



Olympic Coast National Marine Sanctuary

LONG-TERM FACILITY PLAN

Workshop #2, March 7, 2012



Introductions

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- OCNMS
- ONMS and NOAA
- Others attending
- Facility Programming and Consulting

Purpose of This Workshop

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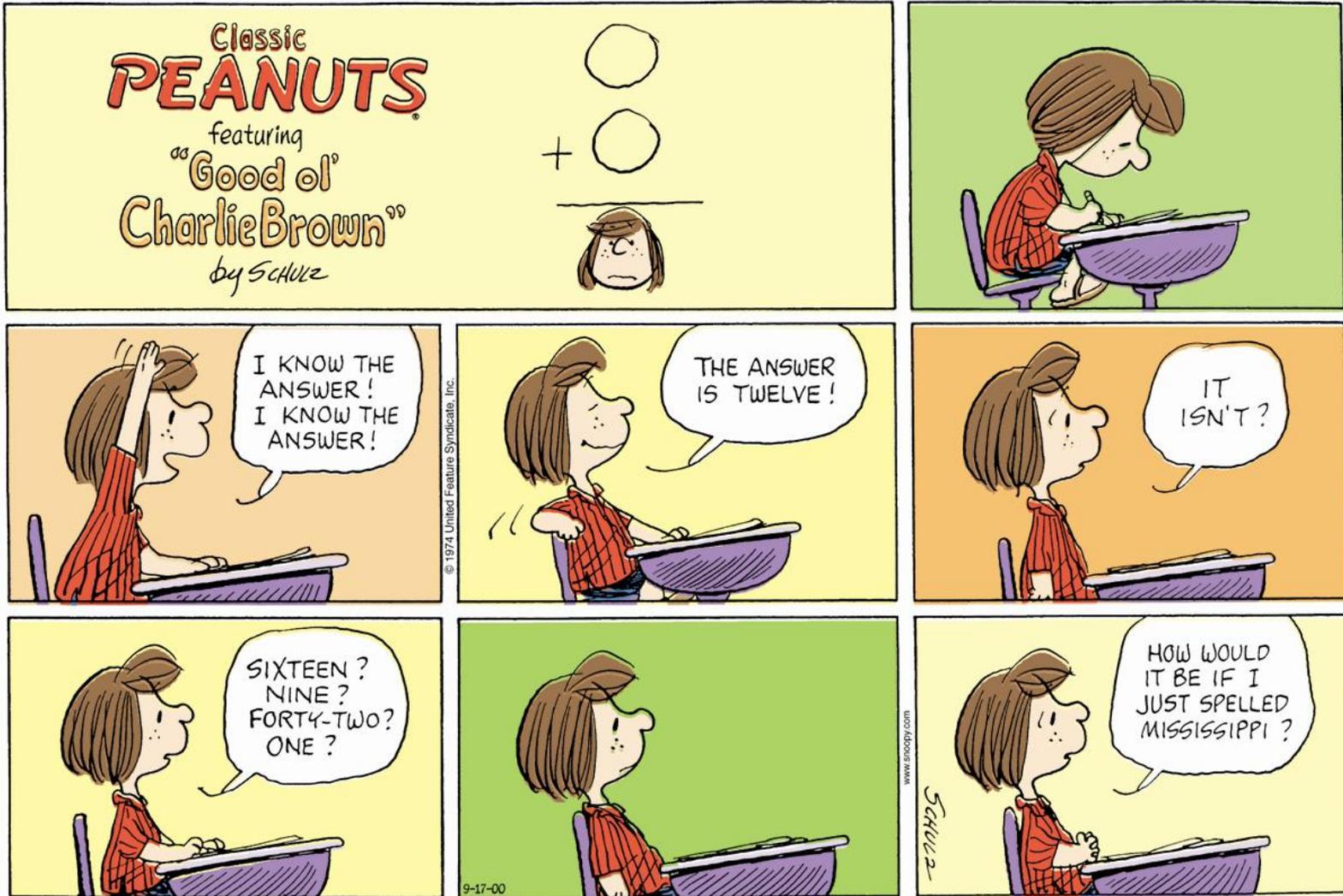
- To review preliminary recommendations
- To present the sanctuary's needs and limitations
- To identify potential partners
- To clarify the role of the sanctuary in a partnership
- To identify potential locations
- To receive public comments

Actions or Decisions Requested

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- To make constructive suggestions
 - That will help move the project forward
 - That will help resolve potential conflicts
- To identify those with a strong interest in partnering
- To identify those who can contribute financial or in-kind resources

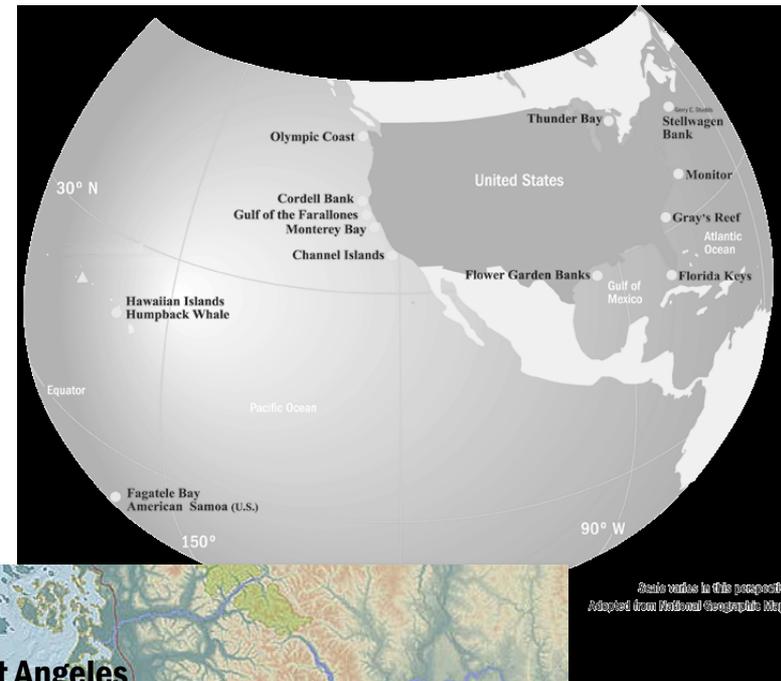
Ready, Fire ... Aim!



OCNMS Background

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- Summary of the ONMS
 - 13 sanctuaries
 - 1 marine national monument
- Summary of OCNMS
 - 2,408 square nautical miles
 - 200 shipwrecks



OCNMS Management Plan (Sept 2011)

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- Build and strengthen OCNMS' partnerships with the coastal treaty tribes and the Olympic Coast Intergovernmental Policy Council (IPC), and honor the sanctuary's treaty trust responsibility.
- Promote collaborative and coordinated management and stewardship of resources in the sanctuary.
- Investigate and enhance the understanding of ecosystem processes, and inform ecosystem-based management efforts, through scientific research, monitoring, and characterization.
- Enhance Ocean Literacy, promote awareness of the sanctuary and foster a sense of ocean stewardship through outreach, education, and interpretation efforts.
- Maintain the sanctuary's natural biological diversity and protect, and where appropriate, restore and enhance sanctuary ecosystems.
- Enhance understanding and appreciation of the Olympic Coast's maritime heritage (living cultures, traditions, and cultural resources).
- Facilitate wise and sustainable use in the sanctuary to the extent that such uses are compatible with resource protection.
- Build, maintain, and enhance an operational capability and infrastructure.

Process Used

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- Methods
 - Interviews and tours with OCNMS
 - Discussions with some potential partners
 - Community workshop #1 (Oct 2011)
- Experience working at other sanctuaries

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Process Used *(continued)*

- Bibliography of reference documents
 - Olympic Coast National Marine Sanctuary Final Management Plan and Environmental Assessment, September 2011
 - Long Range Facilities Master Plan For Olympic Coast National Marine Sanctuary, Final Report, November 6, 2002
 - Olympic Coast National Marine Sanctuary Interpretation and Visitor Services: Capital Facilities Plan, March, 1999
 - Port Angeles Downtown Waterfront Development Plan Final Concept, Draft, October 2011
 - Olympic National Park General Management Plan, March 2008 and Long-Range Interpretive Plan, November 2010
 - Feiro Marine Life Center Strategic Plan 2008
 - Long Range Interpretive Plan

Locations

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- Port Angeles
- La Push
- Neah Bay
- Kalaloch
- Ocean Shores
- Other



Recommendations

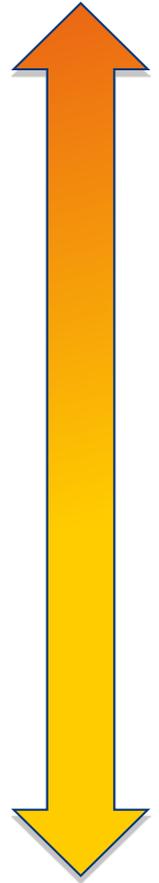
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- Reality check: NOAA funding is not available
- Opportunities for sharing
- Port Angeles
 - Summary of need
 - Recommendation
- Outer coast and southern sanctuary
 - Summary of need
 - Recommendation

Range of Options: Port Angeles

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- No action / continue “as is”
- Remain at the current locations; improve or expand existing facilities
- Lease or build a new, dedicated facility without partners
- Lease space within a partner’s facility
- Construct, renovate, or lease a building(s), in conjunction with multiple partners



Recommendations: Port Angeles

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The Concept:

- Create a campus with partners
- A marine-focused community of partners near the heart of the Port Angeles waterfront
 - Ocean education
 - Science & research
 - Conservation & outreach
- Each partner retains its identity while fulfilling a unique role

The Logic:

- Overlapping needs are met
- Space is shared
- Collaboration is encouraged
- Duplication is avoided
- Costs are reduced
- Customer experiences are enhanced
- “the whole is greater than the sum its parts”

Partnering is a Good Thing

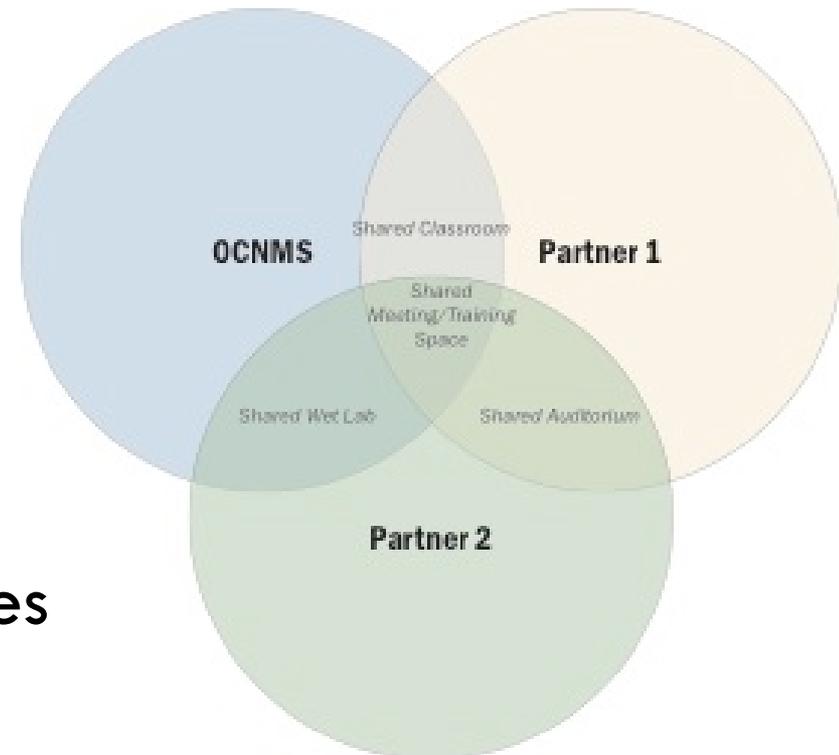
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Opportunities for Sharing

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- Conference and meeting rooms
- Auditorium and training spaces
- Break rooms or kitchen
- Classrooms
- Demonstration spaces
- Wet labs and dry labs
- Outdoor spaces
- Lobby and circulation spaces
- Other



Range of Possibilities: Port Angeles

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- The College Campus Model
 - Create a “stand alone” campus of buildings
- The Urban Metamorphosis Model
 - Re-purpose a cluster of existing vacant or underutilized buildings to create a “campus”
- The Virtual Campus Model
 - Use a strong identity to identify several facilities as belonging to the same “campus” even though they are not adjacent
- OR some combination

A “Perfect Storm” of Opportunity

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- Willing partners
- Other planned improvements
- Logical synergies
- A solution that makes sense
- Community-focused ... not a government project
- May not require a lot of new money
- Scalable
 - Size
 - Partners
 - Phasing

Recommendations: The Outer Coast

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- Neah Bay
 - Replace the existing trailer used for operations and storage to support research missions
- La Push
 - Provide operations space and crew to support science and research missions from April to October
 - New docking facilities are needed for a new research vessel
- Grays Harbor/Aberdeen/Westport & Kalaloch
 - Work with partners to identify ways to increase sanctuary outreach

Existing Facility Conditions

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- Port Angeles:
 - The Landing Mall
 - 3,750 sf operations and administrative
 - 800 sf Discovery Center
 - Warehouse / Vessel Support
 - 2,600 sf
 - 15 minutes away



The Landing Mall, which houses the administrative headquarters and the Olympic Coast Discovery Center.



The discovery center sees approximately 15,000 visitors per season.



The Olympic Coast Discovery Center



Storage Warehouse

Existing Facility Conditions

- Challenges of the Landing Mall Site
 - **Visibility:** Signage and visibility of the Discovery Center and the sanctuary office is limited. Although there are signs, wayfinding to both locations is somewhat difficult.
 - **Operations and Maintenance:** The sanctuary lacks the funding needed to maintain current exhibits or extend operation of the Discovery Center year-round.
 - **Growth:** There is no room for growth in the current location. The sanctuary is limited in expanding or adding new exhibits in the discovery center, and current staff is crowded into the current space. If any new staff members or interns are added in the future, there will be no space to accommodate them.

Existing Facility Conditions *(continued)*

- Challenges of the Landing Mall Site
 - **Research and Science Space:** Current facilities have limited lab capability which limits the research activities in the sanctuary. The sanctuary has need for a wet lab for water sampling, specimens, and necropsy, and dry lab space for electronics, ROVs, and video monitoring.
 - **Logistics:** Because the facilities are not co-located, much time is spent driving back and forth to the warehouse and administrative space. In addition, the sanctuary staff is separated on two floors of The Landing. This arrangement has reduced efficiency of operations for sanctuary staff.

Reality Check

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OCNMS has done its homework and is very serious about **moving forward**. But –

- OCNMS does not have the financial resources to build or develop proposed improvements
- It can only lease space
- The Sanctuary needs to be a “tenant”
- It cannot be the “developer” or “landlord” of a campus
- However OCNMS can contribute leadership and planning expertise, based on its lessons learned at other sanctuaries

Costs

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- Capital costs
 - Initial construction
- Ongoing costs
 - Operations and maintenance
 - Replacement costs
- Staffing costs

Potential Partners

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- Feiro Marine Life Center
- The City of Port Angeles
- The Port of Port Angeles
- Olympic National Park / National Park Service
- Indian Tribes
 - Lower Elwha Klallam
 - Hoh
 - Makah
 - Quileute
 - Quinault Indian Nation
- Peninsula College
- Seattle Aquarium
- Seaport Landing / Grays Harbor Historical Seaport Authority
- Washington Sea Grant
- Others

Selecting the Ideal Location

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- Availability
- Accessibility / Convenience
- Cost Efficiency
- Local Outreach
- Visitor Outreach
- Student Education
- Partnership Opportunities
- Access to Water / Outdoors
- Other

Market Conditions

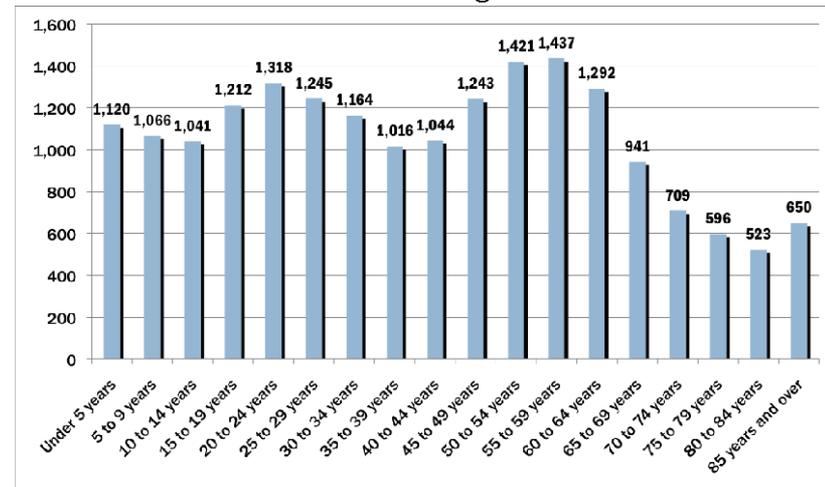
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- Demographics
- Tourism data

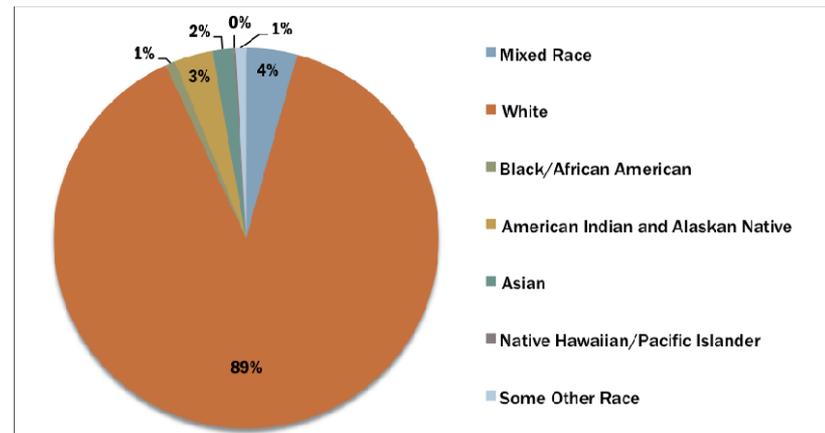
Demographics

- The median age in Port Angeles is 41.6
- There are 8,459 total households. 1,947 of these are families with children under 18 years of age
- The average household is 2.19
- The average family size is 2.79
- The median income for a household size in Clallam County was \$43,533
- 26 percent of the population is under 18 years of age
- 90.4 percent of the population over 25 has a high school diploma and 23.4 percent has a bachelors degree or higher
- The majority of the population is white or mixed race

Resident Age



Resident Race

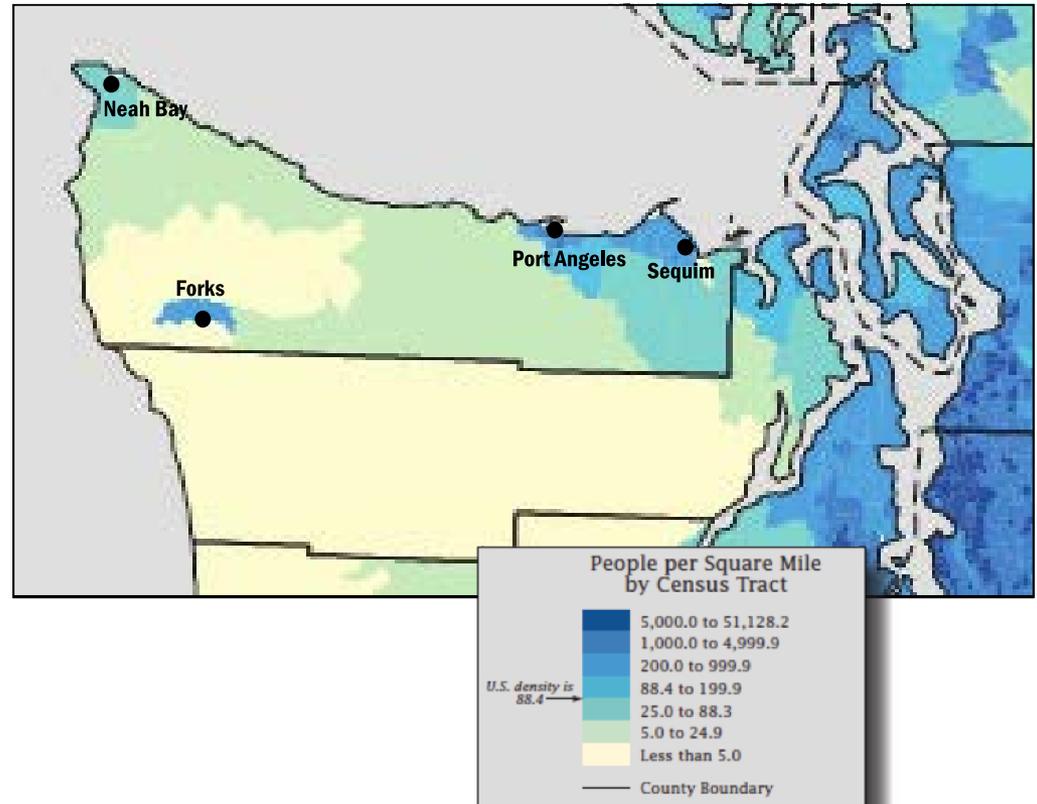


Demographics

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- The population of Port Angeles is 19,038 making it the largest city in the Olympic Peninsula. The population of Clallam County is 71,404.

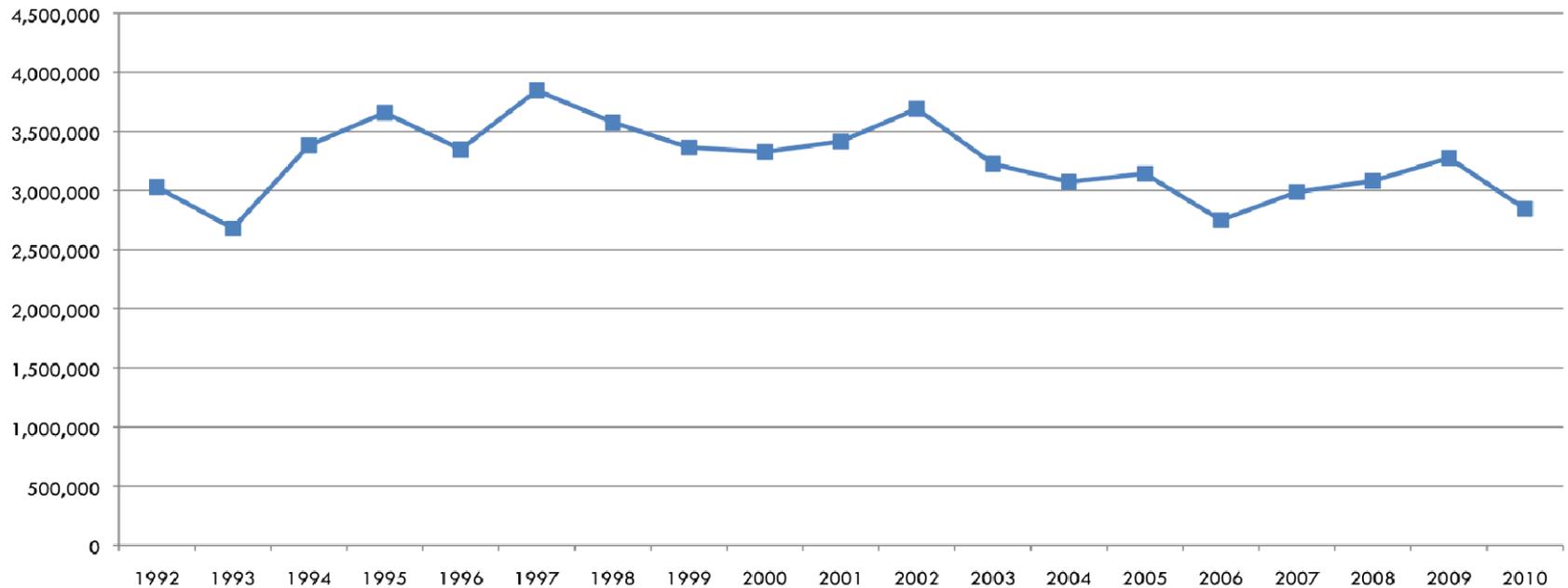
ONMS & OCNMS have determined that the HQ for the sanctuary should stay in Port Angeles



Tourism Data

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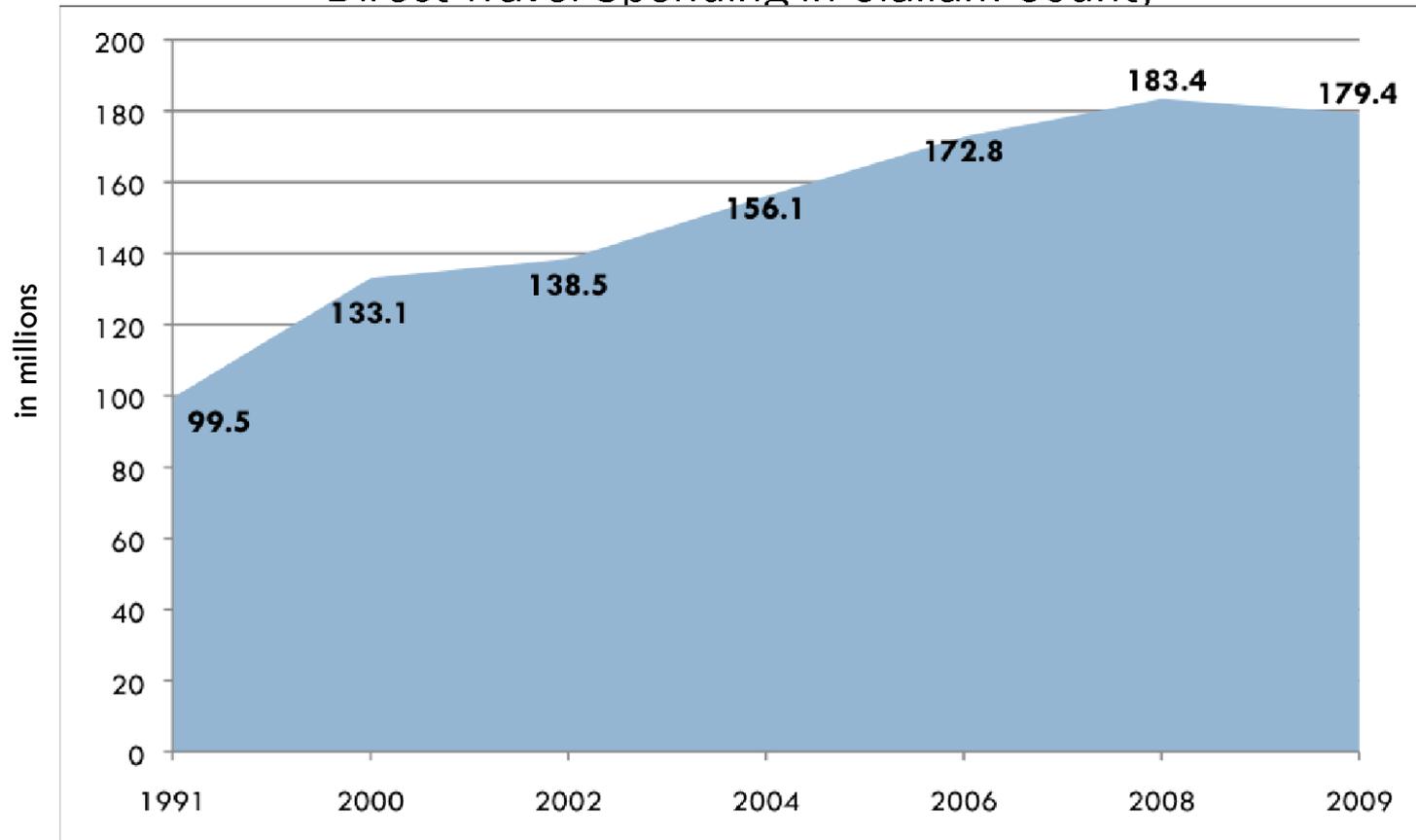
Recreational Visits to Olympic National Park



97,064 cars entered at Hurricane Ridge in 2010

Tourism Data

Direct Travel Spending in Clallam County



Area Facilities

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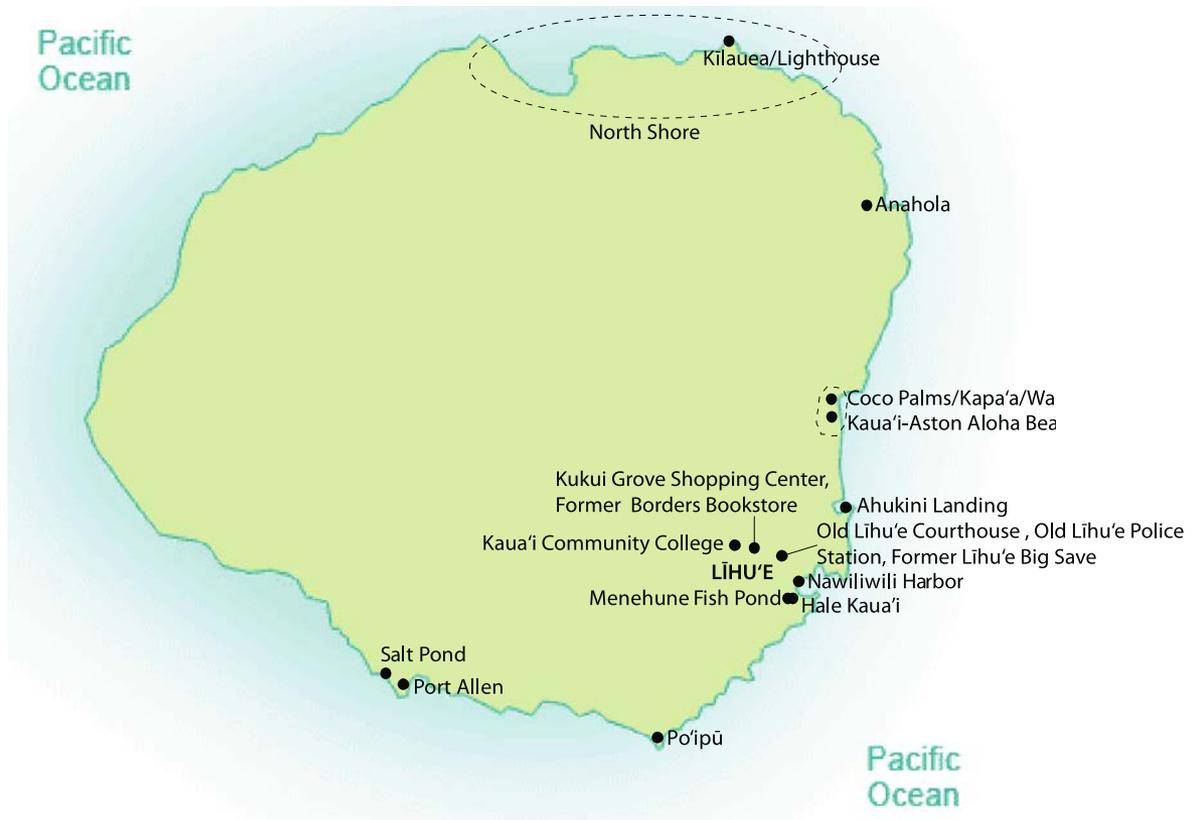
- Peer Facilities
 - Feiro Marine Life Center
 - Dungeness River Audubon Center
 - Port Townsend Marine Science Center & Natural History Museum
 - National Wildlife Refuges (Copalis, Quillayute Needles, and Flattery Rocks)
 - Olympic National Park
 - Hoh Rain Forest Visitor Center in Olympic National Park
 - Information Station in Forks
 - Kalaloch Information Station near Kalaloch Lodge
 - Makah Cultural and Research Center, Makah Museum

Benchmarking

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■ Kauai Discovery Center

Kauai is an island consisting of many communities. When selecting the place for a new Discovery Center, instead of selecting one location, the public wanted a solution that worked for all, and selected a virtual center with multiple locations.



Benchmarking

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- The Great Lakes Maritime Heritage Center, Alpena MI

The Great Lakes Maritime Heritage Center provides visitors with a virtual experience of the sanctuary. (Source: ONMS)



Benchmarking

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- The Kīhei Education Center, Maui, HI

The sanctuary's 3-acre campus in Kīhei, Maui, provides many opportunities for education about humpback whale protection, Hawai'i's marine environment and Hawaiian culture.

(Source: ONMS)



Benchmarking

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- Outreach Center for Teaching Ocean Science, Santa Barbara, CA

The OCTOS building is a partnership between UCSB, MSI, and CINMS.
(Source: EHDD Architecture / Frank M. Costantino)



Benchmarking

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- Coastal Discovery Center, San Simeon, CA

The 1,300 SF Coastal Discovery Center is a small visitor center that provides outreach in a popular tourist destination remote from the sanctuary headquarters. (Source: ONMS)



Benchmarking

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- Florida Keys Eco-Discovery Center, Key West, FL

The Florida Keys Eco-Discovery Center and Nancy Foster Center is sponsored and operated by Florida Keys National Marine Sanctuary, NOAA, the South Florida Water Management District, Everglades and Dry Tortugas National Parks, the National Wildlife Refuges of the Florida Keys, and Eastern National. (Source: ONMS)



Messaging

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Messages

- Ocean Science
- Research
- Conservation
- Resource Management
- Education
- Outreach

Methods

- Kiosks
- Signs
- Exhibits
- Visitor Center

Locations

- In the community
- Imbedded with partners
- Highway signs and turnouts
- Boat ramps & water recreation spots

Preliminary Programming

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- **Recap of Sanctuary Needs**
 - A **consolidated facility** with administrative and operational spaces located together
 - Adequate **wet and dry lab** space to support research missions
 - An expanded **visitor center**
 - Multipurpose **meeting and classroom space**
 - **Storage and library space** to accommodate a vast amount of equipment, educational materials, video and GIS data, and research tools and equipment
 - **Vessel support** and infrastructure including dockage to support the proposed new vessel
 - A **satellite office** space and/or sanctuary exhibits in the southern sanctuary region
 - **Bunking capability** in La Push, which is the base of much of the sanctuary's research
 - **Support space** in Neah Bay to replace the existing trailer

Preliminary Programming

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OCNMS Long Term Space Requirements

Name of Space	Total Area (ASF)
Shared Spaces	3,425
Administrative Space	5,141
Volunteer/Staff Spaces	400
Visitor Center	1,600
Warehouse/Boat Program	2,100
<i>Headquarters Subtotal ASF (Port Angeles)</i>	<u>12,666</u>
<i>Total Gross SF (GSF)</i>	19,486
<i>Satellite Office Subtotal ASF (South Sanctuary)</i>	1,588
<i>Bunking Space (La Push)</i>	600

Preliminary Programming

OCNMS Long-Term Space Requirements

Preliminary Space List - Port Angeles		Phase I		Phase II	
Name of Space	Capacity	No. and Size of Space	Total Area (ASF)	No. and Size of Space	Total Area (ASF)
Shared Spaces					
Large Multipurpose Room/Auditorium	150			1 @ 1,750sf	1,750
Storage (Furniture)				1 @ 200sf	200
Large Conference Room	18-25	1 @ 500sf	500		
Wet Lab/Classroom	24-30	1 @ 900sf	900		
Storage		1 @ 75sf	75		
		Subtotal Shared Spaces	1,475		1,950
Administrative Space					
<i>Administrative</i>					
Superintendent Office		1 @ 275sf	275		
Assistant Manager Office		1 @ 150sf	150		
Administrative Assistant		1 @ 80sf	80		
Oceanography Specialist Office		1 @ 120sf	120		
Resource Protection Specialist Office		2 @ 120sf	240		
Research Coordinator		1 @ 120sf	120		
Research Technician		1 @ 80sf	80		
Marine Biologist		1 @ 120sf	120		
IT Support		1 @ 120sf	120		
Boat Operator		1 @ 120sf	120		
Graphic Artist		1 @ 80sf	80		
Education Coordinator		1 @ 120sf	120		
Education Specialist		1 @ 80sf	80		
Discovery Center Manager/Volunteer Coordinator		2 @ 120sf	240		
Oceanographer		1 @ 120sf	120		
Operations Coordinator		1 @ 80sf	80		
Growth Office				2 @ 120sf	240
Growth Workstation				2 @ 80sf	160
Intern/PT/Hotelling Workstation		2 @ 64sf	128		

OCNMS Long-Term Space Requirements

Preliminary Space List - Port Angeles		Phase I		Phase II	
Name of Space	Capacity	No. and Size of Space	Total Area (ASF)	No. and Size of Space	Total Area (ASF)
Administrative Space					
<i>Support</i>					
Library/Meeting Room	10-12	1 @ 175sf	175		
Workroom/Copy Room/Production/Plotter		1 @ 225sf	225		
Kitchenette/Breakroom		1 @ 150sf	150		
File Room/Video Storage		1 @ 150sf	150		
Storage Closet		2 @ 75sf	150		
IT/Data Closet		1 @ 50sf	50		
Reception Area		1 @ 150sf	150		
Dry/Video Lab		1 @ 150sf	150		
Wet Lab/Research		1 @ 300sf	300		
Internal Circulation (25%)		1 @ 868sf	868		
		Subtotal Administrative Space	4,641		400
Volunteer/Staff Spaces					
Staff/Volunteer Room w/ Lockers				1 @ 200sf	200
Shower				2 @ 100sf	200
		Subtotal Volunteer/Staff Spaces	0		400
Visitor Center					
Exhibit Space		1 @ 1,000sf	1,000	1 @ 600sf	600
		Subtotal Visitor Center	1,000		600
Warehouse/Boat Program					
Maintenance Shop Space				1 @ 600sf	600
Storage		1 @ 1,200sf	1,200		
Dive Locker				1 @ 300sf	300
		Subtotal Warehouse/Boat Program	1,200		900
		Building Subtotal ASF	8,316		4,250
		<i>Net to Gross (65%)</i>	<i>4,478</i>		<i>2,288</i>
		Building TOTAL	12,794		6,538

Sustainable Planning

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- Reduce operating and “bottom line” costs
 - Composting and recycling
 - Low-flow plumbing fixtures
 - Photovoltaic systems
 - Energy star products
 - Occupancy sensors
 - Use high performance filters
 - Eliminate toxic cleaning agents
 - Recapture water for landscaping irrigation

Next Steps

Building a Strong Team

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- External Working Group
 - Similar to a Board of Directors
 - Partners
 - Peer organizations
 - Community and tribal leaders

- Internal Working Group
 - Responsible for day-to-day progress
 - OCNMS staff
 - ONMS staff
 - A few close partners



Building a Strong Team (continued)

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- Leadership Group
 - The decision makers
 - OCNMS Leadership
 - ONMS Leadership

*The Federal Advisory
Committee Act may apply.*



“Phase Two” Planning

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- Identify partners
 - Leading partner (“the development partner”)
 - Other partners
- Memorandum of agreement
- Evaluate and select a location(s)
- Address environmental concerns
- Prepare a budget
- Detailed programming

Identify a Leading Partner and Other Partners

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- Define the roles and responsibility of each partner
 - The leading partner (the “development partner”)
 - Each other partner

Memorandum of Agreement

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- A written document that describes:
 - Commitments
 - Responsibilities
 - Expectations
 - Deliverables
 - Schedule
 - Funding
 - Other

Detailed Programming

- A detailed program is like a “recipe” for the campus. It contains three types of information:
 - Is a stakeholder tied to a particular outcome?
 - What information is required to make a decision?
 - Do team members rely on information from other team members?

Evaluate Potential Locations and Choose a Location(s)

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- The Phase Two Planning is the time to identify, consider, evaluate and agree upon a preferred location or set of locations to house a new campus
- Use the detailed program to decide the location(s) that is the best fit for the collective requirements.

Timeline

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- | | |
|---------------|---|
| ■ Spring 2012 | ■ OCNMS finalizes its Facility Strategy
■ OCNMS and other partners agree to participate in Phase Two planning |
| ■ Summer 2012 | ■ Phase Two Planning <ul style="list-style-type: none">▪ Detailed programming▪ Evaluate potential locations▪ Establish working budget |
| ■ Fall 2012 | ■ Memorandum of Agreement
■ Select Architect / Engineer |

Other dates depend upon the option selected

Recap