

# Marina Community Meeting



**To create a safe, effective, and enjoyable marina for all.**

**Jan. 25, 2012**

Marina Park Meeting 1/25/12

## Agenda



- Welcome & Introductions
- Process
- Findings
  - Community Feedback & Best Industry Management Practices
- DRAFT Operational Policies
  - New Berth Assignment Policy & Updates to Rules & Regulations
- Group Discussions
- Group Feedback
- Next steps
- 8:30 p.m. Adjourn

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## Objectives

1. Review Community Feedback & Best Management Reports
2. Present DRAFTS of Proposed Policies
3. Gather Your Feedback

### Operational Policies:

- ✓ Proposed Updates to SF Marina Rules and Regulations
- ✓ Proposed New Berthing Assignment Policy

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## Rules of Engagement

- Acknowledge intent of the process and keep on track
- Respect everyone's input and feedback, provide a safe space to participate (no judgment, silence for everyone to listen)
- Use everyone's time wisely to describe your preference, interest and recommendations (no need to repeat)
- Formulate feedback based on looking forward
- Represent yourself
- Allow everyone to participate

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## Process Timeline



12/7/11	Community meeting #1: outline process; share resources, present constraints, solicit public suggestions and recommendations
12/9/11	Public posting of 12-07-11 materials
1/13/12	Last day for public comment on email: <a href="mailto:sfmarina.policies@sfgov.org">sfmarina.policies@sfgov.org</a>
1/20/12	Public posting of staff's recommendation in DRAFT form: Updated Rules & Regulations and a Berthing Assignment Policy. Also, Best Practices Report and Community Feedback Report
1/25/12	<b>Community Meeting #2:</b> share community feedback and best practices. Review staff recommendations in DRAFT form and solicit comments.
1/30/12	<b>Final day</b> to submit email comments/feedback to PROPOSED DRAFT Assignment Policy and Rules & Regulations ( <a href="mailto:sfmarina.policies@sfgov.org">sfmarina.policies@sfgov.org</a> )
3/01/12	Commission Operations Committee Meeting
3/15/12	Commission Meeting

## Community Feedback - Outreach



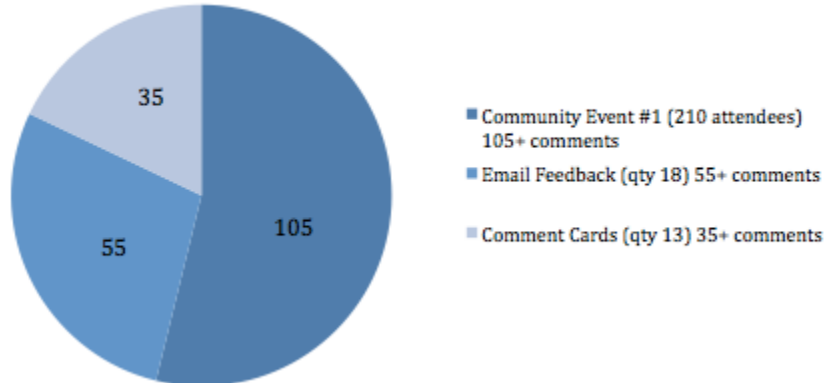
- Communities:**
  - ▶ Current Boaters: 671
  - ▶ Marina Waiting List: 144
  - ▶ Historic Mailing List: 46
  - ▶ Website Submissions: 60 (public)
  - ▶ Community Associations: 2 (>1,000 people)
- Notifications:**
  - ▶ Email addresses: 240
  - ▶ Postal mailings: 925
  - ▶ Total: 1165
- Media outlets:**
  - ▶ **Marina Times** - 20,000 SF residents in Marina, Cow Hollow, & Pacific Heights
  - ▶ **Latitude 38** - 40,000 qty Northern CA marine publication
- Web Sites**
  - ▶ SFMarina website: <http://www.sfmarina-renovate.org/publicnotices.html>
  - ▶ Rec and Parks website: <http://sfrecpark.org/SF-Marina.aspx>

## Community Feedback - Overview



Positive or neutral comments overwhelmingly outweighed negative comments 99% - 1%.

### By the Numbers - 195+ Comments Total



## Community Feedback - Overview



- Overwhelming and clearly defined positive or neutral common community feedback themes
  - ▶ Commission should move quickly
  - ▶ Enforce Marina rules
  - ▶ Historic fleets
  - ▶ Assign boats to appropriate slip sizes, or larger, if a boater requests
  - ▶ Berth transfer / subletting

## Industry Best Practices – Overview



- Assessment Report by MarinaResources, LLC
- Findings
  - Minimize risk exposure and potential legal conflicts**
- Series of Recommendations
  - ▶ Marina Rules & Regulations
    - Require hull replacement, oil spill, and liability insurances
    - Incorporate clear language prohibiting live aboards
    - Incorporate Maritime Lien for collection and a section on Reasonable Costs of Collections
    - Incorporate subcontractor section

## Industry Best Practices – Overview cont.



- ▶ Berthing Licenses
  - Cease allowing subletting
  - Cease allowing transfer of berthing licenses
  - Implement annual process to verify vessel compliance with marina rules for berth license renewal
  - Cease allowing dock modifications
- ▶ Services
  - Extend hull cleaning program to meet State environmental standards

## Proposed Berthing Assignment Policy



- Responsive to stakeholders' feedback
  - ✓ right of first refusal to berth holders in west basin
  - ✓ based on seniority as a criteria
  - ✓ "as close as possible" to previous berth
  
- Incorporates marina industry standards
  - ✓ Speaks to existing broad diversity of vessels
  - ✓ Priority Berthing Assignment Plan that incorporates Waitlist and Short Term Guests

## Proposed Updates to Rules & Regulations



- Responsive to stakeholders' feedback
  - ✓ live aboards
  - ✓ annual vessel compliance
  - ✓ clarity – reduces opportunities for misinterpreting
  - ✓ legally enforceable
  
- Incorporates marina industry best management practices
  - ✓ Significantly reduces our liability exposure
  - ✓ Conforms with Federal & State laws

## **Public feedback**



Suggestions and recommendations through  
**Monday Jan 30, 2012**

**[sfmarina.policies@sfgov.org](mailto:sfmarina.policies@sfgov.org)**

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## **Resources**



- West Harbor renovation updates  
**[sfmarina-renovate.org](http://sfmarina-renovate.org)**
- SF Marina berthing services  
**[sfrecpark.org](http://sfrecpark.org)**
- America's Cup events  
**[americascup.com](http://americascup.com)**

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**Thank You**



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