

WELCOME TO



AMHERST, *NEW HAMPSHIRE*

May 2013

**HELPING AMHERST TOWN GOVERNMENT  
BUILD ENGAGEMENT WITH CITIZENS  
A STRATEGIC COMMUNICATIONS INITIATIVE**

# GOALS

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- ✘ Keep citizens apprised of town activities, deliberations, and decision making.
- ✘ Implement more ways for citizens to share their views with selectmen more often.
- ✘ Identify and launch more ways for citizens to conduct town business online.

# COMMUNICATION TOOLS

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- × Interpersonal
- × Print publications
- × Social media
- × Public media
- × Website

# THE CURRENT SYSTEM OF WEBSITES

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- ✘ Several websites exist – and none looks or operates like the others.
- ✘ Some information is missing or hard to locate.
- ✘ Usability is far from ideal.
- ✘ The current content management system (CMS) is too constraining.
- ✘ Limited resources are available to keep the site updated and refreshed.

# DISPARATE LOOKS AND USABILITY

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Home Department Information Town Hall Town Boards How Do I? Search this website... Search

NEW: COMMITTEES, COMMISSIONS & TALENT BANK

**Popular Pages**

- Car Registration
- Dog Licensing
- Vital Records: Copies
- Property Assessment
- Building Permits
- Phone Numbers

**Amherst CodeRED**

**Local Access TV**

ACCESS CHANNEL TELEVISION  
"YOUR COMMUNITY ON THE AIR"

"Bucolic & Quaint...."

The Town of Amherst is located in the southern tier of the State of New Hampshire within Hillsborough County. As far as regions of the state, Amherst is located on the

Home | Catalog | Databases | Downloadable Books | Calendar of Events | Login to My Account | Site Map | Contact Us

Welcome to the Amherst Town Library 14 Main Street Amherst, New Hampshire (603) 673-2288

**About the Library** Click here to go to the catalog or enter a search below:  
Keyword Title Author

**Library Card & Checkout Information**

**Services & Collections**

**Children's Room**

**Teen Page**

**Downloadable Audiobooks & eBooks**

**Reader's Shelf**

**Friends of the Library**

**Hours**

Mon-Thurs:	9:30 - 8:30pm
Fri-Sat:	9:30 - 5:00pm
Sunday:	1:00 - 5:00pm

**Summer Hours June 16 - Labor Day**

Mon-Thurs:	9:30 - 8:30pm
Fri:	9:30 - 5:00pm
Sat:	9:30 - 12:30pm
Sunday:	CLOSED

**Calendar of Events**  
Sign up here for library programs & events

**Sign up for our email newsletter**  
Enter your email address:  Go

View our archive here

**Find us on Facebook**

**Reserve a Museum Pass**

**Inspiration For Your Next Party.**

It is the season for Weddings, Graduations, Proms, Showers and all kinds of other parties. During May, our party books are on display!

Amherst Recreation

Browse Activities Search by Age by Grade

**Welcome to the Amherst Recreation Department Amherst, NH**

You have found the Town of Amherst Recreation Department. This website is the communication center of the department. We try to keep it up to date with information about what we do. *Check back here often!*

When you're ready to register for **activities** be sure to review the **How to Register for an Activity** page.

**Contact Info**

Recreation Director: [Nancy McMillan](#)  
Program Coordinator: [Jennifer Stover](#)  
Office Hours: Mon-Fri, 8am - 4pm  
Phone: 603-673-6248  
E-mail: [nmcmillan@amherstnh.gov](mailto:nmcmillan@amherstnh.gov)

**Sponsors**

Amherst Fire Dept.

Home

About

News

Become a Firefighter

Contact Us

Amherst Town Website

Member's Area

**Press Releases**

Official statements from the Chief's desk regarding safety, policies, and the state of the department.  
[read more →](#)

**Frequently Asked Questions**

Do I need a burn permit? Can I volunteer? These questions and more can be answered in our F.A.Q. section  
[read more →](#)

**Recent Posts**

01 January-March 2013

**AFD Spirit Newsletter**

Check out the latest edition of the AFD Spirit Newsletter

**From the Chief's Desk**

Welcome to the online home of Amherst Fire department, serving the community since 1960. The

Home Department Information Town Hall Town Boards How Do I? Search this website... Search

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**Local Access T.V.**



You are here: [Home](#) / [Town News](#)

**Volunteer Project Coordinator**

APRIL 24, 2013 BY ADMIN

The Amherst Board of Selectmen is looking for a volunteer with project management experience to help coordinate the upcoming move of Town Hall personnel, records and possibly furniture. Click [<<here>>](#) for more information.

Send article as PDF

FILED UNDER: UNCATEGORIZED

**Request for Qualifications – Round II Community Planning Grant**

MARCH 27, 2013 BY SARAH MARCHANT

The Town of Amherst has been awarded a Round II Community Planning Grant. The purpose of the grant is utilize the results of the Regulatory Review of the six water resource related ordinances, to combine and update with current Best Management Practices (BMP's) the Watershed Protection District and the Wetlands Protection District in order to protect the high quality drinking water and watershed of the Town of Amherst and the region.

The revision to these ordinances will be an important contribution to protecting the Town's and Region's natural resources from degradation, as a majority of the Town's Commercial and Industrial zoned land is undeveloped or underdeveloped, and sits atop one of the state's highest quality aquifers.

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**Recent Town Notes & Advisories**

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There are two major east/west state highways (Route 101 and 101-A) that pass through Amherst and provide easy access to the main north/south routes in the state (US Route 3 and Interstate 93). In addition, Amherst is less than 15 miles from the Manchester-Boston Regional Airport which provides direct and connecting service to most major airports.

# DENSE TEXT DISCOURAGES READING

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With a population of approximately 12,000 residents and a land area of nearly 35 square miles, Amherst is a growing suburban community that has successfully maintained many desirable rural characteristics. The town has seen growth in commercial development over the last several years, and has a vibrant business district adjacent to the Route 101-A corridor that is home to several national retailers. There is a significant amount of undeveloped industrial land in the same area of town, that is also home to several existing businesses ranging from start-ups to a large regional warehousing operation.

Amherst has a long and rich colonial history. It was first chartered in 1728 as Narragansett Number 3 and later called Souhegan Number 3. In January, 1760 it was chartered as Amherst and named for General Jeffrey Amherst, the commander-in-chief of the British forces in America at the time. Amherst became the first seat of Hillsborough County when the county was formed in 1769. The central village contained the courthouse, complete with jail, pillory and whipping post. [\[Read More...\]](#)

# THREE TYPES OF WEB DESIGN

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- × Content

  - + Information Design

- × Container

  - + Navigation Design

  - + Presentation Design

# KEY CONSIDERATIONS

Actions

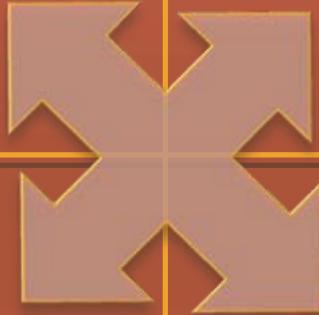
Information

Transactions

Modes

Browsing

Bulls-Eye



# A PHASED APPROACH

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1. Make “quick fixes” to the current town site (content and navigation) to provide users with easier access to more information.
2. Identify and add new types of information and transactional functionality that citizens want.
3. Launch a strategic process to integrate and upgrade all town websites (town, fire, recreation, library).
4. Rework web technology and the content management system to promote timelier, distributed, and secure web publishing.
5. Create a graphic identity system for use on all town materials that reinforce how Amherst wants to be perceived in the wider world.

# QUICK FIXES AS OF MAY 28TH

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- ✘ Rewriting existing copy to make it more readable.
- ✘ Adding new information:
  - + Town organizational chart and salary structure
  - + Selectmen policies
  - + Personnel policies
- ✘ Centralizing rules, regulations, and ordinances.
- ✘ Increasing links from more locations (Quick links).

**WEB DEMO**

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