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?
The Future (~2030)
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.
What Will the Public Be Asked To Support?

- Habitat for species protection and recovery
- Safety from flooding
- Public access and recreation
A Mix of Habitats for Various Species
Flood Protection
Wildlife-Oriented Recreation
The National Wildlife Refuge System’s Priority Uses

- Education
- Fishing
- Hunting
- Interpretation
- Photography
- Wildlife observation
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
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
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.
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.”
“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.”
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?”
"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."
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.