

## Strategic Plan Public Outreach Meeting – August 22, 2011

The following underlined topics were discussed by the District Board and staff and meeting attendees:

### WHAT'S IMPORTANT TO YOU ABOUT THE DISTRICT?

- Recreation and Conservation
- Natural resources and public trust
- Environmental issues and clean water
- Aquaculture opportunities for new businesses
- Kayakers – access
- Railroad
- Attainable opportunities
- The Bay is the GEM of the region – economically operating, recreation, conservation – 3 blades of propeller

### WHAT STANDS OUT? ADDITIONS?

- Local Coastal Plan - + for permitting ease
- Redundant to have a local coastal plan?
- Openly talking about improving staff/Board alignment – need to have outcome evaluations
- Board/staff alignment has never been better
- The purpose of this process is to give guidance to staff
- Thanks it's healthy to have commissioners/staff differences of opinions
- Questions regarding jurisdiction – mandate goes outside boundaries
- There's lag time between 5-Year Strategic Plan – we would like to tighten up process
- + Assumption: weather is going to become increasingly unpredictable
- Need to coordinate with other jurisdictional plans (cities, etc.); their mandate's different, but does overlap
- Working with regulatory bodies is so difficult – can we streamline?

### GOALS:

#### REDWOOD MARINE TERMINAL AND BUSINESS PARK

Likes:

- Realistic – forward thinking
- Small business potential for water intake dock
- Multiple uses – wide

**Concerns:**

- **Environmental Impacts**

**Critical Success Factors:**

- **Funding for Feasibility study**
- **Sewage treatment**
- **Consistency with Coastal Act**
- **Need good Public Process**

**Additional Ideas:**

- **Identify all possible uses and approach about sharing up front feasibility costs for reduced concessions on long-term lease arrangements**
- **Some kind of Public/Private partnership**

## **AQUACULTURE EXPANSION**

**Likes:**

- **Public is very interested**
- **The District is already the trustee**
- **Thousands of acres of property the District already manages – history**
- **Administering an aquaculture grant – has partners**
- **Revenue source for District**
- **Potential for doing something I like to eat and employment**
- **Water quality – now there would be justification for improved water quality**
- **It can be a green business**
- **Freshwater aquaculture using pulp mill effluent pipe – good idea**

**Concerns:**

- **Is there enough room? Enough land?**
- **What are the limitations of expansion? Availability of land. There's not land designated for aquaculture - only able to farm 300+ acres**
- **Regulatory blocks for permitting new land for aquaculture**
- **If newer aquaculture projects weren't as green as the current businesses, not good – lease/permit**
- **Economics – if you don't make a profit, you die, the economics aren't as tight as you think**
- **Impacts to recreation?**

- Many potential impacts to wildlife, fish, inverts thru eelgrass habitat reduction

**Critical Success Factors:**

- Water must be better after use than before
- If done right – good economic success

**Additional Ideas:**

- Ted Kuiper – additional products such as seaweed, aquaponics
- Site additional aquaculture outside eelgrass habitat; limit acreage
- Utilize methods lease impactful to natural resources

## **NORTH COAST FISHERIES CO-MANAGEMENT**

**Likes:**

- Work for fishermen – funding available

**Concerns:**

- “Co-Management” is wrong term – Management is responsibility of State and Federal agencies

**Critical Success Factors:**

- Improving lives of local fishermen

**Additional Ideas:**

- Collaborative research is better – same goals
- Get representation on PFMC subcommittees (Monterey Harbor District is on committee)

## **MARINE HIGHWAY**

**Likes:**

- 2<sup>nd</sup> bullet critically important: Particular emphasis on value-added product
- Potential for economic activity and drive by market demand
- Waterway already exists, the ocean is there already

**Concerns:**

- Region needs to explore all “tools” for economic development. Branding, marketing, etc. – pursue as many options as possible
- Marine Highway is one tool – not the silver bullet
- Is there a demand for this service?
- Will the marine highway be compatible with other uses; i.e. recreation, fisheries, mariculture uses?
- How would District emphasize “value-added”?
- How much control would District have?
- Will Army Corps of Engineers continue maintaining entrance dredging?

**Critical Success Factors:**

- Unified vision gets noticed – especially when funding programs become available
- Need regional support and cooperation among smaller ports that want the Marine Highway
- Need continued Federal assistance for infrastructure; i.e. like the roads, docks, cranes
- Economics
- Get “pre-investors” vs. take on more debt
- Amount of development in Bay would need to support Marine Highway

**Additional Ideas:**

- Put all smaller ports on a unified letter supporting Marine Highway to the DOT
- Explore water export with Water District

## **WOODLEY ISLAND MARINA**

**Likes:**

- Major income generator

**Concerns:**

- How much is electrical bill?
- Why not King Salmon?

**Critical Success Factors:**

- Maintain and increase income

**Additional Ideas:**

- Houseboats
- Windpower

**INNER REACH DREDGE SPOILS MANAGEMENT**

**Likes:**

- Sustainable plan – environmentally and economically

**Concerns:**

- Can it be economically sustainable without subsidizing (e.g. depending on State/Federal grant \$ forever)? Can it be sustainably paid through user fees?

**Critical Success Factors:**

- Environmentally suitable places to put dredged spoils – locally (not shipping out)
- Use of these materials is allowed in other areas, i.e. levies, vineyards, wetland restoration

**Additional Ideas:**

- Present a written sampling protocol (for dioxin) for dredging projects, this way projects have mandate to follow without confusion. Future dredging projects would know expectations and prepare sampling protocol before the 11<sup>th</sup> hour

**SEA LEVEL RISE**

**Likes:**

- Critical to address
- Talking about both infrastructure and protecting/restoring tidal wetlands
- Facing up to the fact
- Applications for funding
- Restoring tidal wetland will mitigate some effects of sea level rise
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**Concerns:**

- Collaborate with Humboldt Bay Initiative – don't be redundant

- Impacts on Native American cultural sites
- Wetlands would be impacted in emergencies
- Restoration of tidal wetlands will get short shift through poor planning (reactionary) that emphasizes infrastructure
- Not bold enough, not moving fast enough
- Competing values of various habitat types will create stalemate
- Lands could be polluted, habitats will not be recognized – dead bay

**Critical Success Factors:**

- Collaboration and coordination with regulatory agencies
- Humboldt Bay (District?) must be creative
- Addressing/Planning for blighted, unused industrial lands that may be good for environmental restoration

**Additional Ideas:**

- Tideland restoration
- Open up agricultural land for a place for tidal restoration
- International connection – reach out to others
- Think of as an opportunity for restoration

**WATER TRAILS**

**Likes:**

- RCAA has completed Planning
- New Sea Kayaking Book can help promote Humboldt Bay boating
- RCAA has great maps
- Hookton Slough re-designed ramps – need more
- Rowing Center very good; Aquatic Center could be good

**Concerns:**

- New Rowing Association has to have sign that it is a “private” dock for liability reasons
- How big a problem is liability?
- Why hasn't there been a grant proposal yet?
- BLM problems with landside access
- Misunderstanding of user group
- Current access from Woodley Island and Eureka ramps; need to be more access points

**Critical Success Factors:**

- **Need signage**
  - Access
  - Type of craft
  - Time of day
  - Docks/toilets/trash
  - How tides work and effect where you can go
- **Need boaters to check everything; co-participate as District moves forward, planning at all levels**
- **Need more inexpensive and tough floating docks (plastic)**
- **More District energy for grant applications**

**Additional Ideas:**

- **Tourism – maps to visitors through Visitors Bureau/Chamber of Commerce – missed opportunity for tourist \$**
  - Piggy back with camping
- **Explore the North Coast has good map already**
- **Oyster farmers willing to put up signs**
- **Boaters willing to help District with ideas and checking to make sure things work**

**HUMBOLDT BAY RECREATION LEADERSHIP**

**Likes:**

- **That it is on the table**
- **That it is conversation**

**Concerns:**

- **No dissipation of activities/knowledge**
- **Unless deals with fishermen, it won't happen**
- **Won't be carried into the future**
- **No real interest in it**
- **Promotion of Bay as recreation destination to outside of Humboldt County**
- **Address pedestrian trails around the Bay**

**Critical Success Factors:**

- **Awareness of beneficial uses and recreational uses**
- **Commission and staff to be aware of other recreational groups**

- Alignment between staff and Board to push and promote recreational issues
- Use of Mad River water for recreational white water adventure
- Undervalued use of Bay
- Kayak hanger (store kayaks)
- List/advertise hunting and fishing opportunities in/around Bay

**Additional Ideas:**

- Aquatic Parks
- Need to advertise/market ourselves
- How to use the Bay when water level is low?

## **FEEDBACK**

- This Strategic Plan process has helped the Board understand the personality types on the Board and establish rapport
- Attendees liked this meeting because you had to be actively involved; meeting was not boring
- Liked the opportunity to choose 2 areas of interest
- Now clearly identify the timeline and stick to it
- Good participation of Board and staff; training
- Public brought up new stuff; learned things
- Good informal discussions
- Efficient process; not digressing to vision/mission statement
- Food
- On time!
- Sharing why you attended this meeting was uncomfortable
- Needed better publicity to wider constituency – new faces



## HBHRC D Five Year Strategic Plan Goals

TO: HBHRC D  
FROM: KEN MILLER  
AUGUST 22, 2011

**This is a proposal to promote a radical vision for a public-private campaign for a Humboldt command and control center (C&CC) for short sea shipping (SSS) on a west coast maritime highway.**

At the Humboldt Bay Symposium, Mr Hummer of MARAD stressed the advantage of public- private collaboration in competing for upcoming grants related to the marine highway. He referred to the STAA funding cycle of 2011 amounting to \$450 billion, focused on freight.

He stressed community participation, innovation, R&D, environmental benefits, creative financing tools, getting trucks off the road, decreasing pollution.

So far, efforts to access federal and state support for a Humboldt Bay command & control center for a west coast marine highway have relied principally on private parties' business plans (Pepper, Schneider, Stas, et al).

*However, while demonstrating widespread conceptual support, these efforts paint too small a picture to inspire confidence or investment,*

### The Proposal

- Using their Joint Powers Authority, the Board of Supervisors, City of Eureka, and the HBHD form a new entity, the *Humboldt Bay Port Authority* (HBPA), with a Board comprised of representatives from each of the three government entities (elected?, appointed?), and an ED. The HBPA runs the Maritime Highway. Jurisdictional responsibilities are defined. Wealth & opportunities are shared.

- The institutional and architectural capacities for a Command and Control Center (C&CC), R&D facility for boatbuilding and innovative fuels, Information Technology, Tool & Die and other affiliated industries, and a CR Marine Vocational Center are funded and developed.

- HSU, Schatz, CR, RCEA, etc., are affiliated in a cooperative venture to provide R&D and Vocational opportunities.

## HBHRCO Five Year Strategic Plan Goals

- High tech command & control infrastructure, innovative boatbuilding and hybrid fuels are developed.
- Pepper, Schneider, Margonas, Murphy, and other private interests are invited to partner.
- Maybe, Municipal Bonds are sold to allow community investment (special IRS dispensation needed?).

**•Any Proposal For The C&CC Should Resemble That Undertaken By Cities Vying For The Olympics.**

### **Planning**

- A working group forms to apply for a Headwaters Fund grant to fund the development of a comprehensive proposal to the Feds. All aspects of the project would be researched and budgeted to demonstrate feasibility, from which a proposal is developed with the support of as many stakeholders as possible, including private interests and coastal communities.
- An exciting federally-funded possibility includes Schatz developing innovative hybrid-hydrogen fuel applications using hydrogen produced from a scaled-down wave energy project to fuel SSS barges or ships.<sup>1</sup>
- Coastal communities all along the Pacific west coast would utilize the maritime highway. Custom boats, built here or at a partner port, from smaller harbors, such as Ft Bragg, Mendocino, Monterey, St. Louis Obispo, could meet the SSS craft at “intersections” on the marine highway, and, using the specially designed on-board crane, off and on-load goods for import or export. In this way, these communities, which rely on their relative remoteness for their distinct local characters, could retain their precious uniqueness, and also protect their bays from invasive species, while meeting local needs for goods movement.
- As the C&CC, we moderate traffic along the Marine Highway to avoid traffic impacts on the marine and harbor ecologies. This assures a sustainable, and profitable, business from the movement of goods on the highway, without stressing any small port and bay, including ours.

## HBHRCO Five Year Strategic Plan Goals

- Connecting traffic from small coastal ports to the Marine Highway provides tourist opportunities, such as Norway has developed with its multi-purpose freighters.
- Attention is paid to scale, design and impacts to preserve the attractive qualities of the bayside, making mixed-use residential and commercial development desirable.
- As climate change policy enhances the economic advantages of efficient transport, and passenger service becomes an exciting option, business grows incrementally over time.

### ASSUMPTIONS

- Due to inherent efficiencies and a federal commitment, Short-Sea Shipping/Maritime Highway (SSS/MH) is inevitable along a west coast marine highway.
- Humboldt County is centrally located for a command and control center, with a deep water port with un(der)utilized facilities, a major university, Schatz Energy, CR, and involved private interests. Highways 299 and 101 provide connectivity to I-5. Larger ports are already too busy & crowded to develop such a program.
- Humboldt County is in a revenue and jobs crisis, and has a history of single- sources for both (MJ, timber, salmon, gold) that enriched the entire county, while providing a spectrum of jobs, including blue collar, managerial, technical, and marketing.
- Competition from foreign shippers is eliminated by the Jones Act. The Jones Act (1920) requires that American built and crewed ships have exclusive rights to go from port to port in the USA, assuring good jobs-and a non-competitive environment.

### ENDNOTE

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<sup>i</sup> “In particular, DOT is interested in exploring the use of **hydrogen** for public transit buses and for certain types of waterborne vessels. This includes shuttles, ferries, and deepwater passenger and freight vessels.

## HBHRCO Five Year Strategic Plan Goals

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Long-term efforts will seek to fully integrate hydrogen power and fuel cell technology across all marine craft platforms and in stationary port power applications.” [http://hydrogen.dot.gov/publications/hydrogen\\_roadmap/](http://hydrogen.dot.gov/publications/hydrogen_roadmap/)

“Maritime Administration (MARAD) foresees slow-speed ferries and passenger water shuttles as being well-suited vehicles for the deployment of **hydrogen and fuel cell technologies**. The weight and volumetric flexibilities of these craft allow for ease of system design. The single point fueling characteristics require minimal infrastructure development. The vessels often operate in pristine environments, creating a premium need for low-emission technologies. Initial demonstrations will involve these types of vessels. Long-term efforts will seek to fully integrate hydrogen power and fuel cell technology across all marine craft platforms and in stationary port power applications.”

[http://www.fuelcellmarkets.com/fuel\\_cell\\_markets/marine\\_power\\_applications/4,1,1,2096.html](http://www.fuelcellmarkets.com/fuel_cell_markets/marine_power_applications/4,1,1,2096.html)

**MINUTES**  
**STRATEGIC PLAN PUBLIC OUTREACH MEETING OF THE BOARD OF COMMISSIONERS**  
**HUMBOLDT BAY HARBOR, RECREATION AND CONSERVATION DISTRICT**

**August 22, 2011**

**PRESENT:**

Commissioner Pellegrini  
Commissioner Curless  
Commissioner Wilson  
Commissioner Higgins  
Commissioner Marks

President Wilson called the Strategic Plan meeting of the Board of Commissioners to order at 5:30 p.m. He welcomed those present and introduced the Board of Commissioners, District staff, other elected officials who were present and the Strategic Plan consultants Mary Gelinis and Roger James who facilitated the Board's meeting.

Commissioner Pellegrini gave a brief introduction and mission of the Harbor District. Commissioner Marks spoke about the Board's Strategic Plan assumptions. Commissioner Curless stated the District's strengths, weaknesses, opportunities and challenges. Commissioner Higgins spoke about the nine goals that have been developed by the Board through this Strategic Planning process.

The public then moved to tables to speak with a Board member or District staff about one of the Board's goals. This was done twice in the course of the evening.

There was then general discussion by the Board and public about what was discussed at the individual tables.

Those present then gave feedback to the facilitators about the meeting process.

President Wilson adjourned the Strategic Plan meeting at 7:51 p.m.

APPROVED BY:

  
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Ronnie Pellegrini  
Secretary

RECORDED BY:

  
\_\_\_\_\_  
Patricia L. Tyson  
Director of Administrative Services