



**APPENDIX E
COMMUNITY RELATIONS PLAN
SAN DIEGO SHIPYARD SEDIMENT SITE**

Cleanup and Abatement Order No. R9-2012-0024

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1 INTRODUCTION

This Community Relations Plan (CRP) is one component of the Remedial Action Plan (RAP) for the San Diego Shipyard Sediment Site (Shipyard Sediment Site). This CRP describes the approach to communicating with the public regarding implementation of the remedial action (Figure 1). Table 1 notes all Cleanup and Abatement Order (CAO) No. R9-2012-0024 requirements that this document fulfills.

Table 1
Elements Required by the CAO

Required Element	Completed	Location within the CRP
Community Relations Plan (B.1.d)		
I. Activities related to the final remedial design	✓	Sections 2 and 3
II. Schedule for the remedial action	✓	Section 3 and Figure 1 <i>Further detail provided in Section 7 of the RAP</i>
III. Activities to be expected during construction and remediation	✓	Sections 3 and 4
IV. Provisions for responding to emergency releases and spills during remediation	✓	Sections 3 and 4
V. Any potential inconveniences such as excess traffic and noise that may affect the community during the remedial action	✓	Sections 3 and 4

This CRP will be implemented by the Project Team in consultation with the Cleanup Team (CUT). The Project Team, as outlined on Figure 2, will include communication specialists with skills in identifying the target community, developing online communications materials, using social media, and working with Spanish-speaking communities.

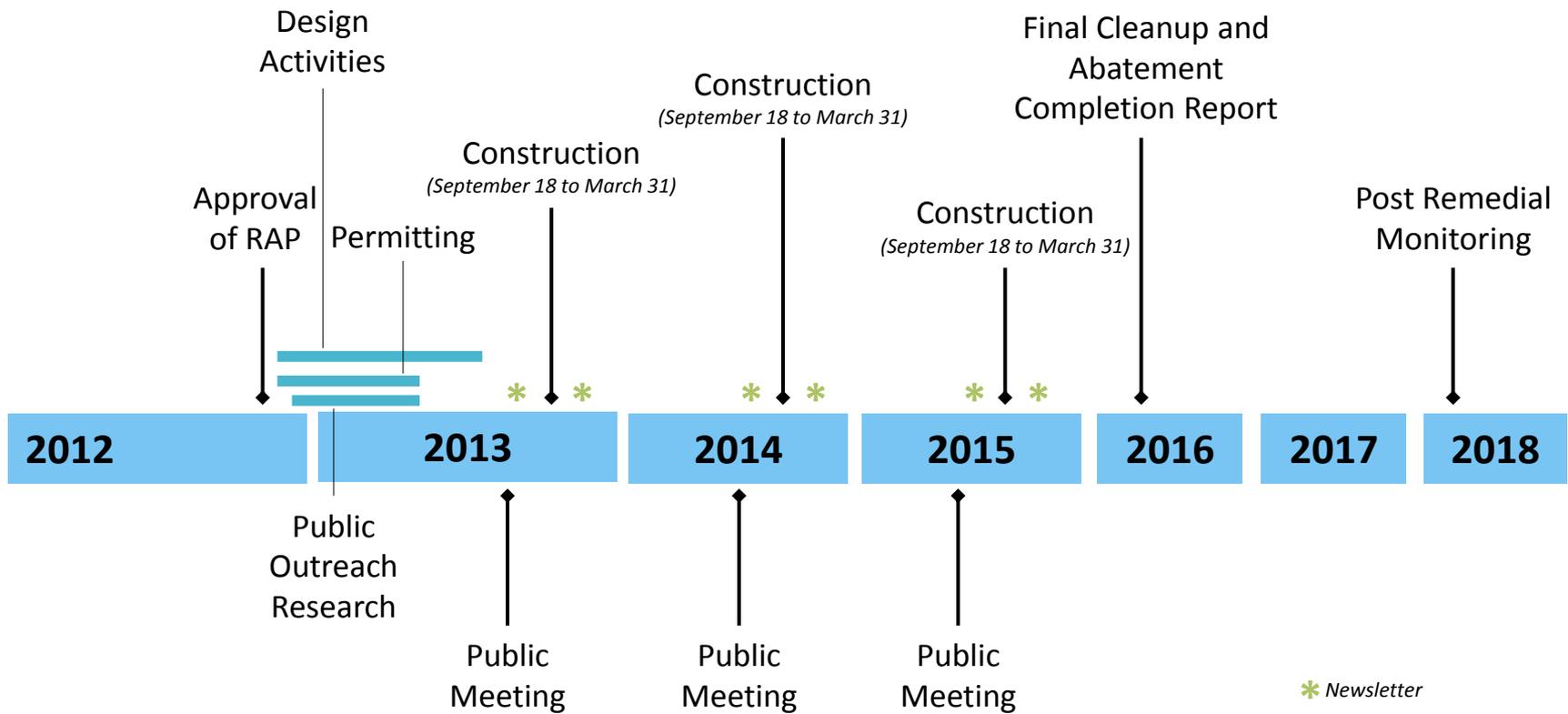


Figure 1
Remediation Schedule
San Diego Shipyard Sediment Site

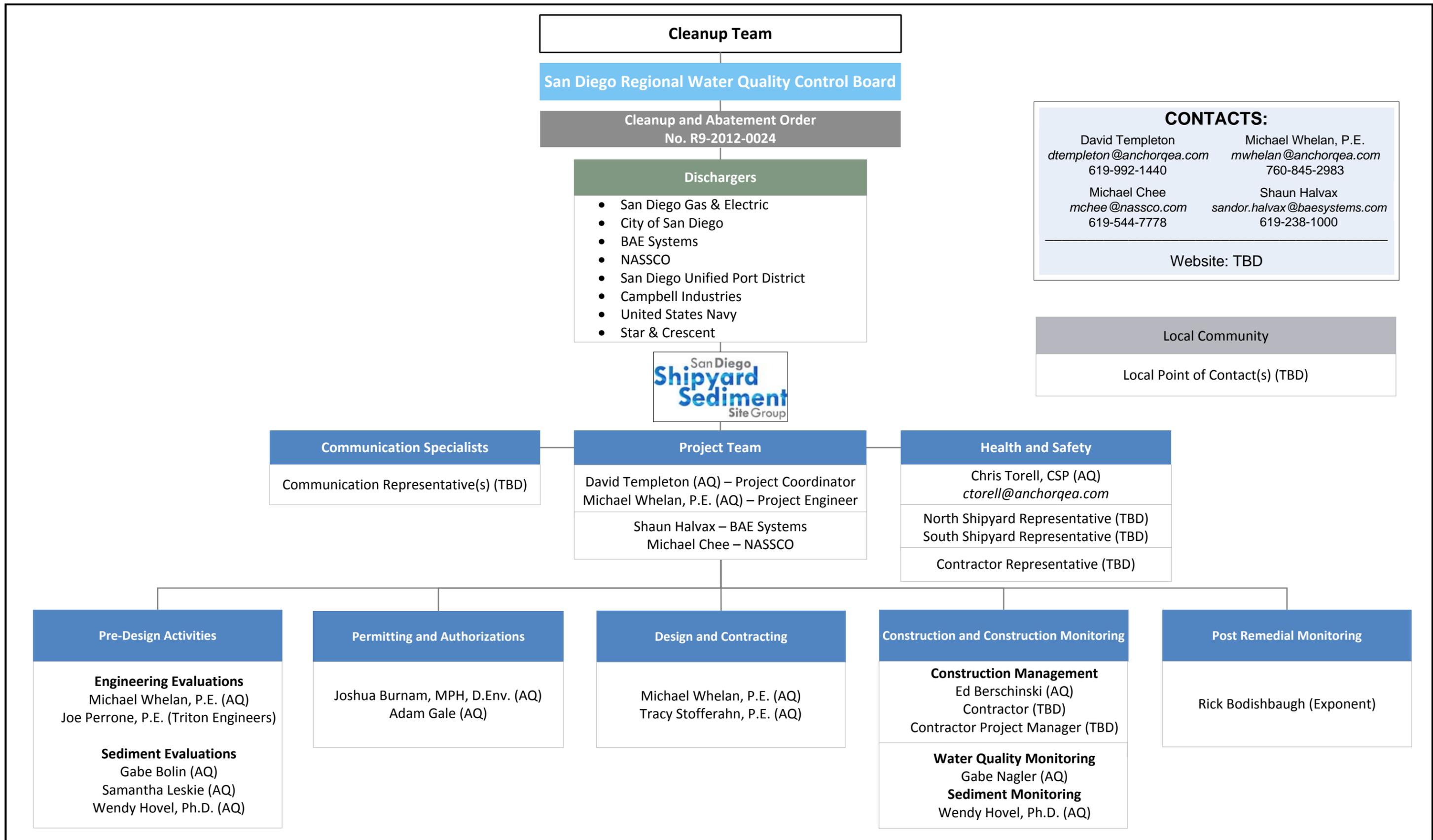


Figure 2
Project Team Organizational Chart
San Diego Shipyard Sediment Site

2 GOALS AND OBJECTIVES OF THE COMMUNITY RELATIONS PLAN

Implementation goals for this CRP are as follows:

- Identify those in the community who are affected, perceive they are affected, or want to be informed.
- Enhance the community's understanding of steps for cleanup of the San Diego Shipyard Sediment Site.
- Identify a tool(s) by which to define "community."
- Develop substantive two-way communication that builds positive relationships with key stakeholders.
- Allow for an effective means by which questions and concerns can be communicated and addressed.

With a solid understanding of the community (developed through research and outreach), the Dischargers are committed to public involvement methods designed to ensure that individuals and groups with varying schedules, locations, and communication preferences will have access to project information. The community shall have access to information and have the opportunity to understand how the remedial action may affect them. Information will be distributed using appropriate methods described below at each phase of the project and will focus on construction schedules, project activities, provisions for responding to emergency releases and spills during remediation, and any potential inconveniences that may affect the community during the remedial action. Communications will be in both Spanish and English to ensure all stakeholders have full access to information. Alerts and meetings will be translated. Translation will be part of all aspects of this CRP, including a bilingual website, hotline, point of contact, and all public meetings and correspondence.

Specifically, the objective of this CRP is to describe steps for informing the public about:

- Activities related to the final remedial design
- The schedule for the remedial action
- Activities to be expected during construction and remediation
- Provisions for responding to emergency releases and spills during remediation
- Any potential inconveniences, such as excess traffic and noise, that may affect the community during the remedial action
- Methods for staying informed and for reaching out to the project organizers

3 SITUATIONAL ANALYSIS AND KEY ISSUES

Public outreach is a key component of the California Environmental Quality Act (CEQA) process that was used to determine the focus and content of the Programmatic Environmental Impact Report (PEIR). The main objective of the CEQA process was to provide the public (e.g., community) and potentially affected resource agencies with information on the proposed project and to solicit public input regarding the issues and concerns that should be evaluated in the environmental documentation. The scoping

Required Element	Completed
Community Relations Plan (B.1.d)	
I. Activities related to the final remedial design	✓
II. Schedule for the remedial action	✓
III. Activities to be expected during construction and remediation	✓
IV. Provisions for responding to emergency releases and spills during remediation	✓
V. Any potential inconveniences such as excess traffic and noise that may affect the community during the remedial action	✓

process was intended to provide the lead agencies with information regarding the range of actions, alternatives, resource issues, and mitigation measures that are to be analyzed in depth in the PEIR and to eliminate from detailed study those issues found not to be significant. The San Diego Regional Water Quality Control Board (Water Board) functioned as the lead agency under CEQA and has the principal responsibility of preparing environmental documents, engaging the public and responsible agencies, and exercising its discretion to approve or disapprove the proposed project. A summary of the CEQA process, public outreach opportunities, and key areas of controversy or concern are summarized here:

- On December 22, 2009, the Water Board submitted an Initial Study/Environmental Checklist for the project in accordance with CEQA and State CEQA Guidelines (14 California Code of Regulations [CCR] Section 15000, et seq.).
- On January 21, 2010, the Water Board held a CEQA scoping meeting to obtain comments concerning potential project alternatives, significant environmental impacts, and mitigation measures for the project. Major issues and concerns raised at the scoping meeting and comments submitted in writing during the Notice of Preparation process included:
 - Disproportionate impacts to low-income and/or minority communities (environmental justice)
 - Release of contaminants during cleanup activities and the effects to marine biological resources
 - Additional information regarding a confined aquatic disposal alternative

- Questions about the need for CEQA review of the CAO
- On June 16, 2011, the Water Board distributed a Draft PEIR for public review and comment. A Notice of Availability was sent to the State Clearinghouse, responsible agencies, and interested parties. The Draft PEIR was circulated for a 45-day public review period (June 16 to August 1). Copies of the Draft PEIR were distributed to all responsible agencies and to the State Clearinghouse in addition to various public agencies and interested organizations. Copies of the Draft PEIR were also made available for public review at Logan Heights Public Library, at the Water Board's office, and on the Water Board's website. Comments were accepted for a period of 45 days as required by CEQA. A Notice of Availability was also filed with the County Clerk on September 20.
- On September 15, 2011, the Water Board prepared and distributed for public review a proposed Final PEIR consisting of the Draft PEIR, comments received on the Draft PEIR, responses to comments received during the public comment period, and minor revisions to the Draft PEIR. A CEQA Mitigation Monitoring and Reporting Program is contained within the proposed Final PEIR. Together, these documents constitute the required environmental documentation under CEQA (14 CCR Section 15132).
- On November 16, 2011, the Water Board certified the Final PEIR and adopted the Findings of Fact, Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Plan as incorporated within the Resolution. Responses to comments received on the Final PEIR were issued prior to the Water Board's November 16 CEQA approval.

Even though this process included a public review period, community considerations must be described early in the process. Potential issues and concerns regarding noise, traffic, and air quality were addressed in the PEIR along with required actions to mitigate potential impacts. For example, a traffic plan was put in place for trucks hauling sediment to the landfill (via East Harbor Drive to Interstate 5) and was designed to limit impacts to Barrio Logan. Explaining the traffic plan, timing of truck traffic, and addressing questions and concerns will be a key component of this CRP and is one of the first steps in understanding the community,.

3.1 Key Issues for Messaging and Communication

Key issues for messaging and communication must be described clearly and early. These issues include both community considerations already identified and outlined in the PEIR, along with information that will be shared with the community as the cleanup progresses. Three primary issues identified in the PEIR that may affect neighboring residents and businesses are traffic, noise, and air quality impacts. These impacts have been analyzed, and their mitigation measures identified, in the following section of the PEIR:

- Traffic – PEIR Section 4.1
- Noise – PEIR Section 4.4
- Air Quality – PEIR Section 4.6

These community considerations will be the basis of understanding the community (see Section 3.2).

3.2 Identifying the Target Audiences

The communication specialists from the Project Team will, upon approval of the RAP, research to identify key audiences for the communication related to the cleanup. The audiences will likely include:

- Those who are directly involved because of their proximity to a facility, site, or project (such as neighbors)
- Those who have an interest in the issue as identified during the research phase
- Those who have already participated in public hearings related to the cleanup

Specific communications strategies will be tailored for each group identified, as necessary and appropriate. Target audiences will be established no later than April 30, 2013.

4 COMMUNICATION TOOLS

Communication with the community will be achieved through the following:

- Water Board’s website
- Project-specific website
- Public meetings
- Newsletters
- Phone hotline
- Project postings

Required Element	Completed
Community Relations Plan (B.1.d)	
I. Activities related to the final remedial design	✓
II. Schedule for the remedial action	✓
III. Activities to be expected during construction and remediation	✓
IV. Provisions for responding to emergency releases and spills during remediation	✓
V. Any potential inconveniences such as excess traffic and noise that may affect the community during the remedial action	✓

The complete administrative record file is available on the Water Board’s website at:

http://www.waterboards.ca.gov/sandiego/water_issues/programs/shipyards_sediment/. The website will be periodically updated with deliverables identified in the CAO. The administrative record file, among other pertinent information, includes (or will include) the following documents related to environmental assessment and remediation of the project site:

- CAO No. R9-2012-0024 and accompanying Technical Report
- Response to Comments and Revisions for Tentative CAO No. R9-2011-0001 Draft Technical Report
- Draft and Final PEIR
- Responses to Comments on Draft and Final PEIR
- RAP, including this CRP
- Quarterly Progress Reports
- Completion Reports

The following elements are intended to ensure that individuals and groups with varying schedules, locations, and communication preferences will have access to project information.

4.1 Digital Media

The following forms of digital media will be employed though the exact format will be determined after researching the community and determining the more effective tools.

4.1.1 Project Website

In addition to the Water Board's website, a San Diego Shipyard Sediment Group project-specific website will be developed and maintained. Unlike the Water Board's website, the project-specific website will serve as more of an information board that is managed routinely and will provide up-to-date alerts on the project, current status, upcoming activities, and possibly information on good environmental practices. It will also serve as an additional repository for project documents and will be another resource for the public to find current information and submit comments and requests. The website will also provide a point of contact to facilitate the efficient response to comments, concerns, questions, or requests.

4.1.2 Social Media

Inclusion of social media tools like Facebook, Twitter, or video applications will be evaluated after research on the community is completed.

4.2 Public Meetings

A public meeting will be held approximately 30 days prior to construction at a venue close to the Shipyard Sediment Site that can support a sufficient number of individuals. The public meeting will introduce the project and outline opportunities for community involvement and public outreach, construction schedules, and anticipated activities that will occur during the first week of construction. Two additional public meetings will be scheduled at the start of each of the subsequent two construction stages (a total of three public meetings). These three meetings will include updates from the previous year (if applicable) and will set expectations regarding construction activities to occur in the coming stage. As previously mentioned, a Spanish-speaking translator will be present during the meeting to accommodate the demographic of the community in the vicinity of the remedial area. Notification of the public meeting will be conveyed to stakeholders and the public via the methods previously outlined.

4.3 Newsletters

Newsletters will be prepared at the start and completion of each of the three construction stages to update stakeholders and the public on an ongoing basis throughout construction. An initial project commencement newsletter will be distributed that introduces the project

and guides individuals on how to access updates on the project. A cover letter, introducing the project, would be included either in the first newsletter or attached to it. Ongoing coordination with Water Board staff will ensure these newsletters are sent to interested stakeholders and surrounding property owners and residents. Newsletters will also be accessible on the Water Board's website for review by all interested members of the public. These newsletters will include information and activities related to the final remedial design for the cleanup, after it has been established, as well as any updates to the anticipated remedial schedule set forth on Figure 2. These newsletters will be in the form of a fact sheet and include the following information:

- Status of the remedial action, including activities expected to occur during that construction period and a schedule
- A contact list, including responsible parties charged with overseeing the cleanup and Water Board staff
- The Water Board's website address, which provides pertinent documents available for review
- Notifications and document plan titles in English and Spanish

Newsletters will be sent by standard mail. The project website will contain a form allowing individuals to sign up to receive the newsletter by mail. Members of target audiences identified through research completed according to Section 3.2 will receive newsletters via mail. Newsletters will also be available via the project and Water Board's websites.

4.4 Hotline

A project hotline will be established and updated as necessary to provide up-to-date information for individuals without computer access. The hotline will also provide a number for individuals to call with questions. A central point of contact will be identified and available to address project concerns on behalf of all the stakeholders, which will allow for consistent and timely responses.

4.5 Public Postings

Public posting of notices, including the project description and point of contact, will be conducted at the fence line of the staging area during implementation of the remedial action. Other posting locations will be identified with input from the Water Board and interested

parties (Coastkeeper, Environmental Health Coalition, etc.). The newsletters and notice at the staging area will encourage members of the public to communicate to Water Board staff and responsible parties any comments or concerns they have regarding the remedial action (or via the project hotline). Newsletters (see Section 4.3) may also be provided to interested parties for direct communication via existing websites.

4.6 Emergency Notifications

4.6.1 Emergency Release or Spill

Upon discovery of an emergency release or spill during implementation of the remedial action, notification will be promptly provided to surrounding property owners and residents within a 1,000-foot radius (or other distance as determined necessary by Water Board staff, public safety officials, or other emergency responders) via door-to-door notification and notices (printed in both English and Spanish) left at each resident and business. The release or spill will also be reported on the project and Water Board's websites, through social media, and on the project hotline. Based on research, the potential use of social media and how to reach any resident with 1,000 feet will be assessed. This information will be provided in the form of a fact sheet (or social media if determined to be effective) and will contain the following information:

- Proposed cleanup activities
- A contact list, including responsible parties charged with overseeing the cleanup and Water Board staff
- The Water Board's website address, which provides pertinent documents available for review
- Notification in English and Spanish

4.6.2 Other Situations

If, as implementation of the remedial action proceeds, excess traffic, noise, or other potential inconveniences (beyond what was contemplated in the CAO, Technical Report, and Final PEIR) occur or are expected to occur and may affect the community, notice will be promptly provided to surrounding property owners, residents, and stakeholders and posted on the project and Water Board's websites.

5 REFERENCES

Water Board (San Diego Regional Water Quality Control Board), 2012. Cleanup and Abatement Order R9-2012-0024 for the Shipyard Sediment Site. March 14, 2012.