

# JACOBS ENGINEERING GROUP INC.

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## MEMORANDUM

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NSY LONG BEACH  
SSIC #5090.3

**TO:** Steve Cox/NST Long Beach  
Andrea Dunham/SOUTHWESTDIV

**FROM:** Charles Gardiner/CH2M HILL-SFO

**SUBJECT:** Community Relations Recommendations  
Naval Complex Long Beach

**DATE:** 15 October 1991

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This Letter Report provides recommendations from Jacobs Engineering Group, Inc. (JEG) to the Navy for future community relations activities at the Long Beach Naval Complex (Naval Complex). These recommendations are based on discussions with environmental staff at Naval Station and Naval Shipyard Long Beach during the development and implementation of the Final Community Relations Brochure (brochure). These recommendations also consider the results of telephone interviews with recipients of the brochure. These interviews were also conducted as part of Contract Task Order Number 0110.

### Target Audience

The brochure was mailed to City of Long Beach officials, state, and federal regulatory officials involved with activities at the Naval Complex, and a limited number of community and environmental groups in the Long Beach area. The brochure was hand distributed to Long Beach Naval Station and Naval Shipyard employees but was not distributed to residents or businesses in Long Beach or the surrounding area.

Recipients were very pleased with the appearance and content of the brochure. Almost all recipients recommended that the brochure be distributed more widely.

The JEG recommends that the brochure, future information materials, and other community relations activities be distributed broadly to the Long Beach community to provide information about the Installation Restoration (IR) Program and other environmental activities.

### Frequency

Many of those contacted for the telephone survey suggested that information concerning the Naval Complex be distributed on a more regular basis. The Naval Complex has discussed a comprehensive program to communicate the Navy's environmental programs.

The JEG recommends that a quarterly newsletter be established to provide information about environmental programs. The newsletter will be an effective vehicle for distributing information about the IR Program as studies continue and results of investigations become available.

## **Content**

Most of those surveyed were pleased with the level of detail and appearance of the brochure. Several noted, however, that they were more familiar with the topics presented than the general public. A small number (two) noted that the brochure was too technical.

The JEG recommends that future articles and materials must make every effort to simplify and clarify complex technical terms and programs to ensure that the general public has access to important and relevant information. Acronyms and program names should be kept to a minimum so text can focus on the information about program results and environmental impacts.

## **Future Activities**

As IR Program activities at the Naval Complex continue, additional community relations activities will be required. A Community Relations Plan will be prepared to document community concerns and delineate specific activities to inform and involve the community in the IR Program.

The JEG recommends that these activities include the newsletter mentioned above, briefings for the Naval Complex and local officials, meetings or briefings for workers and residents of the Naval Complex, and outreach to Naval Housing in the surrounding area.

## **Timing**

The brochure was initiated as an early activity to inform the community about environmental programs at the Naval Complex. The telephone survey results indicate that this approach has generated a positive perception of the Navy among those who received the brochure.

The JEG recommends that development of the Community Relations Plan be initiated as soon as possible to maintain and expand community contacts, continue to build a positive perception of the Navy, and establish and document the overall goals and activities for the community relations program.

## **Coordination**

Coordination among the Long Beach Naval Station and Naval Shipyard, and tenants resulted in some delays in the project. In addition, the public does not make distinctions between the separate activities at the Naval Complex.

Public affairs staff at the Naval Complex are fully committed to other projects and may not have time to learn the technical details of the IR Program.

The JEG recommends that a Naval Complex Community Relations Coordinator be assigned by the Navy. This coordinator would be responsible for coordinating with technical and public affairs staff personnel to present a consistent and accurate message about the IR Program and associated environmental activities. The coordinator would also serve as the point of contact for the community.