

Comprehensive Local Coastal Program Update

# Community Engagement Plan

City of Marina

April 3, 2024



Prepared by  
**EMC Planning Group**

COMPREHENSIVE LOCAL COASTAL PROGRAM UPDATE

**COMMUNITY ENGAGEMENT PLAN**

CITY OF MARINA

**PREPARED FOR**

**City of Marina**

Alyson Hunter, AICP, Planning Services Manager

211 Hillcrest Avenue

Marina, CA 93933

Tel 831.884.1251

[ahunter@cityofmarina.org](mailto:ahunter@cityofmarina.org)

**PREPARED BY**

**EMC Planning Group Inc.**

601 Abrego Street

Monterey, CA 93940

Tel 831.649.1799

Fax 831.649.8399

[www.emcplanning.com](http://www.emcplanning.com)

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# Marina Local Coastal Program Update: Community Engagement Plan

## Purpose

The purpose of developing an outreach strategy is to identify opportunities for conducting outreach to Marina's diverse communities and key stakeholders in the coastal zone and describe the tools for how the project team will interact and communicate with Marina residents about the Local Coastal Program Comprehensive Update (Update).

The goals for community engagement are outlined below and are in alignment with the City's General Plan 2045 Community Engagement Workplan.

## Engagement Goals and Objectives

The following section identifies the goals and objectives for the City of Marina LCP Update.

1. Create an open and transparent process that builds trust between the city, residents, business owners, and other stakeholders. This will occur by regularly updating the community about the project's direction, creating opportunities for substantive feedback and collaboration, developing culturally appropriate engagement materials, and meeting residents and business owners within the Coastal Zone, business owners, and stakeholders within the coastal zone with a focus on those who typically do not participate in civic projects and government meetings. Key groups include Hispanic, Asian, veterans, seniors, and youth populations in Marina.
2. Create accessible information materials (postcards, flyers, presentations, etc.) that are language and culturally appropriate and disseminate these materials at City Council meetings, public events, workshops and places in or adjacent to the coastal one with high foot traffic such as the Marina Branch of the Monterey County Free Library.
3. Develop the next generation of community leaders bringing new citizens into the process and allowing all citizens to help set the overall direction of coastal policies.
4. Conduct engagement focused on residents living in the Coastal Zone. There are currently no disadvantaged communities as defined by Senate Bill 1000 in Marina's coastal zone. These are communities that are low income and have disproportionate environmental health and pollution impacts. Nonetheless, our engagement strategies will utilize the California Coastal Commission's Environmental Justice (EJ) Policy adopted in 2019.

5. Allow the community to provide substantive input on key components of the Local Coastal Program Comprehensive Update including coastal access and environmentally sensitive habitat and other coastal policy issues.

## **Outreach and Communication Tools**

The following tools will be used to communicate with the public at key intervals during the project. The type of communication is generally divided into two categories: 1) updates on the projects, and 2) invitations to specific events or activities.

### **Coastal Commission Staff Meetings**

EMC and City staff will meet with Coastal Commission staff at key intervals of the project to ensure consistency with Coastal Act and grant requirements.

- Kick off meeting completed 12/14/24

### **Define Stakeholders and Introduction Calls**

EMC will draft a stakeholder list for City staff review and collaboration. Once the Stakeholder list is finalized City staff will email all identified stakeholder and will set up meetings with up to eight (8) of the identified stakeholders to provide an introduction to the project and discuss how to reach out to the stakeholder's constituents through their networks.

- See Table 2 – Stakeholder List

### **Local Coastal Program Comprehensive Update Initiation Postcard**

To announce the initiation of the LCP Update process, EMC will develop a project postcard with information about the Comprehensive Update and announcing preliminary engagement activities. The City will be responsible for mailing the postcard to all addresses within the City. The engagement activities that will be announced in the postcard will be:

- Project website
- Issues/opportunities questionnaire
- Issues/opportunities workshop
- Citywide Excel mailing list was sent to EMC by City staff 2/2/24

### **Establish Email Notification List for Local Groups and Organizations**

Through the stakeholder identification and interview process a list of local groups and organizations with ties to the coastal zone will be established. Key contacts and individuals will be further identified and asked to forward project-related announcements to their constituents. This will occur before each major community event. EMC Planning Group will create an email database through

the website. The email database will be the primary communication tool and will be used to inform the community about events and project initiatives.

## **Project Website**

EMC will create a basic project website that contains project information, including background information, meeting notices and meeting summaries. The web address will be [www.MarinaLCPUpdate.org](http://www.MarinaLCPUpdate.org). EMC staff will develop the website and provide regular updates.

## **Project Information Factsheet**

At the beginning of the project, EMC will develop a brief factsheet with information about what a Local Coastal Program is, who it impacts, why it matters and how to get involved. The purpose of this fact sheet is to distribute during public community workshops and tabling events. City staff will be responsible for identifying and distributing the factsheet. The City will be responsible for printing the factsheet.

## **Social Media and Newsletter Templates**

EMC will work with City staff to develop and manage social media accounts for Facebook, Instagram and NextDoor. EMC will be responsible for developing the content and city staff will post to social media. Postings will generally occur 2 weeks and a few days before each event. EMC will also develop a newsletter template to announce key project milestones and upcoming events.

## **Press Releases**

Media releases will be used to inform the media about LCP Update activities such as workshops or the release of major documents. This task will be handled by city staff.

## **Ads in Newspapers**

The primary activity for advertising in local newspapers will be the free announcement section in the Monterey County Weekly and any other papers that include announcements about local meetings. This task will be completed by city staff.

## **Announcements at City Council and Planning Commission Meetings**

City staff will provide updates and announcements to elected and appointed officials at their regular meetings. The purpose is to keep these bodies updated and engaged in the process and to reach residents and other stakeholders in attendance.

## **Translation and Interpretation**

EMC acknowledges that the City of Marina is a diverse and multi-cultural city. The project team will translate engagement materials and questionnaires to Spanish. The City is responsible for any other language translations.

## Engagement Activities

The section below outlines the engagement activities agreed upon within the Project Scope of Work.

### Stakeholder Interviews

EMC with city staff will conduct one round of stakeholder interviews at the beginning of the project. This list of stakeholders has been established by staff and is included as Appendix A.

### Community Workshops

EMC will organize two interactive workshops at key points in the process listed below. EMC will be responsible for the following: workshop approach and content, developing materials, printing materials, preparing outreach materials to announce the workshop, providing up to two staff members to facilitate and run the meeting, and preparing summary notes. City staff will be responsible for meeting logistics, providing staff support and small group facilitators, Spanish translator(s), and timely review of materials.

- Workshop 1: Background and Purpose, Coastal Access, Recreation, and Land Use
- Workshop 2: Environmentally Sensitive Habitat Areas

### Citywide Project Community Workshop/Table

EMC and city staff will jointly prepare and implement an informational workshop intended to be held at a citywide event. The intent and scope of work is listed below.

#### Inform and Educate

Inform the community about the Local Coastal Program. Materials distributed will include fact sheet, sign up for email database, and a brief questionnaire.

#### Policy Issues

Collect information on coastal issues/opportunities, community perspectives, and vision for the future. Key policy areas include coastal access, environmentally sensitive habitat areas, and land use designation and zoning changes.

### Questionnaires/Feedback Forms

EMC will prepare and summarize questionnaires using SurveyMonkey or Google Forms or other tools. The following are topics and timing of the surveys.

- **Existing conditions.** 3-4 questions
- **Issues/opportunities/vision.** 3-4 questions about community preferences
- **Land Uses.** Feedback on land use changes including uses.
- **Policy Framework.** Review of topic-specific frameworks.



- **Draft Local Coastal Program.** Feedback on the Draft Land Use Plan and Implementation Plan.

## Tracking

The Team will track participation throughout the update process based on the metrics identified below. The metrics are divided into 2 categories: number of participants and demographics.

### Number of Participants

- Number of people participating in each event (workshops, meetings, webinars), utilizing sign in sheets
- Number of people listed in the database
- Website activity
- Social media touches
- “Reach” of various outreach activities (i.e., readership of newspapers when ads are run; number of people receiving email communications from community groups, etc.)

### Demographics

Where possible, demographic data will be collected via questions provided in online surveys, live polling, website views, and sign-in sheets. The following information will be tracked\*:

- Resident/business owner/other
- Age (youth, seniors, families)
- Language spoken at home
- Renters/owners
- Length of tenure in the City
- Location of home or businesses (in or out of coastal zone)

\*Respondents may decline to state.

## Potential Locations for Outreach

This section identifies locations within or near Marina’s coastal zone to hold public outreach events and workshops. Based on preliminary research and input with City of Marina staff, the project team has identified the following locations in the community to conduct pop-ups, host workshops and events, and share flyers.

**Table 1 Locations for Outreach**

Location	Potential Activity	Within Coastal Zone
Marina Library	<ul style="list-style-type: none"> <li>Community Workshops</li> <li>Post Flyers</li> </ul>	Yes
Locke-Paddon Park	<ul style="list-style-type: none"> <li>Citywide Projects</li> <li>Community Workshop</li> </ul>	Yes
Marina State Beach State Parks Parking Lot	<ul style="list-style-type: none"> <li>Post Flyers</li> </ul>	Yes
City Hall – Community Room	<ul style="list-style-type: none"> <li>Citywide Projects</li> <li>Community Workshop</li> <li>Community Workshops</li> </ul>	No
Carpenters Union Hall	<ul style="list-style-type: none"> <li>Citywide Projects</li> <li>Community Workshop</li> </ul>	No
NextDoor; Facebook	<ul style="list-style-type: none"> <li>Post Announcements</li> </ul>	N/A

## Key Stakeholders

The following stakeholders have been identified as groups, businesses, associations, or agency’s having specific interest in the Local Coastal Program amendment for various reasons. Stakeholder conversations will range from interviews, conversations, information sharing, and direction.

**Table 2 Key Stakeholders**

Category	Stakeholders
Government Agencies	<ul style="list-style-type: none"> <li>California Department of Parks and Recreation (CDPR/State Parks)</li> <li>Marina Coast Water District (MCWD)</li> <li>Monterey Peninsula Regional Parks Department (MPRPD)</li> <li>Monterey Salinas Transit (MST)</li> <li>California Coastal Commission (CCC)</li> <li>US Fish &amp; Wildlife Service (USFWS)</li> <li>California Department of Fish and Wildlife Service (CDFW)</li> <li>Monterey County</li> <li>Monterey Peninsula Unified School District</li> </ul>
Tribes	<ul style="list-style-type: none"> <li>Ohlone/Costanoan-Esselen Nation</li> <li>Esselen Tribe of Monterey County</li> </ul>
Private Property Owners and Major Retailers	<ul style="list-style-type: none"> <li>Sanctuary Beach Resort</li> <li>Terry Tallen</li> <li>Jack Padrick</li> <li>Joseph Rubin</li> </ul>

Category	Stakeholders
	<ul style="list-style-type: none"> <li>• Cal Am</li> <li>• Big Sur Land Trust</li> <li>• Best Western Beach Dunes Inn</li> <li>• Monterey-Salinas Transit (MST)</li> <li>• Cemex</li> </ul>
Associations	<ul style="list-style-type: none"> <li>• Chamber of Commerce, Marina Foundation</li> </ul>
Community Groups	<ul style="list-style-type: none"> <li>• Land Watch Monterey</li> <li>• Fort Ord Recreation Trails (FORT) Friends</li> <li>• Citizens for Sustainable Marina</li> <li>• Sierra Club Ventana Chapter</li> <li>• Save our Peninsula</li> </ul>

## Tribal Consultation

EMC Planning Group will support City staff with the preparation of letters. The City will send the letters to the tribes listed in Table 3 below. The City will conduct in-person tribal consultation with the tribes listed in Table 2 above following SB 18 requirements.

**Table 3 Tribes to be Notified**

Tribal Consultation	Within Coastal Zone
Letter	Amah Mutsun Tribal Band
Letter	Amah Mutsun Tribal Band of Mission San Juan Bautista
Letter	Costanoan Rumsen Carmel Tribe
Letter	Indian Canyon Mutsun Band of Costanoan
Letter	KaKoon Ta Ruk Band of Ohlone-Costanoan Indians of the Big Sur Rancheria
Letter	Rumsen Am:a Tur:ataj Ohlone
Letter	Wuksachi Indian Tribe/Eshom Valley Band

## Initial Engagement Schedule

The following is the engagement schedule for the first few months of the project.

### February 2024

- Final Logo and Branding
- Develop Stakeholder List
- Set up mailing database

## **March 2024**

- Final Engagement Plan
- Develop and Send Postcard Mailer
- Launch website

## **April 2024**

- Conduct Stakeholder Interviews
- Prepare Summary of Stakeholders Interviews
- Launch Beach and Coastal Access Questionnaire
- Community Workshop #1: Background and Purpose, Coastal Access, Recreation, and Land Use

## **May 2024**

- Meetings with Tribes (SB 18)