



“Jobs, Housing & Property Rights”

June 10, 2012

Mrs. Virginia Bass, Chair
Board of Supervisors
Humboldt County
825 Fifth Street
Eureka, California 95501

Subject: General Plan Update and DEIR

Dear Chair Bass and Members of the Board:

Agenda Item H.2 for your June 12, 2012 meeting states: “That the Board of Supervisors receive transmittal of the Planning Commission approved Draft General Plan and supporting documents...” You may or may not be aware that the Planning Commission took straw votes on the GPU over the past many months, and then staff forwarded the draft GPU to your Board before the Commissioners had an opportunity to see the draft document.

When members of the public, including HELP, objected to that “process”, staff brought the Draft GPU and DEIR to the Planning Commission for a vote. There was not sufficient time for the Commissioners to review either document. In fact they were quite surprised to learn staff had inserted the “Family Planning” policy in the DEIR – something a young man brought to their attention during the public comment period. That policy was intended to control population growth and because of the strong opposition to it, staff subsequently removed it from the DEIR. There has not been adequate time for anyone to go back and review the Planning Commissioners’ straw votes to determine whether there have been additional policies inserted into either the GPU or DEIR documents.

The point we are making is that, “the process” thus far has not produced a legitimate GPU or DEIR.

Members of HELP (Humboldt Economic and Land Plan) have been saying for over eight (8) years, the General Plan update / rewrite reflects the wishes of only a few, not the majority of the citizens of our county. In fact HELP was formed in January 2004 because we and others were being ignored.

County planners would have us believe the General Plan vision for the next 20 years is based on input received from the public commencing year 2000. They claim 86% of the respondents to their survey identified “preserving the environment” as the people’s priority. This is in sharp contrast to a poll HELP commissioned three (3) years later by Moore Information, Inc. out of Portland, Oregon. Using statistically sound polling principles, Moore found the people of Humboldt’s top priority was “Jobs and Economic Development” at 87%, followed by “Housing” at 69%. The Moore poll results were provided to the Supervisors in August 2004, and are included again as **Attachment “A”** hereto.

The GPU and DEIR documents being presented to you, are not what they are being represented to be. There has been an orchestrated strategy used from the beginning to fool you and the public into thinking the plan represents input from the public. It does not. The following technique was used from day one:

THE DELPHI TECHNIQUE

“Developed by the Rand Corporation as a Cold War mind control technique, Delphi is used to channel a group of people to accept a point of view that is imposed on them while convincing them that it was their idea. In the 1970s and ‘80s, it was used to convince land owners of the merits of accepting General Plan maps. Trained facilitators present a

range of choices to a group but have tailored them to direct the outcome. This is most often done in public meetings, called ‘visioning meetings,’ put on by your city or county to get your opinion on Your Town 2020 or 2035. Money for these programs often comes from federal agencies (members of the President’s Council on Sustainable Development) in the form of grants to your local government. The meetings are advertised as an opportunity for you to give your input to an exciting new plan for the redesign of your city center for the future. You’ll usually see it as a specific plan for a redevelopment project or a regional transportation plan that involves housing and land use restrictions. Delphi is used in.....places where the organizers want to give the appearance that they have listened to community opinion and incorporated it into their plan. By the way, you’ll never hear the word ‘Delphi’—they will never acknowledge that they’re doing it.

The key thing to know about this is that of course you have no input. Only comments and observations that support the pre-approved plan will be supported. All others will be written on a big pad of paper and discarded later. The illusion of public buy-in is all that is needed. The organizers can later point to the fact that they held a public meeting, a certain number of residents attended, public comment was taken, and the community approved the plan. The facilitator is often a private consultant who has been professionally trained in running and managing a meeting. This consultant has been hired by your city to fulfill the requirement that the project has been seen and supported by its citizens—it’s YOUR plan. If the project is a controversial one the city may have put out the call for non-profit groups, neighborhood associations, city boards and commissions, and city employees to send members to seed the audience and outnumber potential opponents. This is war. On those few occasions when the majority of the attendees object to the planned outcome, the facilitator will close the meeting and reschedule it for another time and place. You are experiencing the new consensus.” (excerpt from “Behind the Green Mask: UN Agenda 21”, by Rosa Koire)

Throughout the staff report for your June 12, 2012 meeting, it states: “your Board” approved this or that; “your Board” instructed staff to do this or that; “your Board” decided something. It was not “your board” which did any of those things. There is only one member of “the Board” remaining from “the Board” which set the direction of the GPU throughout the past twelve (12) years. Four of those Board members have been replaced by the voters who were not satisfied with “the Board’s” leadership.

Staff is recommending you use “the short list” method to review only selected sections of the GPU and DEIR. That would allow for additional policies and measures to be by-passed and not brought to light during public review. This is not acceptable!

By not allowing comments on the contents of the GPU or DEIR at your June 12, 2012 meeting, it precludes any public comments being made to your Board on the DEIR, because the comment period ends three (3) days later, on June 15, 2012.

Mrs. Virginia Bass, Chair
Board of Supervisors
June 10, 2012, cont'd

The effort to keep this “process” moving forward will only make matters worse. The GPU and DEIR need to be put “on hold” until a legitimate process can be initiated which will reflect the public’s vision.

We appreciate the hard work you have in front of you and “thank you” for hearing us out.

Respectfully,

Kay Backer
Kay Backer, representing
Humboldt Economic and Land Plan

cc: Planning Commissioners
Phillip Smith-Hanes, County Administration Officer
Wendy Chaitin, County Counsel
Carolyn Ruth, Assistant County Counsel
Martha Spencer, Interim Planning Director
Tom Hofweber, Supervising Planner
John Miller, Senior Planner
Michael Richardson, Senior Planner
Kathy Hayes, Clerk of the Board
Norma Lorenzo, Planning Commission Clerk

Attachment “A”: Moore Information Poll

helpcountybass11

ATTACHMENT "A"

Moore Information Poll taken August 2004

| | | | |
|-------|---|-----------------------------|------|
| Issue | 1 | Jobs & Economic Development | 87 % |
| | 2 | Housing | 69 |
| | 3 | Crime / Safety | 66 |
| | 4 | Growth / Land Use | 64 |
| | 5 | Taxes & Government Spending | 60 |
| | 6 | Health Care for Needy | 60 |
| | 7 | Protecting Open Space | 57 |
| | 8 | Traffic / Transportation | 50 |

Detailed questions and responses follow this page

Humboldt County Voters (N=300)

August 21-23, 2004

Hello, could I speak to (NAME FROM LIST)?

This is (FIRST AND LAST NAME) of Moore Information a public opinion research company. We are conducting a survey among registered voters in your area today about recent issues in the local news. Let me assure you, we are not selling anything.

Could you spend a few minutes with me on the phone to discuss issues in your local area?

I want to ask you about some issues facing people in Humboldt County today. Using a five-point scale where five means the issue is very important and one means the issue is not important at all, what number between five and one best represents how important each of the following issues is to you personally? (RECORD NUMBER 1-5, 6=DK)

| | | | |
|---|-------------------------------|----|------|
| 1 | traffic and transportation | % | |
| 1 | not important at all | 6 | |
| 2 | two | 12 | (18) |
| 3 | three | 31 | |
| 4 | four | 24 | (50) |
| 5 | very important | 26 | |
| 6 | don't know | 1 | |
| 2 | taxes and government spending | 4 | |
| 1 | not important at all | 9 | (13) |
| 2 | two | 25 | |
| 3 | three | 24 | (60) |
| 4 | four | 35 | |
| 5 | very important | 2 | |
| 6 | don't know | | |
| 3 | crime and public safety | | |
| 1 | not important at all | 4 | |
| 2 | two | 8 | (12) |
| 3 | three | 21 | |
| 4 | four | 25 | (66) |
| 5 | very important | 41 | |
| 6 | don't know | * | |

* less than one-half of one percent

| | | | |
|---|--|----------------------|---------|
| 4 | improving health care services for the needy | | |
| | 1 | not important at all | 5 |
| | 2 | two | 12 (16) |
| | 3 | three | 23 |
| | 4 | four | 21 (60) |
| | 5 | very important | 38 |
| | 6 | don't know | 1 |
| 5 | growth and land use planning | | |
| | 1 | not important at all | 4 |
| | 2 | two | 9 (13) |
| | 3 | three | 20 |
| | 4 | four | 25 (64) |
| | 5 | very important | 40 |
| | 6 | don't know | 3 |
| 6 | creating and maintaining jobs | | |
| | 1 | not important at all | 2 |
| | 2 | two | 3 (5) |
| | 3 | three | 8 |
| | 4 | four | 21 (87) |
| | 5 | very important | 66 |
| | 6 | don't know | 1 |
| 7 | affordable housing | | |
| | 1 | not important at all | 5 |
| | 2 | two | 5 (10) |
| | 3 | three | 20 |
| | 4 | four | 25 (69) |
| | 5 | very important | 44 |
| | 6 | don't know | 1 |
| 8 | preserving and protecting open spaces | | |
| | 1 | not important at all | 8 |
| | 2 | two | 11 (19) |
| | 3 | three | 21 |
| | 4 | four | 20 (57) |
| | 5 | very important | 37 |
| | 6 | don't know | 2 |

9 Generally speaking, do you think growth is a good thing or bad thing?

| | | |
|---|--------------|----|
| 1 | good thing | 66 |
| 2 | bad thing | 13 |
| 3 | both/depends | 19 |
| 4 | don't know | 2 |

10 Thinking now about economic development: Based on what you know or have heard, do you think Humboldt County officials help or hinder economic development in the county? Do you feel strongly about that?

| | | | |
|---|--------------------------------------|----|------|
| 1 | strongly help economic development | 14 | |
| 2 | help economic development | 21 | (35) |
| 3 | don't know | 19 | |
| 4 | hinder economic development | 13 | (46) |
| 5 | strongly hinder economic development | 34 | |

11 Do you think Humboldt County officials should do more to encourage business expansion and relocation to the area, or are they doing enough already?

| | | |
|---|----------------------|----|
| 1 | should do more | 63 |
| 2 | don't know | 9 |
| 3 | doing enough already | 28 |

12 On the subject of housing: Based on what you know or have heard, do you think the cost of housing in Humboldt County in general is affordable or unaffordable? Is that very affordable/unaffordable or somewhat affordable/unaffordable?

| | | | |
|---|-----------------------|----|------|
| 1 | very affordable | 5 | |
| 2 | somewhat affordable | 18 | (23) |
| 3 | don't know | 3 | |
| 4 | somewhat unaffordable | 27 | (74) |
| 5 | very unaffordable | 47 | |

NOTE: Percentages are taken from raw data and are rounded off to the nearest two-digit number.