



**Social Science Dimensions Workshop: Identifying Political, Economic, and Social
Obstacles and Opportunities
Tuesday, April 18, 2006
Mountain View Community Center**

1. Welcome and Overview of Workshop Purpose

Dr. Lynne Trulio, Lead Scientist, asked attendees to introduce themselves and then gave a brief overview of the workshop's purpose. She said it was to identify the most important political, economic, and social obstacles and opportunities in planning, implementing, and sustaining the long-term objectives of the South Bay Salt Pond Restoration Project. Through the workshop, she hoped that participants could help define those obstacles and opportunities as well as to determine ways to address long-term uncertainties and changes over time, including how to involve the communities of the South Bay over the long-term to ensure Project support.

From the information gathered, Trulio said that Dr. Lois Takahashi, who is from UCLA and on the Project's Science Team, will develop a social science issues synthesis, and identify important monitoring needs and key uncertainties.

2. Overview from the PMT on Challenges and Solutions During the Planning Process

Executive Project Manager, Steve Ritchie, presented an overview of challenges and solutions during the planning process. He mentioned that this included how the Bay has changed, what will future generations want, the best way to bring back some of the 85% of wetlands that have been lost, and the importance of public support of the Project.

He reiterated the three Project goals:

- Habitat for species protection and recovery;
- Safety from flooding; and
- Wildlife-oriented recreation.

Ritchie discussed the major challenges including:

- Determining who the stakeholders are;
- Reconciling long-held and strong visions and beliefs with reality;
- The time frame and adaptive management implementation;
- Funding needs; and
- Connecting all of this with the greater public.

He said that solutions to many of these challenges include various communications tools such as interviews in advance of the process, establishing and using the Stakeholder Forum, conducting workshops and presentations, creating a website and newsletter, enhancing regulatory communication, and demonstrating Project progress.

Ritchie concluded that addressing the major challenges requires being sensitive to human needs and working actively to fulfill them, using every opportunity to educate people about the Project to help cultivate a sense of community ownership, and monitoring changes in community values and interests, just as species use of habitat is being monitored.

Questions/Comments

One participant noted that some trails will be flooded so there needs to be good outreach to the public about this so that they understand the implications and can provide input.

3. Overview on Community Involvement and Opposition

Lois Takahashi spoke about diversity and challenges/opportunities to the Project. She posed the questions: How does diversity affect the restoration of the salt ponds and how can changes be addressed?

She described how these diverse populations create varying interests, perspectives, and sector divisions (i.e., residents, businesses, advocacy orgs, government agencies). This can create potential conflicts or overlapping agendas and goals. She also noted that demographic changes over time can result in increased conflict and/or cooperation, and that the proximity of local citizens to the Project and how much they feel ownership of the Project is always an important factor.

In looking at sector divisions, Takahashi said that different groups are concerned about distinct issues, and again, the closer to the site they are, the more intense the perception. Residents may consider the negative impacts on their quality of life; business will be concerned about the adverse impacts on client behavior; advocacy organizations will focus on sustainability; and government agencies will be concerned with interjurisdictional issues.

She stated that diversity changes over time and the conditions that we see today in the area will change substantially. Ways in which these changes can be addressed include:

- Monitor changes in population and sector diversity over time;
- Understanding how ethnic, racial, economic, social class, and commercial activity diversity can enhance support for the Project over the short- and long-term;
- Build overlapping agendas through a process of bridging special issues to issues of interest to diverse groups;
- Develop joint fact-finding and consensus building on shorter-term objectives and identify possible positive and negative impacts;
- Address negative impacts (perceived or material) and/or conflicts; and
- Provide compensation, negotiation and mediation.

Takahashi said that a similar adaptive management format is needed within the Project for social, political and economic changes, as well as more methods for monitoring these.

4. Historical and Cultural Resources

Laura Watt, from EDAW, described the industrial background of the Project sites—from the 1850s when the Anglos settled here and started salt production, to a bill that passed in 1868 allowing landowners to reclaim large areas of wetlands for agriculture and dairies. She emphasized that the area contains multiple stories and that we are not going back to the original environmental state, which has been very manipulated by humans. She also said that people get very engaged by historical stories, such as the 1906 quake centennial, and suggested that the Project could incorporate story-telling into the cultural landscape of the restoration project.

Ellen Johnck, of the Bay Planning Coalition, discussed looking at methods of incorporating cultural resources into the Project design. One way she suggested is to select some parcels with remnant levees and designate them as heritage tourism sites. Another is to develop public interpretative exhibits and historical markers. She stated that there are over 75 archaeological sites around the Bay and that local participants are key to finding out other stories of what happened in the area.

Questions/Comments

Comments and suggestions emphasized the need for more outreach on public access and cultural resources as the Project moves into implementation. Several people commented that this is a critical component of public access. We need a Project area study and plan with interpretive components and with consistent messages.

Others suggested further development of the outreach strategy to include innovative communications tools already in use in the Bay Area, such as Joint Venture's public outreach committee's use of podcasts, etc.

Another person commented that the Monterey Bay Aquarium has provided great economic benefit to that area, and recommended looking at the possibility of the Project doing the same for the South Bay.

Clyde Morris said that the Refuge is not really reaching out to the entire population and would like to reach more underrepresented communities. He said, however, that they seem to be reaching diverse groups at the school level and those who use the trails.

Discussion ensued about how well the Project is working with municipalities and integrating with their ongoing planning, including the North San Jose development project. Concerns were expressed about the impacts of that development on the salt pond restoration area.

Lynne Trulio said that we are expanding our idea of good restoration planning in an urban area and that this is a constant issue we have to face. She also said that the Science Team is having a science symposium on June 6 at San Jose State University from 9:00

am to 5:00 pm. There will be presentations from researchers, as well as new data and information on these Bay issues.

5. Reaching the Voters on Funding

Jim Fiedler, of the Santa Clara Valley Water District, spoke about the District's efforts to raise money in 2000 through the Clean, Safe Creeks and Natural Flood Protection Plan. Because they needed a 66% or greater voter approval, they launched an extensive survey and found out that voters were concerned about housing, transportation, education and the economy. The District's core issue of flooding barely resonated with voters.

He said that they tested ballot language through polling as essential to their success, and also reached out to opinion leaders to gain support and understand the opposition. In response to voter preferences expressed in polls, the measure focused on four outcome areas: flood protection, water quality (with clean, safe water in the creeks and bays), healthy creek and bay ecosystems, and trails, parks and open space along waterways. Then they helped the community achieve a basic knowledge of the proposed program, which also features an independent monitoring committee to oversee implementation. Having a cohesive strategy and choosing the right election in order to get a higher voter turnout were also fundamental to the measure's success.

Fiedler concluded that a county-wide vote would be needed to finance implementation of the salt pond project and a successful partnership could be forged with local, state, and federal governments to maximize the leverage of funding.

6. Overview on Urban/Economic Growth and Impacts on the Environment

Randall Crane, Professor of Urban Planning at UCLA, discussed growth, growth impacts, and planning for growth. He said that growth trends for the Bay Area by 2020 show an increase of 1 million new people and an equal number of new jobs, with an additional 265,000 daily in-commuters to the region. He also estimated that up to 83,000 acres of currently undeveloped land will be converted to urban uses.

Crane discussed the consequences to the region of these trends: ecological impacts, need for more open space and agricultural preservation, housing availability and affordability, traffic mobility and congestion, and livability and community vitality. He also pointed out that open space land has been urbanized two-and-a-half times faster than the urban population has increased.

He suggested that alternatives may be to expand housing or constrain the economy, expand infrastructure to address runoff and handle the in-commuters, coordinate transportation investments in key corridors that cross or approach county boundaries, and get a better handle on demographic assumptions.

Another solution, he said, is to incorporate smart growth methods, such as comprehensive, integrated and forward-looking city planning. Smart growth also includes re-packaging of best practices for compact development and more inclusionary land governance processes.

Questions/Comments

A number of people commented about the trend toward density in the South Bay, and that the restoration project is a protection against the increase of population. This needs to be translated into terms that everyone understands. Someone else mentioned that energy consumption and water use are important issues to be considered as well.

7. Group Discussion

Mary Selkirk, Project Facilitator, lead a group discussion in the afternoon to primarily focus on three questions:

- What have been the most important obstacles and opportunities in the planning process?
- What are the most important obstacles and opportunities for early implementation of the plan?
- What are the long-term challenges and opportunities for achieving the Project Objectives?

Questions/Comments from Participants -- Issues for the Planning Phase

Public Outreach

- Expanded outreach to youth
- More funding for outreach needed
- More media coverage in local papers
- Customized media/outreach to local communities
- More recreation access group involvement necessary, especially around Coyote Creek trails
- Desires for the Project are the same across ethnic groups
- Increased outreach to Eden Shores' community to educate about Project
- Programs to reach individuals who do not attend day meetings
- Involve people with history/background with project site in outreach
- How do we involve the business community in planning and in building project support?
- More contextual tools/maps/images to help non-planners understand what is being planned
- Possible exhibit at airports
- What about using oral histories? Need to develop ideas on developing messages on the cultural and historical values, including sites, etc.
- "Poll early and poll often" to help understand what is desired

Public Access

- Enlist corporate involvement in developing the marina/boardwalk area in Alviso to help bring visitors to the area
- Connection SF Bay to ridge and expansion of Bay trails should be advertised
- Look for opportunities to expand corporate investment in education at the Refuge and other project areas
- How do we increase public access/light-rail to Alviso and Bay front?
- Need to begin cost estimating the value/benefits of understanding restoration

- Possible “Friends of Alviso” group to help with outreach/project development
- Alviso Task Force should work with other groups to build awareness/opportunities, such as a “gateway” approach to the restoration, and take advantage of rail lines that go through
- Need to show the “connectedness” of all local communities to the Project
- Put dollar value on the economic benefits of the restoration
- What is proposed for Drawbridge site? Can it be preserved for visitation?
- Cooley’s Landing with old dredge also has historical site potential for historical interpretation and access
- Need to work with East Palo Alto
- How do we involve minorities in planning?

Working with local governments

- More elected officials’ involvement is needed
- What is relationship with north San Jose development project? Is the new project being considered/evaluated as part of restoration project?
- What have local cities done to incorporate the restoration project into their plans? How has integration been undertaken?

Issues for Early Implementation

- How vectors will be controlled is important to communicate
- Recreational opportunities are needed at various locations around Project area
- Need to cultivate community ownership as early as possible
- Action plan for outlining steps to create additional recreation needs to be made available
- Santa Clara County will be building boat launch at Alviso within next 2 years—this should be integrated in Phase I

Issues for Long-Term Considerations

- How is sea level rise being taken into account? Answer: approximately 2-3 foot rise assumed over next 100 years in model.
- Need for long-term education of youth
- Considering auto congestion, need to develop water travel options
- Increasing gap between rich and poor around SF Bay needs to be addressed

8. Next Steps

Lynne Trulio said that these issues are part of an emerging Social Science Synthesis that Lois Takahashi and the Science Team will be addressing, which will help to determine what we need to learn more about. They are also looking at the existing literature and what researchers have said are the best practices and will develop corresponding monitoring parameters of the social science landscapes.

Attendance List -- Social Science Dimensions Workshop: Identifying Political, Economic, and Social Obstacles and Opportunities

NAME	AFFILIATION
Adas, Maria	Eden Shores Community
Asiong, Sharim	Sen. Feinstein's Office
Bettencourt, Paula	City of Mountain View
Bonte, Gary	Redwood City
Bruinsma, Dan	City of San Jose
Buchholz, Kris	PG&E
Buxton, Brenda	CA State Coastal Conservancy
Cardellino, Joan	CA State Coastal Conservancy
Clark, Deborah	Center for Collaborative Policy
Crane, Randall	UCLA
Crockwell, Geoff	Cong. Mike Honda's Office
DeJager, Bill	US Army Corps of Engineers
Dyer, Beth	SCVWD
Etheridge, Judy	EBATC
Fiedler, Jim	SCVWD
Foran, Jim	SCC Open Space Authority
Frederick, Mark	Santa Clara Co. Parks & Rec
Grubbs, Tracy	Center for Collaborative Policy
High, Carin	Citizens Committee to Complete Refuge
Hippard, Melissa	Sierra Club
Hitchcock, Nadine	CA State Coastal Conservancy
Johnck, Ellen	Bay Planning Coalition
Keyser, Kim	San Mateo Co. Mosquito Abatement
Krupp, Matt	City of San Jose
Laine, Tom	Alviso community
LaRiviere, Florence	Citizens Committee to Complete Refuge
Lariz, Mondy	SPCWC
Lucas, Libby	California Native Plant Society
McInerney, Austin	Center for Collaborative Policy
McLaughlin, Eileen	Wildlife Stewards
Michael, Sean	Alviso
Morris, Clyde	US Fish and Wildlife Service
Morse, Mary	City of San Jose
Nichols, Fred	Science Team
Ritchie, Steve	Executive Project Manager
Santos, Richard	SCVWD
Selkirk, Mary	Center for Collaborative Policy
Sheen, Judy	US Army Corps of Engineers
Slama, Kate	SCVWD

Snetsinger, Ken	EBATC
Stephens, Denise	Mayne Elementary School (Alviso)
Stewart, Mendel	US Fish and Wildlife Service
Struve, Kirsten	City of San Jose
Takahashi, Lois	Science Team, UCLA
Thompson, Laura	Bay Trail
Trulio, Lynne	Science Team
Watt, Laura	EDAW
White, Heather	San Jose State University student