

CHAPTER 2.0

COMMUNITY OUTREACH AND PARTICIPATION

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COMMUNITY OUTREACH AND PARTICIPATION

2.1 Context and Purpose

FORA recognizes that seeking community participation in the BRP reassessment is a critical component of the reassessment process. For this reason, a substantial community participation process was incorporated into the scope of work for the reassessment. The goal was to provide information to the public about the background, purpose, and goals of the reassessment and to solicit input on issues of interest to the public. The information obtained from the participation process will be used as a basis to identify potential modifications to the BRP that the FORA Board may wish to consider. Modification considerations will be included in the Reassessment

Document. Decisions to make related modifications to the BRP will be at the discretion of the FORA Board. This decision making process would occur after the FORA Board accepts the Reassessment Document.

2.2 Public Outreach and Information Activities

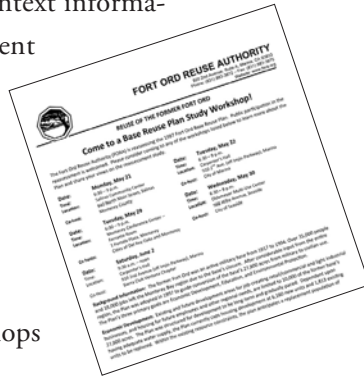
The primary opportunity for direct public input was through a series of public workshops conducted during the scoping process. Other indirect opportunities for public input were also provided. Each of these is summarized below.



Public Workshops

Public workshops were designed as the primary form of direct public participation in the reassessment process. Initially, a series of four public workshops was planned. In response to early public and FORA Board comments on the proposed scope of the reassessment/community participation process, a fifth workshop was added. The workshops were designed to be an interactive opportunity for FORA staff and members of the EMC Planning Group team to provide background and context information for the reassessment process and for members of the public to discuss and identify their interests.

Additional information about the public workshops is provided below.



jurisdictions to whom portions of the former Fort Ord have been conveyed, four workshops were co-hosted by local jurisdictions. The four workshops were held at venues within each of the local jurisdictions to encourage accessibility by local community members. The fifth workshop was co-hosted by the Sierra Club due to its role in the 1998 Settlement Agreement, which is the basis for Chapter 8 of the Master Resolution, committing FORA to complete a reassessment process by the end of 2012. [Table 3, Public Workshop Schedule](#), shows the locations, dates, times, and co-host(s) for each of the five workshops.

Workshop Notification

Public notification of the purpose of and schedule for the public workshops was provided through a variety of print and media outlets via display ads and informational media releases, and through copy of the ad/notice to jurisdictions and a variety of potentially interested organizations and groups. The ad/notice was also posted on the FORA website. [Table 4, Workshop Notification](#), shows the types of media and other notification methods used as well as the dates that display advertisements appeared in selected media publications.

Workshop Locations, Dates, and Co-Hosts

In the interest of promoting participation in the five workshops from community members in the local

Table 3 Public Workshop Schedule

Workshop Venue/Location	Date/Time	Co-Host(s)
Sherwood Hall City of Salinas	Monday May 21, 2012 6:30 PM	Monterey County
Carpenters' Hall City of Marina	Tuesday May 22, 2012 6:30 PM	City of Marina
Monterey Conference Center, City of Monterey	Tuesday May 29, 2012 6:30 PM	City of Monterey City of Del Rey Oaks
Oldemeyer Center City of Seaside	Wednesday May 30, 2012 6:30 PM	City of Seaside
Carpenters' Hall City of Marina	Saturday June 2, 2012 9:30 AM	Sierra Club

Source: EMC Planning Group 2012

Table 4 Workshop Notification

Resource/Channel	Publication Dates of Display Ads	Press Release Sent	Notice Sent	Posted Online
Print Media				
Monterey County Herald	May13, 20, 27	✓		✓
Monterey County Weekly	May 17, 24	✓		
Salinas Californian	May 12, 19	✓		✓ thru May 16
El Sol	May 12	✓		✓
Marina Gazette	May 21	✓		
Seaside-Salinas Post	May 23, June 6	Article June 6		
Pacific Grove Bulletin		✓		
Carmel Pine Cone	May 25	✓		
South County Newspapers		✓		
Register-Pajaronian		✓		
Santa Cruz Sentinel		✓		
Hollister Freelance		✓		
Electronic Media				
KSBW		✓		
KION		✓		
KCBA		✓		
KSMS-67		✓		
KAZU		✓		
KMBY		✓		
Jurisdictions and Agencies				
FORA Board members, jurisdictions, and agencies for distribution and posting on own websites and/or links to FORA			✓	✓
FORA Administrative Committee & listing			✓	✓

Resource/Channel	Publication Dates of Display Ads	Press Release Sent	Notice Sent	Posted Online
FORA distribution listings including other agencies			✓	✓
FORA web and Facebook sites			✓	✓
FORA-ESCA web and Facebook sites, distributed to contact lists (Users Groups, ESCA, Emergency Service Providers)			✓	✓
CSUMB			✓	
Others/Potentially Interested Organizations and Groups				
Sierra Club			✓	
LandWatch			✓	
League of Women Voters			✓	
Keep Fort Ord Wild			✓	
MORCA & Cycling groups			✓	
Fort Ord Recreational Users Group			✓	
Environmental Justice Network			✓	
Chambers of Commerce – Marina, Monterey, Seaside-Sand City, Salinas, Carmel, Hispanic)			✓	
MCHA (Hospitality)			✓	
Growers & Shippers			✓	
Farm Bureau			✓	
Carpenters /union groups			✓	
County Economic Dev Commission			✓	
Marina in Motion			✓	
Rotary & Service Groups – Marina, Seaside, Monterey, PG, Carmel			✓	
Veteran Organizations – UVC (including 31 organizations), CAC, Cemetery Foundation)			✓	

Resource/Channel	Publication Dates of Display Ads	Press Release Sent	Notice Sent	Posted Online
MCAR (Realtors)			✓	
OMBA & CRA (Businesses)			✓	
MCVCB (Tourism)			✓	
CHISPA (Housing)			✓	
BRAC			✓	

Source: EMC Planning Group and Ingram Group 2012

Note: For print media, advertisement/notice also linked to on-line publication when available.

Organizations were requested to please post and share information with their membership and any others.

The public notice was used as the fundamental form of communicating the purpose of the workshops and workshop dates and is included in Appendix C. English and Spanish versions of the notice were prepared and distributed.

Workshop Format

The fundamental components of all five workshops included presentations by the workshop co-hosts and by FORA staff and members of the EMC Planning Group team, followed by small group discussions at all but the Monterey County workshop. Because the Monterey County workshop was attended by a relatively low number of participants, one discussion group sufficed.

The basic agenda for each workshop is included in Appendix C, and consisted of the following topics:

- Welcome
- Workshop Overview
- Jurisdiction Co-Host Remarks
- FORA Staff/Consultant Presentation
- Small Group Discussion
- Discussion Group Recaps

Print versions of the presentations made by co-host jurisdictions, FORA staff, and the EMC Planning Group team are included in Appendix C.

At the conclusion of the workshop presentations, participants were organized into small groups. Group sizes ranged from about eight to 15 people, depending on the total number of workshop participants and the number of small groups formed. The small group discussion format was selected for its potential to permit maximum participation by each participant at the workshop. Each small group was facilitated by a group leader whose primary functions were to keep the discussion active, seek clarification of comments when needed, and to promote participation by each member of the group. Group leaders were comprised of FORA staff and consultants. Comments made by each small group member were recorded on large paper “flip charts” by a volunteer recorder, who was most often a member of the small group.

The small group discussions were unstructured in terms of topics. Participants were free to provide input on any issue or concern. As noted above, comments were recorded on flip charts. Participants were asked to monitor whether the recorder sufficiently captured their comments on the flip charts. The flip charts from each small group at each workshop were

collected and the comments recorded as described below in Section 2.3, Summary of Scoping Phase Public Input on the BRP Reassessment.

Spanish translation services were available at each workshop.

Participant Comment Form

In addition to input opportunities through the small group discussion process, workshop participants were provided with a “Fort Ord Reuse Plan Reassessment Comment Form”. The form was made available to participants at the workshops and was also available on the FORA website for use by those who wished to prepare and provide written comments instead of oral comments during the workshops. The form was also a means of providing comments (or additional comments) after the workshops were complete. A copy of the Comment Form is included in Appendix C.

Comment Submission

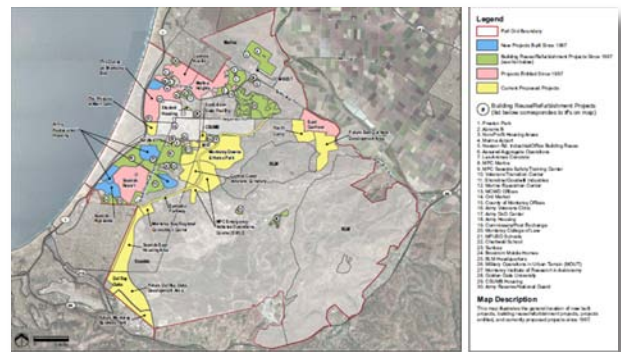
As described in the workshop notification, and emphasized at each workshop, participants were encouraged to submit comments on the reassessment in writing via email or by regular mail to FORA, in addition to and as supplementary to providing comments during attendance at the workshops. Questions regarding the process and submittal of comments, requests for information about particular aspects of reuse, FORA and/or jurisdictions and agencies, reuse-related activities, and/or other projects or programs relative to reuse of the former Fort Ord were directed to FORA staff. The email address used specifically for the reassessment process is: plan@fora.org and the mailing address for FORA is 920 2nd Avenue, Suite A, Marina, CA 93933. Comments for inclusion in this Scoping Report were invited up to and including June 15, 2012.

Workshop Information Handouts

To assist public understanding of the status of current development and land use at former Fort Ord, a series of information tables and graphics were prepared and made available as handouts at each workshop and were provided on computer disks (CDs) at most workshops. Presentation and handout materials included in and/or updated for workshops were also posted on the FORA website.

Information on water use, housing development, and employment at former Fort Ord was provided in table form. The employment information was through the year 2008. Projections of current employment are provided in the Market Analysis, provided under separate cover, and are summarized in Section 4.6 Transfer and Reuse Progress.

Eleven maps were prepared, displayed on boards, made available as color handouts, and are posted on and can be downloaded from the FORA website. Several of the maps illustrated basic resource and



jurisdictional information. Others were prepared to clarify the relationships between areas that have been developed, areas that have been approved for development, and areas that remain available for development based on the BRP and subsequent actions by local jurisdictions and the FORA Board. A map showing infill development opportunities was also

prepared. The list of maps displayed at the workshops is as follows:

- Aerial Photograph of the Former Fort Ord;
- Base Reuse Plan Land Use Concept;
- Authority for Land Use Approvals;
- 1997 Baseline Built and Munitions Conditions;
- Projects Built or Entitled Since 1997;
- Projects Built, Entitled, Proposed & Areas Planned Since 1997;
- 1997 Fort Ord Reuse Plan Development Footprint;
- Infill Opportunities;
- Habitat Management Areas;
- Fort Ord Housing Development Status; and
- Fort Ord National Monument.

Each of the tables and maps described above is included in Chapter 4.

Workshop Participation

Table 5, *Number of Workshop Participants*, shows that the number of participants signing in on voluntary sign-in sheets at the workshops varied from 32 at the Monterey County workshop to 87 at the City of Seaside workshop. There was a combined total of about 257 individual (non-repeat) sign-in attendees at the five workshops, although informal headcounts indicated there were numerous additional attendees who did not sign in, as indicated in Table 5. The total number of workshop participants, including those who did not sign the sign-in sheets, is estimated at about 400 people. Based on informal observations and review of sign-in sheets, it is estimated that approximately one-third of the 400 or so total participants attended more than one workshop.

FORA Website

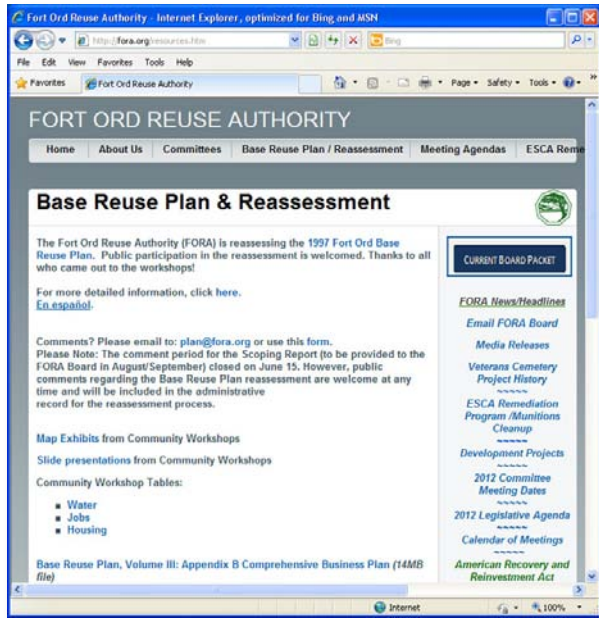
The FORA website has been presented and utilized as the “clearinghouse” for BRP reassessment process information and will continue to be used as such until the reassessment process is completed. An individual link to an individual BRP reassessment page was set up

Table 5 Number of Workshop Participants

Workshop Venue Location	Participants Signed-In (Approximate)	Participant Headcount (Approximate)
Sherwood Hall City of Salinas	32	±30
Carpenters’ Hall City of Marina	44	±50
Monterey Conference Center City of Monterey	56	±65
Oldemeyer Center City of Seaside	87	±150
Carpenters’ Hall City of Marina	38	±90
Total	257	±400

Source: EMC Planning Group and Ingram Group 2012

for ease of access to related resources and information. The website address is: fora.org/resources Persons with questions or desiring more information could also use the reassessment email address for inquiry and comment: plan@fora.org, or contact the FORA office by phone at (831) 883-3672 or visit the FORA office directly.



The public presentations, maps, and figures prepared to date as part of the reassessment process are posted on the website. This Scoping Report and the Reassessment Document will also be posted to the website when they are completed, as will other information that enhances public awareness of, and participation in, the reassessment effort.

2.3 Summary of Scoping Phase Public Input on the BRP Reassessment

As described above, public comments on the BRP reassessment were solicited in several forms including: 1) direct verbal comments at each public workshop provided during small group discussions and

as noted during presentation questions; 2) standardized printed comment forms collected at each public workshop; 3) emails delivered to the reassessment email address (plan@fora.org); ; and 4) comments/letters mailed, faxed, or delivered to FORA. This section of the Scoping Report summarizes the input received via these forms of communication. The full text of the public input that was received is included as Appendix D to this report and can be readily referenced as described below.

Methodology for Recording/Reporting Public Input

The methodology for recording and reporting public input is central to the purpose of the Scoping Report – to identify information that can be used as a basis for the FORA Board’s consideration of possible future modifications to the BRP. FORA staff and consultants have reviewed the public input received during the public workshops, in the workshops’ standardized comment forms, by email, and by letter. For comments received via, comment form, email, and/or individual letter, the name of the commenter, the form in which each commenter’s input was received, and the general themes raised by each commenter have been identified and reported. In the case of public workshop input, comments made in the small groups at each workshop have also been identified and reported based on the general themes raised. The purpose is to ensure that the public and the FORA Board have a broad view of the types of input provided by each individual commenter. It should be recognized that the text recorded on the small group recording sheets at the public workshops is a synopsis of each individual’s spoken comments. Appendix D contains the Table of Public Comments. The table is organized as described above. The comment forms, emails, and individual letters received are included in Appendix D after the table, as are transcripts of the

flip charts recorded in each small group at each workshop. Photos of the flipcharts are also included.

For ease of access and reference to the input provided, the commenter names in the left-hand column of the Table of Public Comments are electronically linked to the specific email, comment form, and/or individual letter submitted by the commenter. Readers can click on the commenter name to view the full text of the comments made by that person or group.

The reporting approach is qualitative. No attempt has been made to report specific comments made by any individual commenter or to quantify the total number of comments raised on specific themes. No attempt has been made to interpret the comments other than to cluster them into broad themes. The Table of Public Comments can be reviewed to visually identify the commonality of comments on particular subject areas that emerged from a review of the comments, which are listed on the left-hand side of the table. Each theme provides a reference point regarding a particular subject. However, within each subject area there may be a diverse range of comments and opinions expressed by individual commenters.

Also note that the Table of Public Comments includes two broad subheadings under which comments are tallied. The “BRP Reassessment Comments” subheading captures comments on themes that are considered specifically relevant to the BRP itself, the reassessment public involvement process, and/or FORA procedures. The “Project-Specific Comments” subheading shows comments that were made on individual projects located within former Fort Ord that either have been approved or are being considered by local jurisdictions. The local jurisdictions in which the noted individual projects are located have review and approval discretion for the referenced projects.

Project-specific public comments on projects not yet approved by the local jurisdictions are best directed to the relevant local jurisdiction, as the FORA Board does not have discretionary authority to review or approve entitlements for such projects. The exception is the Eastside Parkway project, which is a potential future component of the BRP capital improvements program with implementation managed by FORA.

For more detail on specific comments from individual commenters, refer to the emails, Comment Forms, and/or individual letters submitted by the commenters

Linking Public Input to Potential BRP Modification Considerations

Table 6, Relationship of Public Input Themes to BRP Objectives and Chapter 8 of the Master Resolution, shows the relationships between the comment themes from the Table of Public Comments and the topics/objectives contained in the BRP and the FORA Master Resolution. For example, the topic of housing became a public input theme and is addressed in the BRP in Residential Land Use Objectives A through J and in sections 8.01.010 (h), 8.02.020 (t), and 8.02.030 (a) of Chapter 8. The current status of specific programs implementing the Corresponding BRP objectives displayed in Table 6, below, may be explored in Chapter 4 of this report.

Table 6 was prepared as a tool to help readers track how public comments on various themes are being reported in this Scoping Report, and further, may be translated into modification considerations provided in the Reassessment Document. The Reassessment Document will, in part, provide the FORA Board with options for considering modifications to the BRP, including modifications to objectives contained in the BRP.

Table 6 Relationship of Public Input Themes to BRP Objectives and Chapter 8

Themes	Corresponding Base Reuse Plan Objectives	Corresponding Chapter 8 Section
Input Process	None	8.01.010 (h)
FORA Procedures	None	All
Economics/Jobs	Residential Land Use C, D, F Commercial Land Use A, B, C, D, E Recreation and Open Space E	8.02.020 (t) 8.02.030 (a)
Blight/Urban Footprint	Seismic Hazards B Hazardous Materials B	8.02.020 (e)
Hazardous Materials	Hazardous Materials A, B, C	8.02.020 (l), (m)
Housing	Residential Land Use A, B, C, D, F, G, H, I, J	8.01.010 (h) 8.02.020 (t) 8.02.030 (a)
Transportation	Residential Land Use E Commercial Land Use D, E Roadway System A, B, C, D Transit A, B, C Pedestrian and Bicycles A, B Transportation Demand Management A Land Use and Transportation A Recreation and Open Space F	8.01.010 (h), (j) 8.02.020 (n), (o), (p),
Water	Hydrological A, B, C	8.01.010 (h), (j) 8.02.020 (i), (j), (k)
Trails/Access	Recreation and Open Space Land Use B Pedestrian and Bicycles A, B Recreation and Open Space F	None
Open Space	Recreation and Open Space Land Use B, C, D, E Recreation and Open Space A, C, D, G Biological E	8.02.020 (a) 8.02.030 (a)
Habitat/Wildlife	Recreation and Open Space Land Use A, F Recreation and Open Space C Soil Conservation C Biological A, B, C, D, E	8.02.020 (a), (d), (s) 8.02.030 (a)

Themes	Corresponding Base Reuse Plan Objectives	Corresponding Chapter 8 Section
National Monument	None	None
Native Americans	None	None
CSUMB/UC/MPC	Residential Land Use J Recreation and Open Space Land Use E Institutional Land Use A, B, D Pedestrian and Bicycles A, B Recreation and Open Space H	8.01.010 (e)
Aesthetics	Residential Land Use I Commercial Land Use F Recreation and Open Space Land Use D Institutional Land Use D Recreation and Open Space B, G Biological C	8.02.030 (a)

Source: EMC Planning Group and Ingram Group 2012

2.4 Other Public Information Activities Conducted During the Scoping Process

During the scoping process, FORA staff and/or EMC Planning Group team members made presentations or provided information to various audiences about the reassessment process, the intended outcomes of the process, and the reassessment process schedule. Information was provided to the following organizations during the period of April 1, 2012 to August 2, 2012:

- Marina Rotary (April 1, 2012)
- Sierra Club (April 4, April 30, and July 20, 2012)
- Fort Ord Reuse Authority Environmental Roundtable with Assemblyman Bill Monning (April 27, 2012)
- Sigma Chi Alumni Assoc Luncheon – Monterey Yacht Club (May 10, 2012)
- City of Monterey (May 23, 2012)
- Marina Planning Commission (May 29, 2012)
- CSUMB (June 7, 2012)
- FORT Friends (June 20)
- City of Seaside Chamber of Commerce (July 18, 2012)
- City of Salinas Chamber of Commerce (August 2, 2012)

2.5 Public Review Participation Opportunities

An additional opportunity for public input on the Scoping Report was provided via a special meeting of the FORA Board Wednesday, August 29, 2012 at 6:30 PM at Carpenters Hall (910 2nd Avenue in Marina). At this event, the focus was on receiving public comments, which the FORA Board can consider in addition to the information provided in this Scoping Report. Refer to Appendix D.

Additional future public participation opportunities will be provided throughout the remainder of 2012 as part of the Reassessment Document preparation and review process. Advance public noticing of dates and times will be provided once they are available.