashed – 2
- Dog access, friendliness - 2
- Improve parking at the summer market - 1
- Benches - 1
- Design trails with a greater range of uses - like mountain biking, skiing, snowshoes, etc.. - 1
- Closer monitoring of trail use by motorized vehicles - 1
- Use by groups (Scouts, schools, etc..) - 1
- Post clearly what our charter and rules of governance are; what are my rights and input to key decisions, etc.
- Fooling around with alternative power schemes that alter the landscape on BTLT land is wrong headed in my view – 1

Additional comments and patterns:

- There were a variety of suggestions/hints for more group and guided activities, especially walking. Some people want to be able to meet and do activities with others who share their interests.
- Frequent mention of Walking/running with dogs, on leash and off - people like to recreate with dogs.
- Many people said they were satisfied with how they use properties now, and time or physical constraints limited what others can do.
- Some concerns about ticks and brown tail on trails.

COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Stewardship work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

WHAT DO YOU VALUE MOST ABOUT BRUNSWICK-TOPSHAM LAND TRUST (BTLT)?

- Trails and multi use trail advocacy
- The Trail Systems and Farmers Market
- The nature trails, the market, the land for the public, the classes
- I value the access to our open lands, to the stewardship thereof, and I value the Crystal Spring Farm Market. As a member of the solar farm, I truly value the BTLT's support for this sort of activity on its lands.
- Access to properties and local information.
- We love to walk the multiple trails in the various land trusts. Trails are well maintained and generally well marked
- Trails
• Trail access
• The trails.
• the trail systems, the preservation of natural space in the area and the area for birds/animals to prosper in those spaces.
• The many walking, hiking trails I have yet to explore! Saving land from big box stores and developers!
• Providing access to trails and coastal areas.
• Maintaining and preserving the trails and land in Brunswick for use by the public.
• Keeping large areas of land available for public use - conservation.
• Access to, and preservation of trails and natural resources within minutes of town
• Access to abundant preserved land
• Accessible natural land and woods
• The importance of hiking trails and beautiful sites accessible to all.
• Stewardship of the beauty around us. I love the trails, the garden, the farm, everything. I value the educational opportunities, sharing ideas, bringing our community together. I wish we could hold it all and more in safe keeping for our children and their children and on-
• Care and management of your properties
• access to trails
• Access to all the trails in the conservation areas, The land trusts are well maintained
• The Mountain Bike Trail system.
• the Crystal Springs Farmers' Market, the nature trails, the support of the Merrymeeting Food Council, its very presence in the community as a guardian for the land and sea to provide recreational, agricultural, and natural world supporting work
• Summer Farmer's Mkt; Cathance Trails; preservation mission.
• I personally benefit from my involvement with the Community Garden and my enjoyment of the trail system.
• Support for local farmers, access to nature, and community connections.
• I value most drawing people into embracing the love for and adapting and supporting open land, multi-traditional, non-consumptive use. Sustainable forestry, farming, hunting and recreation.
• trails and water access
• their facilitation of public access to beautiful land and conservation of land
• The wonderful properties that have been conserved that my family is able to enjoy both directly and indirectly.
• The things I value most about BTLT are: Open land, CSF, hiking trails, and a great place to keep my bees!
• The preservation and development of open space with public access
• The acquisition and maintaining or developing appropriate public access to lands in the Brunswick-Topsham region.
• That you have conserved substantial amounts of land and care for them well.
• That it works to save and maintain areas in our towns that all can enjoy
• saving open space and watching over it
• public access to the preserved areas
• "Public access to selected sites; Preserving land for future generations; Tax incentives for land owners"
• public access to many of your properties
• protection of open spaces and important properties while allowing public access. The good stewardship BTLT represents
• Protecting and managing sensitive habitat in an environmentally sustainable way.
• Primarily, that areas of significance for conservation are being preserved from development; secondly, that these areas are available to explore on trails created for hiking.
• Preserving the land - and your trail network.
• Preservation of accessible open space
• Places of natural beauty to enjoy.
• open spaces, trails
• local , diverse land preservation / public access
• Land protection and hiking trails
• Land preservation, saving some very special areas from development (and close second: ability for the public to enjoy these natural areas.)
• Land preservation of land for farm use and public access to shore lines. BTLT deepens and broadens the environmental importance of this work for the health of our community every year.
• Land preservation and making nature accessible to all.
• Land conservation and a public access.
• knowing that valued land will be preserved and well-managed well into the future. Access to open space is diminishing at a rapid rate.
• Its core mission — acquisition & protection of land.
• its commitment to conserving land - offering access in perpetuity
• Its acquisition of and preservation of conservation lands for public use, as well as the management of such lands.
• Important to maintain open space for recreation and conserving nature for the environment
• I value that BTLT thinks strategically about how to spend its limited resources to conserve land in our communities so that our water has the best chance of getting and staying clean, wildlife has corridors to move from protected place to protected place, and people have access to special places that would otherwise be off-limits.
• Efforts to preserve land for public use
• Conserving land and making it available for the public to use
• Conserved land and public access
• Conserve, protect, and steward the landscape. You take a long term view and that is essential.
• Conservation of land and creation of trails.
• conservation of beautiful properties for all to enjoy
• conservation and access to lands in our area
• all of the conserved land that is open to the public
• Acquisition of natural spaces for public access.
• Acquiring land and keeping it from being developed. Well marked trails for all to use in all 4 seasons.
• "1. Removing the development pressures on agricultural land and lands with high conservation values. 2. Providing recreational opportunities on undeveloped lands 3. Supporting local resource-based occupations (farming, shell fishing, etc.)"
• The landscape preserved along Pleasant Hill Road, and the trail in its various preserves.

WHICH OF THE FOLLOWING ACTIVITIES DO YOU ENGAGE IN ON BTLT PROPERTIES? (“OTHER” RESPONSES)

• we walk and greatly enjoy plant observation and identifying
• Service activity via my job
• Trail maintenance.
• sea kayaking
• historical research, scenic vistas, canoe portages, trail work, property monitoring
• volunteering on trails

WHAT ACTIVITIES WOULD YOU LIKE TO BE ABLE TO DO MORE OF ON BTLT PROPERTIES?

• Guess I need a map, and to meet some people that are familiar with these areas. I am of a rather advanced age....
• I do all I currently want to do on these properties
• Hiking
• XC ski on trails not wrecked by dogs and walkers
I’d like to be able to walk trails more and feel safe rather than being confronted by dogs off-leash and running loose. Uncontrolled dogs frighten me because if a dog jumps up on me and knocks me over and I fall down, at my age that could easily result in broken bones. I find this to be an issue on most public recreational space in Brunswick, not just BTLT properties.

Would be wonderful to have access to trails that are prepared/mowed with the abundance of ticks in mind. Also water access with signage and organized paddles where appropriate would be helpful.

Is there any option on any of the trails for horseback riding?

Cross country skiing, but often trails are trampled by walkers and now even sometimes by fat tire bikers. (Incidentally, these same trails are marked as not open to biking. This is particularly frustrating as fat tire bikers must rely on trails "groomed" by others. So, this means they must roll right over the ski tracks in order to use the trail in winter.)

Low impact Camping for user groups such as touring cyclists or organized groups.

I'm really looking forward to more of the general peacefulness of Woodward Point.

Forest/tree growth management work

"Walking through the fields (except in winter) invites tick bites. Is it possible that a path at the field edge of the woods be mowed wide enough for two people to walk? I'm thinking particularly of the fields behind the Settllemire Gardens where we walk most every day. A mowed track there would be a big help."

Based on this survey I’m reminded how little I do! There’s plenty more to do so I have no suggestions for more. That said would the Trust ever allow a small roll-off roof observatory somewhere on one of its properties to become a base for more public stargazing? As a member of a local astronomy club we need a space and have lots of equipment that could be used there.

Trail biking

Walking

Mountain biking, hunting (on appropriate parcels),

I already use the properties as much as I would but I might seek out some that I was unfamiliar with.

Fatbiking

Trail running with my dog.

Walk the dogs, groomed xc skiing, visit working farms with informational signage and community programs.

walking

Cross country skiing and snowshoeing

picnicking

Walking

walk, hike, picnic

I probably need to visit more of them! and have a member take me to the trails I have yet to walk !

Walking, biking

I would like to walk all of the trails.

Dog walking

Meet and socialize with other members on them. There doesn’t have to be a heavy purpose other than seeing and appreciating the different properties with others who share the same interest. Programs are fine but there doesn’t have to be one in order for an event to be attractive and meaningful. Just “being an outsider” can be enough while celebrating that BTLT is responsible for the property and the event in question.

Cross country skiing

There's already great trail access, but even more trails would be even better.

walk dogs

Off leash dog walking

Because of hEALTH ISSUES--WALKIN IS MY SPEED SLOWLY!

Self-guided nature education signage? Water access?
Looks like I have so much more exploring to do! Walking/hiking are my favorite activities. Noticing all the wonders around me. I will take better advantage of these opportunities!

More family-friendly activities less geared to just retirees:)

Enjoy uncrowded trails and vistas.

Hiking without ticks and brown tail moths.

Hiking

Mountain biking!

I love the educational programs that BTLT is offering and hope that my schedule will permit me to participate in the future. Please continue to offer and expand these wonderful opportunities to learn more. As a single woman, I'm not willing to walk alone. I would love to see the trails on more of these lands, but would appreciate having trail-led walks...maybe one a week so those of us who want to explore and appreciate this area could do so more easily. Thank you!

Cross country skiing, swimming

My use of BTLT properties is most significantly limited not by what activities BTLT facilitates on its properties, but by concerns over tick-borne illness which I have experienced in the past and, given its severe disruption of life activities, now go out of my way to avoid contracting again. I don't expect that BTLT will get involved in cracking tick-borne illness in midcoast Maine, but I believe these illnesses present a significant barrier to people's connection with and enjoyment of natural outdoor spaces.

Hike/run

Hiking and dog walking

trail running

Xcountry skiing and kayaking.

hiking and kayaking

Hunting

SWIMMING, boating, mountain biking, foraging

Swimming

cross country skiing... tho there are opportunities there right now that I don't have time to take advantage of

Take advantage of more of the guided walks

Walking

Citizen science and nature studies

I don't know if there are trails available for horse-riding, and recognize there may be some issues related to hooves on trails, but it would be nice if there were one or two trails that riders could enjoy.

Sit on a bench and just absorb . Educ activities

Biking, also taking my dog on walks.

walking

Off-leash dog walking. And then

Birdwatching, hiking (led birdwatching expeditions and led hikes).

Hiking and biking, cross country skiing
• More hiking and winter hiking/snowshoeing -- and visiting more of the properties.
• Walk with dogs off leash
• I would like to see more groomed cross country ski trails
• Canoeing
• x-country ski, swim
• "kayaking/accessing water
• hiking"
• "cross country skiing
• Kayaking"
• Hiking
• Dog walking
• Group hikes on some of the longer trails
• Cross country ski
dog walking
• We love to snow shoe- we need more snow in the winter
canoeing?
• There is a good balance of activities across the properties.
• Ice skating, walking without encountering unleashed dogs.
biking and ice skating
• I would like to get better acquainted with more of the properties unfamiliar to me.
• Biking
• Dog walking--it would be especially nice to have at least one property in Brunswick that is available for off leash walks. We live in Brunswick and must drive to other communities to take our dogs for off leash walks/hikes.
• Explore and scout for wildlife.
• It would be nice if there were more larger properties to enable longer walks in the woods.
• I'd like more easy water access for hand carry launching of canoes and kayaks and for swimming or getting my feet in the water
• water access - particularly for kayaking
• swimming
• would like to find a nice place to swim
• Water access
• swimming/wading with grandchildren
• "swimming/wading
• picnicking"
• Access the water
• "Mountain biking, where appropriate
• Swimming"
• Swimming
• Swimming
• It would be great to build a camping area for cycle tourists. There are three major bicycle routes that come through Brunswick.
• More swimming!
• more easy water access for launching kayaks and swimming
• It's not about me, it's about wildlife habitat!
• swimming
• More of what I am already doing. The size of most conservation properties is often too small to satisfy my needs for wandering over the landscape. Interconnectedness of conservation lands and other land open to public access is needed to achieve a broader view of the natural world.
• Swim
• Camp. Simple. Not much needed to accommodate this. Just a place to pitch a tent and look at the stars. Maybe near the community gardens?

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

• More about each on the website
• Website directions and maps
• map of all properties available in times Record a couple of times a year? or some other way to remind people these places exist
• getting involved in initiatives toward eliminating tick-borne illness
• parking, interconnectivity between properties and other open space lands
• interpretive sign at Simpson's Pt was a nice addition. Fill on Simpson's Pt road was a needed addition.
• Closer monitoring of use by motorized vehicles and dogs not on leashes
• Dog access
• Literature on locations, accessibility and trail maps.
• dog friendliness
• All of the above are useful and make the properties easier to use. But I do not yet know how much is already being done.
• Designing trails (like Chase) with a greater range of uses - like mountain biking, skiing, snowshoes, etc..
• tick & mosquito repellant at parking lot
• somehow convince dog owners to keep their animals leashed
• benches
• We really enjoy seeing wild flowers and other plants as we walk, perhaps signage that explains how to see them unless the opinion of your more knowledgeable staff indicates this would endanger some of the rarer ones.
• Maps to show all the properties listed above and their access points.
• Guide like from MITA for members
• up to date website
• Provide “excuses” for people to go.

BTLT IS WORKING TO ENGAGE WITH ALL THE MEMBERS OF OUR COMMUNITIES. HOW CAN BTLT BETTER ENGAGE WITH CHILDREN AND FAMILIES? WHAT TYPES OF ACTIVITIES SHOULD WE CONSIDER?

• Kids mountain biking, put in a pump track
• unsure. Service volunteer projects with scout groups?
• Multi use trails and connectivity
• Volunteer trail clearing/maintenance
• Winter events with loaner equipment would be a great way to increase usage in the winter. I think many families don't try snowshoeing and cross country skiing due to a lack of equipment or knowledge.
• I have not suggestions. Events around the TS Community gardens are great and should be encouraged. Expanding access to trails and Preserves is always appreciated.
• family camping overnights
• Maybe activities geared to age levels--short hikes for younger children, more challenging hikes for teens.
• Make community garden more kid-friendly. Oh wait please run a nature camp?! Like the Harpswell land trust does? Family guided hikes?
• family hikes lectures, picnic
• Food access and availability. Improving access to outdoor recreation.
• Nature walks with interpretive signs
• XC skiing and mountain biking workshops for families and tweens.
• Group runs on trails and group paddles
• Signage for self-directed learning?
• tours of the different holdings, walking and possibly boating
• teen work crew days
• On going day hikes once a week
• Supply an occasional "steward" to guide/speak about a particular preserve.

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

• Doing good job open Houses on Trails
• Do you send newsletters every few months by email? If so, I apologize for not remembering. Instead of full newsletters, consider highlighting just one property every two months, with map and instructions for use of that property.
• You seem to do quite well. If you don't have a guide book to your properties and the trails on them, that might be helpful but I've seen at least one map somewhere. HHLT has kiosks at each of its trail heads where there are usually maps of that site and information regarding distance, degree of difficulty, etc..
• Remind us where we can go to enjoy the properties in BTLT and how to get there.
• "More articles in the Times Record and Forecaster. Trail maps"

WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

• Human interest stories? Stories about the different trails and how they are used...
• A brief write up of a different property in each newsletter or an occasional blog post would be great.
• More stories on less well known properties, needs for stewardship.
• Have something that tells the public how to identify properties that might be of interest/value.
• description or focus on a different couple of conserved areas each time
• Special feature on one of your sites: how to get there, trail map, what makes it special
• Images of a featured invasive plant species in each newsletter and what native plants people can combat it with if they are trying to eliminate it.
• Maps and driving instructions, complete information on what activities can be experienced at each site.
• Which properties are open to the public (or to members) at any time, and which require advance notice and permission.
• Opportunities available at each of the properties
• Changes that you are seeing on your properties related to climate change. this is a long term endeavor but it would be good to document the baseline for future reference
• Info about trails
• Highlight an endangered species? Perhaps this is done. I love my local land trust and engage in it FREQUENTLY but do not always rely on official communications. I am fortunate to have a board member in the house, so I can just ask questions. (A board member in every house? Not practical!)
• Maybe hear about the results of things like the bio-blitzes.
• "Access
• Need for volunteers
• Trail maintenance and building efforts"
• A map of all the properties.. perhaps you have this.
• A captioned slideshow or narrated handheld video walk through larger properties and trail systems.
I like to know how things are going on matters of conservation and stewardship, even if there are problems. We must always face our problems openly and honestly.

Perhaps some personal written input in the annual newsletter about experiences on the properties.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- Public stewardship resource management and environmental protection demand everyone's participation and shared control.
- The most important thing you can do is help ensure we link up the Androscoggin River Trail and extend it in both directions as far as we can. Maybe also connect everything to the Merrymeeting Trail.
- Take the lead in “developing” the Kate Furbish Preserve. Make it a destination people want to come to Brunswick to see. Identify four more priorities for visitors to see and do, and make them visible.
- Is there any way to make donation to towns in Lieu of taxes?
- More trail connectivity in Brunswick
- Long-term stewardship is always a challenge for land trusts and conservancies, but is key to long-term preservation. What to do about long-term vegetation change, is that change means that the preserve becomes something quite different from what it was when originally preserved. How to handle invasive species. How to manage human use so that the resource is maintained and not degraded. Stewardship is a complicated and serious, and sometimes costly, activity, but without it, preserves become short-term, not perpetual.
- not sure if you discuss or promote this, but what about things like the grasslands alliance to not mow fields in early summer when birds like bobolinks are not yet fledged. I have heard about it elsewhere but not in Brunswick.
- easier access for elderly, more events for them
- Recycling, composting solid waste (garbage to gardens), proper replacements of culverts on or near conserved land, watershed protection, invasive plants, planting natives for birds and animals,
- Weather extremes impact the natural landscape through invasive insects, for instance. Workshops or discussions of adaptive strategies might be helpful. For example, last summer's drought may have affected gardens; what kinds of water conservation strategies were applied to ensure crops were watered? If there were worse drought, are there other strategies?
- Climate crisis and how to address invasive species
- Perhaps we could do more to help our towns in combating invasive species, including off BTLT land.
- Climate change - education, advocacy, and use of properties for sequestration and to locate additional solar arrays.
- Provide more occasional introduction/guided visits to newer properties, not just the opening event.
- Privatization of previously public spaces. LNT (LEAVE NO TRACE). How to respectfully share local space as example for sharing nature in general.
- Please continue to ensure access to special places and appropriate public access to ponds, rivers and tidal areas.
- global warming impact mitigation
- Maintaining and improving public access to our coastline
- public water access. increased ability to travel by bike away from traffic. outdoor experience for youth and seniors ..... 
- We need connectivity in open spaces that allow movement of wildlife and people throughout the natural areas that are left in the midst of our increasingly urbanized society. Connectivity can be achieved in many ways and many of the easements and properties can be small. Trails and trail corridors can serve as a framework for achieving this purpose, but they must be located in the right places and have the right mix of land cover, water and so on that wildlife need.
ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- I wish our community had waterfront camping, either in tent sites, lean-tos, or similar. While I would not personally use them living in this community, I think it would be a nice addition, especially if these sites connected to trails for both summer and winter use. I also wish our community had a long, multi-use trail system with minimal rules for use, similar to the trail system around Carrabassett Valley & Kingfield, ME. For example if I could go on a long mountain bike ride, or xc with my dogs, and not have to worry about upsetting trail users I would really appreciate that.
- I think the leaders are doing a great job. I have checked off that I would be interest in trail maintenance before on my annual membership but never was contacted. It would be great if there was a monthly scheduled trail maintenance that could be predicted on a calendar during the annual letter so I would know where and when to go help.
- I would use the BTLT properties more if I could walk my dog off leash, but under voice control. Well behaved dogs and dog owners would appreciate having access to more places to enjoy their daily excursions.
- my family loves the trails and uses them weekly
- Please try to limit unleashed dogs on some of the trails.
- Have a concern that, as BTLT continues to grow, the ability to manage previously acquired as well as newly-acquired conservation areas and diverse programs effectively will become overwhelming for staff. Is a strategic plan in place to prioritize day-to-day operations?

Community Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Stewardship in the Community Survey.

Average Visitation Rate by Property

An important part of our stewardship work is understanding what properties the community is using. Across both the Community and Member Surveys we found that the most visited BTLT properties are Crystal Spring Farm, Cathance River Nature Preserve, and Head of Tide Park.

The top properties visited are relatively consistent across all age groups (see table on next page), with one exception being Town Landing being the second most visited property for those under 34 (62% have visited). Properties are visited the most by those in younger age categories, and the least by the oldest age groups.
There was, however, significant variation on visitation by residence. Those respondents who live in Topsham were much more likely to visit Topsham properties. While those who live in Brunswick were more likely to visit Brunswick Properties. Crystal Spring Farm, however, remained in the top two for all residents.

Most Visited Properties – Top 5 by Residence

Member status also impacted what properties people visited. The properties most visited by non-members include Neptune Woods, the Town Landing Trail, and Skolfield Preserve.

Property Visitation Rates Comparison by Member Status
QUALITATIVE DATA: COMMENTS

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our Stewardship work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

COMMENTS ON HOW IMPORTANT BRUNSWICK TOPSHAM LAND TRUST ACTIVITIES ARE FOR COMMUNITY?

- I hear there are things happening with mountain biking on some of the latest lands at the landing. Are you considering this for other parcels of land? It seems like a great use for the community.
- I would like to see more bicycle trails, and trail access increased, with more signage. I would like to see responsible use of bicycles permitted on most if not all trails.
- In my mind, stewardship comes first. Once the land is protected, it's important to reach out and bring the community in with the various activities listed. Without the land in permanent protection, none of the above is possible.
- It seems the first thing BTLT does after acquiring a parcel or easement is to build a parking lot, interpretive sign and trails through the forest. While I enjoy these trails greatly, I believe some parcels or portions of parcels should be left natural without the fragmentation that human intervention can cause on the natural world.
- of course it would be irresponsible not to steward the lands we protect. public access is important. programs are less important to me, but education is the key to the future.
- the events certainly takes a back seat to the first two priorities. Stewarding conserved lands ensures all residents have access to enjoy the properties vs. much less people who participate in events....
- We love walking in these beautiful parks
- Wonderful work! The maps show conserved lands along the bay by pennellville and simpsons point rd. Can we build trails there so we can actually access it instead of just driving by? It seems unfair that landowners get all the tax breaks of conserving their land but do not let anyone access it. Access is the most important issue for me by far.
- I use the Farmers Market and Crystal Spring Farm trails a lot, and attend the Community Garden plant sale. All contribute to a sense of a vibrant community.
- It does depend on the. Purpose of the preservation the activity has to be not conflicting with the objective of the preservation
- Brunswick is only going to continue growing as a desirable place to live. Keeping natural areas in place and accessible to all is important to maintaining quality of life in Brunswick. Additionally, are there ways to convert abused commercial lands back into natural areas?
- I love what you do. When I get out, invariably it is with my dog who needs off-leash exercise. So I do not get to your properties. I understand and appreciate the restrictions. But what about some less valuable habitat for dog walkers? Just a thought.
- Stewardship and preservation go hand in hand, obviously. However protecting it comes first
- "The B-T Land trust does a superb job in all of these areas. In my opinion it is extremely important to protect a wide diversity of lands and watersheds for wildlife, birds and for the integrity of the environment. Maintaining the protected lands has the potential of encouraging others to consider placing their lands in conservation when the see that the lands are not only protected but taken care of. In order to keep people supportive and engaged with these conserved lands it's crucial to educate people as to how they enjoy and care for the properties and provide them with guidance for treading lightly so that we all can ensure these special places thrive!
- Thank you all for your hard work in making the Land trust a success.
ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

• Biking access to more of the trails is the single biggest opportunity that faces our community.
• Could BTLT help make it more comfortable for people who are unfamiliar with the woods and trails to be outside to benefit their health and well-being?
• Engaging with a wide spectrum of landowners/stewards — whether they be interested in conserving their lands or not — as a resource — demonstrating and advising responsibility and how to take good care of lands and waters. Educating. And so really taking care of the land that BTLT is responsible for is of utmost importance. How to embrace “we” in “ownership” and responsibility? teaching people young, old, and especially in between- the why and how — responsible and respectful relationship with land. Modeling. Asking the question “what do we do best” and really going for it - is so important. So not to be stretched too thin. So to make the most out of all these many assets of BTLT, its powerful mission and dedicated community.
• I am always concerned when specific activities are eliminated as an allowed use. If for good reason, of course it is necessary to manage a given property. I get concerned that uses like hunting may be excluded over time from properties as not all in a given community agree with hunting, but it is still and important recreational use and management tool. I also have been saddened to see biking excluded from the trails around Crystal Springs Farm. If there were reasons this activity has been excluded it would be nice to know. This activity seems to have minimal impact to the land and I would love to see that use reinstated.
• I think reaching out in a meaningful way to engage community members who need accommodation either physically or for transportation for accessing BTLT properties would be great. I'd be interested to learn what the broader community thinks are the top opportunities or challenges.
• Invasive plants are a real problem in this area. The public needs to be educated about these plants and the damage these plants do to the natural environment.
• Invasive species control, brown tail moth control information
• It would be nice if the trails were friendly for those who are mobility impaired.
• More trails that are open to dogs.
• Mountain biking opportunity/potential
• Multi-use off-road trail connectivity around Brunswick.
• Over development, sustainable practices such as plastic and waste reduction in our community. Also, I am disappointed at the excessive trail construction at Neptune Woods and the obnoxious use of metal Stakes at flags. It is so fragmenting to a Small section of wildlife habitat in addition to the addition of micro plastics in a natural area.
• Provide on-site stories of land use and changes to the landscape with historical & current maps - going back as far as possible in time - especially to the native Americans (if possible). Offer Adopt a BTLT Property for schools closest to each property and offer stewardship training for participating schools. One tree at a time - choose a dominant tree specie on each site and create a map that highlights our trees with reasons why they grow on a particular forested landscape.
• Reducing or eliminating pesticide, herbicide and fungicide use Blocking CMP - if they get to do it there, they can do it anywhere
• The rainforests are/have been burning. We (everyone everywhere) need to plant more trees.
• There are a couple of places where it would be wonderful to have gravel bike paths on or connecting to BTLT land to get our bikes off the road: 1) along Pleasant Hill Road from Baribeau to Woodside and 2) from Pleasant Hill or Woodside Road to the High School.
• There is a robust local biking community. BTLT would benefit by embracing these riders by opening existing BTLT lands to bike, specifically Crystal Spring Farm land on either side of Pleasant Hill Rd
• There is currently an insufficient "bicycles allowed" trail network. I would like to see more trails created and greater access to bikes allowed, encouraged and promoted. This sport increases physical and mental health among participants.
• There seem to be more and more forests disappearing from our community. I think we need to plant more trees in our community to make up for the losses. Especially in areas that are being developed recently, like at Cooks Corners and on Brunswick Landing. It's sad how few forests we have as compared to just 10 years ago.
Yes, it seems that more and more trees are being cut down around town (in Brunswick) to be developed.

Perhaps some more advertisement about all your properties, maps, etc.

Please advertise these available properties and how to access them.

A deepening of a connection between the stewardship of the land and the youth in the community.

BTLT properties could serve a greater purpose for local schools and education, forest management on BTLT properties could help bring community awareness and education to the benefits of forest health, and in the future BTLT trails could provide better access to the differently abled.

Connecting people with nature. Helping people access the preserved lands. And publicizing the many BTLT preserves.

Food insecurity, a greater focus going forward; educational programs to help people steward their own properties to reduce chemical use and have less run-off into rivers, ponds, streams, ocean, etc.; educational programs to help gardening enthusiasts learn how to prune, use organic pest treatments, etc.. More education on endangered bees and other species depletion/extinctions.

Getting kids outside- better publicity of trails- where located, how to get there and using paper maps not internet based

Great question! I lived in Topsham for 2 years before moving to Central Maine. My biggest challenge in Topsham was living in a rural part of town, on a fast road..I didn't feel very comfortable biking or running on my road. I'd love to see more connector trails in your service area that provide alternatives to being on the road with fast cars. I loved the trail from Cathance Road to the Cathance Nature Preserve..more like this! And if possible, more like this that allow bikes. If there is an opportunity for the trust to support the Merrymeeting Bike Path efforts, I hope you can be involved.

How will our near environments be affected by global warming and what can a citizen do to help?

I believe that there are opportunities to offer talks/education for the community especially abutters of protected lands and waters as to how to "tread lightly” in regard to landscape maintenance with fertilizers, chemicals etc.. Offering options and alternatives for controlling pests, growing a healthy landscape organically and how to plant with beautiful natives to encourage birds, bees, butterflies and beneficials . There is an opportunity to educate people as to how their lands can provide crucial wildlife and bird corridors that connect to B-T Land trust properties when thoughtfully connected through plantings and by leaving certain areas more natural near Land trust borders. These practices provide save extended havens for wildlife and lessens some damage that may be caused in manicured landscapes closer to homes when wildlife is forced to wander closer in to manicured landscapes in search of food and water. These practices are extremely important in areas that lead to drinking water for wildlife. In helping people to better understand the importance of connected corridors and the habits of wildlife there is an opportunity to expand the good results of protected lands, possibility of less landscape damage closer to homes and there is a hope that people abutting protected land may be inspired to consider placing their lands in the Land trust.

It may be useful to partner with a public health organization (I would check with ACCESS Health or the Midcoast Public Health Council to find resources) to arrange a workshop or training or educational materials to address prevention of insect borne diseases to make sure folks feel safe about using the woods and trails. Between ticks and mosquitoes, I'm wondering if some folks feel it's easier just to avoid the woods to avoid Lyme, EEE, etc..? I would also make sure all the trails are identified as smooth or complicated in terms of older folks able to walk them. Anecdotally I've heard that some folks when hearing about trails worry about "roots", etc.. No one wants to take a fall in the woods away from help. Even maps that show the "tricky" parts of a trail might help. Or again, use education to help folks know about walking sticks, etc..

Upgrading Crystal Spring Market space with outdoor power supply for future events and select vendor use.

Access to the Bay or River for families for picnicking or swimming is difficult here in Brunswick. We can't always shell out $15 for the whole family to go to Thomas Point just go for an hour or so. Brunswick is a coastal and river town, there should be more access/amenities.

Access to wilderness experience.

Development threatens the rural beauty of the outskirts of town and we need more water access

More public access to water

Preserving important wildlife habitats and corridors, preserving water access for wildlife and the public, conserving farm land, conserving large stretches of land that allow people to recreate outdoors for extended time
periods within the community. Maine is changing, and this region is experiencing these changes. There is a window of time where important conservation work can be done before it becomes cost prohibitive or the land is developed by others in an unsavory manner. Additionally, BTLT should also be contributing to the social movement occurring around being better stewards of this planet; decreasing pollution, decreasing plastic use, etc....... All of these things contribute to creating the next generation of people who care for this planet.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

- BTLT should consider allowing more mountain biking on parcels like is done at Neptune woods
- Design any new lands or trails to be bike friendly. BTLT has certainly seen the success of Neptune Woods in this regard
- I find that unleashed dogs on BTLT properties to be a big nuisance which discourages me from visiting them.
- I would like more walks on the properties that I have not visited yet. Saturdays work best for me. I'm not able to attend the Sunday morning events that you have scheduled in the past. I love participating in BTLT activities.
- I’d love to get to know these areas better. Have lived in the area 40 years and have heard of some of these but find them not easy to find or feel unwelcome.
- Invasive species are ecological evolution.
- It would be nice to know which preserves are picnic friendly for families. Add a couple of picnic tables to the farm or another popular place? Or know about places that have Grassy area that is less tick infested, perhaps.
- Like to see the land still work (farming/ forest) and open
- More mountain biking!
- Mountain biking-please place emphasis!
- Require ALL dogs to be on leash on ALL your managed trails and walks.
- Thanks. Love the trails near my home in the Parkview area. We sometimes walk it all the way to town.
- The more activities allowed on a property the better provided a given use does not cause undue impact to the property.
- Very frustrating to see so many off leash dogs on all the trails even though it is clearly marked dogs must be on leash.
- I wish there was more work done around conserving working farms and/or more easily accessible information on the work being done. I wish Crystal Spring Farm had more comprehensive signage explaining the history of the farm, as well as how different regions of the property are used, for example at the Community Garden, at the Farmers' Market, on the farm trails, etc..
- Per earlier comment. Thank you thank you! Need an off leash dog walking place.
- More public ocean access please.
- Please develop the area behind Coffin Pond close to the Androscoggin River. I know there are plans for trails there, it would be nice to have some type of river path (that's not super close to the road/highway).
In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Community Engagement and Programs work, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS
Summaries of interview and focus group comments by Board member Doug Bennett.

➢ BTLT should encourage greater use of properties that allow public access, focusing on the initiatives described in the first two points of the Stewardship insights on page 25. A priority goal should be to get more people outside more often.
➢ Educational activities for children should be a key programmatic focus, to foster the next generation of conservationists and the habit of healthy outdoor exercise. Expanded collaboration with local schools and libraries is central to this effort. Programs for families and adolescents are also key components of this initiative.
➢ There is a widespread sense that the totality of BTLT’s activities encourages both members and the broader community to learn about and strengthen their commitment to environmental and social sustainability. BTLT should consider providing school kids and members more opportunities for citizen science.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• General satisfaction with breadth of offerings for adults.
• Do things to get people of all types out into nature.
• Education is of paramount importance. Introducing the next generation to the outdoors were the greatest areas of concern.
• Doing more to engage less advantaged socioeconomic groups came up several times.
• People who have volunteered have found it rewarding, others don’t know how it works. We could do a better job of publicizing volunteer opportunities.

ADVISORY COUNCIL

• Need to be more active in Bowdoin and Topsham.
• Education, especially for children, is a high priority.
• Partnering with other non-profits in our community is very important for leveraging impact and expanding public understanding and appreciation of the Land Trust.
• We are place-based but moving towards program-based. Let’s have others do their programs on our properties and provide the place, not the program.

UNDER 50 FOCUS GROUP

• Emphasis on need for programming for youth education and engagement of families.
• Provide “face to face” events (e.g. social hours) for young people to learn more about BTLT.
COMMENTS

This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Community Engagement and Programs.

KEY INFORMANTS

- Connect people to nature.
- CSF most important because it is a community center, connects people to the land
- More recreational activities with children; take more active role and reach out to kids first
- Incorporate children/education into land use – important to grow the next generation of land conservers, get school programs out on the trails, low tide explorers groups, etc.. – kids talking about our properties makes their families interested
- Offer professional development for teachers bringing classes out to properties; connect Brunswick High School and CSF; offer marine ecology education – use Maquoit Bay
- Offer something like HHLT does with their hiking challenge
- Offer guided walks – tree & other plant ID, history, reasons for conservation, why it was developed as it was (trails etc..), etc..
- Offer intro to trends occurring on the land (like forest bathing) to get new people outside
- Offer trail runs to attract younger folk
- Offer workshops that connect existing groups to the land
- Build relationships with partners who can offer programming
- Make the garden a community center, like the FM
- Create a separate trail system at CSF for bikes and have NEMBA build it
- Address barriers of transport, time, money, location to include all socioeconomic groups; meet challenged groups where they are - soup kitchen/gathering place or food pantry/lobby; have a summer trail program that offers transportation & free lunch (destigmatizes the food need)
- Saturday farmers market feels elitist – mkt on the mall has a more diverse group of people
- Get local produce into our institutions. Need aggregation and processing center. Work with the food services at hospitals and nursing homes to get more healthy local food on the menus

ADVISORY COUNCIL

- We should invest in programs that reach out primarily to nonmembers, especially kids together with parents, programs that educate about food, nature, community, and that are hands on and that are fun - where they are doing something, not just hearing about it.
- More programs for school-aged kids and their families - especially for kids whose families are not already members of the Land Trust. Both school-connected and in the summers.
- Work more with CREA. They go to the schools and do programs on site. We need to encourage more of this – would that involve us funding it? If so, this an investment we should consider. It could be a joint venture with school systems. School funding is an issue.
- Education
- Perhaps we could emulate Chewonki’s Traveling Natural History program that goes into schools. This makes them more accessible and helps recruit new members.
- A lot of our programs may not appeal to the broadest sections of the community. Think of more diverse programs to engage more people. Get schools involved more so kids can get their parents to engage with land trusts.
- Have more family activities (at Crystal Spring Farm and potentially at Woodward Point)
- We should do more classroom education or direct education with school children
- Get more outside members on the Community Outreach & Education Committees.
• Current programs for kids are focused in Brunswick, not in Topsham.
• What about Bowdoin? They have a very active community at the Bowdoin Central School, there are some public-spirited people there with a really good teaching staff.
• Activities that involve those who aren’t as interested in conservation for its own sake & create advocates/bring in money.
• Programs that maximize the use of our properties (esp. agriculture) and engage a wider demographic.
• Do more programming through Curtis Memorial Library and the school libraries. CML programs include the Collaboratory & Farmers’ Market tours primarily directed toward SNAP customers (but noted anyone can go). SNAP use at the Farmers’ Market is steady.
• Economic barriers to involvement with BTLT? Could we organize more free family resources like parks & planned activities?
• Perryman Village programming to increase this this summer.
• Need to talk more about this element of our mission - food security/insecurity, support of local agriculture. What more can we do for farmers who are working protected lands?
• A lot of effort goes into getting members; we should do more to engage the ones we have
• Engaging members is a good idea, but don’t saddle them with chores – invite them to do more fun things.
• Many members aren’t actively engaged - what could make it more fun, more engaging, esp. for kids? If we get kids we get their parents - and that speaks to the long-term.
• Farmers’ Market, the Harvest Dinner are fun - could we be more effective in getting less active members to come to those, to be more engaged in what we do, especially kids?
• People remember the pumpkin catapult – we need to have more grabbers, more things people look forward to, including nonmembers, that become annual traditions
• Provide more activities for people who are not members to participate in.
• Having special events at the Farmers’ Market would be a challenge. Parking is an issue. Can we have events simultaneous with the market at some other CSF property, on the trails, birding, walking, scavenger hunts for kids for example? (We have signage and the booth to disseminate information; our trail map sign gets the most interest of anything there.)
• How do we get the adolescent population out there?
• Kids are interested in tons of stuff; could an Eagle Scout do a project on what these things are? Rick Wilson or Bowdoin students could help with this.
• People like to think about going out on trails or in the woods, but we need to engage folks in other ways to actually get them out there: geocaches, etc..
• What other demographics are we not currently connecting with (like we did with mountain bikers) – boys/girl scouts (Mike Labbe, scout leader in Topsham) - scout campout trips?; Should we open some properties to camping? Encourage fishing – fishing education partner with Trout Unlimited, ask Macauley Lord to do angling education programs or presentations; partner with Bowdoin outing club for some outdoor skills trainings etc.;
• Larger groups are not a useful way to demonstrate what we do; use smaller groups, which don’t take a ton of staff time.
• Targeted events; connect people to us through social events. Many things would flow if we got people together, starting with those we know and then extending it to new folks.
• Social events? Other groups have a beer and activity event to attract people and families – variety is the big thing.
• Remove barriers to participation.

UNDER 50 FOCUS GROUP

• They have participated in the following:
  o Bio-blitz, bird walks, CSA membership, solstice lantern walk, CSF festival, community garden, preschool plot at community garden, farm camp, one-off events
• Personal priorities:
  o CSF CSA – loved the kids getting to know where their food comes from
  o Labyrinth – a natural setting and a play opportunity for kids
- Needs BTLT is not addressing:
  - Education of school aged kids regarding food security
  - Environmental education, outdoor classes
  - Look at Harpswell summer camps – those introduce all of those families to the various land trust properties because the kids visit a different one each week.
  - Public Health – Nature walks with people who aren’t the usual suspects (e.g. not the loon plate drivers). What do we do to reach those people?
  - Address needs of people from all socioeconomic backgrounds
  - Need to focus on programs to engage next generation of conservationists and supporters, especially considering most of our supporters are over 60
  - Rental canoes/kayaks so you can enjoy the waterways (a potential business opportunity?)
  - Take trips: ski here/bike here/canoe here
  - More weekend volunteer opportunities. For example, weekend trail work (when we can make it as a family). Working on the land gives people a feeling of ownership which gets them emotionally invested. This sort of opportunity is good for families.

- How do we engage you?
  - Engage with organizations that offer events that also allow you to become a member. I.e. discount for memberships if buying in for another event
  - Offer more events that allow for face-to-face time; more social hours giving people the opportunity to learn about BTLT; (example: this event at Flight Deck)
  - Offer events within our focal communities – if we like you we will re-engage.
    - How do you get the people with kids engaged?
  - Family mountain bike rides on Wednesday nights
  - Scheduled family walks
  - More weekend volunteer opportunities. For example, weekend trail work (when we can make it as a family). Working on the land gives people a feeling of ownership which gets them emotionally invested. This sort of opportunity is good for families.
  - Family hiking challenge like Harpswell did? Maybe have people pick up their challenge book at the library - get their first stamp at the library?
  - 5210 – advertise a summer hiking program through the school 5210 coordinators?
  - Brunswick Downtown Association brings in families – maybe partner with them?
  - Pick just one thing for each target audience rather than lots of little events.
  - List BTLT properties as places for other groups to host events/collaborate with others
  - BTLT is primarily agriculture-focused so we miss out on people that have a more science centered or naturalist centered interest in land conservation
  - More citizen science, natural history, add interpretive signage to explain importance of properties
  - More off-leash dog areas
  - Partner with ATV, mountain bike communities to give them spaces to do their recreation

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Survey Summary Analysis

*This section includes an analysis of strengths and opportunities as suggested by Marcy Holmblad’s review of the quantitative data.*

**STRENGTHS**

- Participation rates are relatively high across both Brunswick & Topsham.
- There is a good range of participation in programs across all ages.
- The average participation rate for nonmembers is fairly high.
- Nearly all programs are viewed as very/extremely important by more than half of community respondents.
The Farmers’ Market has very high participation and is viewed as extremely important.

**OPPORTUNITIES**

- Enhance relevance of Programs and Events (i.e., tie to conserved land, targeted interests).
- Given the strong nonmember perception of importance and effectiveness, encourage more to join.
- Focus on increasing program participation:
  - Explore why community members are more aware of programs than participate in them. Is accessibility an issue?
  - Offer/expand programs involving popular activities.
  - Target programs to various age groups and target publicity accordingly.
  - Enhance cross-town publicity for programs that are more town-specific.
  - Emphasize in publicity that programs are open to the public.
- Encourage nonmember program participants to join.
- Given limited resources, prioritize programs over events. Plan events sparingly, for targeted purposes, and consider focusing on younger participants.
- Given the perceived importance of programs, continue to provide them despite lower participation.
- Explore more programs and activities of interest to younger age groups and publicize via social media.
- Continue to offer a breadth of programming so each age group targeted.

### Member Survey

**QUANTITATIVE DATA SUMMARY & ANALYSIS**

In this section you will find summary analysis of data that was gathered regarding Community Engagement and Programs in the Member Survey.

![Participation Rates by Program](image)

Like in the Community Survey, our members told us the most popular program is our Saturday Farmers Market at Crystal Spring Farm, and the next most common “program” participated in was physical activities.

When we asked our members what they do, specifically, on our lands (see table on next page), hiking was the most common response, then the Farmers’ Market, snowshoeing, birdwatching, and cross-country skiing rounded out the top five activities.
When we looked at how people used our lands based on their age, we found that hiking and Farmers Market were the top two for all age groups. Overall, younger members tend to be more active in more activities, and trail running, dog walking, and picnicking are more popular with younger members. Trail running was particularly important to our youngest cohort (under 44).

Cross-country skiing and mountain biking are particularly important to the middle-aged group (45-64).

Meditation is more popular with older members (65-74), while nature studies are popular with the oldest members (75+).

We also asked our members how important various programs were – regardless of if they had ever participated in those programs. For all programs listed at least 40% of respondents felt that program was either very or extremely important. Overall, our programs were viewed as more important than our events.
As with participation, the Saturday Farmers Market at Crystal Spring Farm is considered our most important program. After that, however, our members perspective on what is most important somewhat diverges from those programs in which they participate. Second most important to our members is youth education, followed by the community garden, and adult education.

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<th>&lt;44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
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<td>1</td>
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<td>2</td>
<td>Physical Act 82%</td>
<td>Youth Ed 82%</td>
<td>Youth Ed 84%</td>
<td>Youth Ed 80%</td>
<td>Nature Based 70%</td>
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<td>4</td>
<td>Food Council 69%</td>
<td>Food Council 78%</td>
<td>Adult Ed 73%</td>
<td>Nature Based 70%</td>
<td>Comm. Garden 65%</td>
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<tr>
<td>5</td>
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<td>Physical Act 78%</td>
<td>Physical Act 70%</td>
<td>Comm Science 67%</td>
<td>Adult Ed 61%</td>
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</table>

When we consider the age of the respondent in how they rate the importance of various programs, nature-based programs are more important with the older generations, physical activities and Food Council are more important with the younger generations, and the community garden is important to the middle generations.

<table>
<thead>
<tr>
<th></th>
<th>&lt;44</th>
<th>45-54</th>
<th>55-64</th>
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</thead>
<tbody>
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<td>Important</td>
<td>Programs vs. Participation</td>
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<tr>
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<td>Very</td>
<td>Extremely</td>
<td>Important</td>
<td>Very/Extremely Important</td>
<td>Have Participated</td>
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<tr>
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<td>Important</td>
<td>Very/Extremely Important</td>
<td>Have Participated</td>
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<td>Comm. Garden</td>
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<td>Important</td>
<td>Very/Extremely Important</td>
<td>Have Participated</td>
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<tr>
<td>Adult Educational</td>
<td>Very</td>
<td>Extremely</td>
<td>Important</td>
<td>Very/Extremely Important</td>
<td>Have Participated</td>
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<tr>
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<td>Extremely</td>
<td>Important</td>
<td>Very/Extremely Important</td>
<td>Have Participated</td>
</tr>
</tbody>
</table>

The table to the left compares participation with how important our members felt a program was. The table is ordered based on the largest difference between importance and participation. For instance, over 60% of respondents felt community science were very or extremely important, but only 10% had participated. Similarly, many people find youth education, the Merrymeeting Food Council, our Community Garden, and adult education to be very or extremely important, while far fewer of those people have actually participated.
QUALITATIVE DATA: COMMENTS

SUMMARIES

This section summarizes the comments that were provided for questions that were directly applicable to our Community Engagement and Programs work. Numbers following each bullet are the relative frequency of each comment.

Question 10: BTLT is working to engage with all the members of our communities. How can BTLT better engage with children and families? What types of activities should we consider?

- You’re doing great already. “Steady as she goes. Your course is true. First do no harm to the land we conserve nor the privileges we enjoy.”
- I don’t have kids/don’t know.
- Solicit advice from families with children.
- Network through the school system; tie into the SAD 75 and Brunswick school curricula.
- Coordinate with CREA, Scouts, church groups, Big Brothers/Big Sisters, libraries, bike clubs, outing clubs, running clubs. “Partnerships. Don’t overextend. Care for your places and let organizations focused on programming bring their audiences.”
- Work with Rec Dept to host rec programs on BTLT properties (e.g. XC running).
- Offer nature camp/outdoor activity camp/school vacation camps.
- Offer gardening and farm education, including interacting with animals. Including working with schools to manage the raised beds they create, more programing through the community garden.
- Offer programs that ask participants to “do something” – e.g., collect mushrooms, leaves, etc., orienteering, treasure/scavenger hunts, geocaching, animal tracking, activity “passports,” bug safaris.
- Offer nature walks with interpretive signs, children’s book illustrations along trail.
- Offer activities parents and children can do together.
- Offer volunteer trail maintenance opportunities for families and children.
- Offer mountain biking and XC skiing events for families; make equipment available.
- Offer family fun days at Crystal Spring Farm.
- Offer guided nature walks. “Provide an occasional ‘steward’ to guide/speak about a particular preserve.”
- Offer transportation to events, food and beverages.
- Publicize better through local papers. Avoid conflicts with other big events.
- “Be sure to respect and treat volunteers with dignity and care.”

COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Community Engagement and Programs work. The questions are stated in grey before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

WHAT DO YOU VALUE MOST ABOUT BRUNSWICK-TOPSHAM LAND TRUST (BTLT)?

- "The very fact that land is not being developed!
- Of course, I'm pleased we have a community garden and farmer's market at Crystal Springs. I don't use too many of your trails, but look forward to exploring the new land out near Princess Point when open to the public."
- Many things - the setting aside of land safe from development, the community garden, the classes, the events
- I value the BTLT Farmers’ Market most.
• Saving green space, building community spirit with the garden, trails, and farmers market.
• Crystal springs farm
• Love your mission! Also, love Crystal Spring Farm Market.
• Access to properties and local information.
• Community Garden
• Tom S. Community Garden
• The farmers’ market.
• The Trail Systems and Farmers Market
• Crystal Springs Farm being able to operate, even though they now don't have their CSA. Having a working farm in our midst contributes to our quality of life.
• Farmers market and open land for walking.
• Summer Farmer's Mkt; Cathance Trails; preservation mission.
• It's variety (land cons., market, etc.)
• The public access to land they provide and the Summer Market
• Your vision of keeping lands protected for the present AND future for citizens to enjoy and learn more about great outdoor living.
• Elevating the Brunswick area by protecting quality habitat / watershed and educating the community and providing recreation value all in balance
• I personally benefit from my involvement with the Community Garden and my enjoyment of the trail system.
• The preservation of outdoor spaces in our community, for recreation, agriculture and for the benefit of the environment, the ecosystem and wildlife. I also greatly support the farmers market because of its value to local economy, the community the develops around these sorts of spaces and because of the care many of the vendors take in their farming practices.
• The farmers market.
• Land conservation. Graceful relations with people when they disagree. Ability to work with different types of people and bring them around to a more conservation minded view point. Collaborations that build community and are not simply preserving land - such as the community garden and crystal spring farm. This last one is pretty key!!!
• That you conserve special places in our community forever and help connect the community to our land and natural resources.
• "to connect people to nature"
• Winter Farmers Market
• I love the BTLT and all you do. I especially appreciate your generous offer of garden space at the Settlemire Community Garden for the Brunswick High School Garden Program.
• the Crystal Springs Farmers' Market, the nature trails, the support of the Merrymeeting Food Council, its very presence in the community as a guardian for the land and sea to provide recreational, agricultural, and natural world supporting work
• Farmers' Market
• Trails and multi use trail advocacy
• BTLT's key role in preserving open space in our local communities; also, it's key role in hosting and supporting the farmer's market at Crystal Springs.
• Settlemire community garden and Crystal Spring Farm!
• Dedication to preserving lands in our area for public use & classes
• I value the access to our open lands, to the stewardship thereof, and I value the Crystal Spring Farm Market. As a member of the solar farm, I truly value the BTLT's support for this sort of activity on its lands.
• Keeping properties from being developed. Chrystal Spring Farm
• Community Garden
• Protected lands; farmers market
• community garden, preserving land
• I value most drawing people into embracing the love for and adapting and supporting open land, multi-traditional, non-consumptive use. Sustainable forestry, farming, hunting and recreation.
• Conservation of lands for the responsible enjoyment and education of people.
• Support for local farmers, access to nature, and community connections.
• The very fact of a Land Trust, especially a locally run one, is of most value to our family. We are pleased that the mission includes preservation of farm land, the farmer's market, and not just scenic places.
• "Conserved land that can be enjoyed by future generations. Activities and talks"
• Saving green space and educating the public.
• Education about, preservation of, and availability of local, natural spaces.
• I love that they are expanding the natural beauty of the Brunswick area and looking to increase water access for the community. I also love the Saturday farmer's market.
• Community garden
• The farm and the farmers market.
• The nature trails, the market, the land for the public, the classes
• The outstanding blend of conserving key land resources in a high growth area, enhancing public access to special places, and designing programs, events & activities to engage members and the larger community.
• Hard to pick one thing. I value all the preserved land, walking trails, Saturday farmers' market, community garden...
• I value the the work done to conserve the "cherished landscapes and resources of our community” and am particularly enthusiastic about the boost it has given to local organic agriculture.
• Protection of public open space and trail development. Efforts to connect with community.
• SO much. The trails around the woods back of Baribeau Rd and the Labrarinth(?) . The land conservation, the Farmer's Market and the general good feeling it all engenders.
• Community Garden
• The Tom Settlemire Community Garden! We have no sun in our yard, and the garden has allowed us to become successful vegetable gardeners.
• It's mission of preservation while still being a vital part of the community.
• The farm and farmers’ market

WHICH OF THE FOLLOWING ACTIVITIES DO YOU ENGAGE IN ON BTLT PROPERTIES? (“OTHER” RESPONSES)

• Photography
• taking pictures
• photography
• Leading outing club events
• regain sanity (not quite meditation)
• historical research, scenic vistas, canoe portages, trail work, property monitoring
• Training search and rescue dogs
• sketching/painting
• we walk and greatly enjoy plant observation and identifying
• attended CREA camp
• sea kayaking

WHAT ACTIVITIES WOULD YOU LIKE TO BE ABLE TO DO MORE OF ON BTLT PROPERTIES?

• Canoeing
• Dog walking
• Mountain biking!
• Hiking without ticks and brown tail moths.
• Enjoy uncrowded trails and vistas.
- dog walking
- Birdwatching, hiking (led birdwatching expeditions and led hikes).
- Hike/run
- canoeing?
- I already use the properties as much as I would but I might seek out some that I was unfamiliar with.
- Cross country skiing, but often trails are trampled by walkers and now even sometimes by fat tire bikers. (Incidentally, these same trails are marked as not open to biking. This is particularly frustrating as fat tire bikers must rely on trails "groomed" by others. So, this means they must roll right over the ski tracks in order to use the trail in winter.)
- Gardening / permaculture
- Walking
- My use of BTLT properties is most significantly limited not by what activities BTLT facilitates on its properties, but by concerns over tick-borne illness which I have experienced in the past and, given its severe disruption of life activities, now go out of my way to avoid contracting again. I don't expect that BTLT will get involved in cracking tick-borne illness in midcoast Maine, but I believe these illnesses present a significant barrier to people's connection with and enjoyment of natural outdoor spaces.
- Off-leash dog walking. And then
- Increasing the parking at the Crystal Spring Market is vitally important. It is unsafe and does not serve the farmers well. So much land there is going unused and it would help the many, many farmers to preserve their own farms and land if they could welcome more customers but the long lines and dangerous parking along the road is a turn off for many customers. Keeping local farms sustainable by providing this market actually preserves a great deal of land and keep it in agriculture. Giving up one field for parking would save hundreds of acres that the farmers could keep in production at their own farms.
- Fatbiking
- walk dogs
- I don't know if there are trails available for horse-riding, and recognize there may be some issues related to hooves on trails, but it would be nice if there were one or two trails that riders could enjoy.
- I'd like to be able to walk trails more and feel safe rather than being confronted by dogs off-leash and running loose. Uncontrolled dogs frighten me because if a dog jumps up on me and knocks me over and I fall down, at my age that could easily result in broken bones. I find this to be an issue on most public recreational space in Brunswick, not just BTLT properties.
- I probably need to visit more of them! and have a member take me to the trails I hav yet to walk !
- Group hikes on some of the longer trails
- Cross country skiing and snowshoeing
- There is a good balance of activities across the properties.
- Walk with dogs off leash
- Self-guided nature education signage? Water access?
- Sit on a bench and just absorb . Educ activities
Trail running with my dog.
Guess I need a map, and to meet some people that are familiar with these areas. I am of a rather advanced age....
XC ski on trails not wrecked by dogs and walkers
Hiking and biking, cross country skiing
Take advantage of more of the guided walks
XC country skiing and kayaking.
Walk the dogs, groomed xc skiing, visit working farms with informational signage and community programs.
Walking, biking
Forest Bathing
cross country skiing... tho there are opportunities there right now that I don't have time to take advantage of
biking and ice skating
Cross country skiing
Biking
Hiking
Ice skating, walking without encountering unleashed dogs.
Would be wonderful to have access to trails that are prepared/mowed with the abundance of ticks in mind. Also water access with signage and organized paddles where appropriate would be helpful.
Hiking and dog walking
There's already great trail access, but even more trails would be even better.
Citizen science and nature studies
I would like to walk all of the trails.
Mountain biking, hunting (on appropriate parcels),
Trail biking
Looks like I have so much more exploring to do! Walking/hiking are my favorite activities. Noticing all the wonders around me. I will take better advantage of these opportunities!
walking
"cross country skiing. Kayaking"
More family-friendly activities less geared to just retirees:)
Walking
Love your class offerings although I have yet to take one
Is there any option on any of the trails for horseback riding?
I do all I currently want to do on these properties
Hiking
Because of hEALTH ISSUES--WALKIN IS MY SPEED SLOWLY!
We love to snow shoe- we need more snow in the winter
Hiking
stargazing
I would like to see more groomed cross country ski trails
"kayaking/accessing water. hiking"
Explore and scout for wildlife.
Dog walking
x-country ski, swim
Dog walking--it would be especially nice to have at least one property in Brunswick that is available for off leash walks. We live in Brunswick and must drive to other communities to take our dogs for off leash walks/hikes.
Meet and socialize with other members on them. There doesn’t have to be a heavy purpose other than seeing and appreciating the different properties with others who share the same interest. Programs are fine but there doesn’t have to be one in order for an event to be attractive and meaningful. Just “being an outsider” can be enough while celebrating that BTLT is responsible for the property and the event in question.
Off leash dog walking
walking
• Walking
• hiking and kayaking
• I love the educational programs that BTLT is offering and hope that my schedule will permit me to participate in the future. Please continue to offer and expand these wonderful opportunities to learn more. As a single woman, I'm not willing to walk alone. I would love to see the trails on more of these lands, but would appreciate having trail-led walks...maybe one a week so those of us who want to explore and appreciate this area could do so more easily. Thank you!
• Based on this survey I’m reminded how little I do! There’s plenty more to do so I have no suggestions for more. That said would the Trust ever allow a small roll-off roof observatory somewhere on one of its properties to become a base for more public stargazing? As a member of a local astronomy club we need a space and have lots of equipment that could be used there.
• Nothing comes to mind. I’d like the CSA to return.
• walk, hike, picnic
• Cross country skiing, swimming
• Hunting
• picnicking
• More hiking and winter hiking/snowshoeing -- and visiting more of the properties.
• Walking Meditation and tree hugging
• SWIMMING, boating, mountain biking, foraging
• I would like to get better acquainted with more of the properties unfamiliar to me.
• Cross country ski
• Biking, also taking my dog on walks.
• trail running
• Swimming
• Sit by the ocean

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

• getting involved in initiatives toward eliminating tick-borne illness
• Improved parking at the summer market.
• map of all properties available in times Record a couple of times a year? or some other way to remind people these places exist
• up to date website
• not all properties listed in your survey are shown on your website
• Guide like from MITA for members
• We really enjoy seeing wild flowers and other plants as we walk, perhaps signage that explains how to see them unless the opinion of your more knowledgeable staff indicates this would endanger some of the rarer ones.
• Provide “excuses” for people to go.
• use by groups (Scouts, schools, etc..)
• Maps to show all the properties listed above and their access points..

BTLT IS WORKING TO ENGAGE WITH ALL THE MEMBERS OF OUR COMMUNITIES. HOW CAN BTLT BETTER ENGAGE WITH CHILDREN AND FAMILIES? WHAT TYPES OF ACTIVITIES SHOULD WE CONSIDER?

• Get yourselves invited to schools for presentations and field trips during the school year so that kids learn about how important you are to the community very early on. You might already do this, so forgive me if you've seen this already.
• Signage for self-directed learning?
• hands on experiences
• Kids mountain biking, put in a pump track
• Family fun walks. Plant, bird, animal tracks walks with smartphone apps to id.
• Coordinate with CREA and offer more high-quality nature-based learning through their skilled educators.
• I would heed the advice of your members with young families.
• Work with schools
• Nature walks with interpretive signs
• scout troops
• "(1) CREA sets the standard for engaging families (goes into the schools, offers a camp as well as family programs). I'm a member of CREA only because I learned about it through the summer camps for my kids. The farm camps that Maura used to run were extremely popular. This, of course, requires a huge amount of effort (and likely not worth the benefits.) (2) Family picnic at Crystal Spring Farm or some other place (3) Safe swimming opportunities at some properties. (4) Encourage more field trips through the schools, especially to area farms. (5) Offer family discounts for members. (6) Create a passport with stamps for each of the properties that are suitable for families to visit. Have them next to the library summer reading program materials. (7) Have the summer reading program at the library add a "'read a book at a BTLT park'" (8) Would "'Arts are Elementary'" and/or "'Art van'" co-host an arts event in a park or on a farm? (9) Set up a booth at the Saturday farmer's market specifically for kids. Distribute park passports, trail maps. Have crayons, big sheet of paper for drawing. Hire a babysitter."
• Continue/expand educational/school programs for kids/ weekend family fun/educational events
• Partner with groups such as Maine Audubon, Chewonki, Curtis Library to enlarge your audience and benefit from their years of educational programming.
• More involvement with schools although there is a lot being done now...
• Age appropriate activities for children.
• I have not suggestions. Events around the TS Community gardens are great and should be encouraged. Expanding access to trails and Preserves is always appreciated.
• Food access and availability. Improving access to outdoor recreation.
• Family walks/hikes; scavenger hunt
• Father/ Daughter; Mother/Son activities- scavenger hunts, fairy houses, how to read a compass/use a trail map. Survival skills workshops.
• family hikes lectures, picnic
• "school-based programs. make family programs/activities available through organizations like churches, Scouts, athletic groups"
• Kids seem to enjoy the HHLT summer nature camp; does BTLT do anything of that nature? Also on-going family level workshops, like field notes, or games such as a scavenger hunt might attract families.
• Birding for kids.
• You do so much already! I wonder what communication you have with the public schools and their nature studies for outdoor education in their existing curriculum. Starting with kindergarden, I would think teachers would welcome field trips to the trails with someone guiding them along with some fun activities in all four seasons.
• "Lots of opportunities for simple play without competition. Sketchbook for Jr. High level: Choose a 4 foot plot and draw what's in it once a week."
• don't know if it's done, but gardening in schools
• Simple kid-based events.
• On going day hikes once a week
• BTLT already seems to be doing a great job in trying to engage with families.
• Partner with schools--science/PE. Engage other youth groups--scouts, church groups, after school organizations?
• "Weekend family walks. Work with teens at people plus, almost anything to get kids invested and connected wit nature, geocaches , reading nature related books outside and a walk for kids and an adult, nature prescoool!"
• Winter events with loaner equipment would be a great way to increase usage in the winter. I think many families don't try snowshoeing and cross country skiing due to a lack of equipment or knowledge.
• "Finding ways to make use of our properties, whether through programs we conduct or otherwise, part of public school curricula in Brunswick and SAD 75. Family Fun Days at CSF and maybe other properties."
• The community garden is a wonderful opportunity for families to work together raising food for the family as well as the common good, local food programs.
• Do more work within schools, forest playground, partake/support forest play group (not sure if in our area), offer nature camp or outdoor activity camps (trail stewardship, paddle boarding, etc.), work with area summer camps to offer some education...... Try to reach children in families who would not otherwise have a lot of access to outdoor engagement.
• Partnerships. Don’t overextend. Care for your places and let organizations focused on programming bring their audience.
• teen work crew days
• All the Brunswick schools have garden plots or raised beds. It's always a struggle to find someone to coordinate activities around these beds... but the infrastructure is already there. Help from BTLT to use these spaces and program around them might be invaluable.
• more work with the schools and then follow up programming after school or on weekends or school breaks
• "Curating events for Mother's Day and Father's Day: 1 mile race (similar to other local 4th of July 1 mile races); Tom Settlemire Community Garden Brunch using fruits and vegetables from the garden. Collaborating with psychic education teachers at the middle and high schools within Brunswick and Topsham to facilitate a gym class unit on outdoor education (perhaps taking them to the CFS trails)"
• Summer camp program. Use by girl scouts, cub scouts and boy scouts etc..
• Most outreach seems to be focused on adults or photo ops with low income children and youth. Not much available for families and kids. Nature arts & crafts, family hikes, birding for kids, nature journaling for all ages.
• Programs with schools and youth groups like Big Brothers/Big Sisters, Scouts, etc..
• Timing of events important (do not conflict with major sports events). Events that combine indoor instruction followed by outdoor field activity such as birding, vernal pools, biking (on designated trails) or even shoreline program/paddling. A guided scavenger hunt? More publicity that emphasizes family Land Trust activities. Some-thing that emphasis historical aspect of land may be fun.
• Orienteering, treasure hunts, kids' books illustrated along some trails.
• Partnership with libraries children’s and teen programming
• Continue with the most popular activities and drop the activities that are not being used.
• Perhaps there would be more opportunity to connect with Brunswick High School.
• family camping overnights
• Nature activities for children and families
• You may be doing this already, but one idea would be to offer a "passport", so to speak to children and their families over the summer. A booklet of properties with brief descriptions could be distributed through schools, with instructions to hike and complete some task with a minimum number of trails, venues (like the farmers' market, or the community garden), or activities (some guided, some independent, all age appropriate. At summer's end the stamped "passport' could be submitted for admission to a celebration for families of their accomplishments. The celebration could be educational, social, and provide some refreshments.
• networking through existing school system - engage elementary students with ad hoc science classes, seasonal kid activities at various properties
• BTLT already has a connection with the schools, are there nature walks focussed on families?
• Maybe activities geared to age levels--short hikes for younger children, more challenging hikes for teens.
• Don't know enough to suggest, but interested in activities that I could do with 9 year old granddaughter who has too little opportunity to get outdoors and learn about nature.
• I have no idea how to answer this question. When our kids were young, we had them out in the woods, on the trails or on the water all the time. I was constantly talking to them about nature, conservation and history. We didn't rely too much on organized programs.
• Other than the booth at the Crystal Springs Farmers Market, I am unaware of how the Landtrust currently engages with children and families.
• tours of the different holdings, walking and possibly boating
• All kinds of partnerships. Schools. Bike clubs. Outing clubs. Running clubs. Maine master naturalist. BTLT protects and stewards the special places, and invites other orgs to use these places for their programming. We all benefit.
• Make community garden more kid-friendly. Oh wait please run a nature camp?! Like the Harpswell land trust does? Family guided hikes?
• Better publicity including more emails
• Increase partnering with local schools to foster better outdoor education opportunities right here in our towns.
• Gardening education for all members of our community I feel is important. Activities that include this offered throughout the year would be helpful.
• Not sure except to expand current programming.
• In-school presentations with take-home materials for parents. Reach out to Scout troops. Programs at Curtis Library.
• Programming in local schools
• continue listing w local calendars, events published in forecaster
• "Steady as she goes. Your course is true.
• First do no harm to the land we conserve nor the privileges we enjoy."
• Geo cache
• more weekend activities
• Gardens by neighborhood? Transportation to events? Food and beverage as part of the events? Active members asked to invite a family they know? This is a tough one, it's hard to engage people who are not already 'tuned in' for any organization. Perhaps, if you're not doing this already, coordination with the Teen Center, Rec Center, Curtis Library?
• Saturday morning activities. Instructional programs. Work with Brunswick Rec to host rec programs on BTLT property. XC running for example.
• Get 5 young families together and ask them what they’d love for BTLT to offer, the create a group of them to help plan and execute what they come up with.
• Increasingly create programs for children and youths.
• I think you are doing well
• I have no suggestions beyond what you're already doing...
• Gardening, farm involvement, including interaction with farm animals.
• Farm to table events, Community music and dance, cooking with with organic food, silly race, like anything that floats or vegetable parade costumes like Common Ground fair.
• Partnerships with schools and other not-for-profits
• Continue to create and host programs that will connect with children and families (and active elderly')....and advertise as you have done. I feel badly that I haven't been able to participate in many of the programs of interest to me simply because of other conflicts. I'm sure that many children and families experience that as well. Life would undoubtedly be more pleasant if we all took the time to spend time outdoors and to learn about our beautiful lands, animals, flora, and waterways.
• I do not have children so I'm not sure I can answer this question effectively. Possibly summer activities for kids or year round activities for younger (not in school) kids and their parents?
• Group runs on trails and group paddles
• The gardening is good....family instruction about nature...such as bird or tree or plant identification walks would be nice.
• Offering programs that ask participants to "do something"- actually collect mushrooms (as we did), collect leaves in a tree id program, create a scavenger hunt for things in nature
• more kids programs at the library, and hands on ecology learning like the bay day but smaller scale
• children garden plots, nature hikes, sea creature walks
• Continued partnering with schools and recreation departments. From my perspective it seems like sufficient activities are provided. If new opportunities come long it would certainly be worth exploring these. Recommend striking a balance between with the number of programs provided to ensure they are high quality.

• More school-based events & activities
• When my children were young we liked going to the Audubon or Chewonki animal events. You don't need to do these specifically, but doing an animal tracking event in the snow or seaside exploration at a place like Maquoit Bay or a bug bioblitz at a place like Bradley Pond - all targeted toward young families only.
• XC skiing and mountain biking workshops for families and tweens.
• seems like a good schedule now
• Supply an occasional "steward" to guide/speak about a particular preserve.
• I think BTLT does a great job of engagement, and I wish I had more time/opportunities to volunteer, especially in youth educational activities.
• Interactions through the schools
• Partnership with Big Brothers/Big Sisters.
• Through public and private school partnerships
• Programs through schools and libraries
• Do holiday events
• "School programs could be an effective way to reach students Nature camps - programs"

IN WHAT OTHER COMMUNITY GROUPS OR NON-PROFITS ARE YOU AN ACTIVE PARTICIPANT? YOUR RESPONSE WILL HELP US TO IDENTIFY COMMUNITY GROUPS OR NON-PROFITS THAT BTLT COULD PARTNER WITH.(PLEASE LIST UP TO FIVE)

• Active in local government.
• BCEF
• Bike Coalition of Maine, Merrymeeting Riders, church
• MCHPP, Audubon
• CREA, Wolfes Neck
• The Nature Conservancy Atlantic Salmon Federation RunBrunswick
• BCEF
• FCT, NEMBA
• PHS, MSMT, KELT, HHLT, FCT.
• CREA, Mid Coast Veterans’ Council, Navy Retired Activities Office
• Audobon, Curtis Memorial Library, Brunswick schools, Big Brothers/Big Sisters
• Merrymeeting Audubon, Maine Trail Assn, Maine Coastal Heritage Trust, Nature Conservancy, Appalachian Mountain Club
• AAUW, Mid Coast Hospital Auxiliary, Home To Home, University of Maine Mid Coast Alumni
• Hospice
• Arts are elementary Maine coast heritage trust Natural resources council of Maine crea
• DaPonteString Quartet
• No other groups (not currently resident in the area)
• HHLT.
• Habitat for humanity  MCHPP United Way
• Midcoast Senior College Bowdoin Friends BDA
• Formerly Maine Island Trail Association and Maine Appalachian Trail maintainer.
• Bike Coalition of Maine, Merrymeeting Wheelers
• Tedford Housing Restorative Justice Institute Mid Coast Hunger United Way of Mid Coast Maine
• The Nature Conservancy, Curtis Library, Wolfe Neck Farm, Maine Audubon, Maine Coast Heritage Trust
• Curtis Library, ME Maritime Museum, UU Church
• Rotary, MCHPP
• Maine Women's GLiving Tree, Freeport Community Service, Family and Community Mediation, Harraseeket Yacht Club and SailMaine  i live in freeport - but lived i Brunswick for many years
• MSHPP MSSV (Maine School Science Volunteers) Bowdoin Friends
• CREA, Topsham Public Library, Topsham Historical Society, Maine Audubon
• Friends of Curtis Library (semi-annual clean ups)
• Brunswick Conservation Commission. Tedford meals.
• United Way; Episcopal Church; coffin library; Portland Chamber Festival
• NorthWest Brunswick Neighborhood Association (unlikely partner given its mission) Maine Jung Center (potentially good partner)  I'm not involved in the local veterans' community, but a friend who is and had ideas about how veterans' groups could be fantastic partners with BTLT — for the benefit of both — felt poorly treated when attempting to reach out to BTLT with this in mind. The perception was that BTLT does not think highly of individuals who have served in the military, and was actively uninterested in welcoming them into the fold. Though I am no fan of militarism, I was deeply disappointed in BTLT's apparent lack of openmindedness, as though stewarding nature were a partisan issue and only progressives and liberals (like me) are welcome and valued.
• Sage
• I live year-round in South Portland, I'm a member of Protect South Portland, have a community garden here, docent at at Fort Williams in the gardens, docent for garden tour, Etc..
• OutMaine, GLSEN, OutrightLA, the Loaves and Fishes Foodbank
• Historical Society Pownal
• immigration
• First Parish Church Friends of Bowdoin Curtis Library Mid Coast Hospital
• I belong to HHLT, and use its trails quite extensively, which is why I've not fully explored the Brunswick properties. I think you're already working with Maine Audubon; I also go to some of the Gulf of Maine Research Institute programs, but I can't imagine that you don't work with them on citizen science....
• MCHPP, Merrymeeting Gleaners, Independence Association
• church, public library, Friends of Bowdoin, Harpswell Heritage Land Trust
• Maine All Care MSMT
• Maine Island Trail Association Maine Adaptive Sports & Recreation
• PeaceWorks MidCoast Indigenous Awareness Group
• Mid Coast hospital
• Wild Seed
• I am not a big joiner of groups or activities. And, in the last 12 years, I was too preoccupied with caregiving to do so, anyway. Now, I am grieving and in physical recovery mode.
• Citizens’ Climate Lobby Local chapter
• MSMT Downeaster greeters HHLT Friends of Bowdoin
• CREA, UU Church , attend most history lectures with Topsham and Pejep.Hist groups, attend some programs with HHLT and KELT, but mostly CREA
• Coastal Maine Botanical Gardens horticulture volunteer
Independence Association. As parents of a moderately disabled son, we would love to see a plot at the Tom Settlemire Community Garden donated to this wonderful organization. Not only would I.A. participants benefit, but so would the gardening members as they get to know the disabled living in our town.

- The Theater Project
- Hamilton Audubon, Topsham Conservation Commission, CREA
- Curtis Memorial Library League of Women Voters
- Maine Island Trail Association, The Telling Room, Peary's Eagle Island, Friends of Bowdoin
- Rivers and Coastal Waters Commission
- Mid Coast Hospital meetings, Casco Bay Council of Navy League, Military Officers Association of America meetings, Southern Midcoast Maine Chamber of Commerce annual meetings
- FOMB Twice Told Tales (Curtis Library used bookstore) KELT
- Tedford Adult Shelter Meal a Month program; College Guild;
- Wayside Food Programs - Portland/Cumberland County - Board Member
- 1st Parish
- Bath YMCA, Tedford Housing, Bath farmers' market SNAP Incentive program, Harpswell Community Garden
- MITA. HHLT. Teens to Trails. Registered Maine Guides.
- Maine Audubon Society, Maine Public Radio, Casco Bay YMCA, Maine Osteopathic Association, All Saints Parish
- First Parish Church, Midcoast Youth Theater
- 4-H, Equality Maine Dine Out (farmers market)
- Village Improvement Association Brunswick Planning Board
- Topsham Library, Maine Audubon, Maine Fiberarts
- CREA, MCHT, MTA Boosters, local travel sports teams, local schools, Topsham Public Library, First Parish Church
- Bowdoin College's mentoring group called Think Wild (works with Bath middle school students)
- Harpswell Land preserve
- KELT FOMB
- Friends of Merrymeeting Bay, Sierra Club, Nature Conservancy
- MCHPP, Cumberland County Master Gardeners, Merrymeeting Gleaners, Curtis Memorial Library, CSF Community Solar Farm
- Merrymeeting Audubon, Maine Mycological Association, Natural Resources Council of Maine.
- Curtis Library Brunswick school system
- Merrymeeting Audubon, MidCoast Hunger Prevention Program
- United Way
- Social welfare action alliance Topsham public library Mt Ararat High School (science programs)
- Y, United Way
- Village Improvement Association, BDA, Brunswick Public Art
- Brunswick High School Garden Program.
- Bicycle Coalition of Maine East Coast Greenway Alliance
- NRCM
- Merrymeeting Food Council Merrymeeting Gleaners Kennebec Estuary Land Trust Maine Farmland Trust Slow Money Maine
- CREA,
- Six rivers nemba
- Maine Coast Heritage Trust, Maine Audubon
- Peace Works Recently retired and plan to be more active in my community-
- Georgetown Historical Society Pejepscot Historical Society
- National Audubon Society
- Brunswick/Portland Shambhala Meditation Center
I participated as an appointed official on town government boards and committees for a period of 22 years. I consider it my contribution to democracy. Now I spend as much time in the woods as I can before I drop from old age and disease.

Nature conservancy Trail biking and cross country skiing groups
Wolfe’s Neck Farm (Center for Agriculture & the Environment)
MITA, AMC, BCM. Teens to Trails. HHILT. Book club.
Curtis Library Contemporaries and I'm on Brunswick PreK Subcommittee. Let's really partner new free PreK with Land TRust to promote outdoor education for PreK. I can help
CEI
Harpswell Aging at Home//Habitat
ME Audubon, Maine Coast Heritage Trust.; Nat. Resource Council of ME.
Bath Area Family YMCA, Walk to End Alzheimer's, Brunswick Downtown Association, Brunswick Area Respite Care, Southern Midcoast Maine Chamber, Merrymeeting Bay Adult Ed, Maine Senior College
Maine Writers & Publishers Natural Resources Council of Maine
Merrymeeting Wheelers NRCM Merrymeeting Trail Bicycle Coalition of Maine East Coast Greenway Alliance
I live in Harpswell and am more active in the Harpswell Heritage Land Trust, which offers a number of similar activities or presentations to those offered by BTLT—which is why I've not participated in the BTLT events.
First Parish Church, Harriet Beecher Stowe School, Pejepscot Historical Society, Habitat for Humanity
We are summer residents. I volunteer at Restore, the Habitat for Humanity store in Topsham. I don't know if that's a possibility for any partnerships.
CREA, SAD 75 schools, Bath Y, Topsham rec department
The Gathering Place; Habitat for Humanity; Housing Resources for Youth; Harpswell Garden Club; & Mid Coast Hunger Prevention.
Library, MCHPP
Immediate past president, Maine Women's Giving Tree, just completed 5 years on the Board of Directors, Midcoast Senior College, served as Chair, Public Relations committee for 3.5 years.
Maine Maritime Museum
Gleaning, MCHPP Volunteer
Curtis Memorial Library, Maine Nature Conservancy, Bowdoin College track/x-country programs
I volunteer at Preble St soup kitchen once a week and I work at the Cumberland Food pantry once a month
HHLT HCF
Weekly column in Times Record
Pejepscot Historical Society. Library. First Parish Church. Hospice and Hospital.
HHLT, Bowdoin Central School PTC
ekelt, hslt, curtis library
Saco River Salmon Restoration Togus Stream Alewive restoration.
GMRI, WNCE, MSMT
Independence Association; Sundara Yoga
Oasis Free Clinics, Arts are Elementary
Curtis Memorial Library, family planning and gun violence prevention, the first one is probably the only helpful suggestion in this context.
NRCM, Bike Coalition of Maine, AMC, MITA, Maine Huts and Trails
MCHT, HHILT, The Island Institute, The Ecology School, Curtis Library, NRCM, MCV, Preble St Resource Center, Hog Island Audubon Camp, Bowdoin College, Village Improvement Association, MCHPP,
KELT, Merrymeeting Audubon
CMBG Oratorio Chorale
Harpswell Heritage Landtrust
Growing to Give, MCHPP
Curtis Library, MCHPP,
3 historical societies, library outreach & non-fiction book clubs, indigenous awareness group (MIAG), several other land trusts
• book clubs(2) First Parish Church, Food Bank, Telling Room, Big Brother Big Sister, Singles over 50 outings, Maine Pines, YMCA
• CREA, Durham Friends Meeting (Quaker), Pejepscot Historical Society, Topsham Historical Society, Midcoast Hunger
• Pejepscot Historical, Mid-Coast Hunger, First Parish Church
• BHS student (I run cross country, that would be cool to do some sort of run that's tied in with BTLT)
• Moms Demand Action, The Emergency Action Network
• MCHPP, MSSV
• church, extension service programs, theater
• Southern Maine Astronomers
• FOMB
• Bookstore and Chocolate Church, not especially relevant.
• CREA Brunswick Trinidad Sister City Association Casco Bay Mindfulness Sangha People Plus
• Soup kitchen at Preble Street Cumberland Food Pantry
• Maine Island Trail Association, Maine Adaptive Sports and Recreation
• Pejepscot Hist Society Curtis Mem Library NRCM Me Coast Heritage Trust HHLT Forest Society of Maine ME Farmland Trust MOFGA AMC
• Pejepscot Historical Society, Curtis Library, Village Improvement Assoc.
• Merrymeeting Gleaners, MSMT
• MCHPP Teford Shelter, The Gathering Place
• Thursday Hikers, AMC
• Topsham Public Schools. (Partnering with CREA and or schools to develop outdoor / exploration activities for youth?)
• Civil War Round Table, Bowdoin Friends Thursday Hikers Appalachian Mtn Club Maine Pines tennis
• First Parish Church, Curtis Memorial Library, Maine Audubon,
• Habitat for Humanity, The Nature Conservancy, People Plus, BB/BS, Brunswick Conservation Commission, Citizens Climate Libby, Unitarian Universalist Church of Brunswick
• FOCB
• None
• MCHHP, The Gathering Place, First Parish
• Twice-Told Tales Used Book Store
• Oratorio Chorale; Midcoast Symphony Orchestra
• Topsham Historical Society
• MCHPP, First Parish Church, BDA
• Greater Brunswick Affordable Housing Garden club Library
• Brunswick Youth Lacrosse Midcoast Youth Theater
• Brunswick Public Art

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

• Do you have a member event or a couple fundraising events a year?
• BTLT t-shirts? Not sure. There are good methods in use already.
• That's the million dollar question. You can provide all sorts of resources, but it is up to potential user to read and act. If you are providing all the means noted in the last question, I'm not sure what else is available. Schedule talks in schools? Recruit volunteers from middle and high school?
WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

- provide more details for events. I was going to attend a bird walk during the Town Commons 300th celebration, but couldn't find out where the group was meeting
- More information about deer, raccoons, various birds
- Engaging young parents and other young adults in BTLT.
- Promote upcoming events more broadly
- History of the land
- You do enough and it is fine with me. Perhaps more with children but I am not sure what you already do to promote the recreational use of all the trails and lands that you have. Do parents in the area know about you? check with school secretaries, school librarians, daycare centers, etc..
- Climate change. Not global warming, that is too politicized. But climate change is real, and we can discuss this.
- I seem surprisingly unaware of what is offered now. Along with program info, I like some natural history, maybe a photo of a special spot along a trail to look for and to encourage someone to go, maybe key points of a past walk, a recommendation of a book or guide by a BTLT staff or volunteer or workshop leader, etc..
- climate change prevention/resiliency advice
- More about BTLT's collaborations with other organizations on conservation issues of regional or national importance. More about issues of national importance (climate change, recycling, etc..) or where to find actionable information regarding these issues.
- Climate Change Forum
- Events
- Make sure there's info on potential for renting equipment when equipment is involved, like kayak rental for paddling trips or x-country skis for ski events. Or simply say one has to bring one's own equipment.
- Information on natural pest control in our area would be helpful
- poetry
- Environmental education
- Calendar of events
- Just stick with the basics: for events, time, date, duration and if there's any cost.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- Climate crisis and how to address invasive species
- not sure if you discuss or promote this, but what about things like the grasslands alliance to not mow fields in early summer when birds like bobolinks are not yet fledged. I have heard about it elsewhere but not in Brunswick.
- you're doing a lot of programs already - good job!
- Maybe a kids summer camp. Something for the homeless?
- Appreciation of natural world
- Perhaps we could do more to help our towns in combating invasive species, including off BTLT land.
- BTLT helps to (1) Resist pressure to develop natural areas, (2) provides access to areas to enjoy nature and for physical activity, (3) connects farmers to the community, and (4) reduces carbon emissions (by providing access to local foods, by preserving forests, etc.)
- Recycling, composting solid waste (garbage to gardens), proper replacements of culverts on or near conserved land, watershed protection, invasive plants, planting natives for birds and animals,
- Common Good Garden
- Divisiveness could be addressed by BTLT's working actively to demonstrably value engagement by all reasonable members of the public who care about the community and the outdoors, regardless of political or ideological
affiliation. Tick-borne illness and its effects on people's connection with the outdoors (as noted previously) and therefore their likelihood to actively support environmental conservation

- Increased recycling education.
- easier access for elderly, more events for them
- Weather extremes impact the natural landscape through invasive insects, for instance. Workshops or discussions of adaptive strategies might be helpful. For example, last summer's drought may have affected gardens: what kinds of water conservation strategies were applied to ensure crops were watered? If there were worse drought, are there other strategies?
- Improving safe bicycling and pedestrian walkways
- Should we have more opportunities to meet other members doing kayaking or walks or picnics on different trails to make us members more aware of all the different places to go? perhaps you already offer this.
- I think you do address the huge need to get children outdoors and aware of the natural world, even understanding where their food comes from. I hope that connections are made and discussed reminding us of where it is we live (on a planet rather than just in a town or nation) and our individual responsibility to care for the planet's health. This can mean delving into difficult questions about fossil fuel and agribusiness and war! Please don't avoid controversy. I have a pet project which is to offer Earth Flags to schools who agree to fly them as a way of saying "This is where I live". Maybe CREa would fly one? I'll be glad to provide the flag.
- Programs and displays that help the public understand the effects of climate change on our local natural environment AND connect the dots with the need for bipartisan political action at the federal level is vital if we want to keep the natural world we are rapidly losing. Building support for bipartisan national action on climate change is a big but not impossible challenge. Remaining focused on local and state efforts to mitigate climate change alone will not get the job done. Advocacy work for mitigation should not be shied away from. With your sponsorship, our local CCL chapter would be interested in giving a presentation that makes the case for a BIPARTISAN carbon fee and dividend law already introduced in Congress.
- Homelessness
- Low activity levels for many of us....make it enticing or give me a reason to participate besides 'it's good for me.'
- There are always challenges and dreams if one has time, money and personnel! Programming in nursing homes, or The Gathering Place. Connecting homeless at risk ( or not) teens with adults mentors for citizen science... Ditto in high school.
- Anything that can be done to encourage kids to get outdoors is important.
- The need to combat childhood obesity/inactivity by getting kids outdoors; same goes for adults! Preservation of habitat for wildlife, pollinators. Providing opportunities for veterans - outdoor access and farming/gardening Ditto for disabled people, particularly developmentally disabled; we should partner with Independence Assn as it redoubles its focus on physical fitness of the people it serves.
- Access to food for marginalized people without the stigma attached to receiving aid.
  - More extensive community education through partnerships (ex. horticulture, beekeeping, permaculture, sea kayaking classes etc.) - Creating the next generation of environmentally and outdoor minded people through engagement with children - Advocacy of responsible farming, transportation (biking), garden care practices, etc.....
- Climate change - general education for the entire community on being thoughtful inhabitants. Zoning, land use planning. Integrate with the Town planning department and cons. com to develop shared goals.
- I liked the lectures/workshops offered on foraging, on native plant species, gardening to support wild life, small things we all can do with what we have around us
- education about climate change
- Lectures on climate change pertaining to Brunswick or Topsham.
- How about a community garden at the Topsham Public Library? They have a great site for it... and I love the way the Brunswick one helps build community.
- Do more to connect the younger generations to nature and our natural resources -- they are our future advocates for conservation and the environment.
- Connection to natural resources (conveying importance of conservation); advocating for localization
- In input to the newly-formed committee charged with updating Brunswick's Comprehensive Plan
- Climate change - education, advocacy, and use of properties for sequestration and to locate additional solar arrays.
• challenge - engaging kids in the natural world Louv's "Nature Deficit Disorder"
• Urban sprawl- I think as new areas are being (poorly) developed that BTLT could be advocating for built in green space and providing options about creating public lands and tax deductions to help community members be able to safely spend time outdoors (especially in neighborhoods without sidewalks) without having to drive somewhere.
• Food scarcity and summer youth employment, especially for the underserved community.
• Transportation to access properties for families with limited means - partnering with municipal, private, and non-profits to increase this access - advocacy Sponsoring lectures and films to highlight important work in the BTLT/Merrymeeting region open to varied groups (such as families, teens, seniors, pet owners, etc..)
• Offer in depth presentations about environmental issues such as climate change & waste management.
• I think additional youth educational opportunities would be great - partnering with local schools and maybe tie in Bowdoin college profs and students to mentor elementary and middle school kids - get them outdoors and spark their interest in science/environment/farming/etc..
• There has been declining knowledge about and awareness of the outdoors among children in recent decades as other distractions have increased and parents have also been less willing to let their children play outside, unsupervised. Any efforts that improve that situation are important and valuable.
• Climate change
• The holistic attention to what makes Brunswick Topsham area so currently livable and sustainable, threats to that, and opportunities to welcome more young people to live and work here affordably.
• Privatization of previously public spaces. LNT (LEAVE NO TRACE). How to respectfully share local space as example for sharing nature in general.
• Promotion of agriculture and aquaculture
• Food insecurity is a big one. Also, increased educational pairing. Keep up the good work!
• Climate change.
• I wonder if there's a way to reach out to new Mainers (immigrants/refugees) to involve them in this particular cultural value for Maine. Moreover, some of the newcomers may have backgrounds in farming or fishing, or other food related skills, that could be of benefit to the trust.
• Health improvement—obesity and poor nutrition
• I live in a senior community and would like to see more programs geared towards the elderly
• help preserve more woods and help with planting trees and advocating conservation in town
• food insecurity in the community
• Getting people outside and doing something active. Society needs to break free from digital devices.
• Many homeless people, perhaps offer opportunities for gardening/trailwork and partner with the shelters in some way.
• Growing income disparities affect how any community can effectively and fairly serve all members and that applies to BTLT as well. Whether you can broaden access/use and whether you should use resources to address the problem is the real challenge. I don't know the answer and I don't know whether BTLT should be charged with the responsibility. Certainly there are so many people who do not, and might not even if all barriers are removed, recognize the value of BTLT and actively participate in the mission. They benefit by the very presence of BTLT whether or not they are actively served.
• Continuing to support and collaborate with organizations that are helping educate young farmers and gardeners and meet the increasing food insecurity issues in Mid-coast Maine. I think collaboration and networking are the key.
• Homeless and food insecure work opportunities Asylum seekers community outreach for family and community Children at risk, time in the outdoors supervised nature play
• Be a strong, public advocate for conservation, for environmental protection, and for efforts to address human-induced climate change
• I love the work that you're doing at Perryman Drive.....educating and connecting with young people....so wonderful! Perhaps the local police, teen center, school counselors might have other ideas of programs that could engage and involve other young people in our community.
• Reach out to new immigrant families with information on trails and gardens.
• Light pollution affecting our area towns, diminishing the opportunities to experience our night sky from BTLT open spaces
• Perhaps offer a scholarship for a community garden plot for the new refugees that have just arrived in Brunswick
• Global warming is a real issue. Could BTLT address this and offer solutions to help educate people about what they could do to alleviate this
• Clean renewable energy.
• Challenges of climate change, challenges of community growth and pricing many people out of the housing market in Brunswick (hence limiting the diversity of users of BLT programs and properties)
• expanding educational and recreational programs with the schools for youth.
• Provide more occasional introduction/guided visits to newer properties, not just the opening event.
• Encourage Brunswick to update and fully implement its climate action plan.
• continue to search out land to conserve, continue programs for children and families
• more outdoor educational programs for all ages in partnership with schools
• Hunger - supporting MCHPP. I know there is already support. But the demand is increasing.
• Challenges of climate change
• Getting children outside and active.
• Under served populations - how to provide them with access to nature

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

• Update and expand Brunswick Outdoors. Promote not only BTLT preserves, but also other open spaces (e.g., Brunswick Town Commons).
• I understand the reason for discontinuing the CSA, but I sorely miss it. I was proud to be a charter member and talked it up to everyone I came into contact with. I looked forward to visiting the farm and U-Pick field on a regular basis with my grandchildren. I hope it will be reinstated soon
• You do an outstanding job and the annual membership is affordable and we love the Farmers' Market at Crystal Spring Farm. Your maps are very helpful.
• Keep up the good work. Affordable housing is naturally not your focus, but it will be key to keeping the area and its natural beauty accessible to more young people. Any partnerships with affordable housing development would be wonderful, without diluting the essential mission of preserving open natural space.
• Connectivity can include existing public and private open space lands. The system does not need to be owned or managed exclusively by the land trust. We are only one manager in the system, but we may need to be the lead intellectual and social force driving the design of the system.
• more outreach to sr. housing/shut-ins???
• I love your work particularly the farmer's market and the land that CREA is on
• Many events seem to revolve around Crystal Spring Farm. While it is a stellar property, there are other worthy properties. Maybe some events could be held at Bradley Pond, the Cathance River Preserve, Henshaw or Coombs. I also think we need to do more to get Bowdoin more actively involved in the land trust (the town). There are lots of potential new members in that pool.
• growth last several years of activities and public awareness has been remarkable.

Community Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Community Engagement and Programs in the Community Survey.
In both our Community and Member Survey we asked respondents to let us know what BTLT programs they were participating in. By far the most common program attended by both members and non-members is our Saturday Farmers Market at Crystal Spring Farm. For both groups, the next most common “program” participated in was physical activities on our lands.

When we look at participation rates broken down by the age of respondents (see table on the next page), Farmers’ Market and Physical Activities are the top two for all age groups, while the Tom Settlemire Community Garden plays a larger role for younger (under 55) community members, and adult education plays a more significant role for older community members.

**QUALITATIVE DATA: COMMENTS**

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our Community Engagement and Programs work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

**COMMENTS ON HOW IMPORTANT BRUNSWICK TOPSHAM LAND TRUST ACTIVITIES ARE FOR COMMUNITY?**

- Community garden is number 1
- Especially for young people and potential donors
- Farmers market is the best!
• I appreciate the elements of partnership and exposure to nature—especially for kids and marginalized populations.
• I feel that some of this programming is important to your mission, other programming less so. It may helpful to do a deep exploration of which kinds of programming the community most wants/needs, as it relates to the mission of BTLT…. perhaps that is in part what the survey is for.
• I love the farmers’ market but have not been able to take part in other activities. I appreciate your work!
• I use the Farmers Market and Crystal Spring Farm trails a lot, and attend the Community Garden plant sale. All contribute to a sense of a vibrant community.
• I’d love to see school garden projects at all age levels
• It does depend on the. Purpose of the preservation the activity has to be not conflicting with the objective of the preservation
• Please expand your partnerships with Brunswick Schools!
• The BTLT does not understand its impact on local agriculture and food economy. It’s a grave oversight.
• These 3 efforts are linked, each dependent on the others, and so I rate them all at the top; each needs its advocates and workers. For me, the events objective offers an important route to fuller community awareness and involvement, and so, at this time, I’d rate it first among equals.
• Our motivation is primarily the protection of diversity, especially bird life. We’re not hikers, but believe trails should be maintained for those who are. We have enjoyed the occasional event (star-gazing, bird walks) and the Farmers’ Market.
• The major mission needs to be in the procurement and preservation of land for Maine’s future but extending the mission to engage all of us with the land is critical
• Use your funds primarily to purchase lands and place them under conservation easement. Brunswick is developing quickly and open, available land will not be with us much longer. Maintain what we have, and offer the events as you can without using up much of the funding.
• We only get one shot at protecting the quickly diminishing open coast line and larger blocks of forest in our community. Put your efforts there! Don’t worry about cultivating membership through events - people respond with gifts when they have something to give to like a new acquisition. Keep them coming!
• of course it would be irresponsible not to steward the lands we protect. public access is important. programs are less important to me, but education is the key to the future.
• the events certainly takes a back seat to the first two priorities. Stewarding conserved lands ensures all residents have access to enjoy the properties vs. much less people who participate in events....

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

• food insecurity, and 2) outdoor recreation
• A deepening of a connection between the stewardship of the land and the youth in the community.
• Access and learning opportunities regarding locally grown food Food for more education opportunities for kids in school regarding open spaces, nature
• Actively monitor climate change (whatever the cause) on BTLT parcels as a means to educate the community on effects and changes.
• All of our futures lie in the youth of today—we need to do whatever we can to get them interested in their own future and see it in a positive light.
• Appreciation of nature by school age children
• Are you offering land - farm land to immigrants newly displaced from Portland Expo
• As Brunswick works to welcome immigrants from Africa, I hope that Btlt could think about activities that could involve them.
• BTLT May offer climate change classes. What users should take note of when using facilities. It will help to raise awareness and educate people on climate change and impacts to our area along the river and coast.
• BTLT properties could serve a greater purpose for local schools and education, forest management on BTLT properties could help bring community awareness and education to the benefits of forest health, and in the future BTLT trails could provide better access to the differently abled.
- Climate change
- Climate change action, food accessibility initiatives, community garden space
- Climate Change and fighting it through conservation
- Climate change education (there are several ways BTLT could approach this theme)
- Climate change....need I say more!
- Connecting people with nature. Helping people access the preserved lands. And publicizing the many BTLT preserves.
- Continue to provide programs (especially for youth) that get folks outside and connecting with the land and nature so that conservation can continue and grow in Maine.
- Continued assistance with helping us all to be better stewards of the environment
- Educational outreach--publicize the good work you are doing beyond the local community.
- Food insecurity continues to plague our community. In addition, the influx of refugees poses a challenge to our community. It would be wonderful if the BTLT could partner with other agencies to help meet the needs of these populations.
- Food insecurity, a greater focus going forward; educational programs to help people steward their own properties to reduce chemical use and have less run-off into rivers, ponds, streams, ocean, etc.; educational programs to help gardening enthusiasts learn how to prune, use organic pest treatments, etc.. More education on endangered bees and other species depletion/extinctions.
- Getting kids outside- better publicity of trails- where located, how to get there and using paper maps not internet based
- Getting low-income or at risk youth out into natural spaces.
- Getting more kids out in nature! And exercising!
- Getting people out in nature - even if not for a vigorous activity - is important for health. I am particularly concerned about the middle school/high school/college age people in the community. I have no solutions to propose, but think these age groups ought to get more specific attention.
- Great question! I lived in Topsham for 2 years before moving to Central Maine. My biggest challenge in Topsham was living in a rural part of town, on a fast road..I didn't feel very comfortable biking or running on my road. I'd love to see more connector trails in your service area that provide alternatives to being on the road with fast cars. I loved the trail from Cathance Road to the Cathance Nature Preserve..more like this! And if possible, more like this that allow bikes. If there is an opportunity for the trust to support the Merrymeeting Bike Path efforts, I hope you can be involved.
- Help offer programs that show others a wider range of environmental solutions.
- Helping to advocate with local and state public institutions (town councils, committees, agencies) for locally important environmental positions and policies. I think it is devastating that we have no organizations that testify locally and it is left to individuals. I think it would be helpful to have an organization or coalition of local environmental organizations to raise the profile of local environmental issues for individual elected officials and candidates.
- How will our near environments be affected by global warming and what can a citizen do to help?
- I believe that there are opportunities to offer talks/education for the community especially abutters of protected lands and waters as to how to "tread lightly" in regard to landscape maintenance with fertilizers, chemicals etc.. Offering options and alternatives for controlling pests, growing a healthy landscape organically and how to plant with beautiful natives to encourage birds, bees, butterflies and beneficials . There is an opportunity to educate people as to how their lands can provide crucial wildlife and bird corridors that connect to B-T Land trust properties when thoughtfully connected through plantings and by leaving certain areas more natural near Land trust borders. These practices provide save extended havens for wildlife and lessens some damage that may be caused in manicured landscapes closer to homes when wildlife is forced to wander closer in to manicured landscapes in search of food and water. These practices are extremely important in areas that lead to drinking water for wildlife. In helping people to better understand the importance of connected corridors and the habits of wildlife there is an opportunity to expand the good results of protected lands, possibility of less landscape damage closer to homes and there is a hope that people abutting protected land may be inspired to consider placing their lands in the Land trust.
I like the increased awareness of and entry into food insecurity. Also, the efforts to link with schools and housing that has lots of kids seem well aimed. How we adapt/prepare for warming is a poser -- it's a large scale phenomenon, where attention to local effects cold be useful...or overwhelming...not sure how to proceed on that.

I suspect that the new immigrant families in our community could benefit from the foods and programs at the TSCG.

I think BTLT has too little focus on clean air, especially with the current federal level assaults on air quality (tailpipe emissions, coal-fired power plants, etc...) and health insurance (disbanding community rating, increasing costs, discontinuing ACA). It's like the blood in our veins. Our blood is not our purpose for existing, but it is a necessary precondition to anything else we hope to do. So it is with clean air. A good example could be set by re-focusing on longer-term efforts for cleaner access to Crystal Springs Farmer's Market (250 cars parked per hour, last I heard). A one-year trial period for any program is not long enough to get people to change their transportation habits: It will require more commitment from BTLT. One improvement in that realm: The pathway from the bicycle parking area into the farmer's market. Last year one of the staff told me that it had been discussed but deemed impossible. I think it's better with the pathway because it provides safer and easier access for people who didn't burn fossil fuels to get there. Your level of bicycle -riding shoppers also appears higher this year -- perhaps related. I think a forum or vendor fair on clean cars and bicycle trailers and similar options early in the spring would bring in new people and serve the entire community well. How about a car pooling app for events? A second area is maintaining -- and making a point of -- being cleaner when burning a building or building a park. Such efforts should be mentioned in every press release

I think BTLT should have a voice in Land Use Planning in our towns.

I think with the ongoing issues of global climate change, population intrusion there will always be a need for folks willing to work for preservation of the land, and accessibility to coastal property. For that I appreciate the forward vision of the Land Trust.

I would love to see an outreach to the recently arrived immigrants.

Increase educational programs for K -12

It may be just my ignorance, but it seems that more contact with school kids would be of long-term value.

It may be useful to partner with a public health organization (I would check with ACCESS Health or the Midcoast Public Health Council to find resources) to arrange a workshop or training or educational materials to address prevention of insect borne diseases to make sure folks feel safe about using the woods and trails. Between ticks and mosquitoes, I'm wondering if some folks feel it's easier just to avoid the woods to avoid Lyme, EEE, etc. I would also make sure all the trails are identified as smooth or complicated in terms of older folks able to walk them. Anecdotally I've heard that some folks when hearing about trails worry about "roots", etc. No one wants to take a fall in the woods away from help. Even maps that show the "tricky" parts of a trail might help. Or again, use education to help folks know about walking sticks, etc.

Kids need more than field trips to TSCG. An on-site garden project for each school that students can care for, witness, and benefit from themselves will ingrain important knowledge and appreciation for organic agriculture.

Maybe our new refugee citizens would appreciate a chance to harvest some local vegetables for themselves. Perhaps they miss access to fresh produce. Maybe a day a week for first year refugees at Crystal Springs garden...something like that. Access.

More on climate change

Outdoor education directing youth with involvement through local schools

Perhaps more outreach to communities adjacent to conserved properties.

Sounds like we may be helping Portland with overflow of asylum seekers- I wonder if there is a way BTLT could help these families get to know our community and vice versa.

The engagement and enablement of the next generation. Who will the future leaders in greater-Brunswick be, and how can BTLT connect and engage them?

To keep increasing your out reach into all the ages and demographics within the community. The more people that see and understand your mission the more support you’ll have

Upgrading Crystal Spring Market space with outdoor power supply for future events and select vendor use.

walking programs for youth mental health

Educational outreach--publicize the good work you are doing beyond the local community.
• Establish conservation easements on Morrill land and fields at Wharton Point. Educate on climate instability, rise of sea level, and sustainable, resilient Brunswick.
• Helping more people understand the need for conservation in a society with rising land prices and continued residential growth. Very few people hold onto vast tracts of land anymore and the next generation is not always interested in carrying on the pasts interest in owning a piece of farm or forest.
• We hope the Land trust will help protect access for all in our community to experience and enjoy the natural resources this community offers. Without the Land trust, gentrification could result in the loss of these resources. Also, education is critical. Our young people need to be introduced to these resources so they might grow-up to love and preserve them in the future. We hope you continue your very important work!
• What do you think about preserving land to locate solar on it for the community?
• .. always opportunities and challenges.. mostly oriented around resource education opportunities for those who might not otherwise have easy access to a broad variety of high value, local resources; also permanent access to lands, habitats, natural communities that enable sustained long term (permanent) ecological monitoring... many more
• Access to all economic groups
• Access to BTLT land and programs for the economically challenged and homeless
• adapting to climate warming
• As someone who just moved to Brunswick, I was impressed that you got the word out about BTLT at the Farmers' Market, and that's where I joined. I would like to become more aware of environmental threats in the immediate area, and know about them early, so that we can take action. I think you probably do this, but I am too new to know about it.
• BTLT does so much already. I hope 'they' will not hesitate to take a stand on issues facing the community such as climate change and access to the coast.
• Increase partnerships with Brunswick schools - especially in coordination with CREA.
• You already are! We have to continue to make an effort to make sure that ALL people feel welcome and served by the land trust properties and programs. Maybe partner (more) with organizations like The Gathering Place, Midcoast Hunger Prevention, Sweetser, the hospitals, churches, refugee families, etc..
• Could BTLT help make it more comfortable for people who are unfamiliar with the woods and trails to be outside to benefit their health and well-being?
• Engaging with a wide spectrum of landowners/stewards —- whether they be interested in conserving their lands or not— as a resource— demonstrating and advising responsibility and how to take good care of lands and waters. Educating. And so really taking care of the land that BTLT is responsible for is of utmost importance. How to embrace “we” in “ownership” and responsibility? teaching people young, old, and especially in between- the why and how — responsible and respectful relationship with land. Modeling. Asking the question “what do we do best” and really going for it - is so important. So not to be stretched too thin. So to make the most out of all these many assets of BTLT, its powerful mission and dedicated community.
• I think reaching out in a meaningful way to engage community members who need accommodation either physically or for transportation for accessing BTLT properties would be great. I'd be interested to learn what the broader community thinks are the top opportunities or challenges.
• Invasive plants are a real problem in this area. The public needs to be educated about these plants and the damage these plants do to the natural environment.
• Invasive species control, brown tail moth control information
• Over development, sustainable practices such as plastic and waste reduction in our community. Also, I am disappointed at the excessive trail construction at Neptune Woods and the obnoxious use of metal Stakes at flags. It is so fragmenting to a Small section of wildlife habitat in addition to the addition of micro plastics in a natural area.
• Provide on-site stories of land use and changes to the landscape with historical & current maps - going back as far as possible in time - especially to the native Americans (if possible). Offer Adopt a BTLT Property for schools closest to each property and offer stewardship training for participating schools. One tree at a time - choose a dominant tree specie on each site and create a map that highlights our trees with reasons why they grow on a particular forested landscape.
• There are a couple of places where it would be wonderful to have gravel bike paths on or connecting to BTLT land to get our bikes off the road: 1) along Pleasant Hill Road from Baribeau to Woodside and 2) from Pleasant Hill or Woodside Road to the High School.
• There is a robust local biking community. BTLT would benefit by embracing these riders by opening existing BTLT lands to bike, specifically Crystal Spring Farm land on either side of Pleasant Hill Rd
• There is currently an insufficient "bicycles allowed" trail network. I would like to see more trails created and greater access to bikes allowed, encouraged and promoted. This sport increases physical and mental health among participants.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

• As a volunteer at the Common Good Gardens at TSCG, I would appreciate clear communication about the mission and goals of the garden program.
• I am very proud of the farmers market and brag to my family and friends who live out of town that Brunswick has THE best. Please continue to invest in that effort; it's fantastic.
• I love the Farmers Market. We're new to the area and to BTLT so I look forward to exploring the other things that you have to offer
• I think helping us to establish a “minimal waste” community would be great! (Refillable soaps/laundry, dish detergents -hannaford? Morning glory?) more awareness building re: garbage crisis.
• I think it is disappointing that Crystal Springs is growing less and decreasing community involvement. They no longer offer summer camps or CSA> It houses the farmers market but the actual farm feel less and less like a community farm. I would like to see BTLT increase its educational opportunities for kids. I think the Harpswell Land Trust does an amazing job of this and its much smaller! I think the school opportunities at Tom Settleminere garden are great but they are BIG projects that require a ton of volunteers. I think having an educator that works with one class at a time in the field or in the classroom would be more beneficial and efficient. CREA does this and does a great job. I think BTLT should merge with CREA. They have similar purposes but CREA does such a good job with school age education. BTLT could help them expand and they could fill a gap in BTLTs outreach programs.
• I wish there was more work done around conserving working farms and/or more easily accessible information on the work being done. I wish Crystal Spring Farm had more comprehensive signage explaining the history of the farm, as well as how different regions of the property are used, for example at the Community Garden, at the Farmers' Market, on the farm trails, etc..
• Keep up the great work. While I haven't participated, I love the idea of the community gardens and engaging youth in your programming. What a great opportunity for recreation and education for the kids in our communities.
• Love the farmers market, it's always well done! Thank you!!
• Maybe more public participation of the staff/Volunteers in more community events. Edit integration on the ground
• Per earlier comment. Thank you thank you! Need an off leash dog walking place.
• Programs aimed at children are worthwhile- so much passion for the environment in the young, and kids can often pull their adults along with them, like no one else can.
• Really appreciate your proactive and transparent approach to communications - particularly related to the farmer market. Would love to see an interactive map of properties like Harpswell Heritage has.
• Share the health benefits of your work with our communities and identify/name each one: local foods, local jobs (less commuting), walking in the woods or along a shore - peace of mind, exercise - as examples. I love the work of the BTLT - thank you.
• As we said in the beginning, the organization is doing a great job in preserving valuable land and habitats in the community and helping to make the public aware of the importance of such endeavors.
• My husband and I are members and extremely supportive of the good work that you all do! The protected lands are so special and a real gift to our communities. The Farmer's Market is spectacular and beautifully managed!
The year round enjoyment we are so fortunate to enjoy with the many diverse trails and conserved lands is truly remarkable! Thank you all. My best. Kathleen

- Good work in general. Would like to see more vigorous, creative leadership in climate issues, inventory and protection of land and water, education of Town officials and teachers. (Loss of Booker Pond as nature corridors between Morrill Land and Maquoit Bay was tragic.) Try new forms of engaged, “activist,” cooperative member participation. Do thorough, deep review-assessment of BTLT at this crucial time of human-Earth crisis.
- BTLT should consider allowing more mountain biking on parcels like is done at Neptune woods
- Design any new lands or trails to be bike friendly. BTLT has certainly seen the success of Neptune Woods in this regard
- I would like more walks on the properties that I have not visited yet. Saturdays work best for me. I'm not able to attend the Sunday morning events that you have scheduled in the past. I love participating in BTLT activities.
- It would be nice to know which preserves are picnic friendly for families. Add a couple of picnic tables to the farm or another popular place? Or know about places that have Grassy area that is less tick infested, perhaps.
Development

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Development work, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS

Summaries of interview and focus group comments by Board member Doug Bennett.

➢ Interview and discussion group respondents view BTLT’s operations and finances as very well managed.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• Suggestion – don’t bother listing donors in annual report – link to online list if necessary
• Build stewardship endowment before taking on a lot of new properties

ADVISORY COUNCIL

• Stretching too thin is a real risk
• We have limited staff and capacity.
• We keep conserving more land but need more funding to take care of it
• Number of land trusts has grown exponentially; one can only write so many checks
• The next big shift will be wealth (and land) transferred to the next generation, so planned giving will be important for stewardship specifically. Lands projects are a onetime acquisition cost which can usually be covered with grants; stewardship costs are ongoing.
• Don’t make everything we offer look like a membership draw or a request for funding; offer things as a gift to the community, serve the community and don’t ask for money.
• The stewardship endowment needs to increase

(Continued on next page)
QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Development in the Member Survey.

When BTLT members were surveyed about their satisfaction with their relationship with BTLT, 96% responded that they are satisfied or very satisfied, no members (across all ages and towns) said they were dissatisfied. Members’ satisfaction with their relationship with BTLT, and in particular the strength of this satisfaction, increases with age. In addition, though more members from Brunswick are satisfied with their relationship with BTLT overall, members from Topsham tend to feel more strongly about their satisfaction.

QUALITATIVE DATA: COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Development work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

- Discount on senior and youth memberships
- Friend-to-friend. BTLT members reaching out to groups they themselves participate in...
- Word of mouth...focus groups...In person gatherings with sister organizations--network and collaborate
- face to face gatherings/activities that prompt conversation
- I do not receive many of the communications listed.
- Postcards like this one, word of mouth bring a friend events,
- I live in Topsham and don't see a lot of BTLT publicity. I am much more aware of HHLT and KELT programming thru their emails. I am involved in the programming for CREA so know that well.
- More direct engagement and neighbor engagement
- Do you have a member event or a couple fundraising events a year?

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- I think your plate is pretty full, maybe more outreach to engage members to consider volunteering-a welcoming of some sort to afford new member to meet the leaders/active members.
- Should we have more opportunities to meet other members doing kayaking or walks or picnics on different trails to make us members more aware of all the different places to go? Perhaps you already offer this.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- Keep growing, be ambitious, tell people what you want to do, and launch a capital and annual fund campaign to fund it.
- Though my husband and I don't live in Maine currently, during our time at Bowdoin College BTLT's properties were an incredibly resource for us. We still miss the trails and the farmers market, and continue to follow your programs and work, and give because we want you to continue to be a resource for generations to come.

Community Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data that was gathered regarding Communications in the Community Survey.

In the Community Survey we asked respondents in which programs they participate, and then compared those responses with if the respondent was a member. The table to the right lists which programs were more likely to be attended by members. The programs are in order of the amount of difference between members and non-members. For example, there is much more likelihood that a member will attend a fundraiser, or nature-based event (such as a bird walk), whereas for Farmers Market it is only slightly more likely that an attendee is a member.
Communications

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Communications work, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS
Summaries of interview and focus group comments by Board member Doug Bennett.

➢ BTLT should tailor its communications to the different habits and preferences of different generations. In general, older members prefer e-mail, the web site and print media, while the younger are more attuned to social media. All like to see visual images.
➢ BTLT should re-organize its website to be more user friendly. It should consider creating an on-line calendar of events.
➢ BTLT should find ways to expand coverage by local print media, for example by developing regular weekly or monthly columns. Media-savvy organizations like Curtis Library and People Plus may offer useful lessons.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• BTLT communications are effective – informative and not overwhelming.
• Reach millennials through digital media.
• Increase traditional media presence.
• Educate and clarify who we are and what we do.

ADVISORY COUNCIL

• Inadequate signage on properties is a major concern – both on the road access points and trailheads and on the trails.
• More attention to how to communicate values of conserved land not available for public access.
• Effective messaging in diverse forms is important to reach different demographic groups.

UNDER 50 FOCUS GROUP

• Almost no one in these groups uses traditional media or shares a common source of news – local, regional, or otherwise

COMMENTS
This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Communications.

“BTLT achieves the highest standard among organizations I know in terms of communication.” –
Karen Parker, Executive Director of Mid Coast Hunger Prevention Program
KEY INFORMANTS

- Use social media to reach younger audiences; they aren’t “going to websites” or reading print news or Facebook - use Twitter, Instagram, Snapchat, and LinkedIn, use hashtags; they need online sign-ups with choices ready to go.
- More media coverage; monthly/weekly articles about specific properties vs. big picture?
- Buy a page in Times Record like People Plus, BHS (Black & Orange); sponsors can pay
- Offer a calendar of events
- Show we are vibrant, growing and deserve a respected place in the community; always assume we aren’t well known
- Need to deal with the perception that BTLT is responsible for town properties - town commons, Furbish, perimeter trail
- Need more visible signage at BTLT properties
- Volunteers at Farmers Mkt should be knowledgeable about events and properties to speak confidently and accurately with patrons
- Have a booth to publicize properties at fairs/gatherings
- Emulate other organizations in our community who communicate well – People Plus, Curtis Memorial Library (weekly newsletters); KELT and HHLT better at getting info out

ADVISORY COUNCIL

- Our members may not know what we are doing.
- We are doing a good job enhancing quality of life but need to let more people know about it
- Non-members don’t know how much we contribute to their quality of life.
- There is not a high awareness of what the Land Trust offers among the general public.
- Change from elitist perception -> community benefit
- Stress that the conservation lands and programs are for everyone – not just our members
- We seem Brunswick focused; need to reach out better to Topsham and Bowdoin
- Even within Brunswick we probably aren’t reaching some segments, (ex.: residents of the trailer parks by the high school)
- Topsham has less exposure, Bowdoin even less, a branding problem.
- What about Bowdoin? They have a very active community at the Bowdoin Central School, there are some public-spirited people there with a really good teaching staff.
- Highland Green folks are favorable, but are confused about what we do other than the Farmers’ Market or the Community Garden. They are confused about CREA vs BTLT.
- We need more signage along road frontage where we have preserves
- HHLT does a better job with signage on preserves; we should focus on this
- Signage is a big problem; residents of Thornton Oaks are afraid of getting lost on the CSF trails. Trails are poorly marked, signage is amateur. Annual sign damage at Crystal Spring Farm is a problem. New signs are being designed now, with a template that we will use for CSF and then for other properties.
- What about informational and historical background signs that make the experience richer? (Head of Tide example).
- Our programs are good and well utilized BUT it would be good to figure out ways to know what’s happening beyond emails and social media to get more people engaged in our work
- Email not a great way to invite people to things
- Town-wide mailings? A town-wide mailing went out to Topsham last year, tied into Head of Tide. The new resident mailings are time well spent.
- Publicity in the papers (The Forecaster and The Times Record) has been good. We’ve also had good coverage in the (former) Source section of The Portland Press Herald.
- Susan Olcott has a weekly Times Record column, might the Times Record, possibly The Forecaster, give us a monthly column, which we could rotate through different authors? They have the one from Sandy Stott who is on the Town’s Conservation Commission and they’ve got one from ‘Chowderhead’ [Rodney Chase?] about older
people going trekking. They might have enough but, usually, if you offer them free copy they will take it. An example was Sustaining Maine, a 5 year series with a column every month, written by people from all over the state. But the trick is getting people to do it and be engaged by it.

- Getting our good stories in the media more is important. Could we get on 207 or Bill Green? Maybe when WWP is announced? Also talk more to BDN.
- Need to use more media, newspaper
- Social media is important too – could be used more effectively by nonprofits.
- Email is the default, but it gets overused, we get saturated by it - there are so many events we learn about from email that it can be overwhelming. No one suggested an alternate solution.
  - What is the appropriate frequency?
  - Information should be new.
  - Subject lines should be informative.
  - Header/topic list where you can click on the paragraph you wish to read are good.
  - Information should be graphically presented for quick reading.
  - They are often too text heavy; use bullet points, especially where there is the opportunity to delve in deeper via hyperlinks.
  - Standardizing the format would be good, too; a recognizable format where you know, when you receive the email, that it is actually going to have some meat.
- Different age groups use different media for information; a more multimedia approach could have further reach than text-based emails
- How actively engaged are Facebook followers
- More use of social media, more pictures, more video
- Short videos are a popular tool, aerial views with drone
- Video walking tours could be made fairly easily and would be effective
- Maine Birds/We the People of Brunswick and Topsham on Facebook, a similar audience could be there for BTLT
- Comments about the webpage: sometimes inactive pages; it is better than it used to be
- Finding a trail, especially if you don’t know what you are looking for, can be difficult
- Harpswell website feels easier to use and better organized than BTLT’s
- Freepost maps provided online draw interest; project for high school students?
- Interactive map on website?
- Get more outside members on the Community Outreach & Education Committees.
- Students and schools are good inroads / Schools may be overwhelmed already
- Families are being pulled in a million directions. Working through the schools is a way to not add stress to families.
- Give members a channel for them to provide input to us.

UNDER 50 FOCUS GROUP

- How do you tell the stories about the easements that are already preserved? Share the information about what species are benefiting from the easement.
- Communicate how properties are used: Some people purchasing land abutting LT properties have concern with who may be on their land accidently, or near their land and how much traffic they should expect. I.e. is the property they are considering purchasing going to be as peaceful as it seems. (shared by realtor)
  - How do we communicate with you?
- Instagram, E-mail; read newsletters/e-blasts; Facebook - but use intermittently
- Need a shorter form of the e-newsletter that is more bulleted – too long form for young people, table of contents at top of email, put big events in the subject line, even if more is covered in the newsletter/email
- Need website to be more user-friendly
- Posters in town, newsletters, FM info both, word of mouth – but only during the shoulder months as it is too busy during the high season
- Not the table at the farmer’s market – people are afraid to stop for fear of being solicited.
• Look at Forecaster because it is the only free paper in the area
• Through the school?
• Moms looking into summer activities for their children, a great group for word-of-mouth. They act as a sort of ambassador, could BTLT develop something similar? This works best when the ambassador resembles the group you are trying to engage.
• Promote other ways of people getting to the farmer’s market – traffic is a major problem.
• Land Trust does a great job of marketing

Survey Summary Analysis

This section includes an analysis of strengths and opportunities as suggested by Marcy Holmblad’s review of the quantitative data.

STRENGTHS
➢ Each communication vehicle is useful to some of our members.
➢ Newsletters, the website, and the annual report are seen as very useful.

OPPORTUNITIES
➢ Continue to use many different forms of communication.
➢ Continue to emphasize the most useful communication vehicles - newsletters, website, annual report.
➢ Tailor communication vehicles to target audiences.
➢ Expand social media presence.
➢ Consider regular communication series (newspaper, blog).

Member Survey

QUANTITATIVE DATA SUMMARY & ANALYSIS

In this section you will find summary analysis of data gathered regarding Communications in the Member Survey.

Usefulness of Communications Used by BTLT

When we asked our members what communication channels they find most useful, our newsletter (both print and electronic), website, and annual report are viewed as the most useful. Various social media platforms are viewed by the majority of members to be the least used/least useful communication vehicles.

In looking at the top 5 ‘very useful’ responses by age (see table on the next page), social media is more useful to the younger generations (including word-of-mouth). The Annual Report, newspapers, and info booth at the Saturday Farmers Market are more useful to the older generations.
QUALITATIVE DATA: COMMENTS

SUMMARIES

This section summarizes the comments that were provided for questions that were directly applicable to our Communications work. Numbers following each bullet are the relative frequency of each comment.

Question 14: What other information or content would you like BTLT to offer in its communications?

- No change! - 28
- Information
  - Events - 20
  - Access - 8
    - Trails, where, how?
  - Environment - 6
    - Education, climate change
  - Public policy - 4
  - Volunteer opportunities - 4
  - Other 4
    - Collaborations, personal stories, human interest
  - Updates - 3
  - History - 2
  - Pests – 2
    - Invasive plants, natural pest control
  - Budget - 1
    - How funds are used
  - Board of Director meetings - 1
  - Other group’s events -1
  - “Vision” – 1
Strategic Goals

- Instagram
- Poetry

COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Communications work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

- not all properties listed in your survey are shown on your website
- More about each on the website
- Website directions and maps

BTLT IS WORKING TO ENGAGE WITH ALL THE MEMBERS OF OUR COMMUNITIES. HOW CAN BTLT BETTER ENGAGE WITH CHILDREN AND FAMILIES? WHAT TYPES OF ACTIVITIES SHOULD WE CONSIDER?

- More info on volunteer activities
- Other than the booth at the Crystal Springs Farmers Market, I am unaware of how the Landtrust currently engages with children and families.
- Timing of events important (do not conflict with major sports events). Events that combine indoor instruction followed by outdoor field activity such as birding, vernal pools, biking (on designated trails) or even shoreline program/paddling. A guided scavenger hunt? More publicity that emphasizes family Land Trust activities. Some-thing that emphasis historical aspect of land may be fun.
- Continue to create and host programs that will connect with children and families (and active elderly!)....and advertise as you have done. I feel badly that I haven't been able to participate in many of the programs of interest to me simply because of other conflicts. I'm sure that many children and families experience that as well. Life would undoubtedly be more pleasant if we all took the time to spend time outdoors and to learn about our beautiful lands, animals, flora, and waterways.
- Most outreach seems to be focused on adults or photo ops with low income children and youth. Not much available for families and kids. Nature arts & crafts, family hikes, birding for kids, nature journaling for all ages.
- Better publicity including more emails
- continue listing w local calendars, events published in forecaster
- I believe that you have many wonderful offerings; no need for more. More publicity in local papers would be all I can suggest.

HOW USEFUL ARE THE FOLLOWING TO YOU IN LEARNING ABOUT BTLT, ITS PROPERTIES, PROGRAMS, AND ACTIVITIES? - SOME OTHER SOURCE OF INFORMATION

- Are there other sources? The Forecaster perhaps?
- Just too busy to get too involved!
- Word of mouth
- Summer Banner on Maine St. for farmers market, if the music theater can have one , they should too
- free newspapers
- Brochures at properties
- Unaware of any other sources
- Southern Midcoast Chamber
• Partners publications
• Personal email!
• Emails targeting specific events
• public tv/radio
• currently don't subscribe to newspaper, "don't dare look for" community calendars that would make calendar priorities even harder!!!
• I call the BTLT Office. They probably wish I didn't. They don't really have the time!
• Any info is good.

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

• BTLT t-shirts? Not sure. There are good methods in use already.
• Friend-to-friend. BTLT members reaching out to groups they themselves participate in...
• Word of mouth...focus groups...In person gatherings with sister organizations--network and collaborate
• face to face gatherings/activities that prompt conversation
• I do not receive many of the communications listed.
• Postcards like this one, word of mouth bring a friend events,
• I live in Topsham and don't see a lot of BTLT publicity. I am much more aware of HHLT and KELT programming thru their emails. I am involved in the programming for CREA so know that well.
• More direct engagement and neighbor engagement
• I think that you are doing a great job! Please continue to increase and preserve salt and freshwater public access and linking trail ways. I wonder about partnering with local retirement communities to offer group outings to preserve land....?
• Libraries are a good resource to get communication out, as well as the Topsham Cryer, which is monthly. We dropped our Times Record subscription when it contained more Portland Press Herald stories (which we already get).
• Doing good job open Houses on Trails
• Do you send newsletters every few months by email? If so, I apologize for not remembering. Instead of full newsletters, consider highlighting just one property every two months, with map and instructions for use of that property.
• You seem to do quite well. If you don't have a guide book to your properties and the trails on them, that might be helpful but I've seen at least one map somewhere. HHLT has kiosks at each of its trail heads where there are usually maps of that site and information regarding distance, degree of difficulty, etc..
• Remind us where we can go to enjoy the properties in BTLT and how to get there.
• "More articles in the Times Record and Forecaster. Trail maps" 
• Provide more updates on the strength of the organization, recognize ALL volunteers more, take more photos and write captions, give business partners more of a chance to personalize why they support BTLT, interview kids and others who take part in programs, meet with local editors and reporters to tell them three important things BTLT is working on or about to conserve/propose/launch/hold and why it matters to the community, interview someone from the town of Bowdoin about how BTLT makes a difference or how it might make more of a difference, give members 5 suggestions every year about where to take out of town visitors and what to do — include places in Harpswell and Bath and collaborate publicly with HHLT and KELT and MCHT on events for our and their members, etc..
• More informative newsletter via email?
• I feel you are doing a good job!
• I'm older so e-mail or snail mail works best for me. Can't speak for others many of whom are probably way more involved with technology.
• More exposure in the Times Record
• You use all standard methods. No ideas for other ways
• Articles in local newspapers listing activities, emails
• Social media and e mail
- E-mails "blasts"
- Align with other organizations for shared activities, then communicate together
- I still like the newsletter - likely the various electronic/social media approaches will work well with the younger crowd
- You do a wonderful job, if I had good suggestions for improvement, I could be a consultant!
- Email blasts
- Emailings
- I think it does a good job - information is available but there isn't an onslaught of messaging.
- I don't know, probably more outreach to young families or young adults. I am not sure what their engagement level is with this organization, but I would say partnering with organizations that other people in these demographics frequent. For example, partnering with Flight Deck Brewing is great, but I think more engaging activities would be good, vs. passive ones. I haven't thought through how well this would work, but I do think it bears thinking about.
- I think you're already doing a pretty good job.
- We've tried neighborhood gatherings but I have no idea how much impact they have.
- Don't know enough to suggest. Seems BTLT doing a good job of getting attention.
- A nice, larger color map printed on water proof (or not) paper showing all properties with informational print descriptions of history and amenities for each on the back that was available for purchase at a reasonable price would be great. Maybe you already have this and I just haven't taken the trouble to search it out.
- emails are helpful
- I know two people on the Board and my husband volunteers so I get what I need most effectively.
- I'm not sure. Email works for me.
- Every once in a while, it might be worth springing for digital ads for something that's especially important to the organization. I tried using them once and was impressed with how effective they were.
- I think BTLT communicates extremely well, one of the best of the organizations I belong to, right up there. Keep up the good work.
- not sure-up-to-date web site is very important
- Regular e-newsletters, press releases for articles and community calendars in local papers (Forecaster, Coastal Journal, Times-Record, etc.)
- More in The Forcaster....
- existing methods work for me
- Keep doing what you're doing!
- More frequent emails
- it is doing a good job now--members and friends just have to look.
- By making some of your written paper materials shorter and directly to the point. There's a lot for all of us to read today, and some of your written materials are dense.
- use social media more actively
- You do a great job!
- seems good to me as is.
- I cannot accurately assess this since I know so little of the organization and its community outreach.
- Doing a fine job now.
- I believe BTLT is doing an excellent job. We all use different ways of knowing what is happening in our community, some digital, some not. Personally, I need to be more aware of what is already being communicated.
- I think you are doing a fine job now.
- I think you're probably doing a stellar job - I'm just a bit aged, and volunteering at HHLT is more convenient for me.
- Communication seems pretty good, to me. My own interest is in the preserves themselves, their contents, plants and animals, their geology, history of land use, the more ecological science kind of information.
- Have a unique message delivered from unexpected voices
- social media, Times Record
• Change the events listing on the website so the date of posting does not show. It is too easily confused with the event date.
• Not sure. Seems you do a good job now.
• Be sure the website is up to date, and trail maps are accurate and printing correctly. Lily McVetty's posts have been extremely helpful in keeping up with what's going on at the Land Trust.
• Continue your avenues of communication...I always read whatever I receive or see from BTLT. Thank you!
• Not sure. I always read the emails and the snail mail bulletin. I can't think of anything else beyond what your list includes.
• If I think of anything, I will let you know...
• You are doing just fine
• Unfortunately, we all have our favorite ways to hear about your events and accomplishments. Some like real mail; some prefer email and electronic options. Best to customize, if you have the capacity.
• For me, the newsletter is the most effective tool.
• email is best
• I have found the newsletter, both printed and on line very useful.
• It’s doing a fine job. More social media maybe!
• Periodic (monthly?) emails highlighting various properties and events
• Don’t know -communication is pretty effective now
• Can't think of anything
• I am satisfied with the level of BTLT communications
• i am not active enough to offer suggestions
• You have a strong communications plan that targets the many ways that people find out about and learn about activities.
• Newspaper articles
• Get more material into local and regional newspapers and on Portland-based tv outlets.
• I think you have struck a good balance. Maybe more info about new properties either as an e-announcement or in the paper.
• Keep doing what you're doing.
• not sure.
• I think that general publicity via a social media platform would be especially effective and useful for a younger audience
• I think you do a good job as is. Don't get to the point of information overload for members.
• YOU are doing well, I think -- it's us-the-public that has the problem!!!
• Expand enewsletter!
• I think BTLT does a pretty good job communicating. I just have to engage more.
• monthly email with instagram and facebook reminders
• You are doing well now
• email
• "Local newspapers. Yearly guides"
• You are doing just fine.
• You do a great job. I need to pay better attention and learn about the other properties listed above.
• Doing fine
• regular emails
• Generally seem to do a good job.
• a more user-friendly website
• There's a surfeit of information already!
• I have no idea. I don't communicate with other people either until I have something I need to do.
• Perhaps through Maine Public or local TV?
• Email
• Your communication strategies are working well for me.
• You are doing just fine!
• Maintain up to date news/info on website.
• BTLT does a very good job at this. Angela T always calls back.
• Discount on senior and youth memberships

WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

• Information on natural pest control in our area would be helpful
• Events
• You do enough and it is fine with me. Perhaps more with children but I am not sure what you already do to promote the recreational use of all the trails and lands that you have. Do parents in the area know about you? Check with school secretaries, school librarians, daycare centers, etc..
• Calendar of events
• Engaging young parents and other young adults in BTLT.
• provide more details for events. I was going to attend a bird walk during the Town Commons 300th celebration, but couldn't find out where the group was meeting
• History of the land
• Climate change. Not global warming, that is too politicized. But climate change is real, and we can discuss this.
• Make sure there's info on potential for renting equipment when equipment is involved, like kayak rental for paddling trips or x-country skis for ski events. Or simply say one has to bring one's own equipment.
• poetry
• More information about deer, raccoons, various birds
• Environmental education
• I seem surprisingly unaware of what is offered now. Along with program info, I like some natural history, maybe a photo of a special spot along a trail to look for and to encourage someone to go, maybe key points of a past walk, a recommendation of a book or guide by a BTLT staff or volunteer or workshop leader, etc..
• Just stick with the basics: for events, time, date, duration and if there's any cost.
• Promote upcoming events more broadly
• Climate Change Forum
• climate change prevention/resiliency advice
• More about BTLT's collaborations with other organizations on conservation issues of regional or national importance. More about issues of national importance (climate change, recycling, etc..) or where to find actionable information regarding these issues.
• Vision- strategic conservation goals like the farm to farm idea from CSF to Wolfe Neck
• Information on new properties.
• Stress the importance of preserving land for the future of life on this planet.
• more on new lands acquired
• Background, context, history on the properties it conserves
• More updates on health of the organization, aspirations, and challenges.
• commentary on relevant pubic policy issues
• Get across idea that land trust is for everyone, not only people with money.
• Legislative updates on conservation bills and science-based topics related to BTLT’s lands.
• Notes of Board meetings
• breakdown of how funds are being used and transparency with finances
• What is BTLT doing to address climate collapse?
• Keep being creative.
• Info on activities put on by neighboring land trusts and conservation organizations.
• More access to activities that are hard to access: paddle boarding, mountain biking, etc., sea kayaking, island visits (via canoe/ kayak), snow shoeing, xc skiing. Perhaps a gear library would be good....... There seems to be
so many possibilities for partnerships. It could even be structured that for some of the rentals there is a certification process or "x for beginners" class (for a fee) to be able to use......

• programs of other conservation groups
• calendar of events, history of properties and communities served, spotlight on successful programs, highlight of partnerships and the work BTLT and partners are accomplishing together
• More information about collaboration with other local organizations.
• Human interest stories? Stories about the different trails and how they are used...
• A brief write up of a different property in each newsletter or an occasional blog post would be great.
• More stories on less well known properties, needs for stewardship.
• Have something that tells the public how to identify properties that might be of interest/value.
• description or focus on a different couple of conserved areas each time
• Special feature on one of your sites: how to get there, trail map, what makes it special
• Images of a featured invasive plant species in each newsletter and what native plants people can combat it with if they are trying to eliminate it.
• Maps and driving instructions, complete information on what activities can be experienced at each site.
• Which properties are open to the public (or to members) at any time, and which require advance notice and permission.
• Opportunities available at each of the properties
• Changes that you are seeing on your properties related to climate change. this is a long term endeavor but it would be good to document the baseline for future reference
• Info about trails
• Highlight an endangered species? Perhaps this is done. I love my local land trust and engage in it FREQUENTLY but do not always rely on official communications. I am fortunate to have a board member in the house, so I can just ask questions. (A board member in every house? Not practical!)
• Maybe hear about the results of things like the bio-blitzes.
• "Access. Need for volunteers. Trail maintenance and building efforts"  
• A map of all the properties. perhaps you have this.
• A captioned slideshow or narrated handheld video walk through larger properties and trail systems.
• I like to know how things are going on matters of conservation and stewardship, even if there are problems. We must always face our problems openly and honestly.
• Perhaps some personal written input in the annual newsletter about experiences on the properties.
• Volunteer opportunities
• specifics on what volunteer help is needed.
• More volunteer opportunities (e.g., trail maintenance).
• Appreciated reporting in local newspaper about acquisitions such as Woodward Point. Perhaps more requests for volunteer help, or requests for those with special skills or training offer the services with youth or at an educational program.
• I like the style of your newsletter as is.
• What's currently available works for me.
• "Events, new properties, highlight a few special places,
• what are we up to this year/quarter/month"
• Just keep letting us know what you're doing!
• We're satisfied.
• I have no suggestions.
• Fine as is.
• I'm OK with what you're doing.
• No idea. Seems good enough as is.
• I'm ok.
• I don't need more content at this time.
• seems good to me as is.
• Think the waterfront is covered very well in your communications.
• Instagram
• Curtis Library sends a weekly email attached to their calendar/website. I find that helpful. I always read through for the upcoming week and mark my calendar for events I want to attend. A weekly email from BTLT would be welcomed by me...and probably by others. We all are busy and an email that focuses on the next week or the next two weeks is welcome.
• Happy with current info provided
• never have felt that anything was lacking...

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

• I think your plate is pretty full, maybe more outreach to engage members to consider volunteering-a welcoming of some sort to afford new member to meet the leaders/active members.
• Reach out to new immigrant families with information on trails and gardens.
• Low activity levels for many of us....make it enticing or give me a reason to participate besides 'it's good for me.'

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

• Update and expand Brunswick Outdoors. Promote not only BTLT preserves, but also other open spaces (e.g., Brunswick Town Commons).
• You haven't mentioned your trail stewards here, or other volunteers, both ways of getting people involved. I don't take the Brunswick paper. Maybe that's where most of your publicity is done. Hurrah for all your land preservation!
• Unsure since I do very little and am so unaware of what else I might consider. It is probably my fault that I do not know more.
• not all properties listed in your survey are shown on your website
• More about each on the website
• Website directions and maps

Community Survey

QUALITATIVE DATA: COMMENTS

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our Communications work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

COMMENTS ON HOW IMPORTANT BRUNSWICK TOPSHAM LAND TRUST ACTIVITIES ARE FOR COMMUNITY?

• Please share more about these in advance

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

• Perhaps some more advertisement about all your properties, maps, etc.
• Please advertise these available properties and how to access them.
• The more awareness the community has of your work and opportunities, the more they will participate and support BTLT
• Perhaps more outreach to communities adjacent to conserved properties.
• To keep increasing your outreach into all the ages and demographics within the community. The more people that see and understand your mission the more support you’ll have

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

• Really appreciate your proactive and transparent approach to communications - particularly related to the farmer market. Would love to see an interactive map of properties like Harpswell Heritage has.
• Share the health benefits of your work with our communities and identify/name each one: local foods, local jobs (less commuting), walking in the woods or along a shore - peace of mind, exercise - as examples. I love the work of the BTLT - thank you.
• I’d love to get to know these areas better. Have lived in the area 40 years and have heard of some of these but find them not easy to find or feel unwelcome.
Organization

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our organizational management, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS

Summaries of interview and focus group comments by Board member Doug Bennett.

➢ Interview and discussion group respondents view BTLT’s operations and finances as very well managed.

The following bullets summarize many of the key points learned:

KEY INFORMANTS

• BTLT is a highly respected org.
• Need to continually renew leadership.
• Concern about sustainability of organization

UNDER 50 FOCUS GROUP

• Spend time ensuring BTLT is sustainable long term - not necessarily to continue growing.

COMMENTS

This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Overall organizational management.

KEY INFORMANTS

• How much more we can conserve without more staff/need a significant stewardship endowment; are we being too aggressive to sustain? Can current levels be maintained? (This concern, although expressed different ways, was very common among KI’s)
• Consider merging with other local land trusts
• Need to cultivate new blood, strong leadership
• Organization is well run, well-staffed, has great board – most especially when compared to other boards/organizations; one of the best land trusts in Maine
• Board stands out in its depth of experience, thoughtful operation, devotion, intelligence and collegial nature
• Acts as a focal point for conservation-minded people. Allows individuals to support conservation in their own community, vs. supporting an organization that operates tangentially

ADVISORY COUNCIL

• We are better organized than most small nonprofits
• We are doing a good job enhancing quality of life but need to let more people know about it
• Our members may not know what we are doing.
• The list of what we do – events, trails, and market – is long, so we are serving our members.
• Non-members don’t know how much we contribute to their quality of life; People use the properties, go to the market and assume that someone else is taking care of that for them
• BTLT benefits an economically-diverse community but many aren't represented at meetings
• People think land trust people are elite
• We can’t get rid of all resentment and presumption; we can reach people who think of us as elite by acquiring land for traditional uses.
• A change from elitist perception -> community benefit
• Our mission statement is a challenge
• Need to involve the town of Bowdoin better – get more members & board members, protect more properties
• We’ve done lots of projects in Topsham but many fewer members in Topsham
• Involve members in decision making, put them on committees, on trail crews.
• Members & committees should be consulted more; monthly meetings to discuss how we are going to achieve our mission. More people from the community on committees – for example, the Communications Committee could involve people from the newspapers.
• Highland Green folks are favorable, but are confused about what we do other than the Farmers’ Market or the Community Garden. They are confused about CREA vs BTLT.
• Meet in more rural areas
• How is the younger generation is filling in behind us?
• Issue of competing organizations
• Communication between groups needs to be given priority
• Number of land trusts has grown exponentially; one can only write so many checks
• Personal conflicts between organizations can get difficult
• There are advantages to consolidating land trusts
• Need to be sure not to lose sense of community in consolidation, but some groups like BTLT & Harpswell & Freeport could maintain locality
• Potential to do more by coordinating conservation across borders

UNDER 50 FOCUS GROUP

• Our work brings the community together
• Spend time ensuring we are sustainable long term - not necessarily to continue growing. Education and outreach vs. preserving land

Member Survey

QUALITATIVE DATA: COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our overall organizational management work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

WHAT DO YOU VALUE MOST ABOUT BRUNSWICK-TOPSHAM LAND TRUST (BTLT)?

• Your history for one thing. The fact that some 30 years ago, a small group of people had a dream about a means for preserving and protecting as much of the beautiful, natural land and waterfront in our area as possible took an enormous amount of effort and creative thinking to accomplish.
• What good things like-minded a forward looking people can achieve together
• The very fact of a Land Trust, especially a locally run one, is of most value to our family. We are pleased that the mission includes preservation of farm land, the farmer's market, and not just scenic places.
• The fact that you are there to tackle ambitious projects that private citizens and municipal governments couldn't tackle on their own. Also the fact that you are working so hard to make sure the public benefits of your efforts truly extend to as many people as possible.
• The fact that it is doing the work it does.
• The community of people who care about protecting natural places we can all enjoy.
• that it is actually there.
• That it exists.
• Love your mission! Also, love Crystal Spring Farm Market.
• Local leadership preserving local treasures
• Local control, local preservation.
• It's innovation, responsiveness to the community and its expertise in protecting critical natural areas.
• I love the BTLT and all you do. I especially appreciate your generous offer of garden space at the Setlemire Community Garden for the Brunswick High School Garden Program.
• A group of people with interests in open spaces, trails, and giving back to the communities in which they live.
• ...its hard-working dedication to its mission.
• SO much. The trails around the woods back of Baribeau Rd and the Labyrinth(?). The land conservation, the Farmer's Market and the general good feeling it all engenders.
• The commitment and follow through to conserve land of ecological and scenic value and to connect its members and the public to what the land has to offer. Also, its growing commitment to supporting farmers and connecting all people who benefit from what farmers produce to those benefits. Finally, I value the people who value the land trust and its mission. Knowing and interacting with people who share those values has high value!
• That they do more than just preserve land - they give the land back to the community in a variety of forms. That they are on the forefront of planning and acquiring the dwindling special spots in our area doing all of the hard work it takes to stay on top of the changing landscape.
• That its mission includes both conserving land for its own sake and for the sake of people
• That it preserves land for the use of members of the community.
• That it exists and works in meaningful ways to conserve our natural resources through land purchases, education and leadership for this area and the state of Maine.
• Public open spaces, accessible staff
• Protecting quality of place.
• "1. Staying true to its mission of conserving and managing natural areas for the benefit of the region's wildlife, public access and environmental quality. 2. Performing this work within the context of the needs of local communities, including the process of resolving often difficult choices between the needs of local residents, businesses and landowners. 3. While serving community needs through conservation, providing opportunities for ordinary people to interact with nature through trailwork, gardening, recreation and so on."
• The way it partners with other community groups, towns, land trusts to magnify the benefits of our land conservation efforts and our programs.
• Stewardship of the beauty around us. I love the trails, the garden, the farm, everything. I value the educational opportunities, sharing ideas, bringing our community together. I wish we could hold it all and more in safe keeping for our children and their children and on-

WHAT ACTIVITIES WOULD YOU LIKE TO BE ABLE TO DO MORE OF ON BTLT PROPERTIES?

• I am happy with what is available to us
• we are satisfied
• nothing that hasn't been mentioned; I'm low maintenance
• Not presently living in Brunswick but will enjoy previously listed activities when I visit
• I'm fine as it is
• I'm happy with what we do.
• pretty much what I am already doing -
• I'm 92 and probably doing all I can manage
• all
• I think I should do more of what's available before I ask for more...
• good as is
• not sure
• I am satisfied with current opportunities.
• Satisfied with what I have
• Satisfied with current options.
• currently satisfied with what I can do
• We are older summer residents.
• sadly, between skiing and sailing - i don't use the land - but support it for those who can and do
• Regretfully my age limits physical activity now.
• I'm satisfied with the activities.
• ALL of the above, I think     IF THERE WERE MORE TIME!!!!!
• I'd like to have the time to visit more of them, with meh dog or husband or both. But my work and other commitments does not allow it.
• Not able to do as much as I used too- just wish I could.
• I’m not a resident/only come in aummer
• The variety of environments and availability are super.
• Increasing the parking at the Crystal Spring Market is vitally important. It is unsafe and does not serve the farmers well. So much land there is going unused and it would help the many, many farmers to preserve their own farms and land if they could welcome more customers but the long lines and dangerous parking along the road is a turn off for many customers. Keeping local farms sustainable by providing this market actually preserves a great deal of land and keep it in agriculture. Giving up one field for parking would save hundreds of acres that the farmers could keep in production at their own farms.

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

• All good
• Overall, I think you do a pretty good job.
• Btlt should post clearly what our charter and rules of governance are. As a contributor and user, what are my rights and input to key decisions, etc.. Fooling around with alternative power schemes that alter the landscape on btlt land is wrong headed in my view.

BTLT IS WORKING TO ENGAGE WITH ALL THE MEMBERS OF OUR COMMUNITIES. HOW CAN BTLT BETTER ENGAGE WITH CHILDREN AND FAMILIES? WHAT TYPES OF ACTIVITIES SHOULD WE CONSIDER?

• Probably should keep doing what you're doing - I live in Harpswell and help out there with HHLT.
• I believe that you have many wonderful offerings; no need for more. More publicity in local papers would be all I can suggest.
• I think BTLT does a great job! I'm not sure how it could be any better.
• Be sure to respect and treat volunteers with dignity and care.
IN WHAT OTHER COMMUNITY GROUPS OR NON-PROFITS ARE YOU AN ACTIVE PARTICIPANT? YOUR RESPONSE WILL HELP US TO IDENTIFY COMMUNITY GROUPS OR NON-PROFITS THAT BTLT COULD PARTNER WITH. (PLEASE LIST UP TO FIVE)

- NorthWest Brunswick Neighborhood Association (unlikely partner given its mission) Maine Jung Center (potentially good partner) I'm not involved in the local veterans' community, but a friend who is and had ideas about how veterans' groups could be fantastic partners with BTLT — for the benefit of both — felt poorly treated when attempting to reach out to BTLT with this in mind. The perception was that BTLT does not think highly of individuals who have served in the military, and was actively uninterested in welcoming them into the fold. Though I am no fan of militarism, I was deeply disappointed in BTLT's apparent lack of open-mindedness, as though stewarding nature were a partisan issue and only progressives and liberals (like me) are welcome and valued.

WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

- More updates on health of the organization, aspirations, and challenges.
- Commentary on relevant public policy issues
- Get across idea that land trust is for everyone, not only people with money.
- Legislative updates on conservation bills and science-based topics related to BTLT’s lands.
- Notes of Board meetings
- Breakdown of how funds are being used and transparency with finances
- What is BTLT doing to address climate collapse?
- Keep being creative.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- In input to the newly-formed committee charged with updating Brunswick's Comprehensive Plan
- There are always opportunities and BTLT has shown it is open to new ventures and I imagine it will continue to do so.
- Using the leverage to provide low income housing
- I think you could engage more volunteers, but it requires an investment on BTLT’s part. It is not free, but it has a very high return on investment.
- Consideration of a green burial ground for citizens who don't want their bodies pumped full of chemicals or incinerated in furnaces which add to global warming.
- Green Burial space
- It's critical to imagine what Brunswick might look like in 10-25-50-100 years and plan for that time.
- Light pollution affecting our area towns, diminishing the opportunities to experience our night sky from BTLT open spaces
- Global warming is a real issue. Could BTLT address this and offer solutions to help educate people about what they could do to alleviate this
- Growing income disparities affect how any community can effectively and fairly serve all members and that applies to BTLT as well. Whether you can broaden access/use and whether you should use resources to address the problem is the real challenge. I don't know the answer and I don't know whether BTLT should be charged with the responsibility. Certainly there are so many people who do not, and might not even if all barriers are removed, recognize the value of BTLT and actively participate in the mission. They benefit by the very presence of BTLT whether or not they are actively served.
- The holistic attention to what makes Brunswick Topsham area so currently livable and sustainable, threats to that, and opportunities to welcome more young people to live and work here affordably.
• Programs and displays that help the public understand the effects of climate change on our local natural environment AND connect the dots with the need for bipartisan political action at the federal level is vital if we want to keep the natural world we are rapidly losing. Building support for bipartisan national action on climate change is a big but not impossible challenge. Remaining focused on local and state efforts to mitigate climate change alone will not get the job done. Advocacy work for mitigation should not be shied away from. With your sponsorship, our local CCL chapter would be interested in giving a presentation that makes the case for a BIPARTISAN carbon fee and dividend law already introduced in Congress.
• Transportation to access properties for families with limited means - partnering with municipal, private, and non-profits to increase this access - advocacy Sponsoring lectures and films to highlight important work in the BTLT/Merrymeeting region open to varied groups (such as families, teens, seniors, pet owners, etc..)
• Climate change - general education for the entire community on being thoughtful inhabitants. Zoning, land use planning. Integrate with the Town planning department and cons. com to develop shared goals.
• Challenges of climate change
• Climate change.
• Improving safe bicycling and pedestrian walkways
• Climate change
• I think you do address the huge need to get children outdoors and aware of the natural world, even understanding where their food comes from. I hope that connections are made and discussed reminding us of where it is we live (on a planet rather than just in a town or nation) and our individual responsibility to care for the planet's health. This can mean delving into difficult questions about fossil fuel and agribusiness and war! Please don't avoid controversy. I have a pet project which is to offer Earth Flags to schools who agree to fly them as a way of saying "This is where I live". Maybe CREA would fly one? I'll be glad to provide the flag.
• I wonder if there's a way to reach out to new Mainers (immigrants/refugees) to involve them in this particular cultural value for Maine. Moreover, some of the newcomers may have backgrounds in farming or fishing, or other food related skills, that could be of benefit to the trust.
• Divisiveness could be addressed by BTLT's working actively to demonstrably value engagement by all reasonable members of the public who care about the community and the outdoors, regardless of political or ideological affiliation. Tick-borne illness and its effects on people's connection with the outdoors (as noted previously) and therefore their likelihood to actively support environmental conservation
• Urban sprawl- I think as new areas are being (poorly) developed that BTLT could be advocating for built in green space and providing options about creating public lands and tax deductions to help community members be able to safely spend time outdoors (especially in neighborhoods without sidewalks) without having to drive somewhere.
• Homeless and food insecure work opportunities Asylum seekers community outreach for family and community Children at risk, time in the outdoors supervised nature play
• Be a strong, public advocate for conservation, for environmental protection, and for efforts to address human-induced climate change
• Challenges of climate change, challenges of community growth and pricing many people out of the housing market in Brunswick (hence limiting the diversity of users of BLT programs and properties)
• Connection to natural resources (conveying importance of conservation); advocating for localization
• Encourage Brunswick to update and fully implement its climate action plan.
• Thoughtless development
• Public stewardship resource management and environmental protection demand everyone's participation and shared control.
• The most important thing you can do is help ensure we link up the Androscoggin River Trail and extend it in both directions as far as we can. Maybe also connect everything to the Merrymeeting Trail.
• Take the lead in “developing” the Kate Furbish Preserve. Make it a destination people want to come to Brunswick to see. Identify four more priorities for visitors to see and do, and make them visible.
• Is there any way to make donation to towns in Lieu of taxes?
ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- Thank you for all your hard work and commitment to serving your community (including people and ecosystems) in so many diverse ways.
- Keep up the great job you're doing for our community!!
- We are pleased to be long-time members of BTLT even though we don't take advantage of all its resources.
- Thanks for giving members an opportunity to communicate their priorities & concerns (even though I have no major concerns).
- I am so very grateful for all that you do!
- keep up good work- keep thinking about a central office those like minded organizations
- I have not yet taken full advantage of the properties and activities which BTLT offers, but plan to increase my participation in the coming year.
- Keep up the good work. Our region is so much better because of BTLT's efforts.
- Though my husband and I don't live in Maine currently, during our time at Bowdoin College BTLT's properties were an incredibly resource for us. We still miss the trails and the farmers market, and continue to follow your programs and work, and give because we want you to continue to be a resource for generations to come.
- I appreciate BTLT and all the people keeping it strong. I hope to be more active in the future. The importance of our habitat can not be overstated.
- BTLT is a model organization which is well-led, community-friendly, and efficient.
- It's time to take a strong stand on certain environmental issues. Don't shy from defending the land.
- Great executive director/engaged board of trustees
- Have a concern that, as BTLT continues to grow, the ability to manage previously acquired as well as newly-acquired conservation areas and diverse programs effectively will become overwhelming for staff. Is a strategic plan in place to prioritize day-to-day operations?
- Thanks for all the hard work that you're continuing to do. I feel so fortunate to live here where we cherish our precious land and have opportunities to learn more about it and to enjoy it.
- Would like to talk with you about the LMF program at some point...
- Thanks for all your excellent work.
- We are so grateful to live in this community where the mission of BTLT continues to develop and support other like-minded initiatives. Thank you!!!
- Keep up the great work!
- I have a lot of respect for the work you do and the people doing it.
- Keep up your good work!
- Doing an excellent job.
- Given budgetary and staffing constraints, I think I share with other members concerns that the “Land Trust” function (acquisition and protection of land) may be weakened by too much attention to the community activities side of the ledger.
- BTLT is doing an excellent job. Keep up the good work!
- I am so grateful for the strength and vision of our local land trust. GO, BTLT!
- I am happy to be part of this community and benefit from what it has to offer, both in giving and receiving.
- Love your work.
- Keep up the great work- thank you for all you do!
- Good as you are. Keep it up!
- I think BTLT is an appreciated community member.
- Bilt is a very effective land trust. Thank you.
- You’re doing a wonderful job and I’m proud to be a member.
- You do an outstanding job and the annual membership is affordable and we love the Farmers’ Market at Crystal Spring Farm. Your maps are very helpful.
- growth last several years of activities and public awareness has been remarkable.
- Many events seem to revolve around Crystal Spring Farm. While it is a stellar property, there are other worthy properties. Maybe some events could be held at Bradley Pond, the Cathance River Preserve, Henshaw or
Coombs. I also think we need to do more to get Bowdoin more actively involved in the land trust (the town). There are lots of potential new members in that pool.

- I love your work particularly the farmer's market and the land that CREA is on.
- Connectivity can include existing public and private open space lands. The system does not need to be owned or managed exclusively by the land trust. We are only one manager in the system, but we may need to be the lead intellectual and social force driving the design of the system.
- Keep growing, be ambitious, tell people what you want to do, and launch a capital and annual fund campaign to fund it.
- Are the properties used much by the public? If not, maybe the land trust could save money for the purchase of more land by not developing so many trails and offering so many activities. I just want to know that there will be more and more land, out there, preserved for the future. I don't need to “go there”.
- I strongly support the BTLT; all of the land trusts are providing an invaluable service to their communities. I hope that BTLT and other such organizations will continue to preserve open space, particularly woodlands (which are under siege by both climate-related issues and housing demands) and land suitable for farming (being lost to housing) which may be needed to help feed us in the future.
- There are few places to walk and enjoy the outdoors in the town of Bowdoin. I would love for BTLT to do more in this town. There is so much potential for conservation.

Community Survey

QUALITATIVE DATA: COMMENTS

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our overall organizational management work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

COMMENTS ON HOW IMPORTANT BRUNSWICK TOPSHAM LAND TRUST ACTIVITIES ARE FOR COMMUNITY?

- All are vital parts of a community devoted to protecting the future for all of the citizens including those in surrounding areas. For example, I live in Durham and spend a great deal of time in Brunswick etc..
- All of these items are extremely important!
- I am not physically able to attend your events but support and am grateful for your efforts.
- I gave a "5" to each because of the work that BTLT is already doing in support of each - education, conservation and management.
- I understand why they're together, but the third category has 3 sub-categories in it that I would rate differently if they had been separated out.
- I’m trying not to rate everything as “extremely important” :) 
- Land trust doing great job, needs to keep doing what it is doing already!
- Thank you for what you do.
- I feel that some of this programming is important to your mission, other programming less so. It may helpful to do a deep exploration of which kinds of programming the community most wants/needs, as it relates to the mission of BTLT.... perhaps that is in part what the survey is for.
- The BTLT does not understand its impact on local agriculture and food economy. It's a grave oversight.
- These 3 efforts are linked, each dependent on the others, and so I rate them all at the top; each needs its advocates and workers. For me, the events objective offers an important route to fuller community awareness and involvement, and so, at this time, I’d rate it first among equals.
- Events are great, and appreciated, but less important than preserving lands in general in my opinion.
• What the BTLT does is very important to our community. My husband and I enjoy the outdoors, we love to walk on trails with our two Rhodesian Ridgebacks and for us to see communities conserving land instead of letting it be sold to developers is what keeps our area beautiful.
• We love walking in these beautiful parks

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

• .. always opportunities and challenges.. mostly oriented around resource education opportunities for those who might not otherwise have easy access to a broad variety of high value, local resources; also permanent access to lands, habitats, natural communities that enable sustained long term (permanent) ecological monitoring... many more
• Access to all economic groups
• Access to BTLT land and programs for the economically challenged and homeless
• adapting to climate warming
• As someone who just moved to Brunswick, I was impressed that you got the word out about BTLT at the Farmers’ Market, and that’s where I joined. I would like to become more aware of environmental threats in the immediate area, and know about them early, so that we can take action. I think you probably do this, but I am too new to know about it.
• BTLT is doing a very good job at keeping up with the challenges facing our community. Keep up the good work!
• BTLT board and staff do a great job finding these opportunities. They are often ahead of the curve.
• BTLT does so much already. I hope ‘they’ will not hesitate to take a stand on issues facing the community such as climate change and access to the coast.
• I feel the land trust is doing an extraordinary job at serving the community. At this time, I do not have any specific ideas about what other areas it could address and serve.
• Keep educating Brunswick residents of their gems!
• Yes, but I think you are already addressing them all.
• You are doing a fine job on all fronts. Quite remarkable!
• Actively monitor climate change (whatever the cause) on BTLT parcels as a means to educate the community on effects and changes.
• All of our futures lie in the youth of today-we need to do whatever we can to get them interested in their own future and see it in a positive light.
• Are you offering land - farm land to immigrants newly displaced from Portland Expo
• As Brunswick works to welcome immigrants from Africa, I hope that Btlt could think about activities that could involve them.
• BTLT May offer climate change classes. What users should take note of when using facilities. It will help to raise awareness and educate people on climate change and impacts to our area along the river and coast.
• Climate change
• Climate change action, food accessibility initiatives, community garden space
• Climate Change and fighting it through conservation
• Climate change education (there are several ways BTLT could approach this theme)
• Climate change.....need I say more!
• Helping to advocate with local and state public institutions (town councils, committees, agencies) for locally important environmental positions and policies. I think it is devastating that we have no organizations that testify locally and it is left to individuals. I think it would be helpful to have an organization or coalition of local environmental organizations to raise the profile of local environmental issues for individual elected officials and candidates.
• I think BTLT has too little focus on clean air, especially with the current federal level assaults on air quality (tailpipe emissions, coal-fired power plants, etc..) and health insurance (disbanding community rating, increasing costs, discontinuing ACA). It’s like the blood in our veins. Our blood is not our purpose for existing, but it is a
necessary precondition to anything else we hope to do. So it is with clean air. A good example could be set by re-focusing on longer-term efforts for cleaner access to Crystal Springs Farmer's Market (250 cars parked per hour, last I heard). A one-year trial period for any program is not long enough to get people to change their transportation habits: It will require more commitment from BTLT. One improvement in that realm: The pathway from the bicycle parking area into the farmer's market. Last year one of the staff told me that it had been discussed but deemed impossible. I think it's better with the pathway because it provides safer and easier access for people who didn't burn fossil fuels to get there. Your level of bicycle -riding shoppers also appears higher this year -- perhaps related. I think a forum or vendor fair on clean cars and bicycle trailers and similar options early in the spring would bring in new people and serve the entire community well. How about a car pooling app for events? A second area is maintaining -- and making a point of -- being cleaner when burning a building or building a park. Such efforts should be mentioned in every press release

- I think BTLT should have a voice in Land Use Planning in our towns.
- I think with the ongoing issues of global climate change, population intrusion there will always be a need for folks willing to work for preservation of the land, and accessibility to coastal property. For that I appreciate the forward vision of the Land Trust.
- More on climate change
- Continue as is. Keeping your eyes & ears open to the opportunities to protect farms, land and our shore line.
- During this fast growing time, I value BTLT’s approach of purchasing properties to prevent commercial sprawl or private acquisition (both such a loss of valuable resources) and then providing the outreach, which reinforces to our community members the reasons why we don’t want to “pave paradise to put up a parking lot.”
- BTLT (and the Brunswick Conservation Commission) should be active participants in the work on updating Brunswick’s Comprehensive Plan.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

- BTLT does incredibly important work in my opinion.
- BTLT is a valuable organization that does a great job of combining land conservation with community awareness and multiple opportunities for public access.
- BTLT is largely recognized by the local community and beyond as a competent, well organized, and trustworthy entity. The value of those lands - and natural resources - under BTLT 'control' will only appreciate in value over time. Its important to ensure members and non-members alike understand those values, that BTLT recognize how the individual lands are singularly valued - and together collectively have a much higher regional value. How those lands are managed over time - and how future land acquisitions further influence those local and regional values - is I assume, a topic of regular discussion - but otherwise should be if not. enuf for now, thanks for asking.
- Don't sell property that has been donated to you.
- Good work in general. Would like to see more vigorous, creative leadership in climate issues, inventory and protection of land and water, education of Town officials and teachers. (Loss of Booker Pond as nature corridors between Morrill Land and Maquoit Bay was tragic.) Try new forms of engaged, “activist,” cooperative member participation. Do thorough, deep review-assessment of BTLT at this crucial time of human-Earth crisis.
- Great work! The trails are great. You are appreciated. Head of tide is fantastic- I have taken my family several times..... More trails along the water please!
- Great work!
- I am grateful for the presence of this organization in our community. You bring a lot of joy and contribute to making the greater Brunswick/Topsham area a wonderful place to live. Thank you!
- I enjoy the open, natural space so close to my home.
- If you ever decide to merge with other land trusts, I urge you to keep the sense of community strong. BTLT is so well integrated with the land and the people in the communities it would be a shame to see that not be held in perpetuity the same way the easements and preserves are. Also, thank you for all the work you do.
• Just keep it up. It's a marathon and they are tough. Re your future office. I hear rumors of the Navy base. Please no! I would trade on the unique associations with Crystal Spring Farm and build a small state of the art office near the quarry and solar panels. This resonates well in every possible way.
• Keep doing the great work that you do!
• Keep doing what you do.
• Keep up the good work!
• Keep up the good work!
• Keep up the good work! I think you are among the best local land trusts around.
• keep up the good work.
• Keep up the great work!
• Keep up the great work. I really appreciate BTLT's role and what they can do with limited resources.
• Keep up your wonderful efforts!
• Onward...you're doing great work on a lot of fronts; your staff is terrific and forward looking.
• Please keep up the good work! Your efforts make a HUGE difference.
• So thankful for everything that has been conserved, it is what made me purchase an already built in a mature neighborhood home in this town.
• Such a model organization! And a huge asset to this community. BTLT is provides essential land and programs that the Town does not have the capacity to take on. THANK YOU!!
• Thank you for all of your great work!
• Thank you for all that you do.
• Thank you for protecting wild places and animals and sharing them with the public.
• Thank you for taking good care of and sharing the communal lands.
• Thank you for your good work.
• Thank you so much - doing a Great job. I know you all work so hard. Its amazing what has happened, how much benefit btl brings to the community. Focus on that which you do best, and let others take up the tasks that are causing drag. I dont know if your board and staff have worked with MANP much, but boy are they a good resource. Especially if btl finding it hard to make decisions, make change, if stuckness is occurring, or overwhelm. Thank you so much for everything you do!!!
• Thank you..Over the years I have watched your grow..Thank you
• Thanks for doing such a great job.
• Thanks for doing the good work you do!
• The Land Trust is doing a phenomenal job and has terrific staff!
• The lands and trails that BTLT provides access to is one of the top reasons I love living in Brunswick so much.
• The lands held by the trust are a wonderful asset for the community. Keep up the good work.
• We appreciate all that you are doing. The record of accomplishments is most impressive.
• We are new in Brunswick, so are just getting to know what you do. We are happy to continue supporting you.
• We're very very glad for the work that you do, and pleased to be, through our contributions, a small part of it. We are part-time Brunswick residents who would probably participate more in the BTLT programs if we were here full-time.
• When you can't depend on the government to protect the environment, we are thankful that the Land Trusts are a way for regular people to "conserve, protect and steward" at whatever financial level they can.
• You are doing a great job!
• You folks work so hard to make this a great resource for the community. Thank you for your service.
• your organization most definitely contribute to making our community enjoyable and something to be proud of !!
• I think helping us to establish a “minimal waste” community would be great! (Refillable soaps/laundry, dish detergents -hannaford? Morning glory? ) more awareness building re: garbage crisis.
• I think it is disappointing that Crystal Springs is growing less and decreasing community involvement. They no longer offer summer camps or CSA> It houses the farmers market but the actual farm feel less and less like a community farm. I would like to see BTLT increase its educational opportunities for kids. I think the Harpswell Land Trust does an amazing job of this and its much smaller! I think the school opportunities at Tom Settlemire garden are great but they are BIG projects that require a ton of volunteers. I think having an educator that works
with one class at a time in the field or in the classroom would be more beneficial and efficient. CREA does this and does a great job. I think BTLT should merge with CREA. They have similar purposes but CREA does such a good job with school age education. BTLT could help them expand and they could fill a gap in BTLTs outreach programs.

- Keep up the great work. While I haven't participated, I love the idea of the community gardens and engaging youth in your programming. What a great opportunity for recreation and education for the kids in our communities.
Partnerships

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our Partnerships, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS
Summaries of interview and focus group comments by Board member Doug Bennett.

➢ BTLT is viewed as a good partner with other land trusts, recreational and educational organizations, and institutions serving low-income and vulnerable populations. There are many opportunities for additional mutually beneficial collaboration, including activities where BTLT provides the “places” while other organizations organize the programs and activities. Given BTLT’s staffing limitations, however, choosing wisely among the many partnering opportunities is crucial.

COMMENTS
This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to Partnerships.

KEY INFORMANTS

• Partner with local land trusts, Farmland Conservation Trust
• Partner with schools, recreation departments
• Collaborate more with:
  o CREA
  o Big Brothers/Sisters
  o NEMBA - mountain biking is a huge growth sport right now; create a separate trail system at CSF for bikes and have NEMBA build it
  o More public health work
  o Work with Access Health, ‘CORE 4’ – Tedford-Oasis-Gathering Place-MCHPP
  o People Plus
  o Maine Guides
  o Pastel society of Maine
  o Bowdoin Outing Club - mentor middle school students to get them on the trails, lead any age group canoeing (M. Woodruff, director)
  o McKeen Center for engaging Bowdoin students in conservation work
• Build relationships with partners who can offer programming
• Have businesses or orgs adopt a trail

ADVISORY COUNCIL

• BTLT is viewed as a good partner
• Partnerships have helped others to view us more favorably.
• Brunswick-based organizations have been good partners, could be further emphasized. Is this mission creep?
• We’re partnering with other environmental groups; the more we partner with different kinds of groups, like Big Brothers Big Sisters and Midcoast Hospital, and have people know we’re doing it and having our role be clear, will link us to different groups.
• We make progress when we have staff out working with groups of people face to face. Partnerships with Highland Green, CREA, and volunteers at Cathance River Nature Preserve are examples of this.
• How are we doing with schools and family partnerships? The programs at Perryman Village and the Community Garden are good, but maybe we should be looking at school curriculum.
• Partnering with LL Bean Outdoor Discovery could be a way to engage people.
• It is valuable to be able to visit Crystal Spring Farm and other farms with Bowdoin students, Bowdoin students visit our properties for many classes.
• Would a Community Garden at the Base provide a larger range of opportunity and recreate our success in a new place to provide access to others?
• Perryman this year has been tweaked to partner with Midcoast and try to make it work/expand it; this is a worthwhile community to serve, despite being small.
• It takes staff to coordinate with other programs.

UNDER 50 FOCUS GROUP

• Engage with organizations that offer events that also allow you to become a member. I.e. discount for memberships if buying in for another event.
• List BTLT properties as places for other groups to host events/collaborate with others.
• Partner with ATV, mountain bike communities to give them spaces to do their recreation.
• Other suggested partners:
  • Curtis Memorial Library – you should do more with them.
  • Merrymeeting Gleaners, Androscoggin Gleaners.
  • Wolfe’s Neck, organizations that include families in their events.
  • NEMBA.
  • Oasis – close to community garden – can we get them out there?
  • First Parish.
  • Brunswick-Midcoast choir.
  • Brunswick Downtown Association brings in families – maybe partner with them.

Member Survey

QUALITATIVE DATA: COMMENTS

SUMMARIES

This section summarizes the comments that were provided for questions that were directly applicable to our Partnership work. Numbers following each bullet are the relative frequency of each comment.

Question 11: In what other community groups or non-profits are you an active participant? Your response will help us to identify community groups or non-profits that BTLT could partner with. (Please list up to five)

Frequency of various types of organization (many respondents listed more than one organization of a particular type).
Civic - 171
• Includes, for example, libraries, historical societies, town governments, non-environmental advocacy organizations, Habitat for Humanity, Tedford, Bowdoin Friends

Other environmental organizations - 73
• Examples: CREA, FOMB, Maine Audubon, NRCM, TNC

Food Security - 41
• MCHPP, Gleaners, and The Tedford meals program

Other - 35
• Includes many participants in outdoor recreation like AMC and sports like mountain biking and paddling

Other land trust - 31
• Mostly HHLT, KELT, and MCHT

Religious - 21
• Mostly UU and First Parish

Arts - 19
• Mostly music and other performing arts

Total listings - 391

______________________________________________________________

COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our Partnerships work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

WHAT DO YOU VALUE MOST ABOUT BRUNSWICK-TOPSHAM LAND TRUST (BTLT)?

• The way it partners with other community groups, towns, land trusts to magnify the benefits of our land conservation efforts and our programs.
• The fact that you are there to tackle ambitious projects that private citizens and municipal governments couldn’t tackle on their own. Also the fact that you are working so hard to make sure the public benefits of your efforts truly extend to as many people as possible.

HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)
• Partnerships. Don’t overextend. Care for your places and let organizations focused on programming bring their audience.
• Work with schools
• Partnership with libraries children’s and teen programming
• Partner with groups such as Maine Audubon, Chewonki, Curtis Library to enlarge your audience and benefit from their years of educational programming.
• Gardens by neighborhood? Transportation to events? Food and beverage as part of the events? Active members asked to invite a family they know? This is a tough one, it's hard to engage people who are not already 'tuned in' for any organization. Perhaps, if you're not doing this already, coordination with the Teen Center, Rec Center, Curtis Library?
• Do more work within schools, forest playground, partake/support forest play group (not sure if in our area), offer nature camp or outdoor activity camps (trail stewardship, paddle boarding, etc.), work with area summer camps to offer some education..... Try to reach children in families who would not otherwise have a lot of access to outdoor engagement.
• More school-based events & activities
• more kids programs at the library, and hands on ecology learning like the bay day but smaller scale
• You do so much already! I wonder what communication you have with the public schools and their nature studies for outdoor education in their existing curriculum. Starting with kindergarten, I would think teachers would welcome field trips to the trails with someone guiding them along with some fun activities in all four seasons.
• Get yourselves invited to schools for presentations and field trips during the school year so that kids learn about how important you are to the community very early on. You might already do this, so forgive me if you're seen this already.
• don't know if it's done, but gardening in schools
• more work with the schools and then follow up programming after school or on weekends or school breaks
• Partner with schools--science/PE. Engage other youth groups--scouts, church groups, after school organizations?
• Coordinate with CREA and offer more high-quality nature-based learning through their skilled educators.
• Summer camp program. Use by girl scouts, cub scouts and boy scouts etc..
• Continued partnering with schools and recreation departments. From my perspective it seems like sufficient activities are provided. If new opportunities come long it would certainly be worth exploring these. Recommend striking a balance between with the number of programs provided to ensure they are high quality.
• Programs through schools and libraries
• In-school presentations with take-home materials for parents. Reach out to Scout troops. Programs at Curtis Library.
• "school-based programs
• make family programs/activities available through organizations like churches, Scouts, athletic groups"
• "(1) CREA sets the standard for engaging families (goes into the schools, offers a camp as well as family programs). I’m a member of CREA only because I learned about it through the summer camps for my kids. The farm camps that Maura used to run were extremely popular. This, of course, requires a huge amount of effort (and likely not worth the benefits.) (2) Family picnic at Crystal Spring Farm or some other place (3) Safe swimming opportunities at some properties. (4) Encourage more field trips through the schools, especially to area farms. (5) Offer family discounts for members. (6) Create a passport with stamps for each of the properties that are suitable for families to visit. Have them next to the library summer reading program materials. (7) Have the summer reading program at the library add a ""read a book at a BTLT park"". (8) Would ""Arts are Elementary"" and/or ""Art van"" co-host an arts event in a park or on a farm? (9) Set up a booth at the Saturday farmer's market specifically for kids. Distribute park passports, trail maps. Have crayons, big sheet of paper for drawing. Hire a babysitter."
• Continue/expand educational/school programs for kids/ weekend family fun/educational events
• All the Brunswick schools have garden plots or raised beds. It's always a struggle to find someone to coordinate activities around these beds... but the infrastructure is already there. Help from BTLT to use these spaces and program around them might be invaluable.
• Through public and private school partnerships
• Partnerships with schools and other not-for-profits
• Kids seem to enjoy the HHLT summer nature camp; does BTLT do anything of that nature? Also on-going family level workshops, like field notes, or games such as a scavenger hunt might attract families.
• "Weekend family walks, Work with teens at people plus, almost anything to get kids invested and connected with nature, geocaches, reading nature related books outside and a walk for kids and an adult, nature preschool"
• "School programs could be an effective way to reach students. Nature camps - programs"
• Increase partnering with local schools to foster better outdoor education opportunities right here in our towns.
• When my children were young we liked going to the Audubon or Chewonki animal events. You don't need to do these specifically, but doing an animal tracking event in the snow or seaside exploration at a place like Maquoit Bay or a bug bioblitz at a place like Bradley Pond - all targeted toward young families only.
• Saturday morning activities. Instructional programs. Work with Brunswick Rec to host rec programs on BTLT property. XC running for example.
• Perhaps there would be more opportunity to connect with Brunswick High School.
• Programming in local schools
• scout troops
• Interactions through the schools
• More involvement with schools although there is a lot being done now...
• Programs with schools and youth groups like Big Brothers/Big Sisters, Scouts, etc..
• "Curating events for Mother's Day and Father's Day: 1 mile race (similar to other local 4th of July 1 mile races); Tom Settlemire Community Garden Brunch using fruits and vegetables from the garden. Collaborating with psychical education teachers at the middle and high schools within Brunswick and Topsham to facilitate a gym class unit on outdoor education (perhaps taking them to the CFS trails)"
• Partnership with Big Brothers/Big Sisters.
• All kinds of partnerships. Schools. Bike clubs. Outing clubs. Running clubs. Maine master naturalist. BTLT protects and stewards the special places, and invites other orgs to use these places for their programming. We all benefit.
• unsure. Service volunteer projects with scout groups?

IN WHAT OTHER COMMUNITY GROUPS OR NON-PROFITS ARE YOU AN ACTIVE PARTICIPANT? YOUR RESPONSE WILL HELP US TO IDENTIFY COMMUNITY GROUPS OR NON-PROFITS THAT BTLT COULD PARTNER WITH.(PLEASE LIST UP TO FIVE)

• The Gathering Place; Habitat for Humanity; Housing Resources for Youth; Harpswell Garden Club; & Mid Coast Hunger Prevention.
• Friends of Merrymeeting Bay, Sierra Club, Nature Conservancy
• Southern Maine Astronomers
• Soup kitchen at Preble Street Cumberland Food Pantry
• Six rivers nemba
• Curtis Library, ME Maritime Museum, UU Church
• United Way; Episcopal Church; coffin library; Portland Chamber Festival
• CREA,
• Curtis Memorial Library League of Women Voters
• Curtis Memorial Library, family planning and gun violence prevention, the first one is probably the only helpful suggestion in this context.
• First Parish Church, Harriet Beecher Stowe School, Pejepscot Historical Society, Habitat for Humanity
• HHLT.
• CREA, Wolfes Neck
• Historical Society Pownal
• Oratorio Chorale; Midcoast Symphony Orchestra
• Independence Association. As parents of a moderately disabled son, we would love to see a plot at the Tom Settlemire Community Garden donated to this wonderful organization. Not only would I.A. participants benefit, but so would the gardening members as they get to know the disabled living in our town.
• The Theater Project
• United Way
• Bath YMCA, Tedford Housing, Bath farmers’ market SNAP Incentive program, Harpswell Community Garden
• National Audubon Society
• Village Improvement Association, BDA, Brunswick Public Art
• BrunswickPortland Shambhala Meditation Center
• Citizens’ Climate Lobby Local chapter
• Pejepscot Hist Society Curtis Mem Library NRCM Me Coast Heritage Trust HHLT Forest Society of Maine ME Farmland Trust MOFGA AMC
• Curtis Library, MCHPP,
• CREA Brunswick Trinidad Sister City Association Casco Bay Mindfulness Sangha People Plus
• Maine All Care MSMT
• OutMaine, GLSEN, OutrightLA, the Loaves and Fishes Foodbank
• 4-H, Equality Maine Dine Out (farmers market)
• Bookstore and Chocolate Church, not especially relevant.
• MCHPP, First Parish Church, BDA
• Active in local government.
• church, extension service programs, theater
• Merrymeeting Food Council Merrymeeting Gleaners Kennebec Estuary Land Trust Maine Farmland Trust Slow Money Maine
• GMRI, WNCE, MSMT
• Moms Demand Action, The Emergency Action Network
• Merrymeeting Audubon, MidCoast Hunger Prevention Program
• Rotary, MCHPP
• MCHT, HHLT, The Island Institute, The Ecology School, Curtis Library, NRCM, MCV, Preble St Resource Center, Hog Island Audubon Camp, Bowdoin College, Village Improvement Association, MCHPP,
• Harpswell Land preserve
• CREA, Topsham Public Library, Topsham Historical Society, Maine Audubon
• Bicycle Coalition of Maine East Coast Greenway Alliance
• Formerly Maine Island Trail Association and Maine Appalachian Trail maintainer.
• Y, United Way
• Georgetown Historical Society Pejepscot Historical Society
• CREA, MCHT, MTA Boosters, local travel sports teams, local schools, Topsham Public Library, First Parish Church
• KELT FOMB
• Coastal Maine Botanical Gardens horticulture volunteer
• CMBG Oratorio Chorale
• Civil War Round Table. Bowdoin Friends Thursday Hikers Appalachian Mtn Club Maine Pines tennis
Immediate past president, Maine Women's Giving Tree, just completed 5 years on the Board of Directors, Midcoast Senior College, served as Chair, Public Relations committee for 3.5 years.

MSMT Downeaster greeters HHLT Friends of Bowdoin

Peace Works Recently retired and plan to be more active in my community-

MCHHP, The Gathering Place, First Parish

Curtis Library Contemporaries and I'm on Brunswick PreK Subcommittee. Let's really partner new free PreK with Land Trust to promote outdoor education for PreK. I can help

CREA, Mid Coast Veterans' Council, Navy Retired Activities Office

immigration

DaPonteString Quartet

Harpwell Heritage Landtrust

ME Audubon, Maine Coast Heritage Trust, Nat. Resource Council of ME.

MITA. HHLT. Teens to Trails. Registered Maine Guides.

church, public library, Friends of Bowdoin, Harpswell Heritage Land Trust

Habitat for humanity MCHPP United Way

The Nature Conservancy Atlantic Salmon Federation RunBrunswick BCEF

HHLT HCF

PHS, MSMT, KELT, HHLT, FCT.

Maine Island Trail Association, Maine Adaptive Sports and Recreation

Merrymeeting Wheelers NRCM Merrymeeting Trail Bicycle Coalition of Maine East Coast Greenway Alliance

Weekly column in Times Record

Merrymeeting Audubon, Maine Mycological Association, Natural Resources Council of Maine.

Village Improvement Association Brunswick Planning Board

KELT, Merrymeeting Audubon

FCT, NEMBA

Pejeboscot Historical, Mid-Coast Hunger, First Parish Church

MCHPP, Merrymeeting Gleaners, Independence Association

Mid Coast hospital

PeaceWorks MidCoast Indigenous Awareness Group

I live in Harpswell and am more active in the Harpswell Heritage Land Trust, which offers a number of similar activities or presentations to those offered by BTLT--which is why I've not participated in the BTLT events.

Brunswick Public Art

AAUW, Mid Coast Hospital Auxiliary, Home To Home, University of Maine Mid Coast Alumni

Brunswick Conservation Commission. Tedford meals.

Hospice

Social welfare action alliance Topsham public library Mt Ararat High School (science programs)

None

Wayside Food Programs - Portland/Cumberland County - Board Member

book clubs(2) First Parish Church, Food Bank, Telling Room, Big Brother Big Sister, Singles over 50 outings, Maine Pines, YMCA

Tedford Adult Shelter Meal a Month program; College Guild;

The Nature Conservancy, Curtis Library, Wolfe Neck Farm, Maine Audubon, Maine Coast Heritage Trust

Pejepscot Historical Society, Library. First Parish Church. Hospice and Hospital.

First Parish Church Friends of Bowdoin Curtis Library Mid Coast Hospital

Topsham Public Schools. (Partnering with CREA and or schools to develop outdoor / exploration activities for youth?)

Harpwell Aging at Home//Habitat

Bike Coalition of Maine, Merrymeeting Wheelers
• Tedford Housing Restorative Justice Institute Mid Coast Hunger United Way of Mid Coast Maine
• Growing to Give, MCHPP
• Brunswick Youth Lacrosse Midcoast Youth Theater
• Topsham Library, Maine Audubon, Maine Fiberarts
• FOCB
• Rivers and Coastal Waters Commission
• Greater Brunswick Affordable Housing Garden club Library
• Arts are elementary Maine coast heritage trust Natural resources council of Maine crea
• Maine Maritime Museum governance at Highland Green Topsham/Comprehensive Plan Re-write Comm.
• We are summer residents. I volunteer at Restore, the Habitat for Humanity store in Topsham. I don't know if that's a possibility for any partnerships.
• CEI
• Gleaning, MCHPP Volunteer
• NRCM
• 1st Parish
• CREA, Durham Friends Meeting (Quaker), Pejepscot Historical Society, Topsham Historical Society, Midcoast Hunger
• Curtis Memorial Library, Maine Nature Conservancy, Bowdoin College track/x-country programs
• Maine Women's Glving Tree, Freeport Community Service, Family and Community Mediation, Harraseeket Yacht CClub and SailMaine i live in freeport - but lived i Brunswick for many years
• I belong to HHLT, and use its trails quite extensively, which is why I've not fully explored the Brunswick properties. I think you're already working with Maine Audubon; I also go to some of the Gulf of Maine Research Institute programs, but I can't imagine that you don't work with them on citizen science....
• CREA, UU Church , attend most historylectures with Topsham and Pejep.Hist groups, attend some programs with HHLT and KELT, but mostly CREA
• Topsham Historical Society
• Bike Coalition of Maine, Merrymeeting Riders, church
• Mid Coast Hospital meetings, Casco Bay Council of Navy League, Military Officers Association of America meetings, Southern Midcoast Maine Chamber of Commerce annual meetings
• I live year-round in South Portland, I'm a member of Protect South Portland, have a community garden here, docent at at Fort Williams in the gardens, docent for garden tour, Etc..
• MCHPP Teford Shelter, The Gathering Place
• Merrymeeting Audubon, Maine Trail Assn, Maine Coastal Heritage Trust, Nature Conservancy, Appalachian Mountain Club
• Maine Writers & Publishers Natural Resources Council of Maine
• Merrymeeting Gleaners, MSMT
• NRCM, Bike Coalition of Maine, AMC, MITA, Maine Huts and Trails
• Maine Island Trail Association, The Telling Room, Peary's Eagle Island, Friends of Bowdoin
• Brunswick High School Garden Program.
• BHS student (I run cross country, that would be cool to do some sort of run that's tied in with BTLT)
• Pejepscot Historical Society, Curtis Library, Village Improvement Assoc.
• Maine Island Trail Association Maine Adaptive Sports & Recreation
• Hamilton Audubon, Topsham Conservation Commission, CREA
• 3 historical societies, library outreach & non-fiction book clubs, indigenous awareness group (MIAG), several other land trusts
• Bath Area Family YMCA, Walk to End Alzheimer's, Brunswick Downtown Association, Brunswick Area Respite Care, Southern Midcoast Maine Chamber, Merrymeeting Bay Adult Ed, Maine Senior College
• Maine Maritime Museum
• CREA, SAD 75 schools, Bath Y, Topsham rec department
• Maine Audobon Society, Maine Public Radio, Casco Bay YMCA, Maine Osteopathic Association, All Saints Parish
HHLT, Bowdoin Central School PTC
MCHPP, Audubon
Independence Association; Sundara Yoga
BCEF
Thursday Hikers, AMC
kelt, hqlt, curtis library
Nature conservancy Trail biking and cross country skiing groups
MSHPP MSSV (Maine School Science Volunteers) Bowdoin Friends
Twice-Told Tales Used Book Store
Library, MCHPP
MCHPP, MSSV
Midcoast Senior College Bowdoin Friends BDA
Maine Coast Heritage Trust, Maine Audubon
FOMB
First Parish Church, Midcoast Youth Theater
FOMB Twice Told Tales (Curtis Library used bookstore) KELT
Wild Seed
Audubon, Curtis Memorial Library, Brunswick schools, Big Brothers/Big Sisters
I volunteer at Preble St soup kitchen once a week and I work at the Cumberland Food pantry once a month
No other groups (not currently resident in the area)
I participated as an appointed official on town government boards and committees for a period of 22 years. I consider it my contribution to democracy. Now I spend as much time in the woods as I can before I drop from old age and disease.
MCHPP, Cumberland County Master Gardeners, Merrymeeting Gleaners, Curtis Memorial Library, CSF Community Solar Farm
Bowdoin College's mentoring group called Think Wild (works with Bath middle school students)
Curtis Library Brunswick school system
Wolfe’s Neck Farm (Center for Agriculture & the Environment)
Oasis Free Clinics, Arts are Elementary
Sage
Friends of Curtis Library (semi-annual clean ups)
First Parish Church, Curtis Memorial Library, Maine Audubon,
Habitat for Humanity, The Nature Conservancy, People Plus, BB/BS, Brunswick Conservation Commission, Citizens Climate Libby, Unitarian Universalist Church of Brunswick
MITA, AMC, BCM. Teens to Trails, HHLT. Book club.
Saco River Salmon Restoration Togus Stream Alewive restoration.
None

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

- I think that you are doing a great job! Please continue to increase and preserve salt and freshwater public access and linking trail ways. I wonder about partnering with local retirement communities to offer group outings to preserve land....?
- Libraries are a good resource to get communication out, as well as the Topsham Cryer, which is monthly. We dropped our Times Record subscription when it contained more Portland Press Herald stories (which we already get).
WHAT OTHER INFORMATION OR CONTENT WOULDN'T YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

- Info on activities put on by neighboring land trusts and conservation organizations.
- More access to activities that are hard to access: paddle boarding, mountain biking, etc., sea kayaking, island visits (via canoe/kayak), snow shoeing, xc skiing. Perhaps a gear library would be good...... There seems to be so many possibilities for partnerships. It could even be structured that for some of the rentals there is a certification process or "x for beginners" class (for a fee) to be able to use......
- programs of other conservation groups
- calendar of events, history of properties and communities served, spotlight on successful programs, highlight of partnerships and the work BTLT and partners are accomplishing together
- More information about collaboration with other local organizations.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- more outdoor educational programs for all ages in partnership with schools
- I think additional youth educational opportunities would be great - partnering with local schools and maybe tie in Bowdoin college profs and students to mentor elementary and middle school kids - get them outdoors and spark their interest in science/environment/farming/etc..
- The need to combat childhood obesity/inactivity by getting kids outdoors; same goes for adults! Preservation of habitat for wildlife, pollinators. Providing opportunities for veterans - outdoor access and farming/gardening Ditto for disabled people, particularly developmentally disabled; we should partner with Independence Assn as it redoubles its focus on physical fitness of the people it serves.
- More extensive community education through partnerships (ex. horticulture, beekeeping, permaculture, sea kayaking classes etc.) - Creating the next generation of environmentally and outdoor minded people through engagement with children - Advocacy of responsible farming, transportation (biking), garden care practices, etc.....
- I love the work that you're doing at Perryman Drive.....educating and connecting with young people....so wonderful! Perhaps the local police, teen center, school counselors might have other ideas of programs that could engage and involve other young people in our community.
- Continuing to support and collaborate with organizations that are helping educate young farmers and gardeners and meet the increasing food insecurity issues in Mid-coast Maine. I think collaboration and networking are the key.
- How about a community garden at the Topsham Public Library? They have a great site for it... and I love the way the Brunswick one helps build community.
- There are always challenges and dreams if one has time, money and personnel! Programming in nursing homes, or The Gathering Place. Connecting homeless at risk (or not) teens with adults mentors for citizen science... Ditto in high school.
- expanding educational and recreational programs with the schools for youth.
- Food insecurity is a big one. Also, increased educational pairing. Keep up the good work!
- Many homeless people, perhaps offer opportunities for gardening/trailwork and partner with the shelters in some way.
- I live in a senior community and would like to see more programs geared towards the elderly
- We need to keep an eye on commercial development and its impact on nearby neighborhoods and habitats. We should work to strengthen and further empower conservation commissions in the towns BTLT serves.
- Ability to acquire and maintain properties by the Town is difficult. BTLT has done well filling that void and should continue that.
- Possible partnerships to build affordable housing on small parts of properties -- perhaps new acquisitions.
- Using the leverage to provide low income housing
ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- Keep up the good work. Affordable housing is naturally not your focus, but it will be key to keeping the area and its natural beauty accessible to more young people. Any partnerships with affordable housing development would be wonderful, without diluting the essential mission of preserving open natural space.

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**Community Survey**

**QUALITATIVE DATA: COMMENTS**

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our Partnerships work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- BTLT (and the Brunswick Conservation Commission) should be active participants in the work on updating Brunswick’s Comprehensive Plan.
- Enlist Curtis library
- Increase partnerships with Brunswick schools - especially in coordination with CREA.
- You already are! We have to continue to make an effort to make sure that ALL people feel welcome and served by the land trust properties and programs. Maybe partner (more) with organizations like The Gathering Place, Midcoast Hunger Prevention, Sweetser, the hospitals, churches, refugee families, etc.
- Food insecurity continues to plague our community. In addition, the influx of refugees poses a challenge to our community. It would be wonderful if the BTLT could partner with other agencies to help meet the needs of these populations.
- It may be just my ignorance, but it seems that more contact with school kids would be of long-term value.
- Outdoor education directing youth with involvement through local schools
- Continue to conserve open space large forest tracts and coast line partnering where possible with towns or developers to maximize the size and proper design of any required subdivision set-aside areas possibly augmenting them with purchased area.
 Volunteer Engagement

Interview & Focus Groups

In this section you will find information gleaned from interviews deemed (by BTLT staff) as applicable to our work engaging volunteers, including a few key takeaways from each group, and a detailed list of comments.

SUMMARY & INSIGHTS

Summaries of interview and focus group comments by Board member Doug Bennett.

➢ BTLT should develop more effective ways to recruit and utilize volunteers. Creative ideas include enabling groups (e.g. organizations, families) to take responsibility for maintaining trail segments and organizing trail work (& play) weekends.

COMMENTS

This section lists comments as recoded during focus groups and key informant interviews, and then coded as applicable to volunteer engagement.

KEY INFORMANTS

• Have someone to identify and motivate volunteers
• Younger folks need online sign-ups with choices ready to go
• Volunteering is rewarding and good use of time
• Volunteer engagement a mystery
• Have a volunteer email list
• Bowdoin students like building things (not trail maintenance) but their schedules are packed

UNDER 50 FOCUS GROUP

• More weekend volunteer opportunities. For example, weekend trail work (when we can make it as a family). Working on the land gives people a feeling of ownership which gets them emotionally invested. This sort of opportunity is good for families.
• Used your trails, volunteered as a trail steward and then got a TSCG plot due to the member discount. This led to more volunteering at the garden and at other events

Member Survey

QUALITATIVE DATA: COMMENTS

COMMENTS

This section lists comments from the Member Survey that were deemed applicable (by BTLT staff) to our volunteer engagement work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.
HOW CAN BTLT IMPROVE PUBLIC USE OF ITS PROPERTIES? (OTHER RESPONSES)

- Be sure to respect and treat volunteers with dignity and care.
- More info on volunteer activities

HOW CAN BTLT COMMUNICATE MORE EFFECTIVELY WITH ITS MEMBERS AND FRIENDS?

- I tried a few times to become active as a volunteer and had poor experience. No follow through. Why would you treat people trying to give you free labor / energy that way? Also, a landowner with a large tract of river abutting land in Topsham felt they had a very bad experience when wanting to open conversations about future planning of the property.
- Provide more updates on the strength of the organization, recognize ALL volunteers more, take more photos and write captions, give business partners more of a chance to personalize why they support BTLT, interview kids and others who take part in programs, meet with local editors and reporters to tell them three important things BTLT is working on or about to conserve/proposalaunch/hold and why it matters to the community, interview someone from the town of Bowdoin about how BTLT makes a difference or how it might make more of a difference, give members 5 suggestions every year about where to take out of town visitors and what to do — include places in Harpswell and Bath and collaborate publicly with HHLT and KELT and MCHT on events for our and their members, etc..

WHAT OTHER INFORMATION OR CONTENT WOULD YOU LIKE BTLT TO OFFER IN ITS COMMUNICATIONS?

- Volunteer opportunities
- Specifics on what volunteer help is needed.
- More volunteer opportunities (e.g., trail maintenance).
- Appreciated reporting in local newspaper about acquisitions such as Woodward Point. Perhaps more requests for volunteer help, or requests for those with special skills or training offer their services with youth or at an educational program.

ARE THERE OPPORTUNITIES OR CHALLENGES FACING OUR COMMUNITY THAT YOU THINK BTLT COULD HELP ADDRESS THROUGH OUR PROGRAMS OR PROPERTIES?

- I think you could engage more volunteers, but it requires an investment on BTLT’s part. It is not free, but it has a very high return on investment.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BTLT?

- You haven’t mentioned your trail stewards here, or other volunteers, both wuays of getting people involved. I don't take the Brunswick paper. Maybe that's where most of your publicity is done. Hurrah for all your land preservation!
- I think the leaders are doing a great job. I have checked off that I would be interest in trail maintenance before on my annual membership but never was contacted. It would be great if there was a monthly scheduled trail maintenance that could be predicted on a calendar during the annual letter so I would know where and when to go help.
QUALITATIVE DATA: COMMENTS

This section lists comments from the Community Survey that were deemed applicable (by BTLT staff) to our volunteer engagement work. The questions are stated in GREY before each list of responses. Some comments were a result of an open-ended question, others were because respondents wanted to share something in addition to the answer they selected from multiple choice.

ARE THERE ANY OTHER COMMENTS OR SUGGESTIONS YOU WOULD LIKE TO SHARE WITH BRUNSWICK TOPSHAM LAND TRUST?

- As a volunteer at the Common Good Gardens at TSCG, I would appreciate clear communication about the mission and goals of the garden program.
Attachment A: Summary of Findings from Focus Groups and Interviews, 2019

This summary document was created by Doug Bennett (BTLT Board Member) after the completion of the Focus Group and Key Informants as a way to summarize the data gathered to inform the Board of Directors of the Findings.

In spring 2019, the Brunswick Topsham Land Trust (BTLT) conducted focus group discussions with members of its Board and Advisory Committee. 33 people participated. In spring and summer 2019, BTLT also interviewed 15 key informants, people who know the land trust well and have important, diverse vantage points within the communities we serve. Finally, BTLT conducted a focus group conversation with 19 younger individuals familiar with conservation and outdoor recreation.

The focus of all these group discussions and interviews was the land trust’s work, how it is currently perceived, and how it can be strengthened. This memo summarizes the most important findings.

The focus groups and interviews proved rich in content. They generated many valuable suggestions for BTLT’s future work, particularly with regard to program ideas. Some suggestions were made repeatedly; others were mentioned only once. No brief summary can do them justice or report all the good ideas. The detailed summaries of focus groups and interviews will be a valuable supplement to this overview report as BTLT prepares its next strategic plan.

Although a few conflicting viewpoints and suggestions came out in the focus groups and interviews (regarding dogs’ access to trails, for example), on the whole they present a remarkably consistent picture, both in perceptions of BTLT’s accomplishments and strengths and in suggestions for improving and expanding BTLT’s work going forward. That broad consistency of perceptions is one of the most important take-aways from these discussions.

Perceptions of BTLT
1. BTLT is very well regarded by the participants in the focus groups and interviews. Both staff and board are highly regarded.
2. BTLT is perceived as well integrated into the community. But it is not as well-known as it could and should be, especially in Topsham and Bowdoin. Some people who take advantage of BTLT’s properties and programs are either unaware of the Land Trust’s role or take it for granted.
3. CSF and its farmers market have become core community institutions. However, more than one respondent believes that the Land Trust and the market have acquired an elitist image that is a problem in the community.
4. BTLT can engage its members and recruit prospective members more effectively, enabling them to take greater advantage of the land trust’s properties, be more involved in its activities, and become more energized about volunteer opportunities.

Land Conservation
5. Land conservation has been and should continue to be BTLT’s most important priority.
6. In setting priorities for additional lands to conserve, BTLT should be especially attentive to water access, farmland preservation, and wildlife habitat protection. The staff and board can do a better job of communicating these priorities to members and the community.
7. BTLT should seek to conserve some additional lands for a variety of recreational uses and some non-access land for other values, such as watershed protection, sustainable agriculture, and wildlife habitat. (Many specific locations and properties were mentioned as examples. Noteworthy: multiple mentions of protecting lands in Bowdoin.)
8. There was support for continuing to pro-actively identify parcels that might come on the market and initiating contact with developers. There was no criticism of combining additional fee purchases and easements.

Stewardship
9. In stewarding properties that encourage public access, BTLT should develop trails of varying difficulty, including some especially for children, disabled people and elders. It should connect trail segments for longer hikes and develop more mountain biking tracks. (There was some recognition that biking can conflict with hiking and skiing on shared trails.) There should be discussion and policy clarification regarding dogs on trails.
10. BTLT should improve parking at public use properties and, as a high priority, improve directional, way-finding, and informational signage.
11. BTLT should develop a pesticide use policy for its properties and offer BTLT members guidance for environmentally friendly pest control on their own properties.

Programs
12. BTLT should encourage greater use of properties that allow public access, focusing on the initiatives described in points 9 and 10, above. A priority goal should be to get more people outside more often.
13. Educational activities for children should be a key programmatic focus, to foster the next generation of conservationists and the habit of healthy outdoor exercise. Expanded collaboration with local schools and libraries is central to this effort. Programs for families and adolescents are also key components of this initiative.
14. There is a widespread sense that the totality of BTLT’s activities encourages both members and the broader community to learn about and strengthen their commitment to environmental and social sustainability. BTLT should consider providing school kids and members more opportunities for citizen science.

Communications
15. BTLT should tailor its communications to the different habits and preferences of different generations. In general, older members prefer e-mail, the web site and print media, while the younger are more attuned to social media. All like to see visual images.
16. BTLT should re-organize its website to be more user friendly. It should consider creating an on-line calendar of events.
17. BTLT should find ways to expand coverage by local print media, for example by developing regular weekly or monthly columns. Media-savvy organizations like Curtis Library and People Plus may offer useful lessons.

Finance and Development, Governance, Operations, Other Matters
18. Interview and discussion group respondents view BTLT’s operations and finances as very well managed.
19. BTLT should develop more effective ways to recruit and utilize volunteers. Creative ideas include enabling groups (e.g. organizations, families) to take responsibility for maintaining trail segments and organizing trail work (& play) weekends.
20. BTLT is viewed as a good partner with other land trusts, recreational and educational organizations, and institutions serving low-income and vulnerable populations. There are many opportunities for additional mutually beneficial collaboration, including activities where BTLT provides the “places” while other organizations organize the programs and activities. Given BTLT’s staffing limitations, however, choosing wisely among the many partnering opportunities is crucial.
Attachment B: Community Survey Questionnaire

1) How important is it for Brunswick Topsham Land Trust to be doing the following work in our community? Please rank each with the level of importance on a scale of one to five where 1 is not at all important and 5 is extremely important.

- Permanently protecting diverse types of land (farmland, forests, watersheds, water access, etc.)
- Stewarding conserved lands (building and maintaining trails, managing forests, removing invasive plants, and other active management)
- Offering events (bird walks, paddle outings, lectures), educational projects (partnerships with schools and other groups), and programs (Farmers' market, community garden, etc.)

2) Brunswick Topsham Land Trust (BTLT) offers many public programs and events to connect people to the land and to each other, support agriculture and access to healthy local foods, and create opportunities for learning and renewal. Please tell us whether you are aware of the following kinds of BTLT programs and events, and whether you have participated in them. (Y/N answers)

- Physical activities on properties (walking, skiing, biking, etc.)
- Nature-based outings on properties (bird-watching, wildflower walks, etc.)
- Educational programs (winter garden workshops, citizen science training, etc.)
- Educational programs for youth (School outings to community garden, summer feed enrichment programs, etc.)
- Merrymeeting Food Council
- Farmers’ market
- Community Garden
- Labyrinth in the Woods
- Community gatherings (soiree, solstice lantern walk, etc.)
- Fundraisers (Flight Deck's Brews for a Cause, Portland Pie Pizza for a Purpose, etc.)

3) Are you familiar with BTLT's publicly accessible properties?

- We listed them all with the following options: not familiar with property, know about but have not visited, visited once, visited more than once

5) Please let us know how strongly you agree or disagree with the following statement. BTLT's properties, programs and activities serve our local communities well.

- Strongly disagree, disagree, neither agree nor disagree, agree, strongly agree

6) Are there opportunities or challenges facing our community that you think BTLT could help address through our programs or properties?

- Open ended question with comment box

7-10) Demographic questions

- what is your age
- what is your zip code
- how old are you
- are you a...: current BTLT member, past member, BTLT volunteer, never been a member, not sure
1) To start with, what do you value most about Brunswick-Topsham Land Trust (BTLT)?

2) Which aspects of BTLT’s work are most important to you? Please rate on a scale from one to five where one is not important and five is extremely important.

<table>
<thead>
<tr>
<th>Conservation of Land</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>The permanent protection of a parcel of land for habitat, watershed protection, recreation, traditional uses such as farming, forestry, and fishing, and other values. This may be through ownership of the land by BTLT, or through conservation easements by other land owners.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<th>Stewardship</th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>In addition to our legal obligation to monitor all conserved properties, stewardship includes activities such as trail building and maintenance, invasive plant remediation, and owner support, forest and other land management.</td>
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<td>2</td>
<td>3</td>
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<td>5</td>
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<tr>
<th>BTLT Events</th>
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<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td>Examples include bird walks, trail runs, mushroom forays, film screenings, lectures, and more.</td>
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<th>BTLT Programs</th>
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<tr>
<td>Examples include the Farmers Market, Community Garden, Labyrinth in the Woods, Merrymeeting Food Council, and youth education/service learning.</td>
<td>1</td>
<td>2</td>
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</table>

3) Overall, I am ____ with my relationship with BTLT.

4) Which BTLT properties are you familiar with and have you visited? (Please check one response for each property.)

<table>
<thead>
<tr>
<th>Property</th>
<th>I am not familiar with this property</th>
<th>I am familiar but have not visited this property</th>
<th>I have visited once</th>
<th>I have visited more than once</th>
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<td>Brunswick’s 250th Anniversary Park</td>
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<td>Cathance River Nature Preserve</td>
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<td>Cathance River Trail</td>
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<td>Coombs-Androscoggin River Preserve</td>
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<td>Chase Reserve</td>
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<td>Lower Coombs Island</td>
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<td>Cow Island</td>
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<td>Crystal Spring Farm</td>
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<td>Bradley Pond Farm Preserve</td>
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<td>Head of Tide Park</td>
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<td>Little River Preserve</td>
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<td>Maquoit Bay Conservation Land</td>
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<td>Mill Forest Preserve</td>
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<td>Neptune Woods</td>
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<td>Seth Morton Woods</td>
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<td>Skoffield Preserve</td>
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<td>Town Landing Trail</td>
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<td>Tardiff Preserve</td>
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<tr>
<td>Woodward Cove Preserve</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Woodward Point Preserve</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
</tr>
</tbody>
</table>
5) Which of the following activities do you engage in on BTLT properties? (Please select all that apply)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking</td>
<td>Birdwatching</td>
</tr>
<tr>
<td>Swimming</td>
<td>Night sky observation</td>
</tr>
<tr>
<td>Trail running</td>
<td>Nature studies</td>
</tr>
<tr>
<td>Mountain biking</td>
<td>Citizen science</td>
</tr>
<tr>
<td>Cross-country skiing</td>
<td>Outdoor education</td>
</tr>
<tr>
<td>Ice skating</td>
<td>Meditation</td>
</tr>
<tr>
<td>Snowshoeing or winter hiking</td>
<td>Picnicking</td>
</tr>
<tr>
<td>Boating</td>
<td>Dog walking</td>
</tr>
<tr>
<td>Hunting</td>
<td>Gardening</td>
</tr>
<tr>
<td>Fishing</td>
<td>Visiting the Farmers Market</td>
</tr>
<tr>
<td>Ice fishing</td>
<td>Water access for clamming/worming</td>
</tr>
<tr>
<td>Foraging</td>
<td>Some other activity (specify below)</td>
</tr>
</tbody>
</table>

6) What activities would you like to be able to do more of on BTLT properties?

7) How can BTLT improve public use of its properties? (Please select all that apply)

<table>
<thead>
<tr>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directional (road) signage</td>
</tr>
<tr>
<td>Interpretive signage</td>
</tr>
<tr>
<td>Trail signage</td>
</tr>
<tr>
<td>Trail quality</td>
</tr>
<tr>
<td>Water access</td>
</tr>
<tr>
<td>Guided use</td>
</tr>
<tr>
<td>Handicap accessibility</td>
</tr>
<tr>
<td>Picnic facilities</td>
</tr>
<tr>
<td>Publicity</td>
</tr>
<tr>
<td>Other improvements (specify below)</td>
</tr>
</tbody>
</table>

(Continued on next page)
8) Here is a list of programs and activities BTLT has offered in the last 12 months. Regardless of whether you have ever taken part in these activities, please tell us how important it is to you that BTLT offer each type of program or activity. Please rate on a scale from one to five where one is not important and five is extremely important.

<table>
<thead>
<tr>
<th>Nature-based (bird walk, mushroom foray, stargazing)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community science (beebot; ME Bird Atlas training; Osprey Watch training)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Community gatherings (Garden Soree; Winter Solstice Lantern Walk)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Physical activity (trail runs, bike rides, ski, snowshoes, paddles)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Fundraisers (Flight Deck Brews for a Cause; Portland Pie Pizza for a Purpose; Olives, Oysters, and More; Gelato Fiasco Scoopathon)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BTLT Farmers’ Market at Crystal Spring Farm</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Tom Settleinnre Community Garden (plot holder, volunteer, plant sale)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Merrymeeting Food Council (gleaning volunteer; committee volunteer; Flight Deck community gathering; Chef Barton Seaver book signing)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Educational events (Winter Garden Workshop; Head of Tide Park Community History Forum; invasive plant lecture)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Youth Educational Programs (Coffin Gardening Field Trips, Penman Village Green (gardening with low-income youth), Brunswick High School Dragon’s Garden (farming work for at-risk youth), other youth educational field trips)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

9) Have you ever participated in these activities? (please check all that apply)

- [ ] Nature-based (bird walk, mushroom foray, stargazing)
- [ ] Community science (beebot; ME Bird Atlas training; Osprey Watch training)
- [ ] Community gatherings (Garden Soree; Winter Solstice Lantern Walk)
- [ ] Physical activity (trail runs, bike rides, ski, snowshoes, paddles)
- [ ] Fundraisers (Flight Deck Brews for a Cause; Portland Pie Pizza for a Purpose; Olives, Oysters, and More; Gelato Fiasco Scoopathon)
- [ ] BTLT Farmers’ Market at Crystal Spring Farm
- [ ] Tom Settleinnre Community Garden (plot holder, volunteer, plant sale)
- [ ] Merrymeeting Food Council (gleaning volunteer; committee volunteer; Flight Deck community gathering; Chef Barton Seaver book signing)
- [ ] Educational events (Winter Garden Workshop; Head of Tide Park Community History Forum; invasive plant lecture)
- [ ] Youth Educational Programs (Coffin Gardening Field Trips, Penman Village Green (gardening with low-income youth), Brunswick High School Dragon’s Garden (farming work for at-risk youth), other youth educational field trips)

10) BTLT is working to engage with all the members of our communities. How can BTLT better engage with children and families? What types of activities should we consider?

11) In what other community groups or non-profits are you an active participant? Your response will help us to identify community groups or non-profits that BTLT could partner with. (Please list up to five)
12) How useful are the following to you in learning about BTLT, its properties, programs, and activities? (please check one response for each)

<table>
<thead>
<tr>
<th></th>
<th>Don't use</th>
<th>Not useful</th>
<th>Moderately useful</th>
<th>Very useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog</td>
<td></td>
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<tr>
<td>E-newsletter</td>
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<tr>
<td>Facebook</td>
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<tr>
<td>Instagram</td>
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<tr>
<td>Website</td>
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<tr>
<td>Annual print newsletter</td>
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<tr>
<td>Annual report</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Fliers &amp; posters</td>
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<td></td>
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<tr>
<td>Newspapers</td>
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<tr>
<td>Digital community calendars</td>
<td></td>
<td></td>
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<tr>
<td>Word of mouth</td>
<td></td>
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<tr>
<td>Information booth at BTLT’s Saturday Farmers’ Market at Crystal Spring Farm</td>
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<tr>
<td>Some other source of information (specify below)</td>
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</tr>
</tbody>
</table>

13) How can BTLT communicate more effectively with its members and friends?

14) What other information or content would you like BTLT to offer in its communications?

15) BTLT’s properties, programs, and activities serve our local communities in numerous ways, including:
   • Preserving open space and maintaining 20 miles of trails – free and open to the public – for recreation, shore access for recreation and local fisheries, and proximity to nature;
   • Offering educational programs to school children at Coffin School, at-risk high school students at the Community Garden, low-income children at Perryman Village, and more;
   • Supporting local agriculture through the BTLT Farmers’ Market at Crystal Spring Farm, the Tom Settlemire Community Garden, the Merrymeeting Food Council, and more;
   • Increasing access to healthy foods for food-insecure community members through the Common Good Garden, helping SNAP beneficiaries stretch their food dollars at the Farmers’ Market, and the Merrymeeting Food Council’s gleaning program.

Please let us know how strongly you agree or disagree that BTLT’s properties, programs, and activities effectively serve our local communities.
16) Are there opportunities or challenges facing our community that you think BTLT could help address through our programs or properties?

17) Are there any other comments or suggestions you would like to share with BTLT?

18) What is your Age?

- [ ] < 18
- [ ] 18-24
- [ ] 25-34
- [ ] 35-44
- [ ] 45-54
- [ ] 55-64
- [ ] 65-74
- [ ] 75+

19) What is the zip code of your primary residence?

20) I am a…

- [ ] Year-round Maine resident
- [ ] Seasonal resident
- [ ] Visitor

21) I am a…

- [ ] Current BTLT member
- [ ] Past BTLT member
- [ ] BTLT volunteer