



TOWN OF
NEWMARKET
NEW HAMPSHIRE

Public Transportation Advisory Committee

July 8, 2026 at 7:00 PM

Town Council Chambers

DRAFT MEETING MINUTES

Present: Sönke Dornblut (Town Council Rep), Mike Hoffman, Madeleine Faust, Kimberly Hamlin, Chase Eagleson, Lyndsay Butler (Town Engineer), Bart McDonough (Director of Planning & Community Development)

Sönke Dornblut opened the meeting at 7:00 PM.

1. Pledge of Allegiance

2. Minutes

- a. Review of Minutes (June 10, 2026)

Action

Motion: **Madeleine Faust** motioned to approve the minutes of June 10, 2026.

Second: **Chase Eagleson**

Discussion: None

Vote: **Approved 5-0**

3. Regular Business

(The order below reflects the order items were discussed during the meeting.)

- a. Revolving Discussion Items

[1] Public Transportation

Discussion ensued regarding COAST ridership numbers and how it has been decreasing since 2012. **Sönke** explained that ridership used to be higher when there were more students living in Newmarket and commuting to UNH in Durham. While the connector ridership decreased, ridership for the on-campus and in-town transit in Durham has increased.

It was also confirmed that the cost for on-demand is now \$4, up from the previous cost of \$3, and that the information is on their website (coastbus.org).

Sönke also noted that Enterprise has a program where an entity can rent a van on a monthly basis for public transportation purposes and by utilizing volunteer drivers. The Dover Adult Learning Center is currently utilizing this program. There was consensus to further explore the idea for establishing a route from Newmarket to Durham, and speak further with Enterprise and the Dover Adult Learning Center to learn more about the program. **Chase** offered to further investigate and coordinate.

[2] Road Typology/Complete Streets

(No updates)

[3] Signing/Wayfinding

Liz Durfee and **Alicen Armstrong Brown** introduced themselves as an independent planning consultant and graphic designer respectively, and as the contractors awarded the RFP for the wayfinding and visual branding project. **Alicen** introduced the creative brief to the committee, as can be found at newmarketnh.portal.civicclerk.com/event/2437/files/attachment/7910.

Liz then continued with the introductory presentation, as can be found at newmarketnh.portal.civicclerk.com/event/2437/files/agenda/6785.

Highlights from the presentation included:

- The components of the project at this stage consisting of a story map interface, draft survey, and draft poster polls.
- The timelines for the branding portion of the project as well as the wayfinding portion, which are to be concurrent.
- The branding portion of the project consisting of an orientation, creative brief development, community input, and final branding design and development.
- The wayfinding portion of the project consisting of an assessment of existing signs and maps, sign placement planning, wayfinding signage system development, and stakeholder review of designs.
- Review of the story map website (<https://bit.ly/NewmarketWayfinding>) that will continue to be worked on and updated with background information, key objectives, project timelines including community outreach events at Arts in the Park, Backyard Bash, and further board meetings, and a map of existing signage in town.
- Review of the draft survey including how it will be made available (both online and printed versions) and advertised to the public.

Sönke recommended seeing if the school district could have the survey in their communications, as well as having the QR code to the survey posted in businesses downtown. It was explained that they would not want to start the design until the survey is closed, as it would be problematic if there was a second wave of differing opinions. There was consensus to stay with the original timeline and check with the school district to see if they can add it to any summer communication that they may be sending. **Bart** confirmed he will reach out. Additional places to advertise the survey were mentioned as well, such as the bulletin board website and further strategies for having it available at restaurants and businesses.

Liz concluded the presentation with review of the poster dot polls that will be displayed at Arts in the Park, Backyard Bash, and the joint board/committee meeting as another strategy for feedback.

Discussion continued to review of the draft survey. Feedback and recommended changes were discussed as follows:

- To have a sorting question in the beginning that asks if the respondent lives, works, or visits often
- For question 1, to have it be two questions, one that asks how do you travel to downtown, and then to ask how to you travel around downtown
- For question 2, to simplify the language and ask “why do you visit downtown Newmarket,” and to add “river/riverfront” as an answer option

- For question 3, to add “navigating downtown Newmarket as a cyclist” as a part of the question
- For question 5, change “locations” to “places”
- For question 7, to add “local” into the question
- For question 8, to have a list of words and change the answer option to check all that apply
- For question 9, to add an “other” option where respondents can write in responses
- For question 10, reword it to ask “what information would you like on a sign,” and add “water access points,” “EV charging,” and “civic buildings” as response options
- For question 12, to make the question more specific by asking “does downtown Newmarket...”

There was consensus to send the edited survey draft to the committee for review before it is finalized.

Review continued to the draft poster polls. **Bart** suggested categorizing the destinations, such as civic, recreation, historical, etc., to help focus people’s responses.

Chase suggested separating the question that asks for color and font preference. There was then further consensus to remove font as a question.

There was consensus to email the edits to **Bart** to be further distributed to the committee for any final comments before proceeding with publishing the survey.

Concluding discussion included regarding a joint meeting between town board and committees; **Bart** confirmed that this will be coordinated further. It was also recommended to possibly have the poster poll in the Town Clerk’s office for increased feedback, and to do live polling in lieu of a joint meeting.

[4] Progress on 2026 Goals

There was consensus to table this until the next regular meeting.

[5] Parking Infrastructure/Management (*No updates*)

Bart noted that there was a visit to Spring Street to see if there were opportunities to add more parking spaces in that area. This will be further discussed with Town staff to formulate a plan and see what may be feasible.

4. Other Business

5. Adjourn

The meeting was unanimously adjourned at 8:50 PM.

Respectfully submitted,
Bridgette Grotheer
Land Use Administrator

DCAT:

https://videoplayer.telvue.com/player/XSekkdEeRsk0JHQVHAvKJVka7_5VjxKP/videos