

**CALIFORNIA COASTAL COMMISSION**

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# W6d

DATE: December 3, 2019

TO: California Coastal Commission and Interested Persons

FROM: John Ainsworth, Executive Director  
Susan Hansch, Chief Deputy Director  
Sarah Christie, Legislative Director  
Linda Locklin, Public Access Program Manager

SUBJECT: HOLLISTER RANCH ACCESS PROGRAM UPDATE  
FOR DECEMBER 2019 CCC MEETING

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Over the last year, Commission staff has periodically presented Informational Briefings to the Commission and the public regarding steps taken to update the 1982 Hollister Ranch Access Program. In addition, a State Agency Team (SAT) comprised of senior staff representing the Coastal Commission, State Coastal Conservancy, State Lands Commission and the Department of Parks and Recreation, has been convening monthly coordinating calls to oversee advance the planning effort.

Attached is a quarterly progress report prepared by the SAT for the Directors of the Coastal Commission, State Coastal Conservancy, State Lands Commission and State Parks Department. The report covers the time period from July through October 2019.

As noted on page 2 of the progress report, the consultant team (KTUA) hired by the State Coastal Conservancy (funded by the Coastal Conservancy and State Parks) to lead the public engagement strategy and draft access program recommendations, has developed the following timeline to implement segments of the approved work program:

**Public Engagement Strategy:**

- Stakeholder Event # 1 will be held in mid-December. Interviews will be conducted with individuals or small groups of people reflecting a range of stakeholder perspectives to elicit key interest and concerns regarding future public access to the Hollister Ranch coastline. These groups include HROA Board and residents, Santa Barbara County officials, various nonprofit groups associated with trails and environmental protection, tribal leaders, etc.
- Stakeholder Event # 2 will be held in late January 2020. This event will be an open house and dialog with summaries of information gathered to date, explanation of the planning and public engagement process, and discussion of project goals and draft vision statement.

**Site Review and Analysis:**

- Research and mapping of site conditions will begin April-May 2020. This task will identify and analyze the site conditions and resources, in relation to proposed public use areas.

# Progress Report on Hollister Ranch Coastal Access Program Planning Process for July 2019 – October 2019



CALIFORNIA  
**COASTAL**  
COMMISSIONCALIFORNIA  
**STATE LANDS**  
COMMISSIONCalifornia Department of  
**Parks and Recreation**

Date: November 12, 2019

To: Jack Ainsworth and Susan Hansch, California Coastal Commission;  
Lisa Mangat and Liz McGuirk, California Department of Parks and Recreation;  
Jennifer Lucchesi and Colin Connor, State Lands Commission;  
Sam Schuchat and Mary Small, State Coastal Conservancy

From: Trish Chapman, State Coastal Conservancy  
Linda Locklin and Sarah Christie, California Coastal Commission  
Wendy Hall, State Lands Commission  
Jim Newland, California Department of Parks and Recreation

RE: Progress Report on Hollister Ranch Coastal Access Program Planning Process,  
for July 2019 – October 2019

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In March 2019, the California Coastal Commission (CCC), California Department of Parks and Recreation (DPR), State Lands Commission (SLC) and State Coastal Conservancy (SCC) entered into an agreement to work collaboratively to develop and implement a contemporary Hollister Ranch access program. Over the past three months, the staff of the four agencies (hereinafter the State Agency Team or SAT) have made considerable progress in initiating the planning process for the new Hollister Ranch Coastal Access Program. The SAT selected KTUA to provide planning and facilitation services and SCC entered into an initial \$50,000 contract with them. The State Agency Team and KTUA team have been working together to initiate the public engagement process. This included a kickoff meeting to discuss the State's core interests and concerns in regard to the access program and to establish the framework for public engagement.

Following the kickoff meeting, KTUA drafted a Public Engagement Strategy (PES). This document will be re-evaluated at several points in the planning effort and revised as necessary depending on the outcome of the stakeholder engagement. The SAT developed a State Agency Messaging Statement to ensure that all four agencies hold the same understanding about the planning process we are embarking on and the commitments we are making to the public.

DPR and SCC have also been working on an interagency agreement that allows DPR to contribute \$300,000 to the planning effort. The intent is for SCC to manage the funds and add them to the KTUA contract. The SAT recently approved KTUA's revised scope of work for this larger \$350,000 effort.

### **Key next steps in the project include:**

- Stakeholder Event #1 (December 2019) – Interviews to be conducted with individuals or small groups of people reflecting a range of stakeholder perspectives to elicit key interest and concerns regarding future public access to the Hollister Ranch coastline. This effort will be accompanied by a broadly distributed survey that will seek to gather similar input from a broader range of the public.
- Expand Consultant Scope – SCC and DPR are in the process of executing the interagency agreement to pass the funds to the Conservancy. Once the agreement is in place, the Conservancy will amend its contract with KTUA to encompass the revised scope of work and to increase the amount to \$350,000.
- Stakeholder Event #2 (Late January 2020) – This event will be an open house and dialog with summaries of information gathered to date, explanation of the planning and public engagement process, and discussion of project goals and draft vision statement.

A list of specific accomplishments from the past few months is provided below. If you would like more detail about any of these, please contact either your SAT representative or Trish Chapman at [trish.chapman@scc.ca.gov](mailto:trish.chapman@scc.ca.gov).

### **Consultant Team**

- May: SAT conducted multiple interviews before selecting KTUA to provide planning and facilitation services on the project.
- July 30: SCC executed \$50,000 contract with KTUA.
- July 31: KTUA joined in with state agency site visit of the ranch (see below)
- August 29: SAT held kick off meeting with KTUA team.
- DPR volunteered to contribute an additional \$300,000 to the planning effort.
- October 17: SCC Board approved use of DPR funds for developing a new access program.
- October: SAT approved a revised scope of work for \$350,000

### **Site Visit of Existing Conditions**

- July 31-August 1: Conducted site visit with staff from all four state agencies, the County of Santa Barbara, the KTUA consultant team, and members of the Hollister Ranch Owner's Association (HROA). Site visit included stops at all of the Ranch's beaches. Following the tour, the state agency staff held a debrief meeting to discuss opportunities and constraints observed on the tour.