

National Parks Conservation Association

Comment Writing 101

February 9, 2023

Road Map

01

Project Overview

Introduction to the Army
Corps of Engineers'
NYNJHATS

02

Crafting a Message

Discussion about
advocacy messaging

02

Comment Writing

How to write
substantive comments



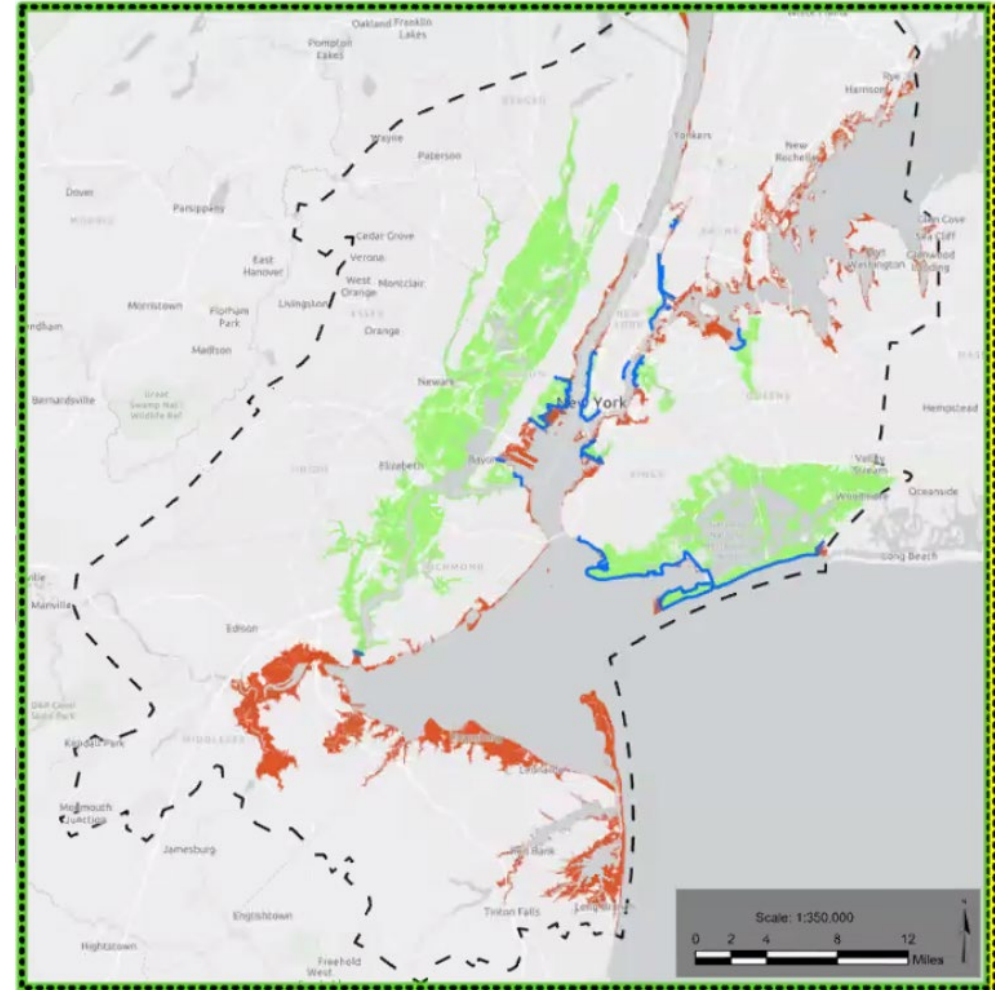


100 YEARS

Overview

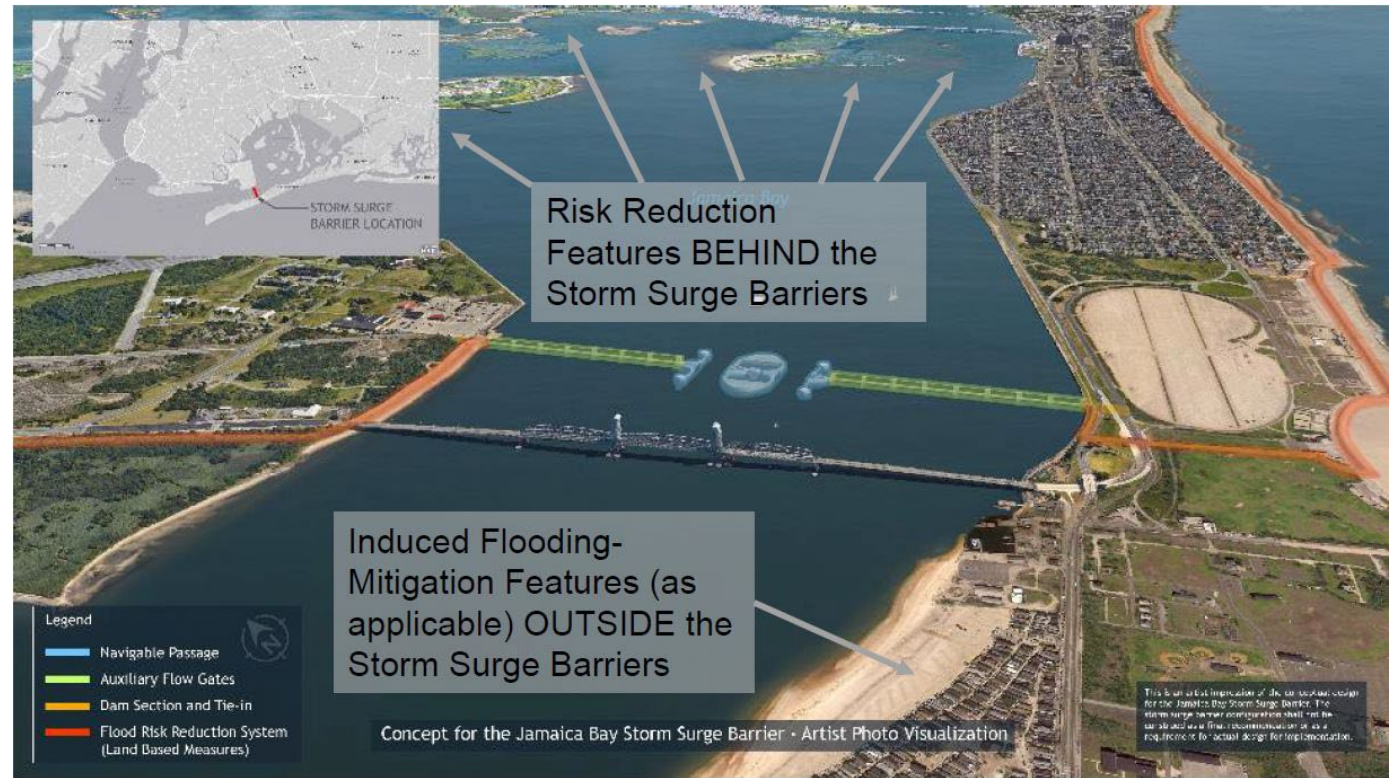
New York New Jersey Harbor and Tributaries Study

- Authorized by Congress in 2016
- Project purpose
- There are 5 alternatives
- The proposed alternative, 3B, costs \$52 billion



Overview

New York New Jersey Harbor & Tributaries Feasibility Study



Overview

New York New Jersey Harbor & Tributaries Feasibility Study

<https://hats-cenan.hub.arcgis.com/>

New York-New Jersey Harbor and Tributaries Coastal Storm Risk Management Feasibility Study

NYNJHAT Study Story Map Homepage

This Hub and story maps are visual representations of the 2022 Draft New York New Jersey Harbor and Tributaries Coastal Storm Risk Management Feasibility Study. Our Story Map emphasizes the Tentatively Selected Plan (Alternative 3B). Please visit the U.S. Army Corps of Engineers [Study Website](#) where you'll be able to download the entire Draft Report (PDF format).

This Hub and associated Story Maps will be updated throughout the planning process.

Upcoming Public Meetings: Thursday October 27th (1800-2000) & Saturday November 5th (1000-1200)

See the [Study Website](#) for more details on the Public Meetings

LATEST UPDATE: October 21st 2022

For better viewing experience, please use Google Chrome or Mozilla Firefox browsers. Also, please use a PC to interact with the story maps.

GET STARTED with the [Glossary of Terms Story Map](#) which explains the different types of features and other terms used on this site and in the Study. Then watch the [YouTube video](#) below which explains the features of this Hub and all the Story Maps associated with it. From there you can explore wherever you want including the [Gallery of Resources and Tools](#)!

Instructional Video for HATS Story Map

Watch later Share

Watch on YouTube

GIS Story Map technology visualizes the concepts presented in the draft integrated feasibility report and Tier 1 Environmental Impact Statement by allowing you to:

- See how the proposed project could reduce flooding
- Learn how the alternative plans were identified and evaluated and why the alternatives were generated
- Learn about potential environmental impacts and benefits

INTERACTIVE MAP

Use the map to the right to explore


-- Quick Links --

Story Maps:

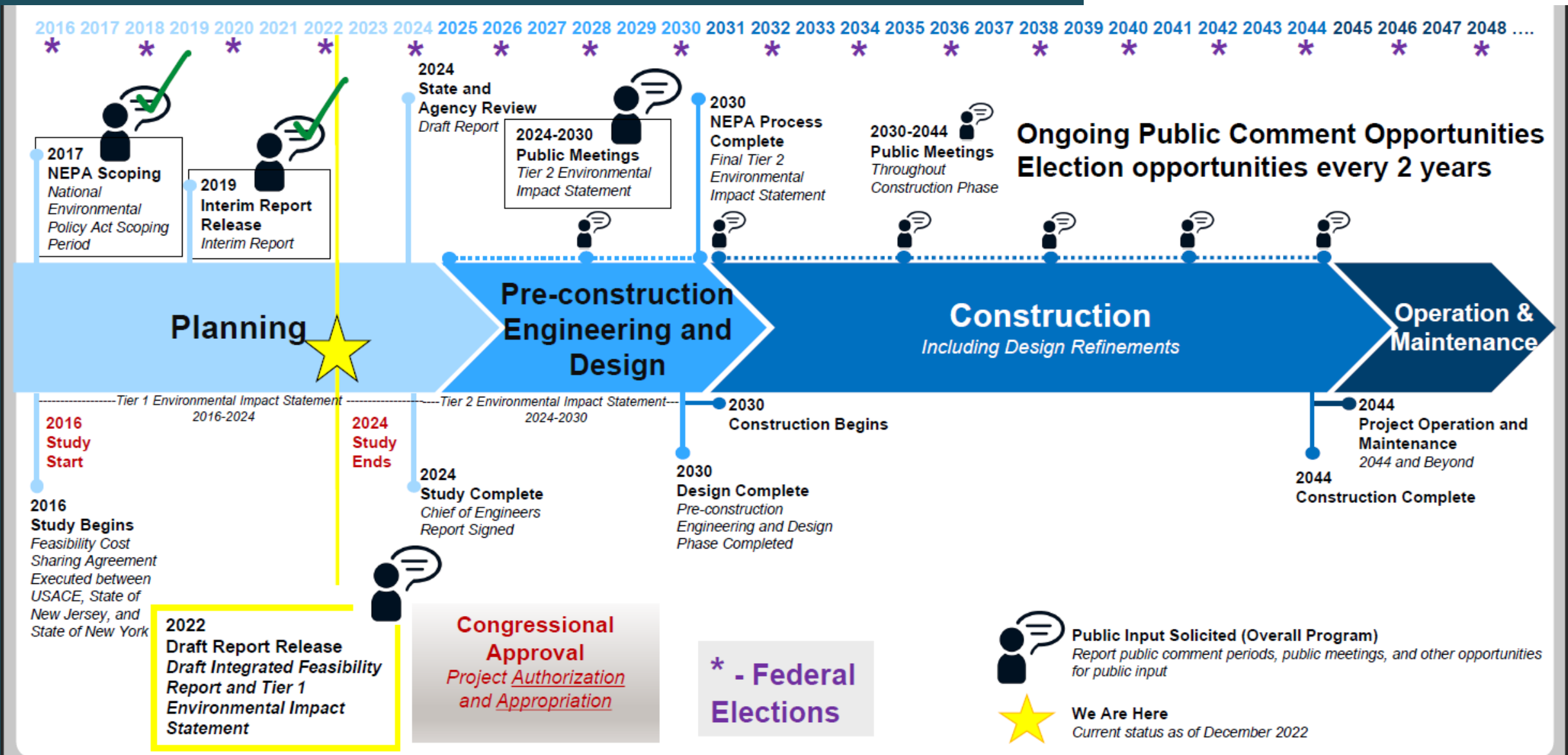
Draft Integrated Feasibility Report and
Tier 1 Environmental Impact Statement

NEW YORK-NEW JERSEY HARBOR AND TRIBUTARIES COASTAL STORM RISK MANAGEMENT FEASIBILITY STUDY

September 2022

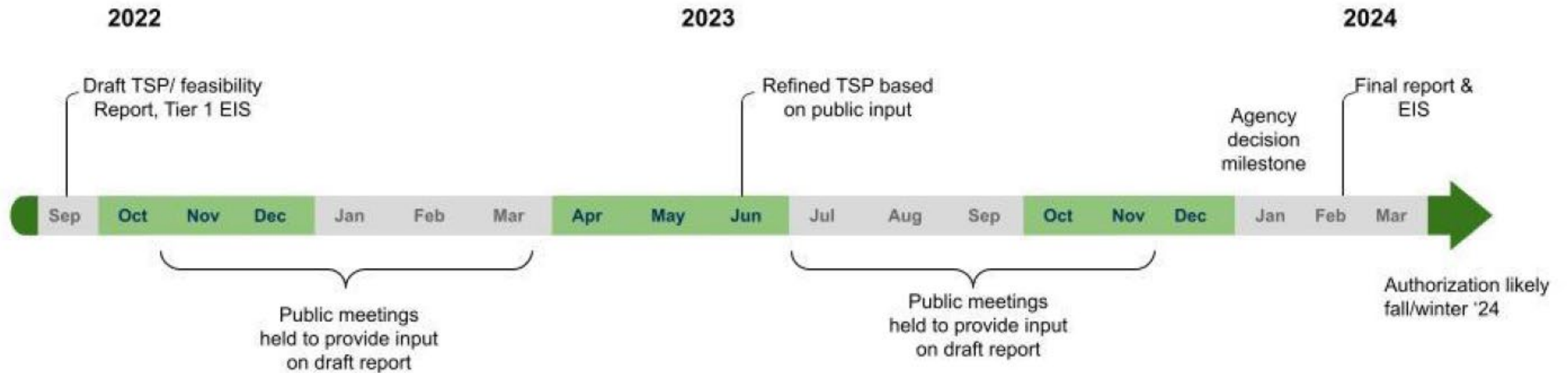


Army Corps' Timeline



Overview

Rise2Resilience Timeline



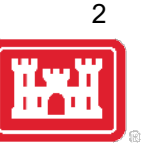
COMMENT WRITING AND SUBMISSION TO THE NEW YORK AND NEW JERSEY HARBOR AND TRIBUTARIES STUDY



US Army Corps
of Engineers®



HOW TO SUBMIT COMMENTS



- In-Person or Virtually at our Public Meetings
 - [Listed on our website: NY & NJ Harbor & Tributaries Focus Area Feasibility Study \(HATS\) \(army.mil\)](#)
- Via e-mail to: NYNJHarbor.TribStudy@usace.army.mil
- Or via Mail to:
 - NYNJHAT Study Team, Planning Division
U.S. Army Corps of Engineers
26 Federal Plaza, 17th Floor
New York, NY 10279-0090
- By March 7, 2023
 - Anything post marked by the 7th will be included in the public record



TIPS FOR WRITING EFFECTIVE COMMENTS



- We want to hear *all* comments, questions, concerns, and suggestions!
- The more specific the comment, the better.
 - Include hyperlocal information
- Tell us what alternative plan you think would be best suited for the future (alternatives 2, 3A, 3B, 4, or 5).
- State your points for concern.
 - Why does this concern you?
- If the study does not have any measures currently proposed in your area and you think that there is an opportunity to manage coastal storm risk there, please let us know!



**THE STUDY TEAM WOULD
LIKE TO THANK YOU FOR
YOUR CONTINUED
PARTICIPATION, AND WE LOOK
FORWARD TO READING YOUR
COMMENTS!**



Crafting a Message





Your Voice Matters

Collective Impact



Your Voice Matters

Understanding your influence

Crafting Your Comment

1. Pick a Vehicle
2. Include the Key Ingredients
 - What drives your support?
 - What drives your concern?
 - What would you like to see different?
3. Engage the Head and the Heart
4. Create Your Advocacy Message, include
 - The “Ask”
 - Your Audience

Substantive Comments

- I spent my childhood playing in the stream in the park.
- I am concerned that a new road would decrease the water quality of this stream or impact fishing in the downstream pond.
- I do not want the road to be built in this park because of the environmental impacts.



Non-substantive Comments

- I used to spend a lot of my time at this park as a kid and have fond memories of playing in the stream that runs through the area where the road is proposed.
- I want my children to be able to play in the pond.
- I love wildlife and the natural world.
- Open the road!



Sample Comment

- I do not like the proposed road because I am worried about what it may do to the birds in the park. I am concerned that traffic may disrupt birds and bird watching.
- I think the Parks Department should consider an option to move the road into the northern part of the park rather than through the middle. It seems like there are fewer trees to clear in this area and that it would be as good at reducing the traffic in the neighborhood.



Sample Comment

- I support the development of a new road because it would help reduce traffic congestion in front of my home and in front of the school.
- I see children walking to and from school every day dodging traffic.
- This new road would help keep children safer when they are walking to and from school.



Your Story Your Ask

- Introduction
- Problem
- Solution (and its benefits)
- Your experience (keep it focused)
- Closing (make a direct ask)



100 YEARS

YOUR STORY, YOUR ASK

Key Ingredients

01

Introduction

- “I am” attributes
- Describe your connection to the study

02

Problem

- Describe the issue/threat
- Name impacts that threat will have on you
- State what parts of the project you like

03

Solution

- What other ideas do you have to control flooding?
- Reference projects you like
- Site relevant studies to Corps should consider

04

Your Experience

- Where and when does it flood in your neighborhood?
- Share real-life examples

05

The “Ask”

- Name the action you want the Corps to take



Introduction

"I am" attributes
Describe your connection to the place

Problem

- Clear description of the issue/threat
- Why is that threat a problem? Specify what impacts that threat might have on you and your community.
- Specify what parts/locations of the study you like

Solution (and its benefits)

- Simple, concise solutions
- What other ideas do you have to control flooding in your neighborhood?
- Reference other projects and studies the Corps should look at.

Your Experience (keep it focused)

- Describe your experience with flooding. Where does it flood and how does that impact your community?
- Real-life human examples and stories; an appealing, emotional connection

Closing (make a direct ask)

- An "ask" What action do you want the recipient to take?
- Thank agency for considering your comments



Comment Writing Template

STAY ENGAGED!

Submit comments to the Corps by March 7th

- Sign up for study updates by emailing NYNJHarbor.TribStudy@usace.army.mil
- Request a presentation from the Corps for your Community Board, Civic Association, local organization
- Share with your networks – tell your neighbors about the open comment period
- Learn more about this study with Rebuild by Design's resources - [Building Regional Expertise USACE HATS – Rebuild by Design](#)
- Join the Rise2Resilience Coalition - [Rise 2 Resilience - Waterfront Alliance](#)

THANK YOU!