

12.8.10 Farallon Restoration Project Communication Notes

Jan 17 – next draft of EA to USFWS

Agenda:

1. Introductions [11:00 -11:10 AM]
2. Review critical parts of the communications plan
 - a. Review, Discuss, and Update Timeline and Milestones [11:10 -11:30 AM]
 - b. Review, Discuss, and Update Stakeholders and Key Audiences [11:30 -12:30 PM]

<BREAK>

 - c. Develop List of “top ten” Audiences [12:40 - 1:00 PM]
 - d. Discuss Key Messages and Strategies [1:00 - 1:30 PM]
 - e. Review and define Communications Team roles and responsibilities for implementing the plan [1:30 - 1:50 PM]
3. Next steps [1:50 - 2:00 PM]

If we have more time, discuss:

- Crisis Communications
- Materials to support communications plan – websites, presentations, fact sheets, briefing/press packets, etc.

Minutes:

4. Introductions
 - a. GF, DG, SE, DC, GM, AC introductions
5. Morning meeting recap - GH
 - a. Discuss non-target impacts
 - b. Want to revise EA, make stronger, more mitigation
 - c. Discussed whether to do EIS or EA re: non-targets
 - d. Switching to EIS will delay project a full year and include more public involvement, funding issues associated with EIS
 - e. GM Set up conference call with FWS NEPA Specialist (Patricia) on 12/13 or 12/14
6. Review critical parts of the communications plan
 - a. Review, Discuss, and Update Timeline and Milestones
 - i. Signing of ROD would not occur until Nov/Dec. 2011 if do EIS
 - ii. Timeline w/out EIS - GF:
 1. Revise EA draft
 2. Submit draft to FWS Jan 17 for review

3. FWS/PRBO gets 3 weeks to review
 4. Feb. 7 - incorporate comments/edits from USFWS
 5. Feb. 21 – March 18: Key Agencies Admin Review: FWS + NMPHS, Gulf Sanctuary review with FWS
 6. March – incorporate edits
 7. EA released in April
 8. 45 day public review
 - a. GF discuss w/FWS staff – shave off some time – 39 day review?
 - b. GM – be as transparent as possible given unknowns, at least one public meeting
 - c. Link on website, cd copies available, printed copies, local newspapers?, copies available at libraries in Bay Area (CCP list – SF, Marin, San Mateo counties)
 9. Respond to comments – May 20 – June 30
 10. Begin drafting FONSI – July 1 – July 14
 11. Release signed FONSI – July 25
 12. 30 day public review period to make sure their comments were addressed (can't bring up new issues) – Aug 25
 - a. Can work with non gov't entities/scheduling/signing contracts
 13. Sept – Oct – preparing for implementation
 14. Nov – implementation, can't go past late Dec.
- b. Communications Plan has dual goals of NEPA needs and project needs – AC
 - c. Review, Discuss, and Update Stakeholders and Key Audiences + Permits
 - i. Addressed in Comm. Plan, NGO's, gov't agencies, elected officials
 - ii. GM – two audiences
 1. People we need to get permits from, make clear why we are doing this and what we are doing to mitigate for impact
 2. Local animal rights groups – GM refuge has list of some of the local groups - get that list together so we have an expectation of who is opposed, potential lawsuit, immediate outreach to them
 - a. Anacapa: rat activist groups, concern over toxicant, attempt to re-introduce rats, vitamin K
 - b. People opposed no matter what – transparent, provide information, education – go in with list of supporters – NGO
 - c. What mitigation will be done, marine mammals impact
 - d. Center for biological diversity injunction re: ESA and bait
 - iii. Updating fact sheets
 - iv. Specific groups to add to target list:
 1. SPCA, PETA
 2. Talk to Audubon for list
 3. Marin: Wildcare, Hungry Owl Project
 4. Golden Gate Raptor Society - support

5. Bay Area Audubon Council
 6. Peninsula Humane Society in San Mateo
 7. Marin Humane Society
 8. Santa Rosa Bird Rescue
 9. Pinniped Rehab Groups, Marine Mammal Center, similar groups
 10. Anti-toxin/pesticide groups
 11. Bay Area Animal Rights Network
 12. Sierra Club
 13. Wildlife Conservation Board, US ETA, NFWF, Defenders of Wildlife, FAWN – fishing community
 14. NRDC (Natural Resources Defense Council), Ocean Conservancy, Oceana
 15. Three lists: Supporters, Potential Supporters, Non Supporters - Need to strategize who we go and talk with and who just get mailing info
 16. Phone people and then send template for letter of support, strategize who the best people are to do that
 17. California Audubon has offered support and facilitation role in public meeting: Graham, Jerry Lamb, Taylor, Mike Lynes help call people
 18. Citizens Committee to Complete the Refuge: activists
 19. Save the Bay
 20. OWCN – Oil Wildlife Care Network (wildlife response during oil spill)
 21. International Bird Research Recovery – to give them heads up, support?
 22. Many could be reached at SF joint venture outreach meeting, Jan 25th (1-4 pm) meeting (next mtg April 26th), PRBO + IC, FWS, in Bay Conference Commission Office downtown, depending on agenda time - ~15 min w/ discussion or powerpoint, Joelle and Jesse Irwin may have ppt available for resource from previous scoping meeting; FWS and IC to look for presentation
 23. FWS – GM contact Joy Anderson for lists
 24. Do research and pass list to AC
 25. Two years ago group brought up waste from biologists going into water off Farallones – water quality issues
 26. Issues: Water quality, pinnipeds, gulls, toxicant use
 27. Review FWS distribution lists – GM give to AC
- v. Elected officials – need to determine who new mayor is – Jan 3.; need to educate them so they are briefed and prepared
1. DC to set up briefings with elected officials – SF, San Mateo, North Bay, Marin counties
 2. Jackie Speier staff out to Farallones before
 3. Mayors office? State level? Anyone with jurisdiction over region
 4. Opposition coming out of SF, Oakland, Berkeley
 5. Ready to go with information for elected officials in early Jan.
- vi. People who use the island

1. Tours? Commercial fisheries/Farallon Patrol/Recreational fishing community/Shark diving operations a few times a week/shark research/ whale watching operations, SF Bay Whale Watching (FWS has contacts), SF Whale Tours – already talking to about project and letting them know concerns
2. Farallon Patrol Group has annual dinner event in Feb/March – short ppt? meeting occur in conjunction? Letter ahead of time? **MP make call on what is appropriate**
3. Recreational fishers still possibly disgruntled re: Farallon closures (“Can’t fish there but can throw poison in the water”), Zeek Grader, Roger Thomas: Head of Coastal Fishing Alliance, owns The Salty Lady – meetings we could attend. **GM talk to Gulf of Farallones about who to go to**
4. May need support vessel off island to make sure everything is okay, extra sleeping quarters, base for operations **GM do investigations to get Fullmore (~\$3500 day) and other fishing boats**
5. MP: Search in Farallon Patrol – possibly Laurie with 6 person catamaran, group that does education programs with 16 bunks and kitchen based out of SF. **MP to look into these two boat options**

d. Media groups

- i. Think about whether or not to approach media groups regarding usage of boats/helicopters during operations

e. Federal Agencies, permits and reaching out to those groups

i. FWS

1. Manages Wilderness Act: Patricia Robertson
2. NMFS – IHA + Marine Mammal Protection Act – could be the stickiest and could drag out for months – Wendy at FWS has personal contacts Natalie Constantino-Manning, **GM to get further information** (can take up to 6 months)
3. NOAA Sanctuary Managers Permit – authorization (EA will be proposal)
4. Coastal Zone Management Act – we try to seek consistency with their plan, submit summary of project and they determine whether we are consistent with their plans, need to determine whether there is a local one or should go federal. **Need to look through CCP or have informal discussion with them to determine what we need to do. GF to look in CCP**
5. **DG to determine who is paying for bait**
6. Wilderness Impact Act
7. National Historic Preservation Act – regional archeologist – can start working on now, informal
8. MBTA – special purpose permit

9. Clean Water Act – new permitting going into effect in April – National Pollution Discharge Elimination – aerial broadcast over water – GF requesting individual permit (can take up to 6 months, up in the air if we have to do this, will have to contract someone to do this) – Regional Water Quality Board, need to come from FWS
 10. Pesticide Use Permit
 11. AMD certification for pilots, aircrafts
 12. GM to look into whether IC staff can use non FWS boats without permit.
GM willing to be boat driver, plus PRBO folks. 4 day training course to be unsupervised boat driver
 13. Pesticide Application at State Level
- ii. Additional Issues
1. AC to remove BLM from list, GM will keep Rick informed
 2. USGS to be informed (GM talk to John, MP talk to Josh for support letters), Golden Gate, Point Reyes, Parks Conservancy – letters of support
 3. Sarah Allen – Ocean Stewardship – GM will keep informed
 4. NPS – Bruce, notify science coordinator
 5. Template letter of support – AC, need key allies
 6. Target audiences we want to hit before EA, internal support within FWS, Marg Kolar, Mendel, Ren, Patricia Robertson, Wendy, Doug, Migratory Birds, Compliance Specialist - GM determine best time to give them a briefing, perhaps early Feb., plus schedule meeting (GM out the last two weeks of January)
 7. San Francisco Bay Estuary Project – GF look into
 8. EPA – Bill Jacobs out of DC – DG ask Gregg and Alex about his as a contact
 9. Greg Siekanic – Chief of National Refuge in D.C., wait until after briefing meeting
 10. Michael Lusk – Invasives Program at National Level – DG touch base with him
 11. AC talk with Gregg Howald about list
 12. John Eismann : APHIS
 13. FAA permit needed – GF look into whether we need permit
 14. Sanctuary permit needed for bait drop, GM to look into amendment for current permit
 15. Cordell Bank Sanctuary – foraging seabirds, letter of support from them
 16. Water Quality Control Board, ASBS restrictions on water surrounding islands, GM spoke with contact there and said we would most likely not need a permit, keep them informed. GM double check if we need something

17. California Fish and Game – GM look if Peregrines are listed, certain management related things; Burrowing Owls, capturing and take off island – permits related
18. Beach Watch Volunteers – include in outreach list – MP to talk with them, over 100 volunteers and over 100 beaches monitored
 - a. Test birds to see if they have toxicity levels
- f. Develop Priority List of “top ten” Audiences - to be discussed at a later date
- g. Discuss Key Messages and Strategies
 - i. Review audience list and put in categories and develop targeted key messages
 - ii. Background materials for EA and advanced research
 1. Template letters
 2. FAQ, particularly about rodenticide
 3. 2 page background info
 4. Website – FWS or Partner Webpage
 5. Powerpoint (easily downloadable)
 6. Email template for people who need more contact
 - iii. AC pull together list of audiences, make first pass at who contacts who, then meet with Doug and Melissa to further decide
 - iv. Media Outreach
 1. Press release from FWS after EA released
 2. Joint partner press release on particular occasions
 3. Appointing spokespeople, dry runs
 - a. FWS – Doug, Gerry, otherwise if hairy, Mendel would handle, play it by ear
 - b. PRBO – media calls to Melissa Pitkin, then Russ, crisis mode Ellie
 - c. IC – AC and BW
 4. Crisis Communications Plan
 5. Any proactive outreach? Take someone out to the Farallones? Perhaps after press release goes out
 6. Provide IC project background info to FWS, PRBO
 7. Expect response from media when press release goes out, invite them to do a positive story, perhaps reach out to journalist who would want an exclusive feature – Paul Rogers (San Jose), KQED – very science oriented, professional – contact producer Chris and find out schedule, Kelly Zeda – Chronicle, broader environmental angle on Bay, Mary – Jane Schramm – Farallones Sanctuary media outreach – reach out to her before any releases go out. Early Feb. have mtg with Gulf of Farallones, possibly Seabird Protection Network, NOAA to give presentation
 - v. Information needed to develop messages
- h. Review and define Communications Team roles and responsibilities for implementing the plan
7. Next steps

- a. Meet monthly, give assignments
- b. AC flush out draft, create table for audiences to contact with phone numbers, send back to partners, narrow down audiences and categorize
- c. Develop Crisis Communications Plan, Background info, FAQ's, Communication milestones against timeline
- d. If EIS, Notice of Intent would go out end of January, decision will be made early next week
- e. Next Mtg scheduled for Jan 5. 2010 10-1 PST