



Appendix C

Communication and Engagement Plan



San Mateo County Harbor District

COMMUNICATION AND ENGAGEMENT PLAN

May 7, 2021





Mission Statement

The Harbor District provides fiscally and environmentally responsible stewardship of its maritime resources, emergency response, and public access.

Overview

The Harbor District is governed by a five-member Board of Harbor Commissioners and its jurisdiction is coterminous with that of San Mateo County.

San Mateo County Harbor District Board Members

Commissioner Virginia Chang Kiraly, President

Commissioner Nancy Reyering, Vice President

Commissioner Tom Mattusch, Treasurer

Commissioner William Zemke, Secretary

Commissioner Edmundo Larenas

San Mateo County Harbor District

PO Box 1449

504 Avenue Alhambra, Suite 200

El Granada, California 94018

650.583.4400



Contents

SECTIONS

1 / Background and History of the San Mateo County Harbor District	1
2 / San Mateo County Harbor District Board and Jurisdiction.....	2
3 / Objective of the San Mateo County Harbor District Master Plan	3
4 / Purpose, Goals, and Outcomes of Community Engagement.....	4
5 / Community and Stakeholders.....	5
6 / Communication Tools and Venues for Engaging	6
Communication Tools	6
Venues for Engaging	7
7 / Implementation Timeline.....	8
8 / Evaluation and Assessment	8



SECTION 1

Background and History of the San Mateo County Harbor District

On June 10, 1931, “An Act Providing for the Formation, Government and Operation of Harbor Districts, the Calling and Conducting of Elections in such District of Harbor Commissioners, defining their powers and duties, and providing for the issuance and disposal of bonds of such Harbor District, and providing for the assessment, levy and collection of taxes for the payment of such bond and for the ordinary annual expenses of such Harbor District,” was approved. It was under this authority that the San Mateo County Harbor District (Harbor District, or District) was established in 1933, by a resolution of the San Mateo County Board of Supervisors. This resolution established the entire area of San Mateo County as being within the District’s boundaries.

In 1948, Pillar Point Harbor was designated as a Federal Harbor of Refuge. The outer breakwater was completed in 1961 by the U.S. Army Corps of Engineers, with an extension added in 1967. Also in 1961, the main pier was built and named after Rear Admiral Sigval B. Johnson, U.S. Coast Guard (ret.), former Harbor Commissioner and Board President of the San Mateo County Harbor District. Full build-out of the inner harbor was accomplished during the 1980s with the construction of the harbor’s floating docks and berths, along with a second, inner breakwater to provide further protection for the coastal fishing fleet. In 1977, the District assumed operational control over the City of South San Francisco’s Oyster Point Marina/Park under a joint powers agreement. The agreement gave the District the authority to improve and complete construction of a recreational marina while retaining the berthing and other related fees. Due to significant changes at Oyster Point, the District and the City of South San Francisco entered into a new agreement in 2018. The 2018 agreement replaced the joint powers agreement and will be in effect until at least 2033, which allows for the continued operation and management of the marina.

Further information on the Harbor District may be found on the District’s website: smharbor.com.





SECTION
2

San Mateo County Harbor District Board and Jurisdiction

The San Mateo County Harbor District is governed by five elected Harbor Commissioners who reside in San Mateo County and are voted in by the residents of the County. Harbor Commissioners serve four-year staggered terms. Historically, the Harbor Commissioners were elected County wide. In 2018, the Harbor Commission created five distinct districts and beginning in November 2020 the Harbor District held its first districted election for three of the five newly created districts (Districts 1, 4, and 5). In November 2022, the Harbor District will hold an election for the other two districts (Districts 2 and 3).

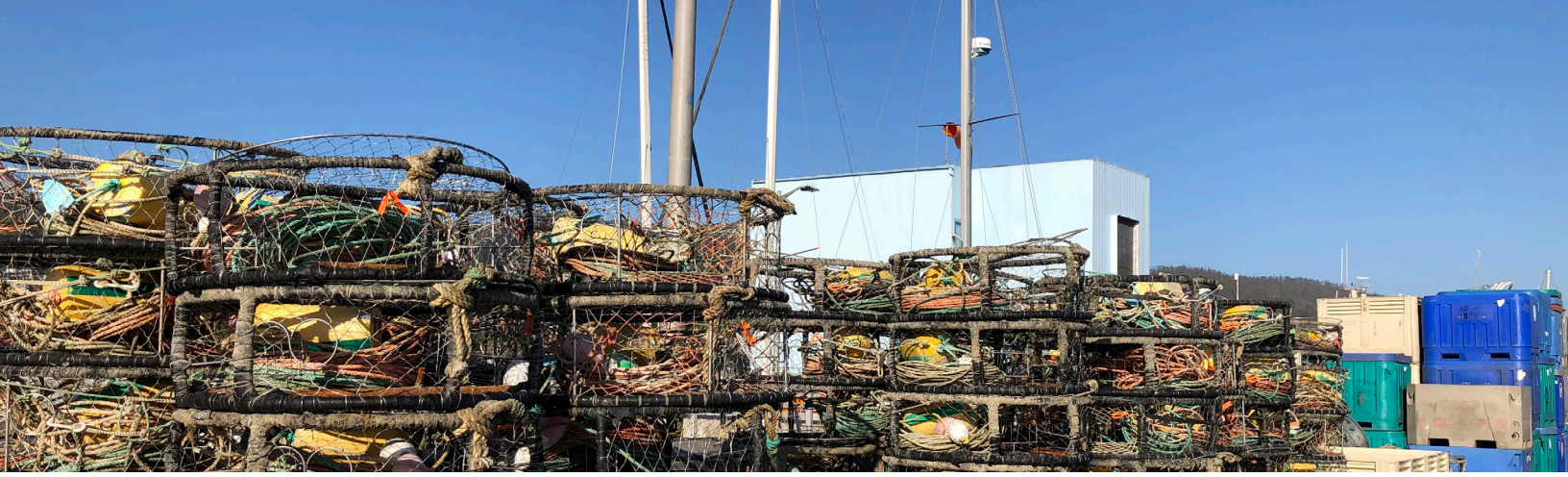
The District’s jurisdictional boundaries are the same as those of San Mateo County. The District presently operates two marine facilities:

- Pillar Point Harbor, located in the unincorporated community of Princeton on Half Moon Bay approximately 25 miles south of the City of San Francisco, is a 369-berth commercial fishing harbor that also supports sport fishing and recreational boating.
- Oyster Point Marina/Park consists of a 408-berth recreational marina, public beach, and bayside park located in the City of South San Francisco. The District operates Oyster Point Marina/Park under an agreement established in 2018 with the City of South San Francisco, which owns the facility, for an initial 15-year period that automatically renews for two 10-year periods unless either party provides official notice of nonrenewal.

Substantial changes have occurred in recent years. At Pillar Point Harbor the uncertainties and changes in the fishing industry have adversely impacted the commercial fishing fleet. This, coupled with increased tourism and demand for additional recreational opportunities and facilities, must be carefully weighed against climate change impacts, specifically sea-level rise. At Oyster Point Marina/Park a research and development project, resulting in a large-scale office development, has decreased the District’s landside responsibilities.

Further information on the Harbor District may be found on the District’s website: smharbor.com.

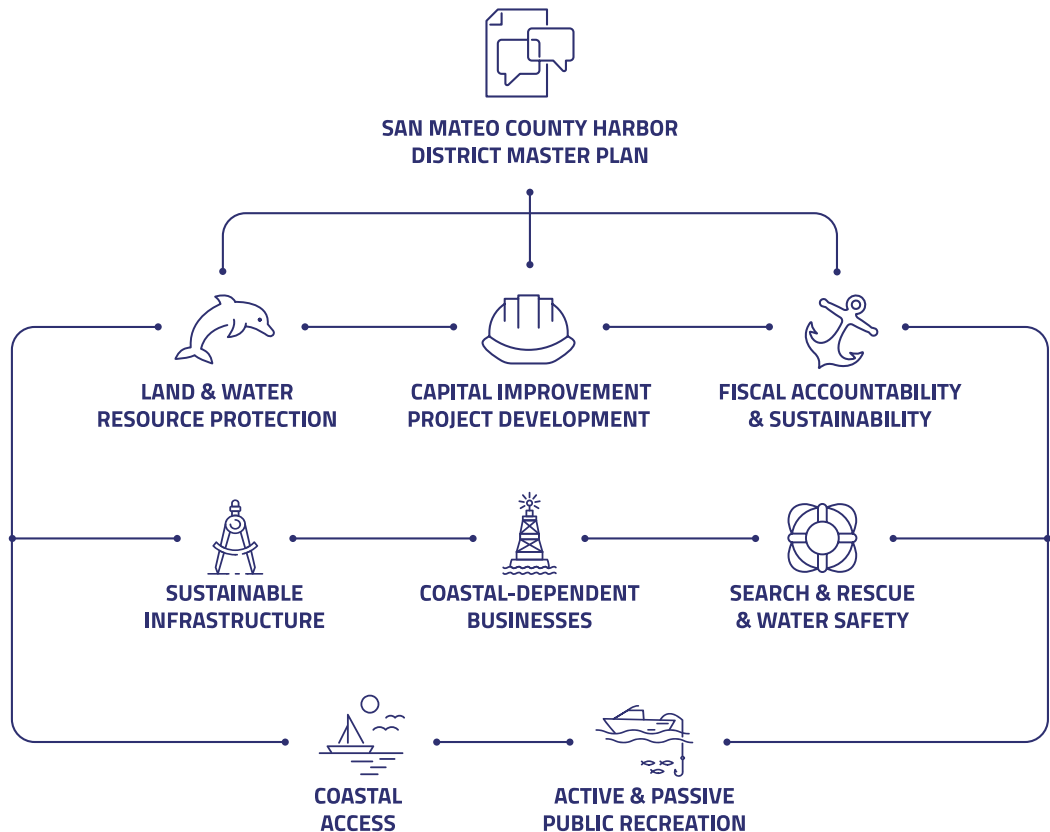




SECTION
3

Objective of the San Mateo County Harbor District Master Plan

The objective of the San Mateo County Harbor District Master Plan (Master Plan) is to provide a comprehensive guide that will focus District activities in a relevant, responsive, and realistic manner for decades to come. The Master Plan will support the District in navigating and defining the best possible use of its land and water resources and in identifying and achieving capital improvement projects. The District is committed to fiscal accountability and sustainability while achieving an operable balance of resource protection, coastal access, sustainable infrastructure, coastal-dependent businesses, and active and passive public recreation. Improvements will address the Americans with Disabilities Act (ADA) concerns discussed in the District’s ADA Transition Plan and Self-Evaluation.





SECTION
4

Purpose, Goals, and Outcomes of Community Engagement

PURPOSE The purposes of this communication and engagement plan (CEP) are (1) to clarify the District’s goals and objectives in developing the Master Plan; (2) to clarify the roles, responsibilities, and opportunities for engagement in developing the Master Plan for the District, the stakeholders, and the community; and (3) to be responsive and relevant to the communities the District serves.

This CEP provides a guide outlining how and when stakeholders and the public can actively engage in the process of developing the Master Plan.

GOALS Effective communication and community engagement are intended to achieve the following:

- Enhance public understanding of the Harbor District and its mission, infrastructure, facilities, operation, and jurisdiction.
- Enhance public understanding of the Master Plan process and enhance the overall understanding of the purpose and importance of the Master Plan.
- Engage all interested stakeholders in the development of the Master Plan.
- Promote informed community feedback throughout the preparation of the Master Plan.
- Coordinate communication and involvement between the Harbor District and other local agencies, elected and appointed officials, and the public.
- Employ a variety of outreach methods that make public participation easy and accessible.
- Respond to public concerns and provide accurate and up-to-date information.
- Manage the CEP in a manner that provides maximum value to the public and makes efficient use of local agency resources.

OUTCOMES The desired outcomes for this CEP are as follows:

- Provide the public and stakeholders with accurate and up-to-date information in all phases of Master Plan development.
- Obtain public and stakeholder involvement in the Master Plan development process.
- Consider public and stakeholder input in the development of the Master Plan.
- Succeed in the development of a well supported Master Plan that is relevant, responsive, and realistic.





SECTION
5

Community and Stakeholders

The public and stakeholders have interests that may be affected by decisions made by the Harbor District. Stakeholders include individuals, community members, coastal-dependent businesses, environmental and resource protection entities, recreational agencies and organizations, and local and state governmental agencies and commissions.

CATEGORY OF INTEREST

Potential Stakeholder Group Categories

General Public and Stakeholders

- Community-based organizations
- Subsistence fishers
- Citizen groups
- Community leaders
- Residents within San Mateo County
- Harbor tenants and slipholders

Governmental Representatives and Governmental Agencies

- City and County parks and planning departments
- City councils, city managers, and the San Mateo County Board of Supervisors
- Midcoast Community Council
- Community services districts
- Police and fire protection districts
- San Mateo County Sheriff's Office
- State Lands Commission
- California Coastal Commission
- California Department of Fish and Wildlife
- San Mateo County Resource Conservation District
- California Department of Parks and Recreation
- San Francisco Bay Area Water Emergency Transportation Authority
- Little Hoover Commission
- Sewer Authority Mid-Coastside (SAM)
- State senators and state assembly members

Businesses and Economic Development

- Chambers of Commerce
- Charter boats, sport fishing, and fisheries operations and representatives
- Restaurants, hotels, motels, shops, and coastal-dependent recreational operators and other visitor-serving uses
- Local trade associations or groups
- Yacht clubs
- Realtors' associations and other business associations
- Seafood marketing associations

Environment and Ecosystem

- The Marine Mammal Center
- Surfrider San Mateo
- Sea Hugger
- Pacific Beach Coalition
- Other environmental groups





SECTION
6

Communication Tools and Venues for Engaging

The Harbor District has a history of open and transparent communication and practice, earning the Transparency Certificate of Excellence in 2018 and again in 2020 from the California Special District Leadership Foundation. The District and its staff are in touch with and responsive to the public, including the communities dependent on Oyster Point Marina/Park and Pillar Point Harbor. The District actively supports and encourages members of the public and stakeholders to participate in the development of the Master Plan. The District will provide a variety of opportunities for stakeholders and interested parties to participate in the development and implementation of the Master Plan, including surveys, interviews, flyers, press releases, radio announcements, social media alerts and communications, articles, targeted outreach, pop ups, workshops, public hearings, Board meetings, and written comments. This section summarizes the wide range of communication tools and venues for engaging and facilitating community participation.

COMMUNICATION TOOLS

Stakeholders and Interested Parties List and Email

The District maintains a stakeholders and interested parties list that has been created over years of public and stakeholder engagement efforts. This list will be used for initial and ongoing outreach and will be continually updated over the development of the Master Plan to reflect all interested stakeholders and members of the public.

The District will communicate with all stakeholders and interested parties on the list via email, updating the public and stakeholders on the Master Plan process and opportunities to engage.



Join the stakeholders and interested parties email list today in one of three ways:

Email: masterplan@smharbor.com

Visit: smharbor.com

Call: 650.583.4400

Harbor District Website

The District's website is a source of ongoing, up-to-date information for stakeholders and the public. The website is fully operational and can be found at smharbor.com.

In addition to being a tool for distributing and archiving meeting and communication materials, the website will serve as an educational resource for the community. It will provide easy access to information on Master Plan activities and local efforts, and will be a repository for notices, flyers, workshop materials, Master Plan sections, and supplemental information.



Press Releases Press releases may be used to announce pop ups, workshops, and other engagement opportunities. Press releases will be distributed to local and regional media and the stakeholders and interested parties list.

Public Notices All Board meetings are publicly noticed in accordance with the Brown Act. Notices are published on the District's website in addition to physical postings at each harbor and at the District office.

Social Media Notices and Posts The District maintains a presence on various social media platforms, including Facebook, Twitter, and Instagram. These sites will be used to share information about opportunities for engagement, including pop ups, workshops, opportunities to comment on Master Plan sections, and project milestones.

Informational Materials
FLYERS, ADVERTISEMENTS, POSTCARDS Flyers and notices (not related to Brown Act compliance) may be posted in public gathering places, including but not limited to the Harbormaster's offices, local businesses, and other public agencies. The District may also choose to send out postcards or mailers, or to include notices and notifications in mailings.

VENUES FOR ENGAGING

Harbor District Board Meetings The Harbor District is governed by the Board of Harbor Commissioners, made up of five commissioners who are independently elected by District for staggered four-year terms. The calendar for the Board meetings can be found here: smharbor.com. Regularly scheduled District meetings occur monthly.

Pop Up Events There will be two publicly noticed pop-up events, one at the Oyster Point Marina/Park and one at Pillar Point Harbor. These full-day pop-up events will be held on consecutive Saturdays in spring or summer of 2021. The in-person pop-up events will be conducted to distribute information, receive feedback from the public and stakeholders, conduct in-person surveys, and inform stakeholders and interested parties on the Master Plan process. Pop-up events will also be used to increase the number of contacts on the stakeholders and interested parties public outreach list.

Public Workshops Throughout the course of development of the Master Plan, a total of six publicly noticed workshops will occur. Workshops provide a forum for constructive exchange of ideas and information to align with the goals, objectives, and targets of the Harbor District's and community's vision for the project. There will be three workshops focused on Pillar Point Harbor and three workshops focused on Oyster Point Marina/Park. Each of the three site-specific workshops will sequentially address different elements of the Master Plan. All the workshops will be inclusive and interactive. All workshops will be noticed via email, social media, press releases, and other print media as well as via radio. Workshops will be conducted via the Zoom platform and accompanying materials will be distributed prior to each workshop. Additionally, the workshops will provide real-time opportunities to engage via polls, questionnaires, dry erase boards, and other tools, creating opportunities to propose and refine concepts.

Presentations/Event Participation/Agency Collaboration The District has a number of established relationships in the community and is actively seeking additional opportunities to productively engage with the public and with stakeholders. Community organizations, entities, and all others may contact District staff by email at masterplan@smharbor.com. Opportunities for the District to give virtual presentations or write for newsletters or community organization publications will be honored. Contact District staff and let us know how we can work together.



Surveys Online tools, such as SurveyMonkey®, will be used to ensure diverse stakeholder participation and to ensure that representative topics are surveyed. Surveys will be used at the pop-up events and may be used periodically to gather extended stakeholder ideas and feedback on key issues.

Comments Taken via Email on Master Plan Sections

The District will alert the public and stakeholders to key Master Plan milestones and will give the public and stakeholders an opportunity to provide written comments on the Master Plan sections. To comment on Master Plan sections, the following methods may be used:

Email: masterplan@smharbor.com
 Visit: smharbor.com

SECTION 7

Implementation Timeline

Anticipated timeline for development of the Master Plan

Task	Approximate Dates
Conditions Surveys and Summary Reports	Spring 2021
Canvass and Pop Ups at Pillar Point Harbor and Oyster Point Marina/Park	Summer 2021
Planning Workshop #1 Master Plan Vision and Guiding Principles New Opportunities Investigation ADA and Resiliency Incorporation into Capital Improvement Plans	Mid- Summer 2021
Planning Workshop #2 Alternatives	Late Summer 2021
Draft Master Plan and Environmental Protection Road Map Planning Workshop #3 Revisions to Master Plan	Autumn 2021
Final Master Plan	Winter 2022

SECTION 8

Evaluation and Assessment

Formal and informal evaluation and assessment tools such as surveys, discussions at workshops, emails, and phone calls are all part of effective communication; these tools will be used throughout the course of the project.

Communication and engagement will be a standing item for discussion at each workshop and will be included on the Board agenda for discussion, review, and action as appropriate.





Prepared By:

DUDEK