LA Master Plan: Assimilating Priorities of Multiple Stakeholder Groups

CEER
Jerome Zeringue
July 31, 2014
If you do not change direction, you may end up where you are heading. - Lao Tzu
Louisiana’s 2012 Coastal Master Plan

Projects included:
- Structural Protection
- Bank Stabilization
- Oyster Reef
- Ridge Restoration
- Shoreline Protection
- Barrier Island Restoration
- Marsh Creation
- Sediment Diversion
- Hydrologic Restoration

Projects for Further Planning:
- Lake Pontchartrain Barrier
- Lake Charles Protection
- Vermillion Bay Reef Marsh Creation

Effective May 25, 2012
**Master Plan Objectives**

**Flood Protection**
Reduce economic losses from storm-based flooding

**Natural Processes**
Promote a sustainable ecosystem by harnessing the processes of the natural system

**Coastal Habitats**
Provide habitats suitable to support an array of commercial and recreational activities coast wide

**Cultural Heritage**
Sustain Louisiana’s unique heritage and culture

**Working Coast**
Support regionally and nationally important businesses and industries
### Coastal Restoration - January 2008 through FY 15

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Constructed</th>
<th>Under Construction</th>
<th>Anticipated to be bid for construction in FY14</th>
<th>Anticipated to be bid for construction in FY15</th>
<th>TOTALS</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>Total Cost</td>
<td>#</td>
<td>Total Cost</td>
<td>#</td>
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<tr>
<td>Barrier Island/Headland Restoration</td>
<td>7</td>
<td>$477,786,741</td>
<td>3</td>
<td>$177,319,064</td>
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<td>Marsh Creation</td>
<td>9</td>
<td>$156,461,322</td>
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<td>Shoreline Protection</td>
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<td>$247,622,006</td>
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<td>$77,810,707</td>
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<td>Hydrologic Restoration</td>
<td>6</td>
<td>$66,824,678</td>
<td>2</td>
<td>$5,500,000</td>
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<td>Diversions</td>
<td>1</td>
<td>$20,000,000</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Oyster Barrier Reefs</td>
<td>1</td>
<td>$1,510,433</td>
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<td>$0</td>
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</tbody>
</table>

| Total                               | 37 | $970,205,181 | 18 | $488,616,363 | 5 | $195,454,224 | 16 | $411,282,004 | 76 | $2,065,557,772 |

### Structural Protection and Infrastructure - January 2008 through FY 15

<table>
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<tr>
<th>Project Type</th>
<th>Constructed</th>
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<th>Anticipated to be bid for construction in FY14</th>
<th>Anticipated to be bid for construction in FY15</th>
<th>TOTALS</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total Cost</td>
<td>Total Cost</td>
<td>Total Cost</td>
<td>Total Cost</td>
<td>Total Cost</td>
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<tr>
<td>Greater New Orleans Hurricane Protection System</td>
<td>$4,984,256,580</td>
<td>$3,748,755,700</td>
<td>TBD</td>
<td>TBD</td>
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<td>Other Protection Projects</td>
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<td>$1,082,944,536</td>
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<td>$797,949,744</td>
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<tr>
<td>Infrastructure Projects</td>
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<td>$58,141,779</td>
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<td>$3,194,355</td>
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</table>

| Total                               | 13 | $6,125,342,895 | 9 | $4,549,899,799 | 7 | $478,249,075 | 7 | $51,390,000 | 36 | $11,204,881,769 |
HOW BAD IS IT- Future Without Action

More Extreme- Potential to lose an additional 1,765 square miles (455,000 ha.) of land over the next 50 years.

Utilized 0.45 m of sea level rise over 50 years, Subsidence rates 0 to 25 mm per year
Our Communities and Livelihoods at Risk

Future Without Action

Potential for damages to reach $23.4 billion annually

Increasing threats to lives, jobs, communities and the economy
Initial list of 1,500 projects screened with 400 evaluated using the predictive modeling suite.
Factors in Making Decision: Meeting our Objectives

Risk-Reduction Metrics
- Expected Annual Damages

Decision Criteria and Ecosystem Metrics
- Distribution of flood risk across socioeconomic groups
- Flood protection of historic properties
- Flood protection of strategic assets
- O&M costs
- Sustainability
- Support for navigation
- Use of natural processes
- Support for cultural heritage
- Support for oil & gas

Ecosystem Metrics:
- Oyster
- Shrimp
- Freshwater Availability
- Alligator
- Waterfowl
- Saltwater Fisheries
- Freshwater Fisheries
- Carbon Sequestration
- Nitrogen Removal
- Agriculture/Aquaculture
What Made the Difference?

Science Based & Stakeholder Informed

Advanced Technical Analysis

Conflict Resolution Process

Coastal Protection and Restoration Authority of Louisiana
<table>
<thead>
<tr>
<th><strong>2012 Science and Engineering Board</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ecosystem Science / Coastal Ecology</strong></td>
</tr>
<tr>
<td>- William Dennison, PhD, University of Maryland</td>
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<tr>
<td>- Edward Houde, PhD, University of Maryland</td>
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<tr>
<td>- Katherine Ewel, PhD, University of Florida</td>
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<tr>
<td><strong>Engineering</strong></td>
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<tr>
<td>- Robert Dalrymple, PhD, PE, Johns Hopkins University</td>
</tr>
<tr>
<td>- Jos Dijkman, MsC, PE, Dijkman Delft</td>
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<tr>
<td><strong>Geosciences</strong></td>
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<tr>
<td>- Charles Groat, PhD, University of Texas at Austin</td>
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<tr>
<td><strong>Social Science and Risk</strong></td>
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<tr>
<td>- Greg Baecher, PhD, PE, University of Maryland</td>
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<tr>
<td>- Philip Berke, PhD, University of North Carolina – Chapel Hill</td>
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<tr>
<td><strong>Climate Change</strong></td>
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<tr>
<td>- Virginia Burkett, PhD, U.S. Geological Survey</td>
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<tr>
<td><strong>Environmental/Natural Resource Economics</strong></td>
</tr>
<tr>
<td>- Edward Barbier, PhD, University of Wyoming</td>
</tr>
</tbody>
</table>
# 2012 Technical Advisory Committees

## Predictive Models
- Steve Ashby, PhD, USACE Eng. Res. Dev. Center
- John Callaway, PhD, University of San Francisco
- Fred Sklar, PhD, South Florida Water Mgmt. District
- Si Simenstad, MS, University of Washington

## Planning Tool
- John Boland, PhD, PE, John Hopkins
- Ben Hobbs, PhD, John Hopkins
- Len Shabman, PhD, Virginia Tech

## Cultural Heritage
- Don Davis, PhD, Louisiana State University
- Maida Owens, LA Dept. of Culture, Recreation, and Tourism
- Carl Brasseaux, PhD, University of Louisiana Lafayette
Building Platforms for Public Engagement

Framework Development Team
(Conflict Resolution)

Focus Groups
(Issue Caucusing)

Public Meetings
(Direct Public Participation)

Community Briefings
(Direct Public Participation)

CPRA Planning Team
2012 Framework Development Team

Over 30 Federal, State, NGO, Academic, Community, and Industry Organizations
Conflict Resolution Theory

- Dispute resolution as method of public participation

- Improves environmental decision making:
  - Incorporating wider range of values
  - Increasing substantive quality of decisions
  - Resolving conflict among competing interests
  - Building trust in institutions
  - Informing and educating the public

- Emphasizes: face-to-face deliberation, problem solving, consensus building among smaller group of people intended to represent the public
Framework Development Team
Bringing People Together
Framework Development Team

- Broad representation of stakeholder groups, geographies, and agency perspectives.
- Federal/state partners, industry leaders, academics, NGOs, and other economic and cultural cornerstones.
- Influential people, diverse backgrounds, entrenched views.
Building Platforms for Public Engagement

Framework Development Team

Focus Groups
Fisheries, Navigation, Oil & Gas

Public Meetings

Community Briefings

2010
2011
2012
Draft Plan
2012 Master Plan
Team Charge
Framework Development Team

- Provide expertise and knowledge on scientific and policy issues.
- Provide advice on the outreach and engagement to stakeholder groups.
- Strive for a high degree of cross-interest involvement in crafting advice on Master Plan elements.
- Willingness to consider compromises in recommendations.
Guiding Principles
Framework Development Team

“We are all in this together.”

Legitimacy, accountability, and representativeness.

Outcome-focused deliberations.
Ground Rules
Framework Development Team

1. Membership and communication with constituencies.

2. Collaboration:
   - Active, focused participation
   - Respectful interactions
   - Integration and creative thinking
   - Adherence to ground rules
   - Negotiating in good faith

3. Information sharing.

4. Meeting participation.

5. Multi-interest work teams and interest group caucusing.

6. Decision making.
Focus Groups

• Key industries are impacted by land loss and large scale protection and restoration efforts

• Created three focus groups:
  – Navigation
  – Fisheries
  – Oil and Gas

• Expanding membership to:
  – Landowners
  – Community groups
Focus Groups

Expanding Collaboration

Fisheries

Naviga

Oil & Gas


Chevron – Conoco Phillips – El Paso – Louisiana Oil and Gas Association – LA Mid-Continent Oil and Gas Assn. – Shell – Spectra – Strategic Petroleum Reserves

Coastal Protection and Restoration Authority of Louisiana
Group Charge

Focus Groups

- Provide insight into potential concerns of particular industry
- Provide insight into the socio-economic components and suggestions for addressing these concerns
- Not achieve consensus, but discuss options and solicit
- Report back to Framework Development Team
Impact on Master Plan

Framework Development Team & Focus Groups

- Determined plan’s objectives and principles, which drove technical analysis

- Kept planning team accountable

- Helped to implement plan
  - Got regulators, advocacy groups on board in advance through process

- Built trust, lowered intensity of conflicts
  - Not all bought into plan, but very familiar with process and details
Minds are like parachutes. They only function when they are open.
- James Dewar
Planning Organization

Public
- Citizens
- Community Groups
- Legislators
- Local Elected Officials

Planning Team
- Outreach & Engagement
- Technical Team

CPRA

Advisory Groups
- Science & Engineering Board
- Framework Development Team
- Land Owners
- Communities
- Fisheries
- Oil & Gas
- Nav
- Technical Advisory Committees
- Planning Tool
- Cultural Heritage
- Models

Focus Groups
Interdisciplinary Planning Team

Skill sets in:
- Strategic planning
- Conflict resolution
- Science communication
- Graphic visualization

Local knowledge & experience
Principles

Outreach & Engagement

**Scope:** Citizens should be able to learn about and comment on the tools and processes that create the plan and not just the finished plan itself.

**Timing:** Citizen’s comments and ideas should be received, reviewed and incorporated while the plan is being developed, not after the fact.

**Fair hearing:** Not every citizen preference can be included in the plan. Each idea will receive a fair hearing and questions will be answered promptly and honestly.

**Access:** Must be a variety of ways for citizens to learn about and participate in the master planning process, including small group gathering, web offerings, direct communication with local and state government, and public meetings.
Outreach & Engagement Strategy

“Listening Tour”
- Baseline Assessment
  - Public Survey
  - Political Outreach
  - Proactive Citizen & Public Outreach

“Thinking Through Priorities”
- Active Community Engagement
  - Proactive Citizen & Public Engagement including Community Groups & Organizations

“Leading the Way”
- Strategic Engagement & Public Comment
  - Legislative Strategy
  - Local Elected Officials Strategy
  - Media Strategy
  - Public Comment Period
Community Groups & Organizations

98 meetings with communities across coast

- **Listening Tour** (regional meetings)
- **Thinking Through Priorities** (local meetings)
- **Draft Plan Comment** (open house + public hearing)
120+ Face-to-Face Meetings

- Focus Groups
- SEB
- Public Meetings
- Executive Briefings
- Key Briefings
- FDT
<table>
<thead>
<tr>
<th>Community Groups &amp; Organizations</th>
</tr>
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<tbody>
<tr>
<td>American Council of Engineering Companies (ACEC) New Orleans Chapter</td>
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<tr>
<td>American Society of Civil Engineers</td>
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<tr>
<td>Association of Levee Boards of Louisiana Annual Conference</td>
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<td>Association of Levee Boards of Louisiana Executive Committee</td>
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<tr>
<td>Barataria-Terrebonne National Estuary Program (BTNEP) Management Conference</td>
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<tr>
<td>Bayou Grace Community Center</td>
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<td>Bayou Grace Community Meeting</td>
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<td>Bayou Industrial Group</td>
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<td>Bayou Interfaith Shared Community Organizing (BISCO) Executive Staff</td>
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<td>Bayou Lafourche Summit</td>
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<td>Big River Coalition, Navigation Meeting</td>
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<td>Broussard Chamber of Commerce</td>
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<td>Building Resilience Workshop</td>
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<td>Catholic Social Services</td>
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<td>Chenier Plain Committee</td>
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<td>Coast Builders Coalition</td>
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<td>Coastal Community Planning Forum</td>
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<td>Coastal Conservation Association of Louisiana Board of Directors</td>
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<td>Coastal Restoration/Protection Forum</td>
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<td>Conoco Phillips</td>
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<td>Delta Discussion Group</td>
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<td>Department of Natural Resources (DNR) Quarterly Program Managers Meeting</td>
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<td>Global Green USA, New Orleans</td>
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<td>Holy Cross College Coastal Restoration Forum</td>
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<td>Houma-Terrebonne Chamber of Commerce</td>
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<td>Hypoxia Work Group</td>
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<td>Lafourche and Terrebonne Restoration Summit</td>
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<td>Lafourche Chamber of Commerce</td>
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<td>Leadership Southwest Louisiana</td>
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<td>Coastal Resources Committee</td>
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<td>Louisiana Charter Boat Association</td>
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<td>Louisiana Engineering Society - Bayou Chapter</td>
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<td>Louisiana Landowners Association</td>
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<td>Parish Officials Update Briefing</td>
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<td>Plaquemines Parish Citizens</td>
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<td>Police Jury Conference, Coastal Caucus</td>
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<td>Port of Morgan City</td>
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<td>Ports Association of Louisiana</td>
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<td>President Claudet Town Hall Meeting</td>
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<td>St. Bernard Parish Coastal Advisory Committee</td>
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<td>Terrebonne CZM</td>
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<td>The America's WETLAND Foundation Blue Ribbon Resilient Community Forum</td>
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<td>The Coastal Wetlands Planning, Protection and Restoration Act Task Force Meeting</td>
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<td>Thibodaux Rotary</td>
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<td>United Houma Nation</td>
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<td>United States Army Corps of Engineers Headquarters</td>
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<td>United States Army Corps of Engineers New Orleans District</td>
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<td>Vermilion Farm Bureau</td>
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<tr>
<td>Vermilion Parish Coastal Protection Advisory Committee</td>
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<tr>
<td>Vermilion Rice Growers Association</td>
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</tbody>
</table>
Listening Tour
Public Meetings + Open House

750 people attended

5-hour open house

2,200 comments on draft plan
Alternatives to Public Meetings

Expanding Collaboration
Louisiana’s 2012 Coastal Master Plan
86% of Louisiana voters support adoption of 2012 Coastal Master Plan
100% Unanimous passage by Louisiana state legislature
Need for Ongoing Relationship-Building

The St. Bernard Voice

Diversion shot down by community

Residents who say a freshwater diversion would cause parish in half are determined to combat the manmade adversity. Army Corps of Engineers says the diversion will erosion from Parish's eastern coastline.

It was standing room only for a public meeting on the diversion, held in the chambers of the C.B. Rowley Alternative School on Jan. 20, but that didn't stop dozens of concerned citizens from turning out.

"He's got a right to the river, so why not just use it," said Kathy Ziegler, one of the many voices raised against the water diversion. "We don't need to leave any more land in St. Bernard Parish, we can put it in the water, and put what we need."

Mud Wrestling: Skeptics question plans for rebuilding coastal Louisiana

Updated: Jun 26, 2013 8:20 PM CDT
Written by: John Snell - email

Breton Sound, La. - George Rick's, a clump of Spartina grass from a dying marsh in St. Bernard parish.

"He's not rooted at all," said Rick's, a charter boat captain who has fished in the Breton Sound area for 45 years.

The land loss is so rapid his boats GPS device is confused. "The map says were sitting on land," Rick's said as he maneuvered through a couple feet of water in a bay that seems to stretch wider by the month.

Coastal Protection and Restoration Authority of Louisiana
Additional Focus Groups

Expanding Collaboration

Landowners

Community

Fisheries

Navigation

Oil & Gas
89% of LA citizens believe that Louisiana’s coast is VERY important to the future of the state of Louisiana.

85% of LA citizens believe it is smart to invest dollars in risk reduction and coastal restoration.
Achieving Our Vision for Coastal Louisiana’s Future