

## MEMORANDUM

**DATE:** December 5, 2013

**TO:** Marinship Specific Plan Steering Committee

**FROM:** Lilly Schinsing, Administrative Analyst 

**SUBJECT:** Interested Persons Interview Logistics

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### **Discussion:**

The consultant team has put together a list of draft questions (**Attachment 1**), draft list of interviewees (**Attachment 2**), interview groups (**Attachment 3**) and a draft invitation letter (**Attachment 4**) for discussion at the December 5, 2013 Steering Committee meeting. They have also provided some information on an alternative survey method (**Attachment 5**).

### **Staff Recommendation:**

- Review and approve the interview questions
- Review, make modifications to, and approve the list of interviewees (providing contact information if possible)
- Review and approve the interview groups
- Provide any comment on the draft invitation letter if appropriate

### **Attachments:**

- 1- Draft interview questions
- 2- Draft list of interviewees
- 3- Draft interview groups
- 4- Draft invitation letter
- 5- Open City Hall information

## **Attachment 1**

### **Draft Interview Questions**

1. What issues do you think need to be resolved in Marinship?
2. What should the area look like in 10 years? Do you have any suggestions for how to achieve that vision?
3. What existing types of business and other land and water uses do you think should be allowed, and what uses shouldn't be allowed?
4. What circulation improvements do you think are needed for pedestrians, bicyclists, drivers and boaters?

**Attachment 2**

**Draft List of Interviewees**

Analysis and Evaluation of Marinship Specific Plan Group Interviews

Person	Organization/Association/Business	Recommended By
Robin Petravich	MSP Steering Committee/WAM Committee Member	RFP
Bill Weiner	MSP Steering Committee/Planning Commissioner/WAM Committee Member	RFP
Tony Badger	MSP Steering Committee/WAM Committee Member	RFP
Mike Kelly	MSP Steering Committee	RFP
Leon Huntting	MSP Steering Committee	RFP
Ray Withy	City Councilmember/MSP Steering Committee	RFP
Tom Theodores	City Councilmember/MSP Steering Committee	RFP
Herb Weiner	Mayor/City Councilmember	RFP
Jonathan Leone	City Councilmember	RFP
Linda Pfeifer	City Councilmember	RFP
Joan Cox	Planning Commissioner	RFP
Susan Cleveland-Knowles	Planning Commissioner	RFP
Stafford Keegin	Planning Commissioner	RFP
Vicki Nichols	Planning Commissioner/ WAM Committee Member	RFP
Adam Politzer	City Manager	RFP
Jeremy Graves	Community Development Director	RFP
Jonathon Goldman	Director of Public Works	RFP
Charles Francis	Administrative Services Director/Treasurer	RFP
Mike Linder	BAYSIDE BOAT WORKS - the facility that services the fire boats and ferrys and ultra large boats.	Tony Badger
Eon Moody	AQUA MASSON - the house boat constructors and maintenance facility.	Tony Badger
Aton Hotner and Jody Boyle	NORTH BAY WOODEN BOAT WORKS - constructors of classic wooden boats etc.	Tony Badger
Ross Sommer	CLASSIC BOAT RESTORATIONS	Tony Badger
Victoria Coletta	VICTORIA SIGNAGE	Tony Badger
Bob Mitchell	Former Marinship Steering Comm member	Bob Mitchell
Lore Phillips	Former Marinship Steering Comm member	Bob Mitchell
Dorothy Gibson	Former Marinship Steering Comm member	Bob Mitchell
Pat Zuch		
Michael Rex	Architect	
Carol Peltz	Former Council Member	
Susan Frank	Walker	
Peter van Meter	Former Council Member	
Chris Gallagher	Chair of WAM	
Chuck Ruby		
Annette Rose	Former Councilmember	
Peter Calthorpe		
Dusan Mills	Schoonmaker Designs	
	SeaTrek	Tom Theodores
Diane Pazlowski	Environmental Traveling Companions (office in SF)	Tom Theodores
Chris Telles	Art Song	
Bob Boye	WAM Committee Member	RFP

Analysis and Evaluation of Marinship Specific Plan Group Interviews

<b>Person</b>	<b>Organization/Association/Business</b>	<b>Recommended By</b>
Cyno Connolly	WAM Committee Member	RFP
Judy deReus	WAM Committee Member	RFP
Paul Dines	WAM Committee Member	RFP
Bruce Huff	WAM Committee Member	RFP
Joe Lemon Jr.	WAM Committee Member	RFP
Michael Linder	WAM Committee Member	RFP
Alice Merrill	WAM Committee Member	RFP
Ken Pedersen	WAM Committee Member	RFP
Barry Peterson	WAM Committee Member	RFP
Lewis Shireman	WAM Committee Member	RFP
Michael Wiener	WAM Committee Member	RFP
	Business owners	
	Shipbuilders and marine businesses	
	Chamber of Commerce members	
	Office Workers, artists	
	Educators, teachers or leaders of schools	
	Current users (rowers, paddle boarders, bikers, dog walkers)	
	Historic Society	
	Business Advisory Committee Members	
	houseboat owners/residents	

### **Attachment 3**

#### **Draft Interview Groups (Self-Selecting)**

1. Historians, educators and Sausalito residents from outside Marinship
2. Water recreationists including boaters, kayakers, stand-up paddlers, etc.
3. Land recreationists including bicyclists, walkers, park users, etc.
4. Marinship business owners, employees and artists, including boatbuilders, fishermen and commercial boaters, etc.
5. Land owners and live-aboard residents
6. People from Sausalito businesses outside Marinship, including civic and Chamber of Commerce representatives
7. People involved in prior Marinship planning efforts or otherwise interested who don't identify themselves with any of the above categories.
8. City Staff

#### Attachment 4

##### **Draft text of invitation letter**

Hello! You're receiving this message because you have expressed interest in Marinship and its future, or someone who knows you thinks you should be involved in discussions about its future. The City of Sausalito is conducting a review of the Marinship Specific Plan and wants to hear your vision for Marinship. As a first step in the community involvement, we are conducting interviews to talk to everyone who is interested in offering input about Marinship. Please sign up to participate in one of the following group interviews, which will be held on January 13, from 8 am to 1 pm and January 14, from 2 to 7 pm at City Hall, and please select a group which best describes your relationship to/with the Marinship. The groups are as follows:

1. Historians and Sausalito residents from outside Marinship
2. Water recreationists, including boaters, kayakers, stand-up paddlers, etc.
3. Land recreationists (bicyclists, walkers, park users, etc.)
4. Marinship business owners, employees and artists, including boatbuilders, fishermen and commercial boaters, etc.
5. Land owners and live-aboard residents
6. People from Sausalito businesses outside Marinship (including civic and Chamber of Commerce representatives)
7. People involved in prior Marinship planning efforts or otherwise interested who don't identify themselves with any of the above categories.

If you are unable to attend an interview but would like to participate, please go to [insert link: open town hall] to answer the interview questions online. Your answers will remain anonymous. After these interviews are conducted, they will be compiled into a report without any personal attribution and presented at a community meeting in the Spring.

## **Attachment 5**

### **Review open city hall survey (citywide)**

The online survey will be open to anyone interested in participating in the interviews who either can't make a group interview or wants to remain anonymous (including if they just want to add a comment to those they offered in the interviews). The online survey will have the same questions as the group interviews. The responses will be incorporated into the interview summary, using one or more of the tabulation types in the attached Lisa Wise Consulting memo.

## **Lisa Wise Consulting, Inc., Community Engagement Examples of Presentation of Interview Data and Approach**

### **Refinement of Scope and Statement of Goals**

All of LWC's community outreach begins with the refinement of the scope and timeline in close collaboration with the client to clarify project-specific goals and objectives and to determine the level of resources that should be aimed/dedicated to the community outreach process as well as the appropriate approach. Once established, under the oversight of LWC Senior Researcher, Pam Goode, PhD, Cultural Anthropology, LWC develops a rationale and protocol that outline methods on collection, storage and reporting of human informant data.

### **Rationale**

Community Engagement Rationale describes why a certain approach has been chosen, including outreach strategies; one-on-one interviews, focus groups, public meetings, on line surveys or a combination. The Rationale also describes why certain questions are being posed and why certain individuals or groups are targeted. The Rationale provides a formal and clear path for the Consultant Team and the client and provides a benchmark against which to compare the results of the outreach methods so they may be modified or maintained.

### **Protocol**

The Outreach Protocol describes the methods and procedures on how the community engagement process will achieve its goals. The Protocol defines the survey type – open ended versus multiple choice, length of time for responses, field note structure, approaches for sharing data and maintaining confidentiality and whether one-on-one or group interviews, in person or phone, email or mailed/written surveys will be employed.

### LWC COMMUNITY ENGAGEMENT CASE STUDIES/EXAMPLES

#### ***Port of San Diego Economic Revitalization and Public Access Plan***

In this 2 year, \$500,000 project, LWC led over 100 hours of interviews and seven Advisory Committee meetings and two public workshops to determine the highest priority issues for marine dependent users on the San Diego waterfront. Interview targets included representatives from the Port of San Diego, commercial fishermen, political representatives, restaurants, retailers, regulators and representatives from other ports.



## Stakeholder Interviews

Stakeholder Group	Number of Interview Subjects	Average Interview Length (minutes)	Hours per Stakeholder Group
Restaurants	21	43.25	15.14
Retailers	6	41.67	4.17
Processors	7	61.67	7.19
Fishermen	29	38.62	18.67
Fuel Dock	3	38.33	1.92
Core Group	20	82.25	27.42
San Diego Port	7	55.00	6.42
Other Ports	5	86.25	7.19
Management Entities	4	64.00	4.27
<b>Total Interview Hours</b>			<b>92.37</b>

lisa wise consulting, inc.

**From PowerPoint presentation to Core Committee, 10/12/09, LWC archive**

In San Diego, LWC engaged in a formal Community Consensus Modeling approach where responses were weighted or valued based on how often they were mentioned in an interview and in what sequence. Clear priorities were identified through the process, with the buy in of the Port, and marine users including commercial fishermen. The highest priority findings were assessed for financial and regulatory feasibility and included in the Preferred Alternative Implementation Plan.

## G-Street Priorities Findings

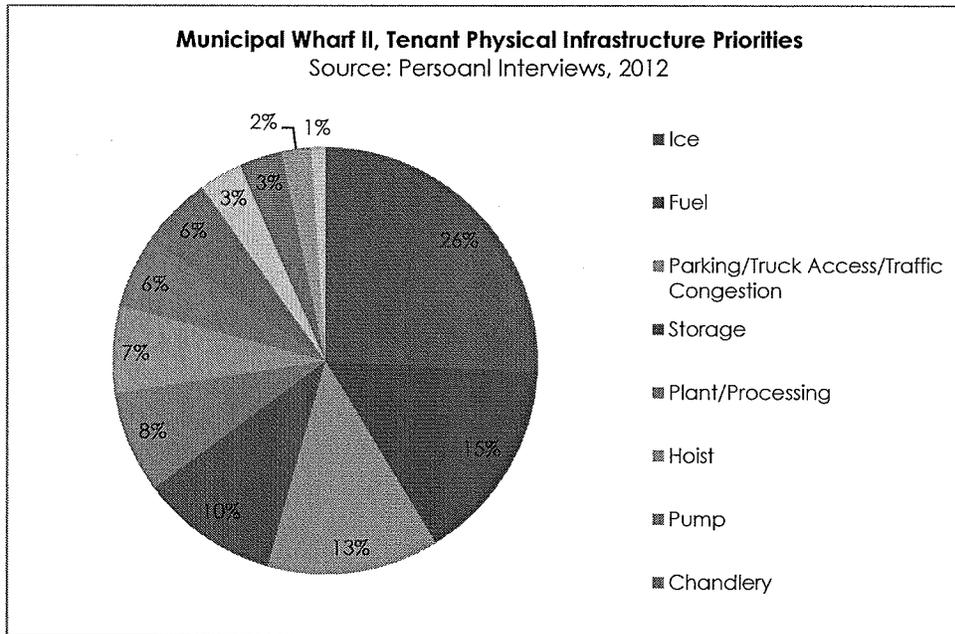
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|----------------|------------------|-------------------|
| 1. Parking     | 8. Showers       | 14. More Slips    |
| 1. Storage     | 9. Wake          | 16. Security Gate |
| 3. Security    | 10. Regulations  | 17. Laundry       |
| 4. Offloading  | 11. Waste        | 17. Crane         |
| 4. Ice         | 11. Repair Space | 19. Dumpsters     |
| 6. Fuel        | 11. Fish Market  | 20. Bilge         |
| 7. Electricity | 14. Pilings      | 20. Port Support  |

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**San Diego Economic Revitalization, PowerPoint, 07/18/08, LWC archive**

**City of Monterey Community Sustainability Plan**

A similar approach was taken on the LWC Monterey Community Sustainability Plan, completed in October of 2013. The focus of this project is Municipal Wharf II and the commercial leaseholders. Top priorities were addressed in the Recommendations and Potential Funding Sources Section of the final report.



Monterey Community Sustainability Plan, LWC Archive, October 2013

**City of Flagstaff, City-Wide Code Update**

Responses can also be reported by "Response Audience" as depicted in LWC's approach on the Flagstaff City-Wide Code Update project. Interviewee Types included: Non-Profit, City Workers, Appointed/Elected Officials.

Key issues mentioned were largely similar among each category of interviewee, however a higher percentage (41 percent) of City workers noted issues regarding resources/natural environment than did officials (26 percent) and members of the public/non-profit sector (26 percent). See Figure 3 for a breakdown of key issues mentioned by City workers.

Among interviewees from the private and non-profit sector, the largest percentage of issues mentioned were those within the design/built environment category (26 percent) and issues relating to resources/natural environment (26 percent). Compared to the other interviewee categories, members of the private and non-profit sector mentioned a higher percentage of issues relating to economic/finances, which accounted for 12 percent of issues mentioned by this group. See Figure 4 for a breakdown of key issues mentioned by interviewees representing the private and non-profit sectors.

Issues mentioned by appointed/elected officials were

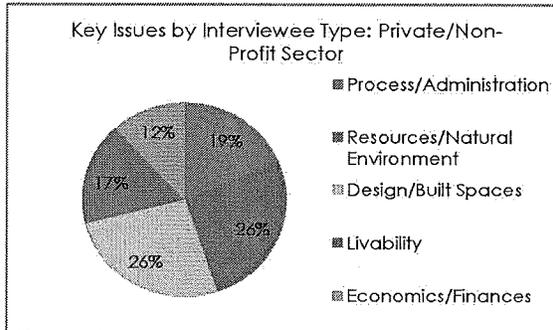


Figure 3

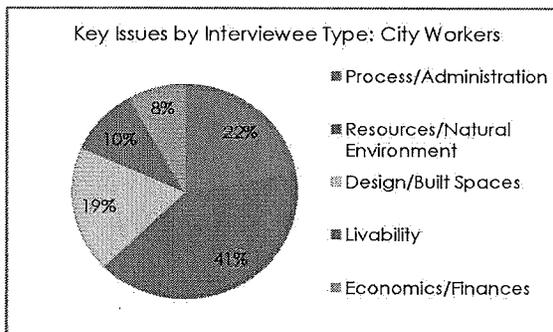


Figure 4

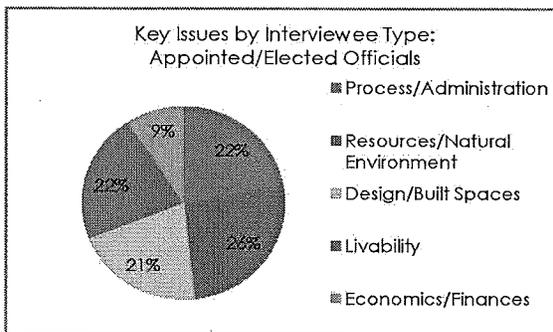
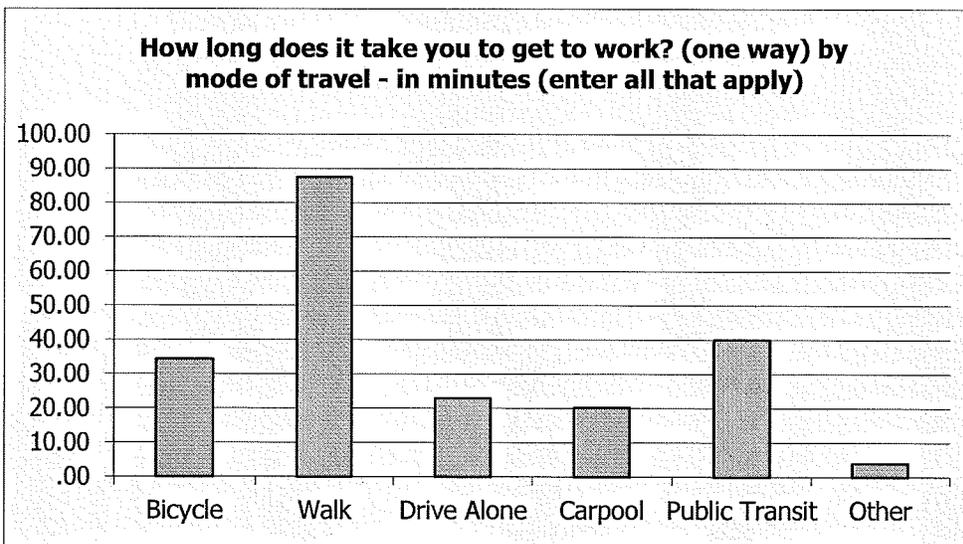
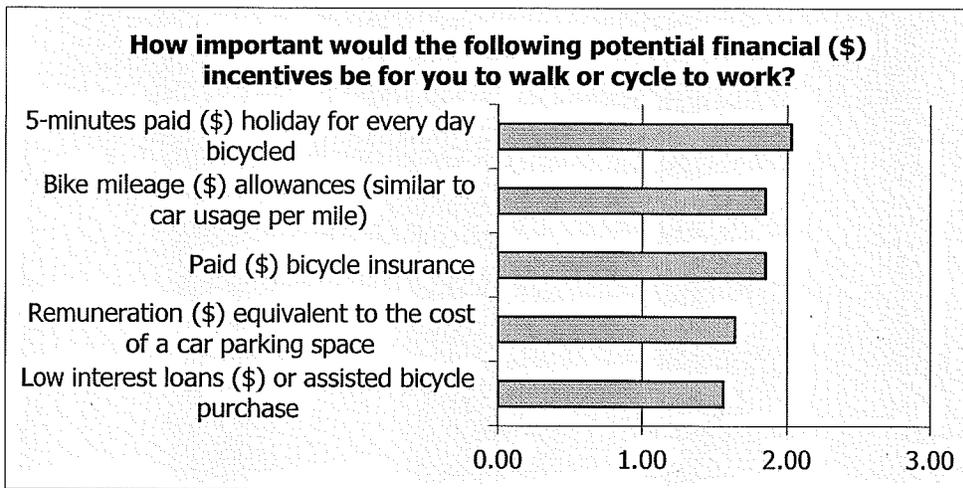


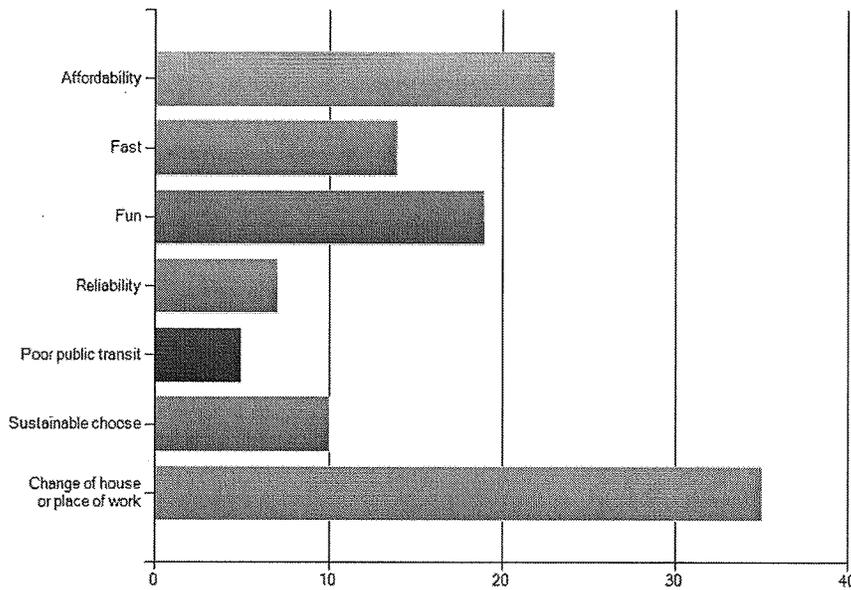
Figure 5

**Port of Long Beach Facilities Upgrade Benefit/Dis Benefit Analysis**

LWC received 120 on-line responses to a 12 questions survey (via SurveyMonkey) on the Port of Long Beach project. An on-line approach was chosen as the aim was not to find community consensus but inform a model on the potential financial impacts of changes to travel-to-work scenarios and the eventual effect on number of trips and greenhouse gas emissions. Online surveys can be an efficient method to reach a broad audience, and results can be reported in concise and effective formats.



**Which of the following might encourage you to start walking or cycling to work? (choose top three)**



On each of the LWC community engagement efforts, the project was overseen by our qualified Senior Researcher, and LWC principal and approaches and methods were developed in close collaboration with the client. LWC staff is efficient and capable in interview methods, confidentiality concerns and effective field note structure as well as analysis of interview data. LWC has conducted hundreds of hours of field interviews with hundreds of interviewee types, from political representatives, regulators, NGOs, commercial leaseholders and citizens groups.