

2.0 DESCRIPTION OF THE SCOPING/PUBLIC INVOLVEMENT PROCESS

To publicize the kick-off of the KRNCA Management Plan update effort and to encourage public input early in the planning process, a number of methods were used. This public involvement process, also known as “scoping,” was used to identify a range of ideas, concerns and suggestions to be considered during the planning process and in the Environmental Impact Statement that will be prepared along with the plan update. It is summarized below.

2.1 NOTICES (NEWS MEDIA, WEBSITE, DIRECT MAIL, FLYERS)

Notice of Intent

The Notice of Intent was published in the Federal Register on October 11, 2002 (volume 67, no. 198). A copy of this notice can be found in Appendix A.

Press Releases

Press releases were sent to local and major Northern California news media.

Public Scoping Meetings

Notices advertising the public scoping meetings (see Appendix B) were run in two Bay Area newspapers:

- San Francisco Weekly, 2 runs: 10/30 and 11/6
- Berkeley Daily Planet, 5 runs: 10/29, 11/1, 11/3, 11/4, and 11/6

Website

An informational website, www.ca.blm.gov/arcata/kingrange/King_Range_Plan.html, was made available to the public on November 4, 2002. It provided background information on the King Range, an outline of the planning process, a schedule of upcoming meetings, plus an opportunity for people to email comments directly to the BLM offices. It had received roughly 160 hits by December 31, 2002. In addition, a phone-in hotline was made available for comments or questions about the planning process: 707-825-2368. The hotline did not generate many calls; three or four people called asking for directions to public meetings held in November and a few called inquiring about the scoping process and how to submit written comments.

Planning Update Mailer

The BLM produced a special Planning Update mailer to announce the scoping effort. These were sent via direct mail on October 16, 2002. There were 229 people on the initial mailing list, and a total of 407 sent after additions were made to the mailing list. The Planning Update included background information on the King Range, a description and timeline for the upcoming planning process, dates and locations of the public scoping meetings, and contact

information for getting public comments to the BLM. It also contained a “Visioning Sheet” as an insert, which people could fill out and mail back to the BLM with their comments. A copy of this mailer, with the “Visioning Sheet,” can be found in Appendix C.

Flyers

Flyers announcing the public scoping meetings (see Appendix D) were posted in the following locations (both in surrounding communities and with several shops and organizations in the San Francisco Bay Area):

Campground kiosks at

- Wailaki Campground
- Nadelos Campground
- Honeydew Campground
- Mattole Campground

Shelter Cove

- Kiosk at Black Sands Beach and Mal Coombs Park
- Shelter Cove Deli
- Shelter Cove General Store
- Mario's Marina
- Resort Improvement District
- Coffee Shop

Whitethorn

- BLM Project Office
- Post Office
- Whitethorn Construction
- Lost Coast Market

Petrolia

- Petrolia Store
- Petrolia Grange Hall
- A.W. Way County Park

Honeydew

- Honeydew Store

Redway

- Shop Smart
- Redway Liquor & Deli
- Laundromat

Garberville

- Sentry Market
- Trees Foundation
- Environmental Protection Information Center (EPIC)
- Chataqua Health Food Store
- Life & Times
- The Independent
- Theater

Eureka

- Northern Mountain Supply
- Bucksport
- Pro Sports Center

Arcata

- Adventures Edge
- Outdoor Store
- Humboldt Surf Company

Mendocino

- Sierra Club Redwood Chapter (plus local outing groups)

Berkeley

- Sierra Club East Bay Chapter (Bookstore and Office)
- REI

San Francisco

- Patagonia

Radio

BLM staff conducted an on-air interview at KMUD radio station to publicize the scoping meetings and discuss various topics related to the plan update.

2.2 PUBLIC MEETINGS

Five public scoping meetings were held in November 2002, four in local communities close to the King Range and one in the San Francisco Bay Area: Garberville, CA on November 6; San Francisco, CA on November 7; Eureka, CA on November 13; Shelter Cove, CA on November 14; and Petrolia, CA on November 16. Four of the five meetings were held in the evening on weekdays, from 6-8pm, while the Petrolia meeting was held as a potluck in the afternoon on a Saturday, from 1-4pm. Attendance totaled over 120 individuals, with the breakdown per meeting as follows:

- Garberville: 24 people
- San Francisco: 2 people
- Eureka: 42 people
- Shelter Cove: 24 people
- Petrolia: 33 people

Open House at Petrolia Community Center



The meetings were held to gather information from the public on the future management of the KRNCA. Participants were asked questions on what they valued about these lands, what kinds of activities or uses were important to them, and how they envisioned the area being managed in the future.

All of the meetings followed a similar format, beginning with an informal “open house” period of 15-20 minutes. Members of the public were greeted at the entrance, asked to sign in, and given name tags; BLM and EDAW employees all wore tags with their name and affiliation. Visitors

were encouraged to look at various maps and photographic displays arranged around the room, and to ask questions; BLM and EDAW staff mingled throughout and encouraged one-on-one dialogue. After a brief introduction by the Arcata Field Manager and/or the KRNCA Manager, BLM staff gave a PowerPoint presentation on the planning process, outlining what the plan hoped to achieve, the public's role in contributing to the plan direction and substance, etc. After the presentation, EDAW staff facilitated a question and answer period of roughly ten minutes.

PowerPoint Presentation at Eureka



Members of the public were then split into small groups for discussion. These small groups were facilitated by EDAW staff, with BLM staff acting as “scribes” writing down public comments. The facilitators guided participants through three questions regarding creating an overall vision for the King Range, identifying goals and common values, and suggesting specific actions for achieving those goals. The groups worked for approximately 40 minutes, then reconvened with the larger group to summarize their discussions. Finally, EDAW staff briefly outlined the next steps in the planning process, highlighting the role and importance of continuing public involvement. This format was followed at all of the meetings except San Francisco, where poor weather contributed to a very small public turnout (only two individuals). After the PowerPoint presentation, a brief discussion ensued with the two attendees to record their input and concerns.

Small Group Discussion at Shelter Cove



The following organizations and agencies were represented among the people who signed in at public meetings (in alphabetical order):

- Americorps
- Ancient Forests International (AFI)
- California Conservation Corps
- California Department of Fish and Game
- California Department of Forestry
- California State Parks
- Coastal Headwaters/Whale Gulch
- Environmental Protection Information Center (EPIC)
- Humboldt State University
- Lost Coast 4X4s
- Lost Coast Camp
- Lost Coast Properties
- Mattole Fire Safe Council
- Mattole Restoration Council
- Mattole Salmon Group
- Mattole Valley Community Center
- MGW Biological Surveys
- Middle Mattole Conservancy
- Mill Creek Watershed Conservancy
- North Coast Neighborhood Council

- Off-Road Advertiser Magazine
- Petrolia Volunteer Fire Department
- San Francisco State University
- Sanctuary Forest
- Shelter Cove Fire Dept.
- Sierra Club
- US Forest Service

2.3 ADDITIONAL OUTREACH

BLM staff also provided briefings/presentations for the Shelter Cove Property Owners Association (August 31, 2002), Garberville Rotary Club (November 5, 2002) and the Garberville Chamber of Commerce (November 6, 2002).

In addition, staff from BLM and EDAW, as well as a number of community members, attended a three-day “Planning Concepts Training Workshop” in August 2002, introducing the participants to the BLM planning process. While this meeting was not a formal part of the scoping process, community participants provided input on planning and management concerns for the KRNCA. 32 people attended this training, including members of the Mattole Restoration Council, Shelter Cove Resort Improvement District, Middle Mattole Conservancy, Lost Coast Properties, Bear River Tribe of Rohnerville Rancheria, Mattole Salmon Group, Prosper Ridge Fire Rescue, Whitethorn Winery, and the Mattole Fire Safe Council.

2.4 COOPERATING AGENCIES AND ELECTED OFFICIALS

Humboldt County has been approached by the BLM regarding “cooperating agency” status. While the County has expressed interest, to date it has not established a formal relationship. Also the following agencies were notified of the planning process, and formal consultation will be ongoing: the State Historic Preservation Officer (SHPO), California Coastal Commission, National Marine Fisheries Service, and U.S. Fish and Wildlife Service. Efforts are underway to establish a Technical Review Committee with these agencies as well as the California Department of Fish and Game, California Department of Forestry, California State Parks and other appropriate agencies. The BLM’s Arcata Field Manager also contacted the Humboldt County Supervisors and Congressman Mike Thompson’s office.

2.5 COLLABORATION WITH TRIBES

No scoping comments were received from tribes. The Bear River Tribe, Rohnerville Rancheria is the federally recognized tribe for KRNCA issues, and will be consulted throughout the planning process. Members of this tribe did attend the three-day “Planning Concepts Training Workshop” in August 2002.

2.6 WRITTEN COMMENTS

An official scoping comment period was open from October 15 to December 15, 2002, although the deadline was extended to December 31 to accommodate bad weather and the

holiday season. Fifty-six “Visioning Sheets” were received, as well as forty-nine letters or emails with comments.

Roughly half (52) of the written comments came from residents or organizations from communities within the immediate vicinity of southern Humboldt County, and another quarter (21) from other towns on the northern coast of California. Fourteen responses originated from the San Francisco Bay Area, a few from near Sacramento, one from Monterey and one from Bakersfield. Only three written comments came from out of state (Oregon, Colorado and South Dakota). Eleven written comments did not include an address (mostly emails). Twenty letters and emails appeared to be “form” letters, conforming to one of two standardized outlines. Official letters of comment were received from six organizations: Environmental Protection Information Center (EPIC), Mattole Restoration Council, International Mountain Bicycling Association, California Bicycle Coalition, California Wilderness Coalition, and North Group Sierra Club. Members of a number of other organizations, mostly locally-based, provided additional comments; because these were not on organizational letterhead, it is not clear if the opinions were those of the organization or the individual. The organizations and businesses represented are listed here (in alphabetical order):

- Humboldt Surf Co.
- Lost Coast Interpretive Association
- Lost Coast Property
- Lost Coast Trail Transport Service
- Mattole Camp and Retreat
- Mattole Fire Council
- Mattole Salmon Support Group
- Mendocino County Air Quality Management District
- Middle Mattole Conservancy
- Mill Creek Watershed Conservancy
- MLSWM - Buckeye Conservancy
- North Coast Regional Land Trust
- SONAR, Mendocino
- Wild River Radio Folk