



Berryessa Snow Mountain National Monument

Mendocino National Forest Ukiah Field Office Bureau of Land Management

Public Participation Strategy

April 2017

Purpose

The Mendocino National Forest (MNF) and the Bureau of Land Management (BLM) Ukiah Field Office (UFO) are developing a Monument Management Plan for the Berryessa Snow Mountain National Monument (Monument). This public participation strategy is intended to provide a framework for communication, contribution, and participation among all parties involved, or desiring involvement during the planning process. Engaging internal and external audiences is imperative. This document is expected to evolve throughout the planning process based on input and feedback from all parties.

Goals

- Establish and maintain open communication channels, internally and externally
- Increase awareness, allow for shared learning, and promote a common understanding of the Monument objects of interest
- Keep all interested parties informed throughout the planning process
- Provide opportunities to exchange data and information
- Build and maintain effective working relationships

Background

On July 10, 2015, President Barack Obama used his authority under the Antiquities Act to issue a Presidential Proclamation that established the 330,780-acre Berryessa Snow Mountain National Monument. The Forest Service (FS) administers 197,214 acres of the Monument and the BLM administers 133,566 acres. Under a joint Monument Management Plan, (Plan) the FS shall continue to manage that portion of the Monument within the boundaries of the National Forest System (NFS), and BLM shall continue to manage the remainder of the Monument.

The Monument includes portions of seven counties including: Solano, Napa, Yolo, Lake, Colusa, Glenn, and Mendocino. The Monument extends from near sea level to 7,000 feet in elevation. The proclamation lists numerous objects that warrant protection including tribal, cultural, and historic resources, diverse wildlife and plant species, unique geologic formations, and serpentine soils. The proclamation requires the FS and the BLM to jointly develop a Plan.

Guiding Principles for Participation and Engagement

Public participation will be an integral part of developing the Plan. The MNF and BLM are committed to working together with interested parties to create a Plan that is developed using public input, resulting in management guidance that is supported broadly. The Management Plan will incorporate relevant local knowledge and experience that conforms to current laws, regulations and policies. Guidelines for public participation and engagement during the process include:

- Be respectful, objective, constructive, and on topic
- Identify and focus on common ground
- Share knowledge, data, and information
- Be willing to learn from one another

- Value each other's time
- Encourage participation by traditionally underrepresented groups, such as racial, gender, and age-related minorities
- Value and incorporate local knowledge; recognize the importance of local resources to adjacent communities
- Be inclusive and incorporate diverse perspectives
- Communicate consistently, frequently, in a timely manner, and in plain language
- Convey when there are opportunities to be engaged during the process
- Be transparent; provide explanation regarding proposed management approaches
- Use the best available scientific and technical information and communicate clearly about its origins, advantages, limitations, and applications in all phases of the process
- Clearly identify how stakeholders' input will be used
- Agency personnel will demonstrate expertise, professionalism, and accountability during meetings and in documents
- Utilize various outreach opportunities including face-to-face local meetings, online formats, and local publications

Who is Involved in the Plan Development?

The Plan is being developed by a Interdisciplinary Planning Team (see Planning Team Section on Page 6). Additionally, members of the public who share an interest in the future of land and resource management of the Monument are encouraged to participate and contribute input during development of the plan. Inclusion of diverse perspectives, knowledge, skills, roles, and jurisdictions supports the development of a comprehensive plan.

Who are the key communities and groups with potential interest in the Plan development process?

Key Communities

Communities and recreation residences in Solano, Napa, Yolo, Lake, Colusa, Glenn and Mendocino counties. Additionally, larger more urban communities that are within a reasonable travel distance for moderate to frequent usage of the Monument include Redding, Sacramento, and San Francisco.

Known Potential Interest Groups (listed alphabetically)

Adjacent Private Landowners/Neighbors
Air Quality Control Boards
American Forestry Resources Council
Backcountry Horsemen
Blue Ribbon Coalition
Board of Supervisors for the following counties: Lake, Colusa, Glenn, Napa, Solano, Yolo and Mendocino
CAL Fire
California Department of Fish and Wildlife
California Native Plant Society
California State University, Chico
Conservation Lands Foundation
County Roads/Public Works Departments
EPIC – Environmental Protection Information Center
FireSafe Councils
FireScape Mendocino
Grazing Permittees
Homeowners Associations
Lake County Historical Society
Mendocino County Blacktail Association
Mendocino 4X4 Club
Mendocino Houndsmen Association
OHV Recreation Users/Clubs
Rocky Mountain Elk Foundation
Rural Conservation Districts
Special Use Permittees
Tribal Organizations
Tuleyome
United States Fish and Wildlife Service
University of California, Davis
Volunteer Fire Departments
Water Quality Control Boards
Wilderness Coalition
Wilderness Society
Yolo County Historical Society

Methods

Information needs and public involvement levels may change and evolve throughout the planning process. The agencies will ask interested individuals and groups how they would like to be informed. Public input, feedback, and outreach/education are some of the effective ways members of the public can participate. The following techniques will be utilized to inform and engage the public:

1. The MNF website is an online location for updates, notices, and links to other references regarding the planning process. FS Public Affairs Officer, (PAO) maintains the planning webpage for the Monument. <http://www.fs.usda.gov/detail/mendocino/home/?cid=FSEPRD540851>.
2. An email distribution list of interested parties will be maintained and information will be sent out on updates, notices, and other opportunities for public participation. The host email address is bsmnm15@gmail.com
3. All requests for public comments, information and suggestions will list this email address for receiving responses: blm_ca_bsm_nm@blm.gov.
4. Legal notices will be published in the newspapers of record.
5. Social media will be used to post notices, updates, invitations, photos, flyers, etc. FS PAO posts notices on the following:

<https://www.facebook.com/MendocinoNF> and <https://www.twitter.com/mendocinonf>
6. Public meetings (such as, Community Conversations, open houses, and workshops) will be hosted in surrounding communities throughout the planning process (see Public Meeting section below).
7. Videos may be used to explain the planning process.
8. PAOs will arrange media escorts to visit the Monument and facilitate subject matter expert interviews. PAOs and/or subject matter experts will also arrange guided Monument visits for other interested stakeholders.
9. Flyers and educational brochures will be reviewed and approved according to agency requirements and will be distributed online and in communities.
10. Following the MOU with the Shooting Sports Roundtable Group regarding notification guidelines for planning efforts, notification of the monument planning process for both agencies will be made by sending information to the Shooting Roundtable
 - a. BLM State Office Recreation Program Lead coordinates with Senior Outdoor Recreation Planner at the BLM Washington Office
11. PAOs for each agency will prepare news releases and obtain approval according to their agency requirements and distribute news releases to media and wider distribution list.

Public Meetings

Public meetings will be held in easily accessed public venues in towns in proximity to the Monument. MNF and BLM will provide multiple means to record public comments and information. Comment cards will be provided. Staff from different disciplines will be on hand to answer questions, host conversations and assist with comment card submission. MNF and BLM will present displays and provide information pertinent to Monument management to spur conversation and comments.

Planning Team

a. Interdisciplinary Team (IDT)

- * *Lead Planners*: Manage, organize and serve as the primary points of contact for the planning process
- * *Core Team*: MNF and BLM employees dedicated to the effort and providing planning, social, economic, recreation, geology, wildlife, vegetation soil and water resource support.

b. Interagency Monument Management Team (IMMT)

- * *FS Supervisor*: Responsible official (decision-maker) for MNF
- * *Field Manager*: Responsible official (decision-maker) for the BLM Ukiah Field Office
- * *FS District Rangers*: Liaisons to forest communities and constituents on Monument planning and implementation All: Set Monument priorities: provide guidance and support for management of respective FS and BLM units within the Monument (Grindstone and Upper Lake Ranger Districts, and BLM Ukiah Field Office)

c. Public Affairs Officers (PAO): For each agency, the PAO prepares communication materials in cooperation with the IDT, IMMT, and Monument Manager; ensures proper review and approval is obtained in a timely manner; distributes communication materials via multiple means including posts on websites. Develops the Public Participation Strategy, talking points, and key messages for interviews and public meetings. Serves as the main point of contact for the media. Serves as the webmaster (FS webpage). Assists with planning and implementation of public meetings.

d. Monument Manager. Represents FS and BLM on behalf of the Monument; provides management direction consistent with priorities set by the IMMT; implements Monument objectives and conservation values as set forth by IMMT; ensures protection, conservation and restoration of Monument objects of interest; serves as representative on all “Friends of the Monument” and other partner groups; develops partnerships with academic institutions and other interested groups; develops grants and funding opportunities in support of Monument activities and develops projects with IMMT guidance.

Action Plan Berryessa Snow Mountain National Monument 2016-2018

Planning Outreach				
Target Date	Activity/Action	Groups, individuals	Responsible Party	Date Done
April 2016	Information meetings	All	FS/BLM	April 2016
Aug 2016	Develop external web page	All	PAO (FS)	July 2016
Aug 2016	Schedule Community Conversations	All	IDT/IMMT	August 2016
Sept 2016	Outreach for Community Conversations (news releases, websites, flyers, social media)	All	PAOs	August 2016
Sept 2016	Upper Lake Community Conversation	All	Planners	Sept 2016
Sept 2016	Winters Community Conversation	All	Planners	Sept 2016
Oct 2016	Willows Community Conversation	All	Planners	Oct 2016
Ongoing	Meet with Tribal Leaders	Tribes	Agency Archaeologists/Planners	
May/June 2017	Contact interested groups	Counties, agencies, departments	IMMT/Monument Manager	May 2017 Glenn Co.
Ongoing	Contact interested groups (overview presentation)	Yolo County Historical Society	IDT, Heritage	April 2017
2017	News release/stakeholder letters/scoping	Internal/external	PAOs/Lead Planners	
2017	Scoping meetings/workshops/world cafe	All	PAOs, IDT, Monument Manager	

June 2017	Conduct internal briefings at Districts/SO	Mendocino NF employees	Core Team	

2016/2017

The Action Plan sets action items, roles, and responsibilities to reach and engage the greatest number of people

Education Information Interpretation					
Date	Activity/Action	Groups, individuals	Responsible Party	Date Done	
Jan 2017	Tuleyome organized and hosted meeting	Tuleyome	Tuleyome	Jan 20	
Feb-Mar 2017	Interpretive hikes	Tuleyome	UFO & Tuleyome		
April 2017	Develop Sign Plan	Monument users	Monument Manager/Recreation Program Manager		
April 2017	Wilderness Field Trips	Carhart Wilderness training	Upper Lake Dist & UFO	April 19	
June 2017	Develop promotional materials	All	Monument Manager		
2017-2018	Develop Interp/Education Plan	All	Monument Manager		

Produced in cooperation with the USDA Forest Service, which is an equal opportunity service provider, employer, and lender.