



Outreach: What Commanders & Their Staff Need to Know When Working with the Community

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Agenda for the Day

- ▶ Introduction
 - The Foundation
- ▶ What you need to know
 - Practical Applications
- ▶ Organizations that work
 - Successful entities
- ▶ Tools that can help
 - Takeaways/Resources

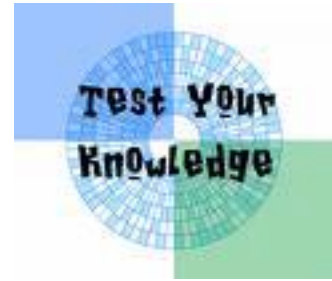


Section One – The Foundation

- ▶ Introduction
 - Outreach
 - Changing Ops
 - Misperceptions
- ▶ Weaknesses
- ▶ Encroachment
 - Types
 - Impact
- ▶ Conclusion
- ▶ Questions & Answers



Quiz



Outreach:

- A.) Occurs when the community does what the military wants
- B.) Is something that is conducted only by the community
- C.) Occurs once
- D.) Is a good partnership and a two-way dialogue

Introduction To Outreach



- ▶ The military needs a more defined/sustainable approach to outreach
 - Existing Philosophy is reactive not proactive
 - Need to address current & future mission sustainability issues
 - This is not a single service issue

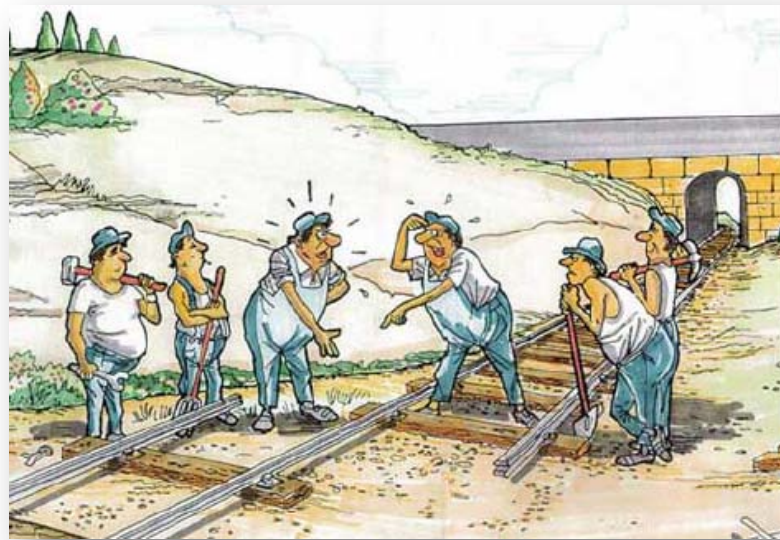
- ▶ What you will get out of this track:
 - Better understanding of the benefits of a proactive outreach program.
 - A total picture of encroachment and impacts to the military mission.

Issue: The military requires access to critical resources such as land, air, sea and spectrum frequency.

Solution: The military needs a more defined/sustainable approach to outreach.

The military should:

- Proactively work with stakeholders
- Build long-standing relationships

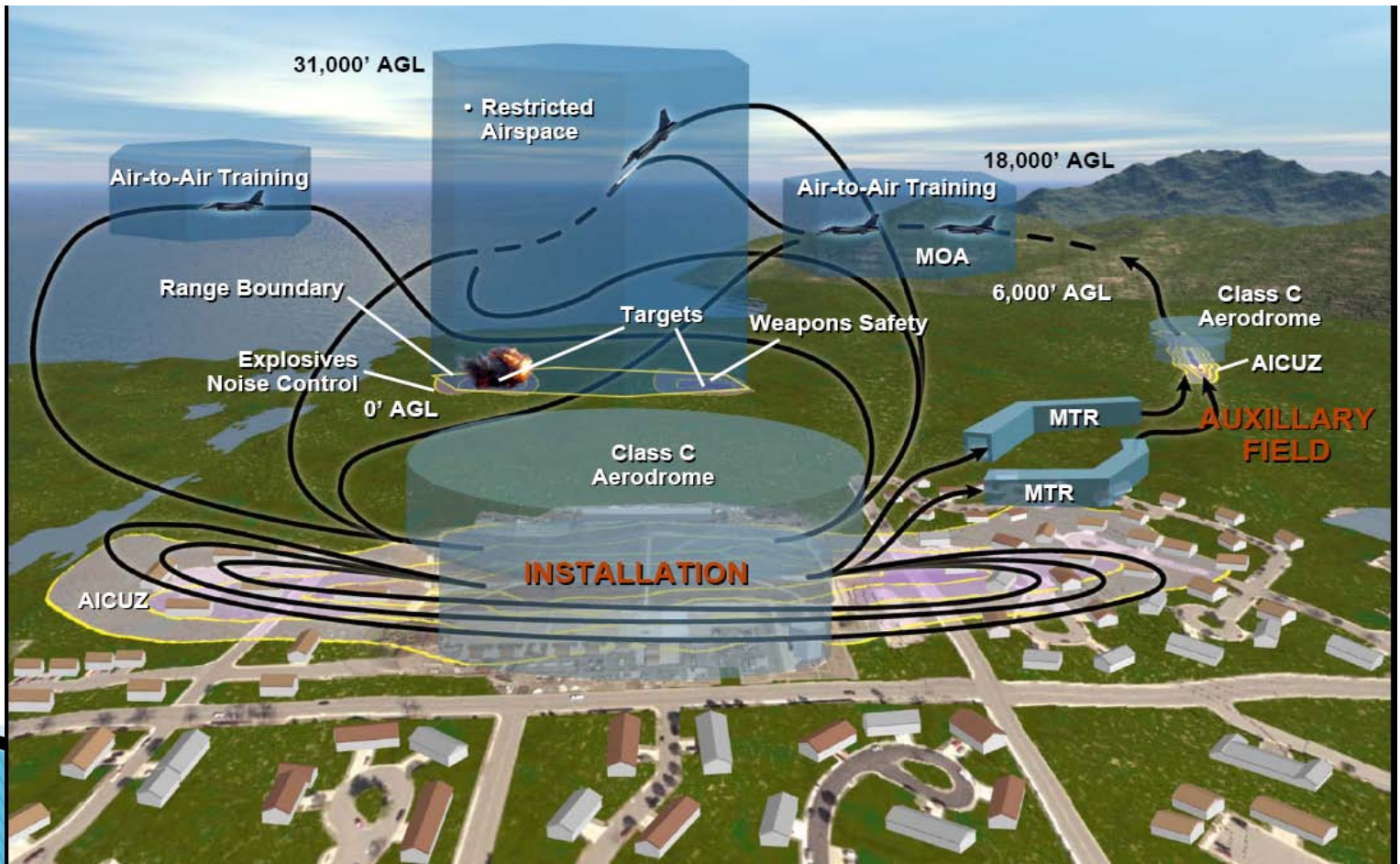


Outreach is paramount to mission sustainment

- The more you conduct outreach the more you find out about what is going on outside the base.

Operations are changing

- New Weapon platforms
- Changes in training requirements
- Changes in DoD policy procedures





»» The Top Ten
Misperceptions

Misperceptions – Top Ten

10. *“It’s not my job.”*

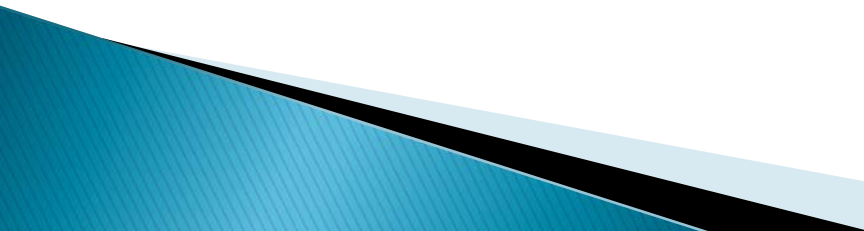
9. *“Do not give them information – they will work against us.”*

8. *“We do not have to be proactive.”*

7. *“This is public affairs job.”*



Misperceptions – Top Ten

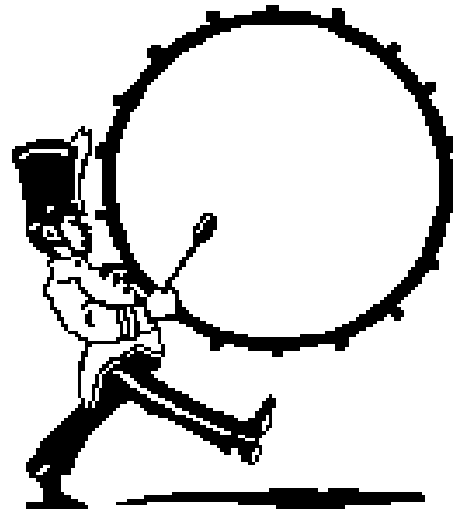
6. *“They like me...they really like me.”*
 5. *“Do not talk to the media.”*
 4. *“We can’t do anything....it is an issue of private property rights.”*
 3. *“We can’t lobby.”*
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Misperceptions – Top Ten

2. *“Ignore it...the issue will go away.”*



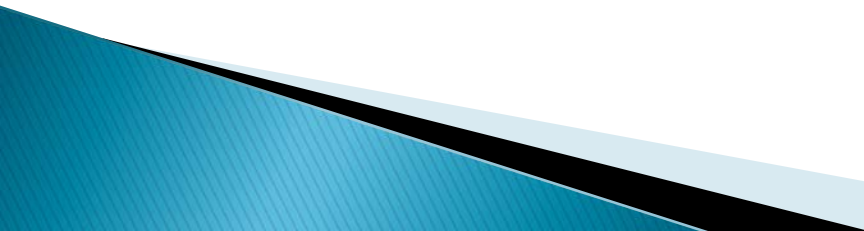
And the Number One Misperception...



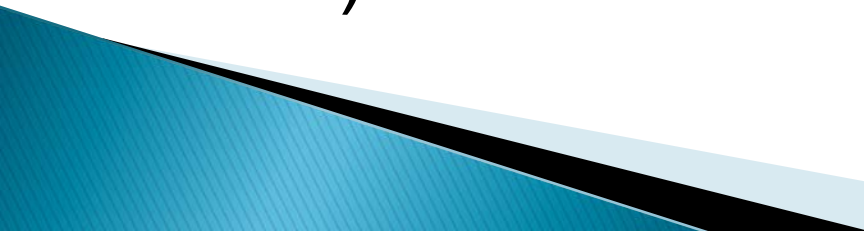
1. “I do not have an encroachment problem.”



Weaknesses

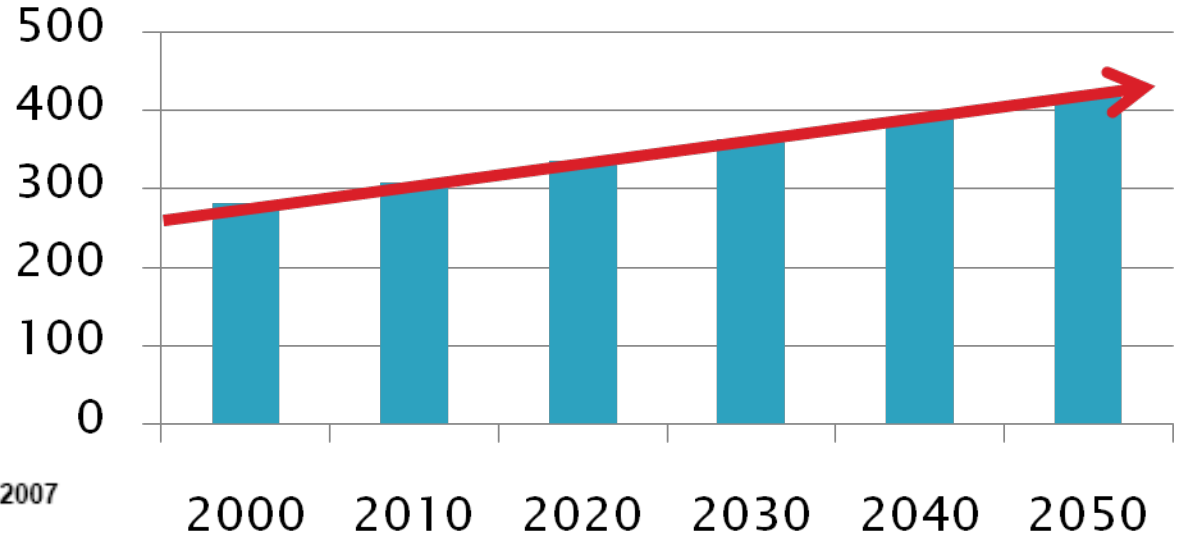
- ▶ Reactive
 - ▶ There is no comprehensive outreach program
 - ▶ Command changes every 2-3 years
 - ▶ This is not something the military is taught – you learn on the job through trial and error
 - ▶ Operators are generally not involved – their focus is on accomplishing the mission
 - ▶ Lack of interservice communication at all levels and regions
 - ▶ Lack of dedicated resources
- 

Types of Encroachment

- Population Growth
 - Residential Development
 - Transportation Infrastructure
 - Development Adjacent to Special Use Airspace
 - Energy (Corridors, Off-Shore & Renewable)
 - Endangered Species Act
 - Federal Agencies
 - Others (Frequency Spectrum, Unmanned Aerial Systems, Wilderness Designation, Etc.)
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Population Growth

United States Population Growth (in Millions)



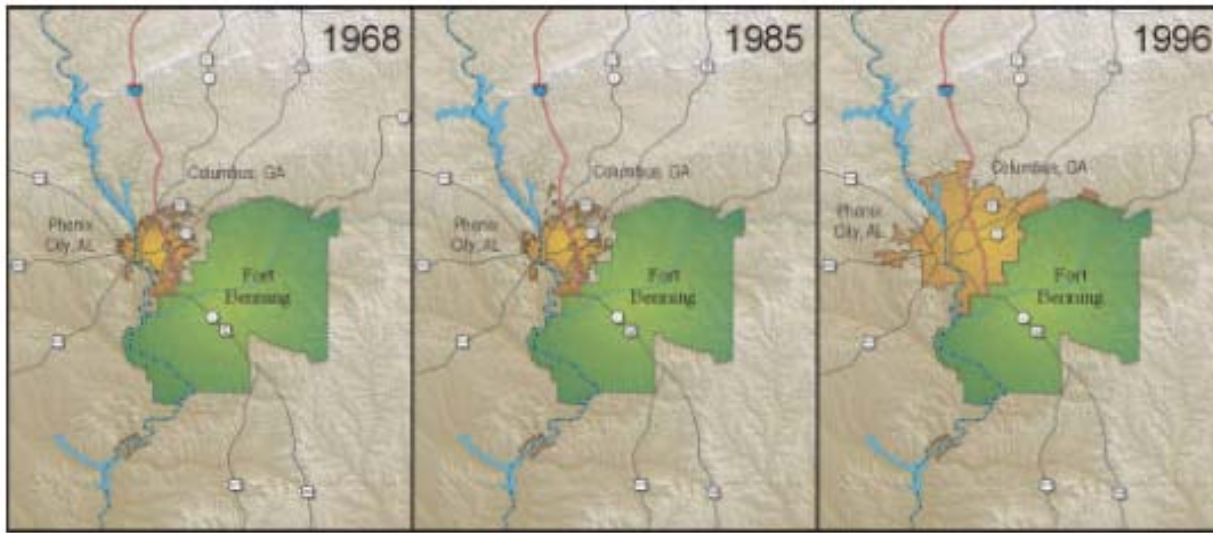
April 1, 2000 to July 1, 2007

Change in population

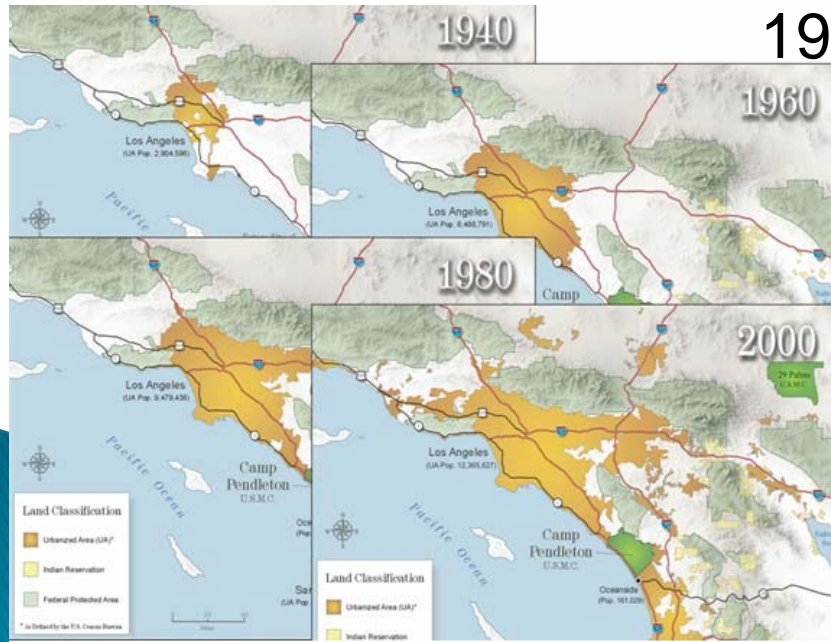
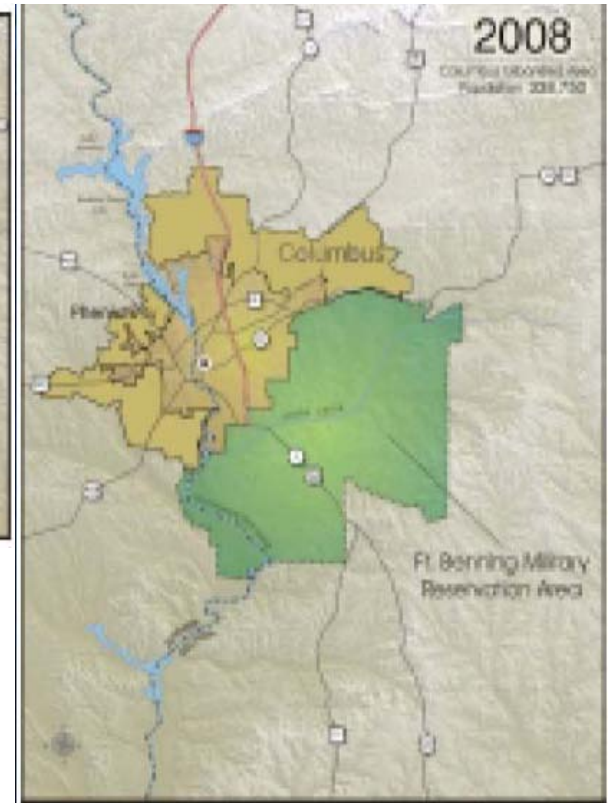
- 1,500,000 or more
- 750,000 to 1,499,999
- 450,000 to 749,999
- 200,000 to 449,999
- 0 to 199,999
- Population decline



(Residential Development)

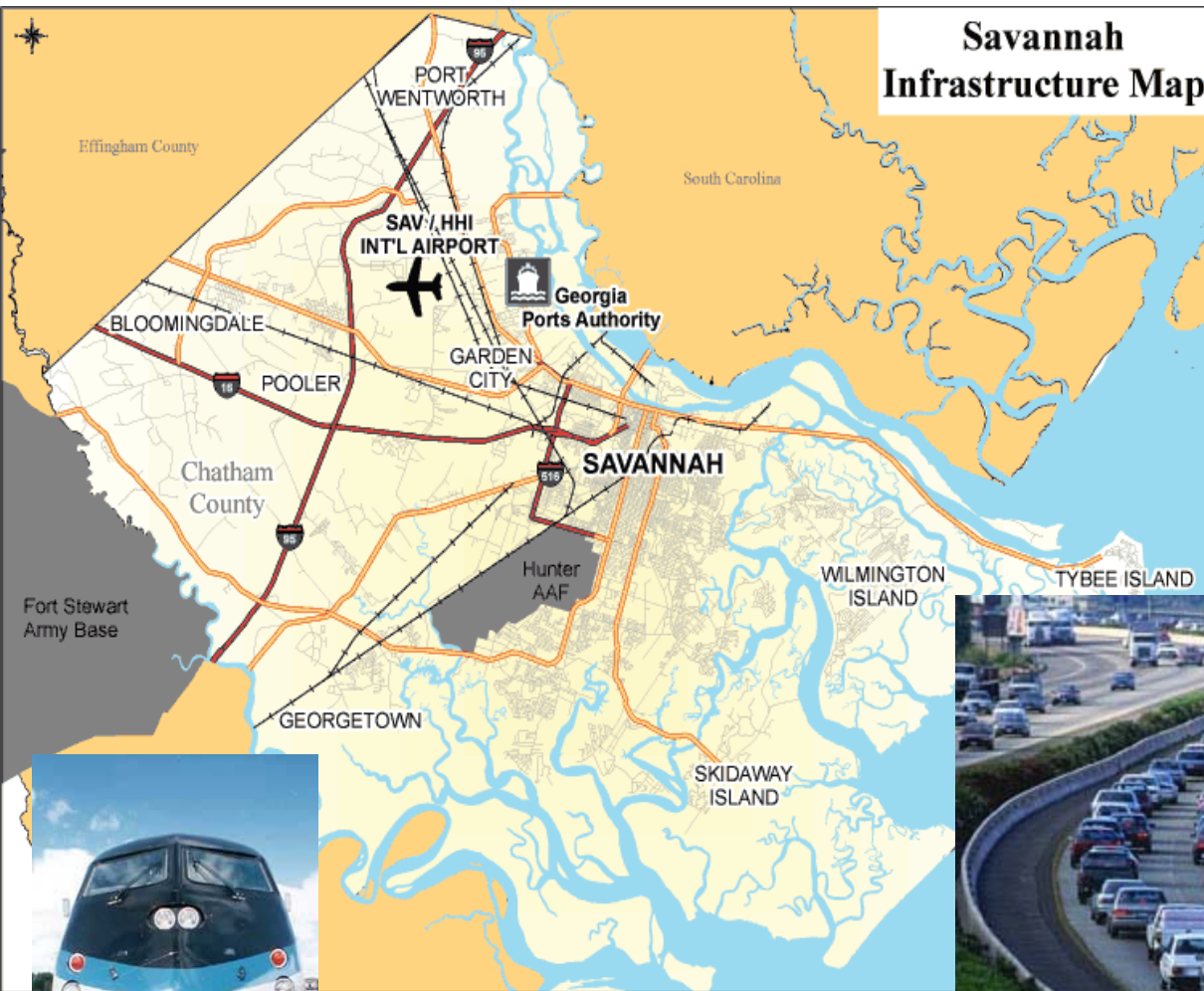


Fort Benning Area
1968-2008



Camp Pendleton
1940-2000

Transportation Infrastructure



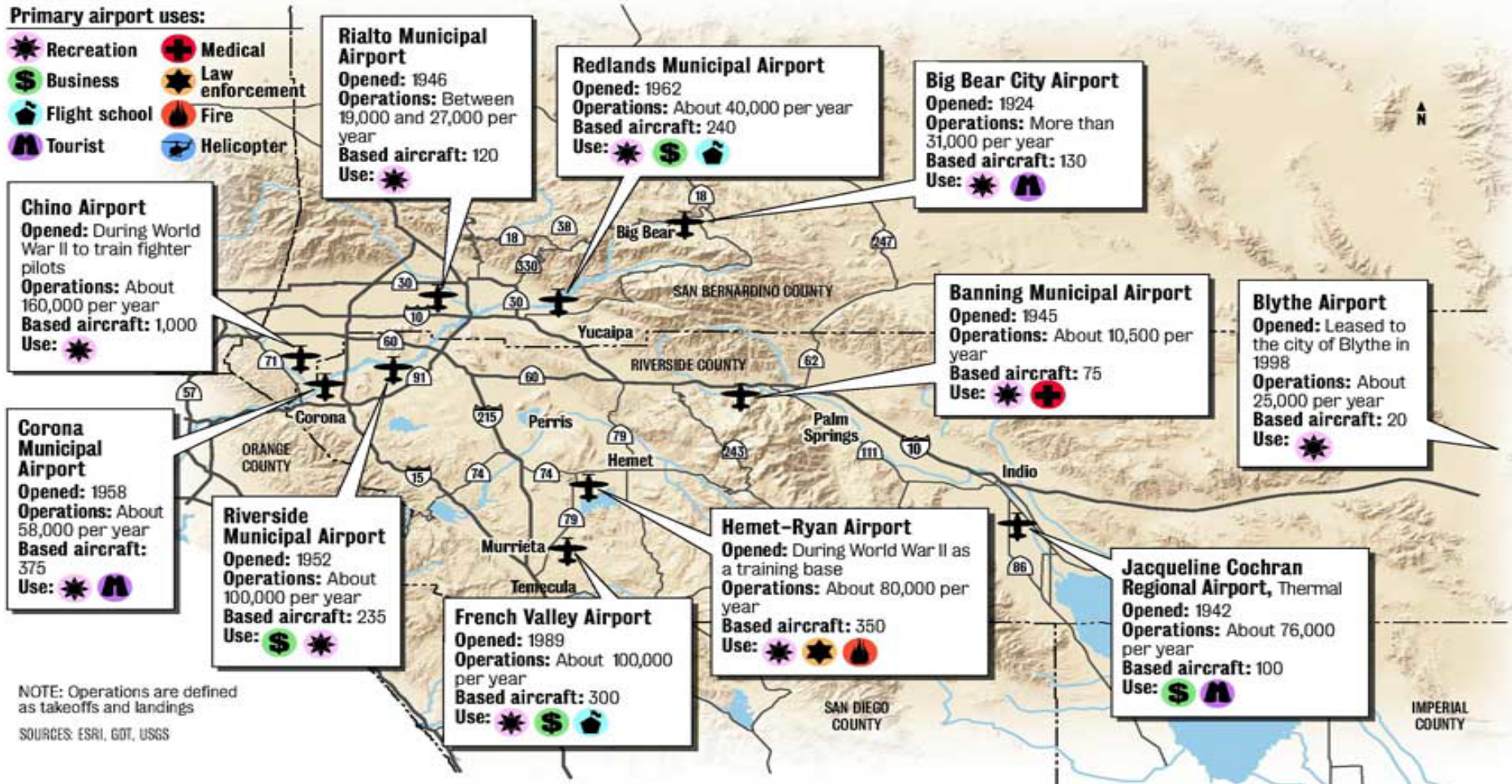
Transportation Needs – Airports

- Change in Flight Patterns
- New Airports
- New Runways
- Increased Operations

MUNICIPAL AIRPORTS: Many of the Inland Empire's municipal airports are expanding to handle a growing demand for air travel in the region.

Primary airport uses:

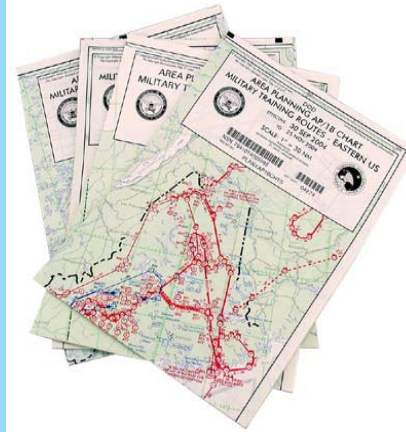
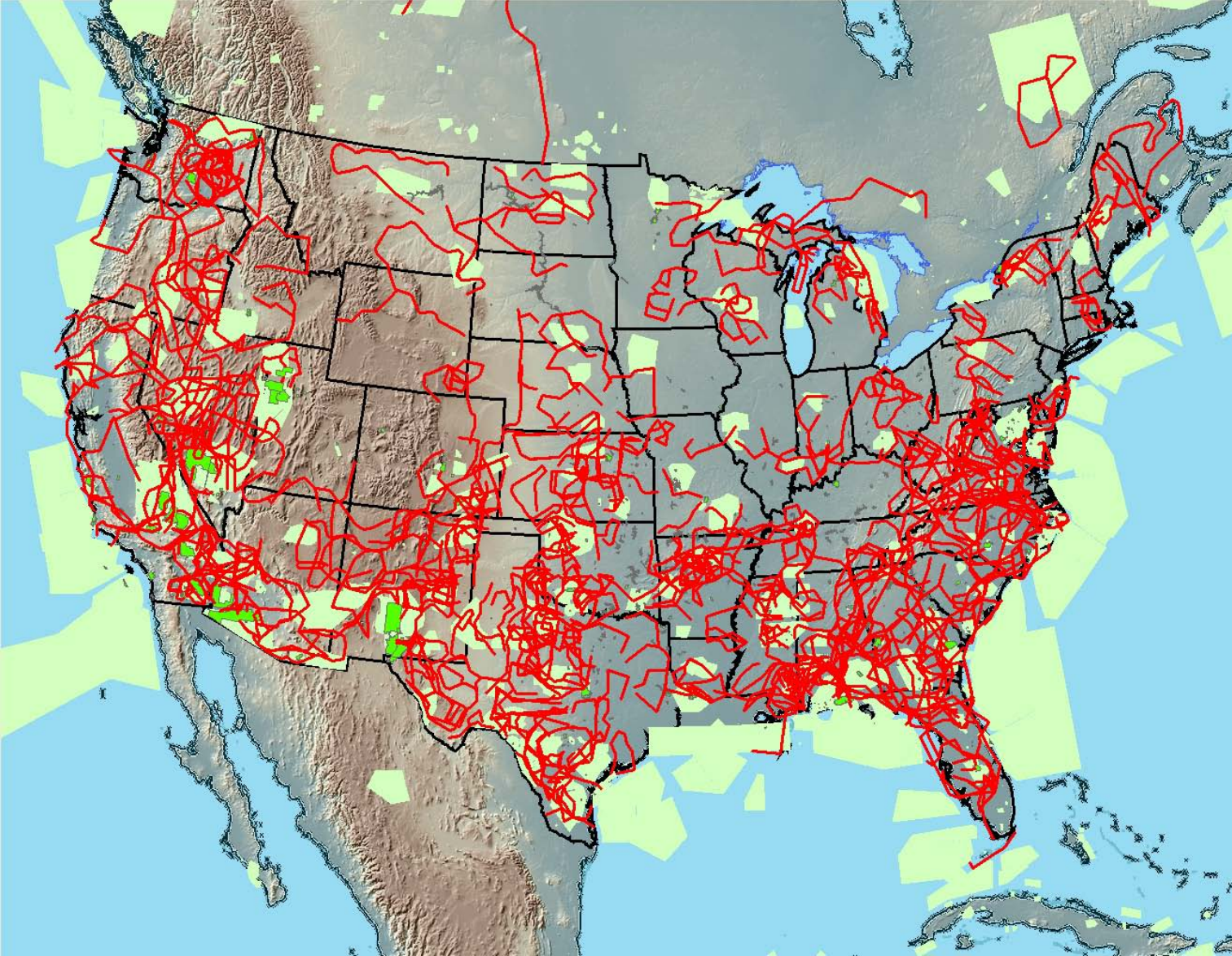
-  Recreation
-  Business
-  Flight school
-  Tourist
-  Medical
-  Law enforcement
-  Fire
-  Helicopter



NOTE: Operations are defined as takeoffs and landings

SOURCES: ESRI, DOT, USGS

Development Adjacent to SUA



Energy Corridors



Western Inter-Connect

Off-Shore Energy

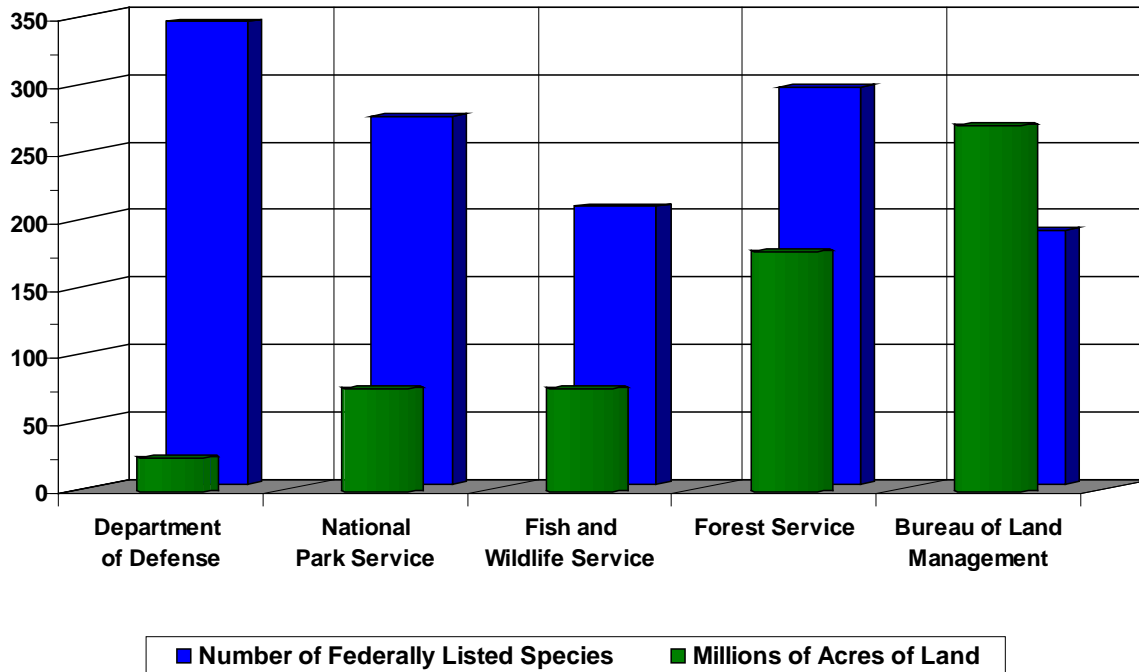


Renewable Energy




ESA and Wildlife Habitat

T&E Listed Species on Federal Lands

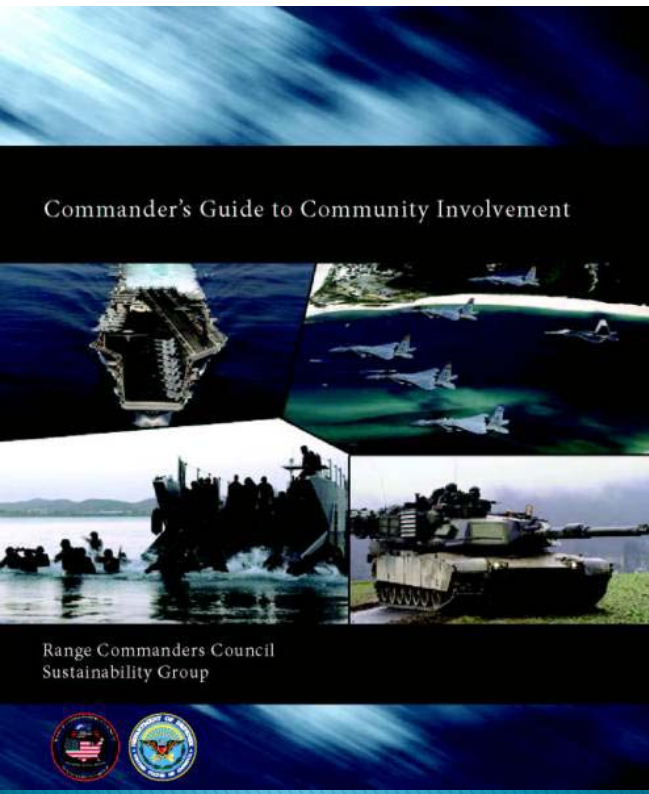
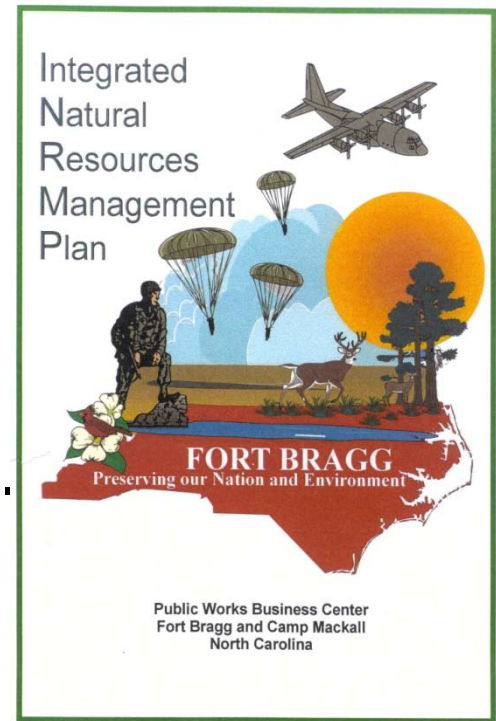


Impacts to Mission....

- ▶ Delays
 - ▶ Workarounds
 - ▶ Increased Costs
 - ▶ Cancellations
 - ▶ Restructuring (Moving an MTR or Target, limiting your ability to shoot, etc.)
 - ▶ Rescheduling
 - ▶ Self imposed restrictions
 - ▶ Inability to realistically test and train
- 

Conclusion

- ▶ Bottom line
 - Conducting outreach is essential.
 - Provides for information exchange.



Question and Answers

