

# **“Rye Community Engagement Committee”**

Charge for a Temporary Town Committee to Effectively Communicate Town Rules and Regulations

## Purpose

To establish a temporary town committee tasked with effectively communicating town rules to both residents and visitors through a comprehensive and accessible approach, ensuring a welcoming and informed experience for all.

## Scope

The committee's responsibilities will encompass:

### 1. Webpage Information:

- a. Develop a user-friendly and informative webpage dedicated to town rules.
- b. Organize and present town rules clearly, concisely, and in a language accessible to a diverse audience.
- c. Include translations of essential rules into multiple languages to cater to the town's multilingual visitors.

### 2. Signage Containing QR Codes:

- a. Design and install strategically placed signage throughout the town, particularly at beach entrances.

b. Incorporate QR codes on signage that link directly to the town rules webpage.

c. Employ eye-catching and welcoming designs that complement the town's coastal aesthetic.

### 3. Maintaining a Positive Welcoming Tone:

a. Craft all communications in a friendly, approachable, and non-confrontational manner.

b. Emphasize the town's commitment to creating a safe, enjoyable, and respectful environment for all.

c. Utilize visuals and language that convey the town's welcoming spirit and appreciation for its visitors.

### Committee Composition

The committee will comprise citizen volunteers, a Select Board representative, and will consult with representatives from various town departments, local organizations and businesses, including:

- **Public Works Department**
- **Police Department**
- **Fire Department**
- **Recreation Department**
- **NH State Parks Department**
- **Marine Mammal Rescue**

## Timeline

The committee will aim to complete its tasks within a six month period by implementing the following:

Step 1: Develop a comprehensive plan for communicating town rules.

Step 2: Create and launch the town rules webpage.

Step 3: Explore opportunities for business sponsorships.

Step 4: Design, fabricate, and install QR code signage throughout the town

Step 5: Continuously monitor and update communication materials to ensure accuracy and effectiveness.

## Conclusion

By implementing this comprehensive communication strategy, the temporary town committee will effectively convey town rules to both residents and visitors, fostering a welcoming and informed environment for all. The committee's efforts will contribute to Rye's reputation as a hospitable and responsible coastal community.