

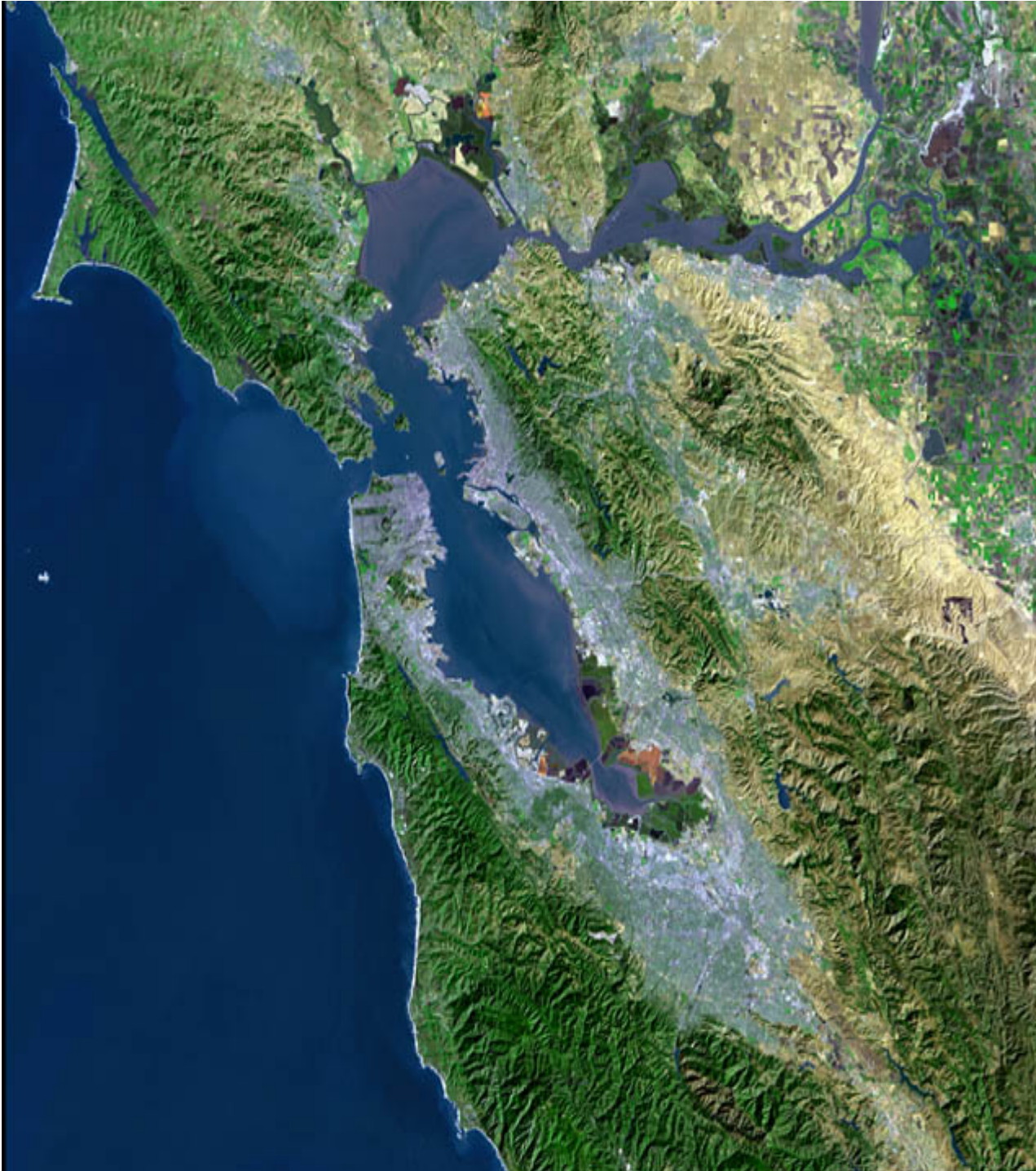
South Bay Salt Pond Restoration Project



Overview on Challenges and Solutions During the Planning Process

Social Science Dimensions Workshop

April 18, 2006



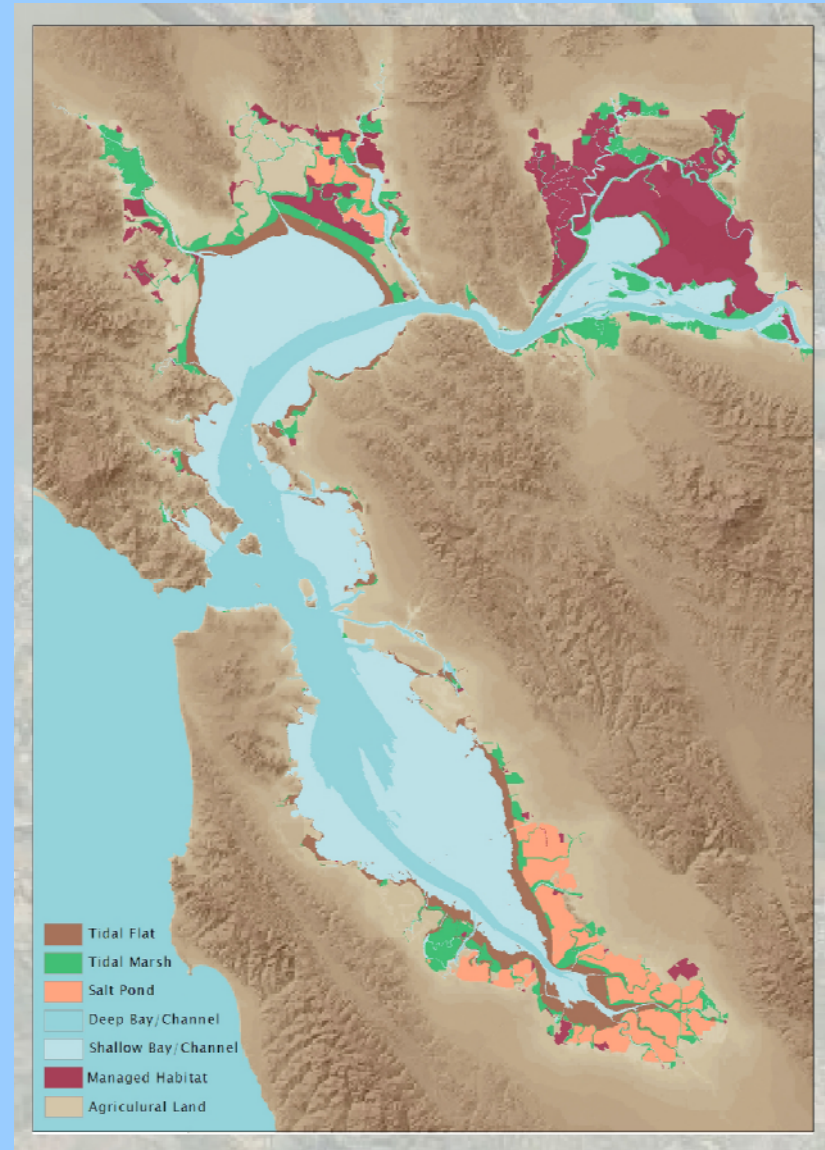
San Francisco Bay: The Urban Estuary

- **It has changed, and so have we.**
- **What is important to us now?**
- **What will future generations want and need?**

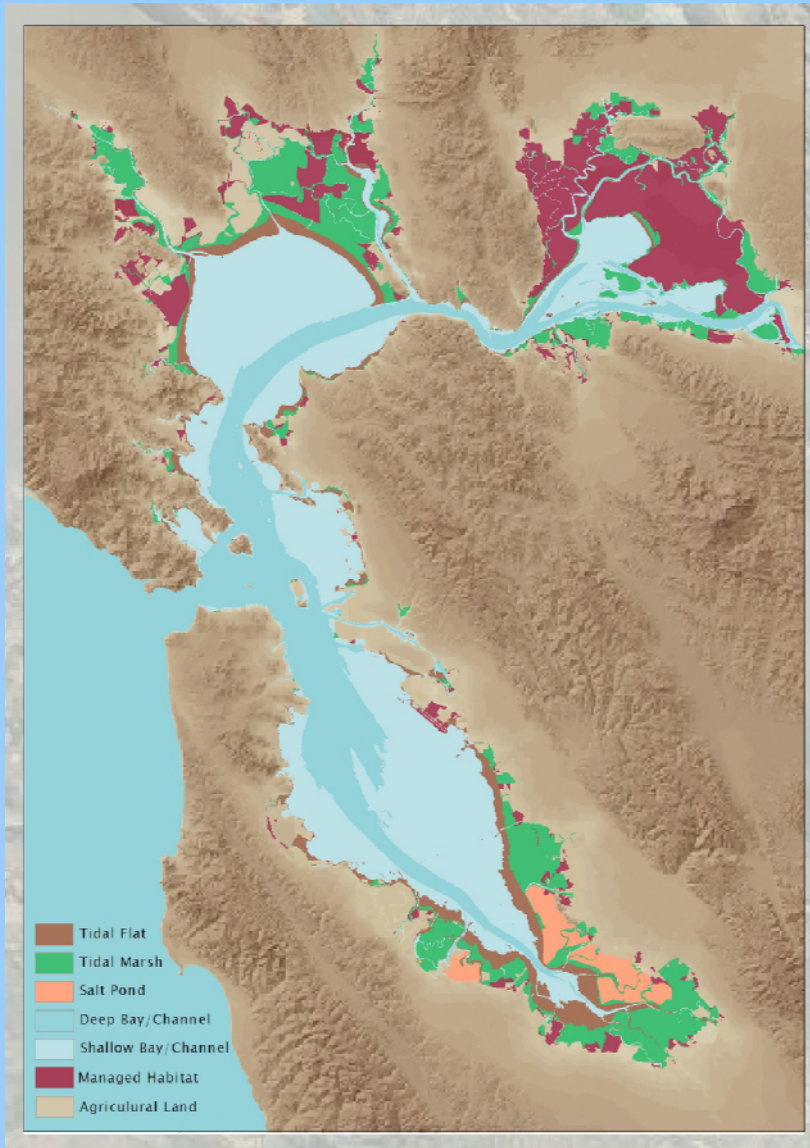
Past (~1850)

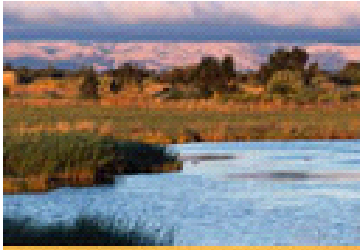


Present (~2000)



The Future (~2030)



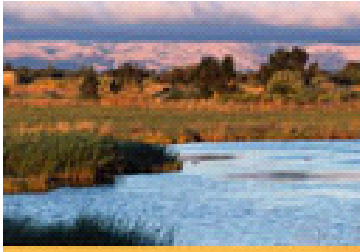


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Salt Pond Restoration Planning Mission

To prepare a scientifically sound and publicly supported restoration and public access plan that can begin to be implemented within five years.



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What Will the Public Be Asked To Support?

- Habitat for species protection and recovery
- Safety from flooding
- Public access and recreation



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A Mix of Habitats for Various Species





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Flood Protection



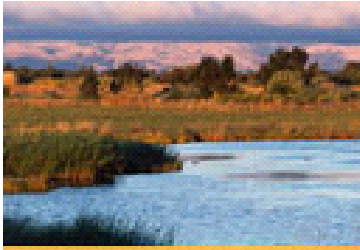


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Wildlife-Oriented Recreation



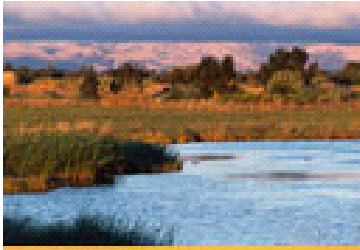


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The National Wildlife Refuge System's Priority Uses

- Education
- Fishing
- Hunting
- Interpretation
- Photography
- Wildlife observation

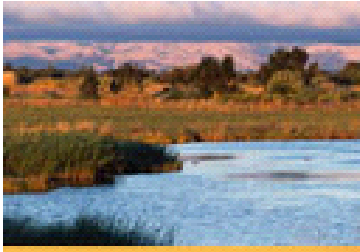


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Challenges in the Planning Process

- Determining “Who are the Stakeholders?”
- Reconciling long and strong visions/beliefs with reality
- Time Frame and Adaptive Management
- Funding
- Connecting all of this up with the greater public

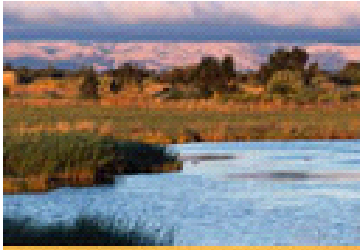


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Solutions in the Planning Process: Communication Tools

- Interviews in advance of the process
- Establishing and using Stakeholder Forum and workshops
- Website and newsletter
- Tours
- Presentations
- Regulatory agency communications
- Demonstrating progress

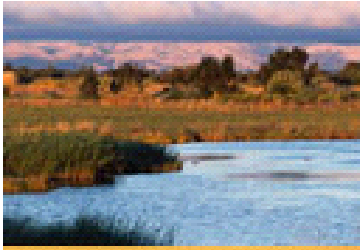


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Possible Scenarios: What keeps me awake at night

- Safety from flooding
- Investment value
- Public access
- Species protection and restoration
- Green is Success. **Red is Failure.**

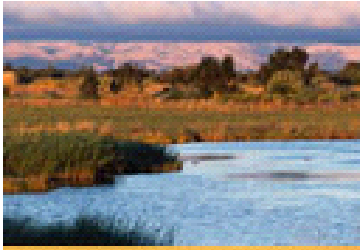


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Safety From Flooding

- "I'm at least as safe as I was."
- "I'm safer than I was."
- "I don't know if I'm safe, and I'm worried."
- "Those darn bureaucrats and bird lovers have put me at risk ."

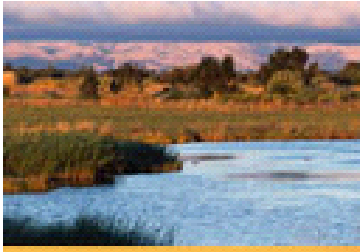


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Investment Value

- “Propositions 204, 12, 13, 40 and 50 were good investments.”
- “I’m willing to spend more on restoration because it’s good for future generations.”
- “Shouldn’t the Dept. of Fish and Game’s budget cover this?”
- “I’m not going to support spending one more dime on this environmental do-gooder stuff.”

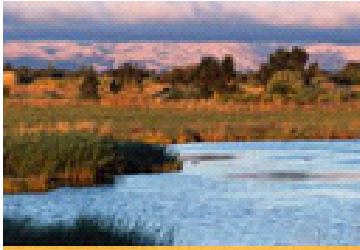


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Public Access

- “I like this; I can get out to enjoy nature walking, bicycling and kayaking!”
- “I can’t go exactly where I could before, but this is even better!”
- “What trails?”
- “Why do I have to drive to #@%& Sunnyvale to take a decent walk?”

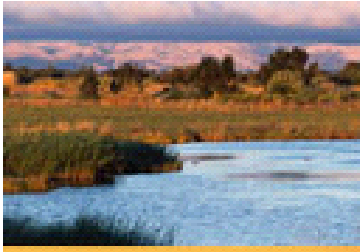


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Species Protection and Restoration

- “We have a great, thriving balance of native and migratory species, including endangered species.”
- “The Bay is doing OK.”
- “Those stupid agencies are saving the endangered species and hurting everything else.”
- “I don’t trust adaptive management.”



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Conclusion

- Be sensitive to human needs from the outset.
- Work actively to understand and fill those needs.
- Use every opportunity to educate.
- Cultivate community ownership.
- Monitor changes in community values and interests, just like species use of habitat.

