



February 13, 2014

John Laird, Secretary for Natural Resources  
Chair, Ocean Protection Council  
1416 Ninth St., Suite 131  
Sacramento, CA 95814

Via email: [copcpublic@resources.ca.gov](mailto:copcpublic@resources.ca.gov)

**Re: NRDC support for authorization to disburse MPA signage funds**

Dear Chair Laird and Members of the Ocean Protection Council,

On behalf of our more than one million members and activists, we are writing to support Action Item 6 on the February Ocean Protection Council agenda. Disbursing up to \$350,000 to the Monterey Bay Sanctuary Foundation (MBSF) for marine protected area signage is an important, well-informed step in the implementation of California's path-breaking network of MPAs.

Public outreach and education—including signs at coastal access points—are critical to the day-to-day success of California's statewide network of MPAs. To respect the state's new MPAs, visitors need to know what's allowed and where the boundaries are. Signs at land-access and boat-launch sites are a simple and time-tested way to keep the public informed. In addition, interpretive signs help connect people to the local wildlife and inspire them with the story of what California has worked so hard to protect.

MBSF has played a crucial leadership role in developing templates for brochures, recreational fishing guides, and interpretive and regulatory signs in close collaboration with the Department of Fish and Wildlife (DFW). Its track record is impressive. MBSF has guided the design and installation of 26 interpretive panels and over 100 regulatory signs—with dynamic, interactive content via QR codes—throughout the Central and North Central coasts. This grant would help finish that job and extend it statewide.

Non-profit groups up and down the state, working in partnership with the MBSF, have already donated substantial resources to the siting, planning and design of signs for their local areas. They are ready to move forward to complete the job as soon as these funds are dispersed.

NRDC will be heartened to see OPC and DFW move forward with this cost-effective approach to addressing the need for marine protected area signs. We strongly support this important endeavor, and endorse MBSF as the appropriate entity to manage the project.

Sincerely,

A handwritten signature in black ink that reads "Karen Garrison". The signature is written in a cursive, flowing style.

Karen Garrison  
West Coast Director  
NRDC Oceans Program



## United States Department of the Interior

NATIONAL PARK SERVICE  
Point Reyes National Seashore  
Point Reyes, California 94956

IN REPLY REFER TO:

A38

February 13, 2014

John Laird, Secretary for Natural Resources  
Chair, Ocean Protection Council  
1416 Ninth St., Suite 1311  
Sacramento, CA 95814  
[copcpublic@resources.ca.gov](mailto:copcpublic@resources.ca.gov)

Dear Mr. Laird,

Point Reyes National Seashore (PRNS) strongly supports the collaborative project proposal submitted by the Monterey Bay Sanctuary Foundation (MBSF) for a "Statewide Signage Grant" from the Ocean Protection Council. We have been working with MBSF staff for the past two years to identify signage needs in our region (North Central Coast), and this grant will allow MBSF and their partners to fulfill those plans.

The state network of MPAs is an important component of the National Park Service's mission to protect ecosystems for future generations and we welcome the opportunity to partner with the state and other entities to encourage education, monitoring, and enjoyment of the new MPAs.

The Science and Interpretive staff at PRNS will provide input, logistical and technical support in this collaborative project. Please feel free to contact me at (415) 464-5101 or [cicely\\_muldoon@nps.gov](mailto:cicely_muldoon@nps.gov).

Sincerely,

Acting for:  
Cicely A. Muldoon  
Superintendent

cc: Rikki Dunsmore  
Danielle Brown

[rikki@mbnmsf.org](mailto:rikki@mbnmsf.org)  
[danielle@mbnmsf.org](mailto:danielle@mbnmsf.org)



**UNITED STATES DEPARTMENT OF COMMERCE**  
**National Oceanic and Atmospheric Administration**  
**NATIONAL OCEAN SERVICE**

**Office of National Marine Sanctuaries | West Coast Region**  
99 Pacific Street, Bldg 100, Suite F  
Monterey, CA 93940

February 19, 2014

John Laird, Secretary for Natural Resources  
Chair, Ocean Protection Council  
1416 Ninth St., Suite 1311  
Sacramento, CA 95814

Dear Secretary Laird:

I am writing to support the Monterey Bay Sanctuary Foundation's (MBSF) application for an Ocean Protection Council (OPC) signage grant for the statewide network of marine protected areas (MPAs). Given a shared mission in long-term marine conservation, NOAA's Office of National Marine Sanctuaries (ONMS) places a high priority on assisting the state of California with the implementation of the network of MPAs designated under the Marine Life Protection Act. Many state MPAs are co-located within the boundaries of national marine sanctuaries, such as at Channel Islands, Monterey Bay and Gulf of the Farallones. The MBSF is proposing to produce and install interpretive panels and regulatory signs to enhance public outreach and education at major access points for the statewide network of MPAs.

The MBSF has been very effective at cultivating close relationships with multiple partners at the local, state and federal level interested in MPA outreach and education to develop consistent MPA products. As a result, the MBSF has already developed templates for interpretative brochures, recreational fishing guides, and interpretative and regulatory signs in close collaboration with California Department of Fish and Wildlife (CDFW), ONMS and local partners. The education staff at Channel Islands, Monterey Bay and Gulf of the Farallones coordinated with MBSF staff to ensure consistent graphic design elements and MPA messages were adopted for the outreach products. Interpretive panels (26 to date) and regulatory signs (more than 100), both designed with dynamic, interactive content via Quick Response (QR) codes, have been produced and deployed throughout the Central and North Central coasts. The MBSF is now poised to expand these collaborative and highly successful efforts to the statewide network.

Currently the MBSF is working with various partners to assess sign needs, making them uniquely poised to quickly and cost-effectively utilize the existing templates to fill signage gaps. We urge you to fund the MBSF proposal to the OPC signage grant, as they have demonstrated the ability to work with multiple partners, most importantly CDFW, and have already produced consistent and cost effective products that have received wide acclaim statewide.

Sincerely,

William J. Douros  
Regional Director

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National Marine Sanctuary  
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