
Public Participation Plan

Military Ocean Terminal Sunny Point Joint Land Use Study

Updated July 3, 2018

BENCHMARK PLANNING

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BACKGROUND

The initial step in preparing the Military Ocean Terminal Sunny Point Joint Land Use Study has involved several project meetings with the JLUS Project Manager during the first three months of 2018. During these initial meetings, key dates were discussed for the project schedule, initial stakeholders were identified and the basic study process was discussed in more detail. The consulting team and project manager developed a draft communication and public engagement strategy that is designed to encourage participation in the process by key stakeholders and the general public. In addition, the consulting team and project manager will hold a weekly phone conference call to help keep the project moving forward in an efficient manner.

PROJECT SCHEDULE

Since this project involves multiple groups and individuals in the planning process, a schedule of events was established, which includes meeting dates for the project kickoff and installation tour, stakeholder interviews, public meetings, advisory review meetings, policy committee meetings and final presentations. Other unspecified meeting dates will be determined as needed.

Dates	Meeting	Location
2018		
February 23	Project Team Meeting	CFCOG Office
April 11	Project Kickoff, Installation Tour & Committee Meetings	MOTSU
May 21-24	Stakeholder Interviews	CFCOG Office
June 26	Advisory Committee Meeting – Review Draft Background Research	CFCOG Office (10 am)
July 30	Public Kickoff Meeting – Study Overview & Background Research 1 Day (2 locations)	Southport 1 pm - 3:30 pm Carolina Beach 5 pm - 7:30 pm
August	Advisory Committee Meeting – Review Compatibility Analysis	CFCOG Office
October	Advisory Committee Meeting - Review Conflict Resolution Strategies	CFCOG Office
November	Policy Committee Meeting – Review Conflict Resolution Strategies	CFCOG Office
November	Public Meetings – Interim Findings 1 Day (2 locations)	Southeast Brunswick Co. & Pleasure Island
December	Advisory Committee Meeting – Draft Recommendations	CFCOG Office
2019		
January	Policy Committee Meeting – Draft Recommendations	CFCOG Office
February	Advisory Committee Meeting – Present Draft Study Documents	CFCOG Office
March	Advisory & Policy Committee Meeting – Finalize Study Documents	CFCOG Office
April/May	Public Meetings – Final Presentation 1 Day (2 locations)	Southeast Brunswick Co. & Pleasure Island

COMMUNICATION STRATEGY

It is important to develop a strategy for public outreach that is a meaningful part of the process. In this effort, the project team will be working closely together to establish meeting locations and to notify stakeholders and the general public of meeting dates and times. The project team will also provide updates to the CFCOG for posting information on the Cape Fear Council of Governments website for those seeking additional details. The following is a list of actions identified for organizing and advertising each meeting.

Stakeholder Interviews

For these meetings, extensive coordination will be required by the project team. The CFCOG staff will assist with the consultant team in communicating with stakeholders to schedule interviews (in groups of related stakeholders when possible). If a conflict arises, project team members will attempt to schedule either phone interviews or a follow-up meeting date for in-person interviews, if necessary. The list of identified stakeholders and detailed actions for holding the meetings are outlined below.

Project Stakeholders

As part of the project team's background research, information will be obtained from individuals who are directly involved with the various governmental and private entities influencing land use in the region. The project team will seek information related to planning, economic development, utilities, transportation, and environmental issues. The project stakeholders include principal staff, officials, and key individuals from:

- Military Ocean Terminal Sunny Point
- Brunswick County
- City of Boiling Spring Lakes
- Town of Leland
- City of Southport
- New Hanover County
- Town of Carolina Beach
- Town of Kure Beach
- Cape Fear Council of Governments
- Carolina Beach State Park
- Brunswick Town Historic Site
- Fort Anderson Historic Site
- Fort Fisher State Historic Site
- Fort Fisher ARNG Training Center
- NC Aquarium at Fort Fisher
- NC State Port Authority
- NCDOT
- Wilmington MPO
- Cape Fear RPO
- USAF Recreation Area
- Brunswick County Utilities
- H2GO
- CSX Railroad
- Duke Energy (Nuclear Plant)
- US Coast Guard
- NCDEQ
- FAA (Transponder vicinity Kure Beach)
- Martin Marietta Aggregates
- Orton Plantation Preserve
- Wilmington District USACE
- International Longshoreman's Association
- Wilmington/Cape Fear Pilots Association
- Private Land Owners (southern boundary)
- State of NC (western boundary)
- NC Sentinel Landscapes (NCREDC)
- State of NC Military & Veteran's Affairs
- Zekes Island Estuarine Reserve
- Atlantic Commercial Properties

Stakeholder Interview Times

The stakeholder interviews should be scheduled with small groups, where feasible, and may include individual interviews where appropriate. The stakeholder meetings will be scheduled the week of May 21st and will primarily take place at the CFCOG conference room and the conference room of consulting team member Dial Cordy & Associates offices in downtown Wilmington. CFCOG staff will assist the consultant team in setting up the stakeholder interviews and locations.

July and November- Public Kickoff Meeting & Interim Findings Presentation

Once the stakeholder interviews are completed and the background research is completed, public kickoff meetings will be scheduled on one day in two locations to provide more opportunity for input across the study area. An informational meeting will be scheduled on each side of the Cape Fear River; one in Southeast Brunswick County and one in the Pleasure Island area to provide an opportunity for the general public to learn about the Joint Land Use Study process and the key issues. The meeting participants will also have the opportunity to ask questions and provide comments. The meetings will be advertised through the CFCOG website, email distribution lists, local news media and other organizations that can assist in reaching the public throughout the study area. The final details for these meetings are yet to be determined; however, the public kick-off meeting is set for July 30, 2018. Near the mid-point of the study, a second round of public meetings will be scheduled in November for the project team to present the interim findings of the study. The interim findings meetings will focus on the compatibility analysis and conflict resolution strategies. The general public will have the opportunity to ask questions and provide comments similar to the kickoff meeting. The success from advertising the first round of meetings will help determine the methods of advertisement utilized for the second round of meetings. The Cape Fear Council of Governments will take the lead on notifying the local media and the jurisdictions with the consultant team designing the materials and information to be distributed.

JLUS Advisory Committee Review Meetings

The Advisory Committee primarily consists of staff from the various local governments and partners within the study that are familiar with technical issues and the policy implications related to the preparation and implementation of the Joint Land Use Study. The Advisory Committee is a key part of the public participation process, representing the elected officials and citizens of the local governments they serve. The Advisory Committee members will serve as a liaison to the elected officials, other staff and the general public. The project team will meet with the Advisory Committee at up to 8 key points in the study process as displayed previously in the project schedule. The first meeting will include an overview of the process and the installation tour, with the second meeting focusing on the review of background research prior to holding the first public meetings. At the third committee meeting, the group will review the compatibility analysis followed by a review of the conflict resolution strategies prior to the presentation of interim findings to the public. The Advisory Committee will then meet up to four additional times to review draft recommendations and draft study documents prior to making a final recommendation to the Policy Committee.

JLUS Policy Committee Review Meetings

The Policy Committee primarily consists of local elected officials representing each local government in the study area. The Policy Committee provides oversight of the study process and work of the Advisory Committee, endorsing the final study upon its completion. The project team will meet with the Policy Committee at up to five key points in the study process. The first meeting will include the installation tour and an overview of the study process. The second meeting will focus on the review of the compatibility analysis and conflict resolution strategies prior to the presentation of the interim findings to the public. The Policy Committee will meet a fourth time to review the draft recommendations and a final time in March to review the final study documents as recommended by the Advisory Committee for approval by the Policy Committee prior to the final presentations in April/May of 2019.

Final Public Presentation Meetings

Once the Policy Committee has reviewed and approved the final study documents, the final presentations of the Joint Land Use Study and its recommendations will be made to the public at locations to be determined in Southeast Brunswick County and the Pleasure Island area. The presentations will be informational, providing the general public an opportunity to learn more about the study and the implementation strategies. The meetings will take place in April/May 2019.

PUBLIC OUTREACH TOOLS

The Cape Fear Council of Governments staff will communicate directly by email and phone with the key stakeholders. In an effort to notify all potentially interested parties, the Advisory and Policy Committee members will help notify the broader business community and citizens through various means of electronic distribution and mailings. In addition, the CFCOG will post public meeting notices with the various media outlets in the area, with the consultant team providing the content and design of these materials. A final public outreach tool will be the utilization of the CFCOG website. Relevant project information and reports will be posted on this website for stakeholders, property owners and the general public to learn more about the JLUS and future meetings. In addition, an opportunity will be provided for the public to sign up for regular email notices and participate in a survey through the project website and at public meetings. Relevant media outlets to include on notifications regarding public meetings include:

- Wilmington Star News
- Brunswick Beacon
- State Port Pilot
- Port City Daily
- Wilmington Business Journal
- Wilmington Journal
- Island Gazette
- WHQR
- WAAV
- WWAY
- WSFX
- WECT
- WILM