

DRAFT PUBLIC PARTICIPATION PLAN

CITY OF MARINA RESOURCE MANAGEMENT PLAN



MARCH 2021

PREPARED FOR:



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1.0 INTRODUCTION

The U.S. Army’s decision to close and dispose of the Fort Ord military base was considered a major federal action that could affect listed species under the federal Endangered Species Act (ESA). In 1993, the U.S. Fish and Wildlife Service (Service) issued a Biological Opinion (BO) on the disposal and reuse of former Fort Ord requiring that a Habitat Management Plan be developed and implemented to reduce the incidental take of listed species and loss of habitat that supports these species. As a result, the U.S. Army prepared the *Installation-Wide Multispecies Habitat Management Plan for Former Fort Ord, California* (HMP) in 1997. The Fort Ord Reuse Authority (FORA) was in the process of preparing a Fort Ord Habitat Conservation Plan (HCP) to support the issuance of base-wide incidental take permits, which incorporated the habitat requirements of the HMP. However, the base-wide permitting effort was discontinued, and the Fort Ord HCP is no longer proposed. As a result, the Service requested that the local jurisdictions initiate the steps necessary to comply with the approved HMP. Therefore, the City of Marina (City) is preparing a Resource Management Plan (“RMP” or “Marina RMP”) to comply with the HMP.

This Public Participation Plan (“PPP” or “Plan”) summarizes the strategies to engage the public and other interested parties in the development of the proposed RMP. The implementation of this PPP for the RMP is the responsibility of the City. This Plan is intended to guide the public outreach efforts of the City and the project consultants. Goals and guiding principles for public participation and community outreach are described below, followed by a summary of specific outreach methods to be used during the development of the proposed RMP. The public participation program may evolve and change from that published in the Final PPP at the City’s discretion to meet the project needs and accommodate varying circumstances.

2.0 PUBLIC PARTICIPATION PLAN OVERVIEW

2.1 Purpose

The purpose of the engagement and outreach strategies and activities presented in this Plan is to provide local communities, residents, stakeholders, interested parties, and other affected agencies and/or individuals with opportunities to become actively involved in the development of the Marina RMP. The public engagement and outreach program in this Plan will assist the City in both providing timely information to and receiving input from interested parties during the RMP process.

2.2 Public Participation Plan Goals and Guiding Principles

The goal of this PPP is to provide a robust opportunity for public participation in the development of the RMP. The rationale for the goal includes the following principles:

- Awareness and Information – Provide information so that stakeholders can be aware of the project and provide informed public participation in addressing interests, concerns, and process and project requirements.
- Input – Provide opportunity for utilization of stakeholders’ knowledge and perspectives to assist the project team in verifying and/or expanding upon available information.

- Open and Public Process – Public participation is an essential component of the planning process. Facilitating and soliciting public participation aid in providing transparency in the decision-making process.

Public outreach and early coordination with stakeholders will be an important part of the development of the proposed RMP. The City is committed to providing the opportunity for public input with respect for the diversity of views expressed and to consider suggestions and concerns. Outlined below are the City's commitment to stakeholders:

- Provide opportunities for public comment on project documents, such as the RMP and supporting studies.
- Schedule public meetings to update community members on the progress of the project and answer community members' questions.
- Provide a website with project fact sheets and informational updates.
- Include multi-lingual translations of materials on the RMP website.
- Address comments and concerns at public meetings and events.
- Explain technically complex documents in public meetings.
- Develop and distribute information fact sheets to benefit community awareness, understanding, and education.
- Inform the public about meetings, events, document review, and public access via City's official website, social media platforms and local media outlets.
- Inform local community groups about the RMP.
- Be responsive to community members and stakeholders for the RMP.
- Coordinate with the local governments and regulatory agencies in their corresponding public meetings and other community activities.
- Be available to speak to local community groups about the RMP.
- Regularly inform stakeholders and political leadership about the RMP.
- Frequently review program goals.

2.3 Plan Implementation

Throughout the PPP, the City will employ various methods to track and evaluate process effectiveness. Such methods include documenting, tallying, and responding to calls, emails, and public comment; documenting and posting comments and responses to comments; and documenting impact metrics, such as community meeting attendance, social media engagement, website analytics, and print/electronic media

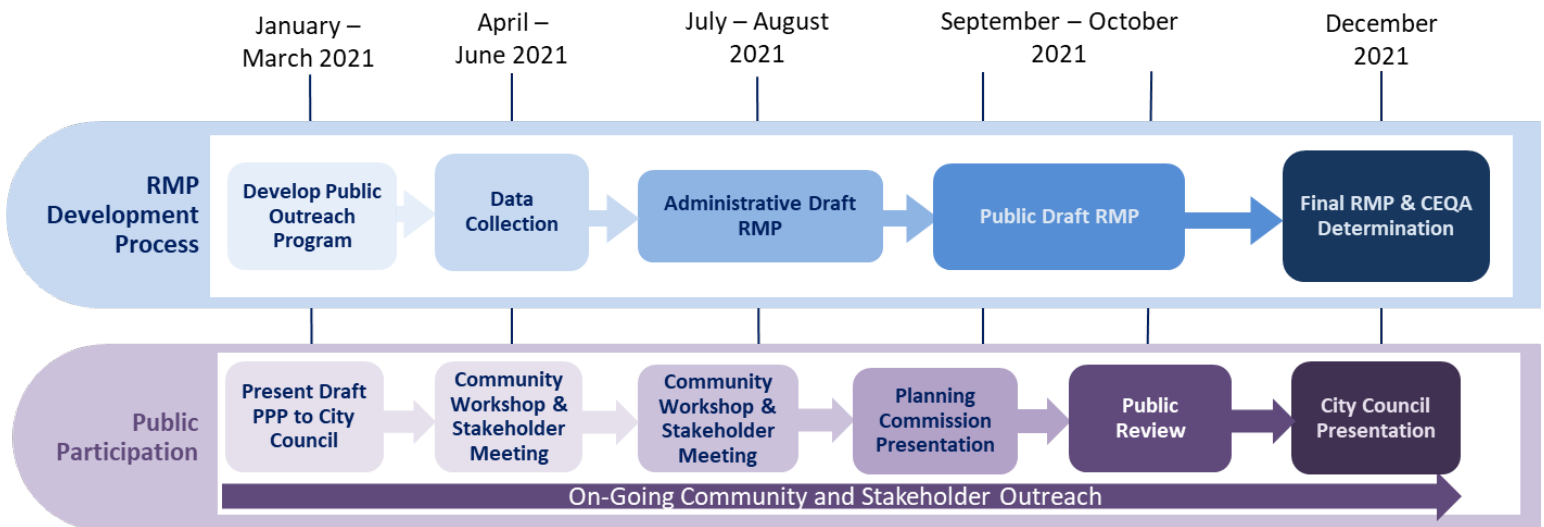
publications. Community members and stakeholders are encouraged to share PPP experiences and suggest potential improvements with the project team. Inevitably, differences in opinions will emerge during the RMP process. The City and the project team will communicate information and respond to concerns and views.

3.0 OVERVIEW OF THE RMP PROCESS

The tentative project schedule, **Figure 1**, shows a brief overview of the development and planning process for the Marina RMP and how it connects to the outreach activities that are addressed in more detail in Section 6. The development of the proposed RMP is an iterative process informed by data collected, requirements of the HMP, input from the resource agencies, public comments, and professional standards. The process is summarized as follows:

- Collect data and prepare baseline inventory/maps.
- Prepare Administrative Draft RMP.
- Prepare Public Draft RMP.
- Solicit public comments.
- Prepare Final RMP and CEQA Determination.

Figure 1. Tentative Project Schedule



4.0 PUBLIC INVOLVEMENT

4.1 Public Participation Principles

As outlined in Section 2.2 above, the City has developed a set of guiding principles related to community outreach and participation. These core principles will be followed during the development of the RMP.

5.0 GENERAL OUTREACH INFORMATION

5.1 Outreach Coordinator

The role of the Outreach Coordinator will be to serve as a central contact for the public and the stakeholders for the RMP. For this project, the Outreach Coordinator is also the Project Manager and will participate in and help coordinate all facets of the implementation of this PPP. Anyone seeking information on the RMP should contact:

Matthew Mogensen
Assistant City Manager
City of Marina
(831) 884-1240
mmogensen@cityofmarina.org

6.0 PUBLIC PARTICIPATION PLAN

This PPP focuses on addressing issues and community concerns related to the Marina RMP. The principles outlined in Section 2.2 will be implemented through the specific methods of communication, participation, and outreach activities described below. In this way, the City is committed to helping the public to quickly and easily identify ways to become informed about or involved in the project process. Each method listed below includes a brief description along with an estimate of the following timing/project milestone indicator:

- **Timing/Project Milestone:** Indicates the best estimate of target date(s) or project milestone(s) of the process in which the method will be used.

6.1 Stakeholder Notification List

The City has researched potential stakeholders and has compiled an initial contact list from existing resources. The notification list will be used as a means to notify interested parties of upcoming events and of postings of new materials on the project website. Persons will be added to the notification list throughout the project process and may sign up by sending a request to the Outreach Coordinator by emailing mmogensen@cityofmarina.org or calling (831) 884-1240.

- **Timing/Project Milestone:** Notification list will be updated on an on-going basis.

6.2 Meetings and Public Presentations

The following sections detail the meetings and public presentations that are anticipated as part of this PPP. Due to the ongoing COVID-19 pandemic, meetings and presentations are expected to be virtual. As conditions change, the City may include in-person or hybrid public meetings to ensure public input at various levels of pandemic restrictions.

6.2.1. Planning Commission Presentation

City staff may present to the City Planning Commission in one public meeting to provide an overview of the Public Draft RMP and receive Planning Commission and public comments/feedback.

- Timing/Project Milestone: September – October 2021

6.2.2. City Council Presentation

City staff may present to the City Council in one or more public meetings to provide an overview of the Draft PPP and Final RMP and CEQA Determination and receive Council and public comments/feedback.

- Timing/Project Milestone: March 2021 and December 2021

6.2.3. Community Workshops

The City will conduct public workshops during the project process wherein members of the public will be able to receive up-to-date information and provide input. Workshops will be designed so the community can actively engage in discussions regarding the project, and may include question-and-answer sessions, break-out sessions, and other techniques. The City will provide information, encourage discussion, answer questions, and be on-hand to discuss issues of importance to the local community. The City will announce these workshops via the City's website (www.cityofmarina.org), social media (City of Marina Facebook pages), and press releases to the stakeholder notification list.

- Timing/Project Milestone: May 2021 and July 2021

6.2.4. Stakeholder Meetings

City staff will consult a broad group of stakeholders throughout the area. These meetings could include representatives of public agencies, business organizations, environmental conservation groups, and other interested parties. The City will be available to respond to requests to provide information.

- Timing/Project Milestone: May 2021 and July 2021

6.3 Engagement Tools

6.3.1. Project Webpage

City staff will develop a webpage on the official City website (www.cityofmarina.org) dedicated to the proposed RMP to provide pertinent project details. Interested parties will be able to sign up for the email notification list, view proposed project documents, and find contact information to send comments and suggestions. Background information, maps, reference documents, and other information will also be available on the webpage.

- Timing/Project Milestone: On-going

6.3.2. Electronic Mail Notifications

Using the stakeholder notification list (please see Section 6.1, above), City staff will send email updates at key milestones in the project process. Information will also be available on the project webpage found on the City's website at www.cityofmarina.org.

- Timing/Project Milestone: Notifications and postings at least a week prior to meetings and the day a document is released for public review.

6.3.4. Fact Sheets

Fact sheets will be published as necessary to either address specific community concerns or provide information about specific project issues. Fact sheets will also contain "Frequently Asked Questions" to address questions from stakeholders and other interested parties. Fact sheets will be posted on the project webpage found on the City's website at www.cityofmarina.org, made available at community events, and distributed to identified stakeholders and community members via the stakeholder notification list (please see Section 6.1, above).

- Timing/Project Milestone: As needed

6.3.5. Media Information

Media alerts/releases will be circulated to announce public meetings and community workshops.

- Timing/Project Milestone: Contact media/releases prior to major milestones in the process, such as meetings, workshops, hearings, document releases, public review periods, etc.

6.3.6. Social Media

The City will use social media (City of Marina Facebook pages) to alert followers of outreach activities and share outreach materials and project relevant information.

- Timing/Project Milestone: As needed

6.3.7. Community Group Involvement

Many local community groups have an interest in the RMP. The City is committed to providing robust and diverse community group involvement. To that end, the City will seek to provide information throughout the public review process to religious organizations, business organizations, environmental and economic interest groups, recreational groups, cultural organizations, and such other organizations that may wish to participate.