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September 22, 2015

Dear Ocean Protection Council Chairman Laird and Council Members:

The California Marine Sanctuary Foundation appreciates the opportunity to comment on a few of the agenda items associated with your September 22<sup>nd</sup> meeting, and are grateful for the leadership you are providing in these areas.

**4. ACTION: Consideration of adoption of Proposition 1 grant guidelines**

Proposition 1 funding offers an excellent opportunity to augment and complement existing efforts to protect our coastal watersheds and marine protected areas. Ocean Protection Council's key issue areas for Prop 1 funding are critically important, and the process for creating the Grant Guidelines was thorough. The California Marine Sanctuary Foundation and the Monterey Bay National Marine Sanctuary have a long history of successful water quality protection projects that directly address the *Coastal and Ocean Water Quality Impacts* and *Marine Debris* areas of your plan. Our partnerships with the agriculture community, cities and municipalities, and other nonprofit organizations position us well to build upon prior work. We look forward to sharing more through your Grant Application process.

**5. ACTION: Consideration of adoption of a resolution regarding the Marine Protected Area (MPA) Statewide Leadership Team and work plan**

The California Marine Sanctuary Foundation has been working the past 8 years on marine protected areas education and outreach, with extensive input from communications and outreach professionals, and in close consultation with state agencies. Many of the actions identified in the leadership work plan should be approached as refinements on the previous initiatives, and built upon, rather than reinventing similar products. Resources already exist and we are ready to offer the many services, products and lessons learned over the course of marine protected areas implementation in all four regions of the state.

Attached are several examples of the outcomes that have been attained as efforts have shifted from interpretive centers and non-governmental partners to ocean recreation businesses and harbors and marinas in recent years. Using the California Department of Fish and Wildlife approved templates with standardized formatting and messaging, there exist:

- Thirteen interpretive brochures for marine protected areas along the north central and central coast (see Point Arena to Saunders Reef);
- Fifteen harbor brochures (on waterproof, tear proof paper) from Crescent City to San Diego and these are regularly distributed by partner businesses and local citizen groups;
- A repository of marine protected areas outreach materials is available on the [www.CaliforniaMPAs.org](http://www.CaliforniaMPAs.org) website, where training materials, presentations, teaching curriculum and a library of videos and films are available for download.

Most recently, efforts have focused on leveraging the relationships with the 49 harbors, marinas and boat launches across the state. This has been both encouraging and gratifying as bait and tackle shops are now displaying marine protected area exhibits and posters; distributing brochures; signs are being duplicated and displayed in multiple locations on waterfront areas; marine protected area web pages have been created for pilot harbors along the coast including Crescent City, Santa Cruz, Morro Bay and Newport Harbors; articles have been published in statewide Department of Boating and Waterways publications, local fishing “rags” and are being shared on harbor web pages with links to regulatory information.

The California Marine Sanctuary Foundation looks forward to being engaged to build upon this exciting work to offer our many outcome-oriented services including partner engagement, project management, graphic design, etc. We stand ready and willing to work on tasks identified in the work plan, many of which we are already engaged in, and hope for the opportunity to have more conversations about those soon.

## **6. INFORMATIONAL: update on Marine Protected Area (MPA) signage project**

One of the most rewarding and significant outcomes has been the active engagement of new partners. City managers, lifeguards, enforcement wardens, state and county parks, harbor masters and marina operators, non-governmental organizations such as Natural Resources Defense Council, Wildcoast, Heal the Bay, tribal communities, and the Department of Fish and Wildlife all contributed to the success of more than doubling the number of interpretive and regulatory signs for marine protected areas. Today more than 400 marine protected area signs are installed in prominent locations across the state, yet requests and demand for additional interpretive and harbor signage exists. We recommend the state focus on key harbors, marinas, boat launches and waterfront areas along the coast to fill the gap and help educate the ocean recreation users of California with needed signage. Feedback from the California Department of Fish and Wildlife field personnel and public polling indicate that the signage we’ve been producing with Ocean Protection Council and California Department of Fish and Wildlife involvement aids in compliance and, when needed, enforcement. A conservative estimate of 150 additional signs is needed at priority locations based on our surveys and established relationships and outreach across the state.

We are hopeful that the next phase of OPC/CDFW MPA signage funding will be able to build upon the momentum generated in the most recent grant (OPC #C1001000.)

Sincerely,

Dr. Rikki Dunsmore

California Marine Protected Areas Program Director

Attachments: A. Brochure Examples

B. Website Repository

C. Harbor Outreach Efforts



Marine protected areas harbor fishing brochures have now been developed for every major harbor.

Interpretive marine protected areas brochures were created for many locations and the template is easily adaptable.



# Website Repository ([www.CaliforniaMPAs.org](http://www.CaliforniaMPAs.org))

The [www.CaliforniaMPAs.org](http://www.CaliforniaMPAs.org) website serves as a crucial resource where education and outreach materials from ourselves and partners throughout the state are compiled, many of which are easily downloadable and adaptable to other locations. Examples of available resources include marine protected areas success stories, videos and films, docent interpretive handbooks, signs, brochures, fact sheets, individual webpages for every MPA, research articles, posters, exhibits, and much more.

## Basic Scientific Function of a Marine Protected Area

Marine Protected Areas (MPAs) are a valuable marine conservation tool used around the world. Like national parks and other protected areas on land, MPAs safeguard critical ocean habitat, allowing sensitive marine communities to recover and thrive.

The concept behind MPAs is quite simple: place some special parts of the ocean off limits to destructive activities, and give those special places a chance to recover and rebound.

### Benefits of MPAs

#### Ecosystem Maintenance and Recovery

The top image shows an urchin barren. With the loss of apex predators, like the spiny lobster or southern sea otter, urchin populations take over and consume most of the kelp within an ecosystem.

After years of protection (see bottom image) lobster populations are able to rebound and keep urchin populations at bay, allowing kelp forests to thrive—the result of an MPA!



#### Preserving Biological Diversity

Protecting natural diversity and the abundance of marine life is vital to maintaining the function, structure and integrity of ocean ecosystems.



## Visit Your Local MPAs

Each MPA in California is special and each provides a unique experience for its visitors. Whether it is Elkhorn Slough that attracts bird watchers from far and wide, Point Lobos known for its unmatched SCUBA diving opportunities, or Año Nuevo that welcomes thousands of visitors during the peak elephant seal season, these MPAs all deserve a visit!

### North Coast MPAs



Redding Rock



South Cape Headlands



Big Flat



South Headlands Bay



Ten Mile Slides



Pyramid Point



Interactive Tour of California's North Coast MPAs

## Presentation & Training Support Materials

The California Marine Sanctuary Foundation has held several trainings for docents, educators and public audiences to increase understanding and awareness of benefits of the California network of marine protected areas. These workshop materials are now available for your review and download. We have provided the presentations as a PDF document with either an associated audio or video file when possible. Our intent is to provide these materials so that they can easily review memories of the content discussed and to aid in the creation of training sessions within your own institution or organization.



### MPA Messaging: What Works

Resource Media—a nonprofit communications firm that works at the intersection of public, economic and environmental health—has been working to raise awareness about marine protected areas for over a decade. This document contains five key messages that can be referenced when communicating about MPAs to various audiences. Each of these values also includes suggested talking points. These can form the foundation of communication about MPAs in multiple settings: from supporting MPAs at a Fish and Game Commission hearing to meetings with local legislators or talking with people you meet at the shore.

### Marine Protected Areas in the Channel Islands: The First Five Years

COSEE West, A PowerPoint presentation developed by PISCO (Partnership for Interdisciplinary Studies of Coastal Oceans), University of California - Santa Barbara, University of California - Santa Cruz, and the Channel Islands National Park. It includes general information about MPAs with a focus on what researchers are finding at the Channel Islands National Marine Sanctuary.

### On Demand California Marine Protected Areas Video Series

Looking for an engaging and dynamic webinar series to share with your staff and volunteers about California's new network of underwater parks? This three part series of 30 minute webinars, led by leading experts (e.g., Fred Benfey, Mark Carr, Mike Sulten), provides a fresh and uplifting summary of how California led the nation in ocean conservation, the science of MPAs and how to talk about MPAs. Click here to start viewing!

## Partners

The California MPAs Educational Resources website is showcasing a variety of MPA-related products from our partner organizations and providing these resources for other agencies to use. Each organization has unique skills, providing complementary assets and capabilities to advance specific projects and/or initiatives.

While many of the products found within this website are specific to the needs, audience, and goals of a particular partner, the messaging, layout, or content may be valuable and adaptable for other outreach needs.

Please visit the websites of our federal, state, local, and non-profit partner organizations listed below to find MPA-related resources.

Click on a logo to get more info on these organizations



## Teaching Materials

A collection of various teaching and training guides, and curriculum based materials. These resources may be useful for professional teachers, interpretive staff, naturalists, and docents and volunteers to effectively communicate MPAs and ocean conservation messaging.

### Marine Protected Area (MPA) Docent Training Handbooks

By Ocean Communicators Alliance. Oceanists and naturalists play a critical role in helping to increase stewardship and educate the public on the importance of California's coast and ocean, including marine protected areas. The Ocean Communicators Alliance has recently developed MPA Docent Training Handbooks for each coastal region of California. These handbooks are geared towards docents and naturalists, and staff who run docent and naturalist programs, and then make each of these bulletins underneath. There is one for every region of CA, the central coast is the one currently online.

- North Coast Docent MPA Training Handbook (2.4M PDF file)
- North Central Coast Docent MPA Training Handbook (2.4M PDF file)
- Central Coast Docent MPA Training Handbook (1.8M PDF file)
- South Coast Docent MPA Training Handbook (2M PDF file)

### MPA Jeopardy (249K PDF file)

This interactive learning tool was developed by the PDRIS program of California State Parks and teaches students about marine protected areas through a Jeopardy style question and answer game. Requires PowerPoint. (249K zipped pdf file)

### One fish, two fish, red fish... no more fish! Importance of Marine Protected Areas (159K PDF file)

The COSIA (Communicating Ocean Sciences to Informal Audiences) program at CalPoly San Luis Obispo has created several curricula designed to convey ocean science concepts in informal learning settings such as aquariums, interpretive centers, and public outreach events. One of these curricula focuses on California's network of MPAs and how MPAs can ameliorate problems such as overfishing. This lesson plan guides teachers and facilitators through a series of interactive activities, and includes resources on the science of MPAs.

### Our Undersea Legacy: A Curriculum Resource for Marine Protected Areas in Southern California (11.7M PDF file)

The Southern California Aquarium Collaborative, along with California Sea Grant and COSEE West, has generated a series of lesson plans for middle school students. The curriculum includes background information, detailed lesson plans and activities, and extension resources and addresses many of the California state standards.

## Videos From Our Partners

### Managing California's Network of Marine Protected Areas - Podcast by Thank You Ocean



This Thank You Ocean Report features Beth Ota, Habitat Conservation Program Manager of California's Department of Fish and Wildlife (Marine Region), who discusses how adaptive, long-term management through education and outreach, monitoring, and enforcement will be critical to meet the goals of the Marine Life Protection Act.

Photo credit: NOAA

### Enforcement of Marine Protected Areas - Podcast from Thank You Ocean



One of the critical aspects of managing MPAs is enforcement. On this podcast, we talk with California Department of Fish and Wildlife Assistant Chief Tony Werning about some of the issues surrounding enforcement of MPAs.

Photo credit: California Department of Fish and Game

### South Coast Marine Protected Areas: Humans and Nature Together

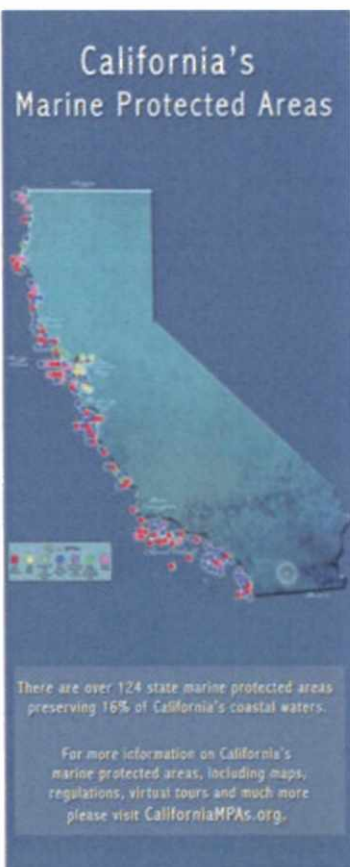


California's South Coast is intensively urbanized and population is growing. Will our activities crowd out marine life or can both nature and human activities be accommodated and thrive?

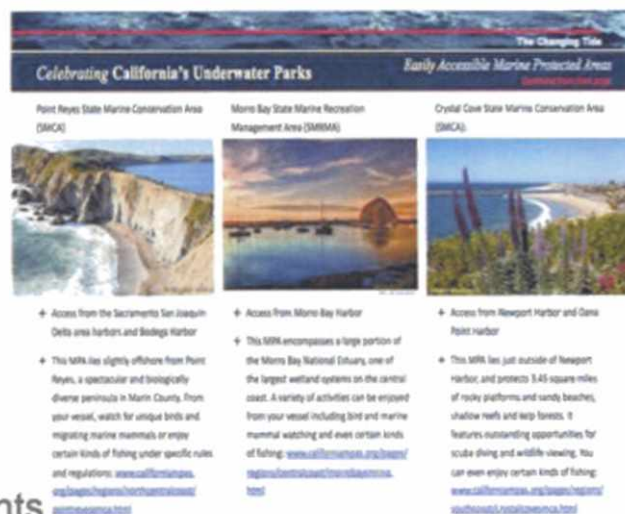
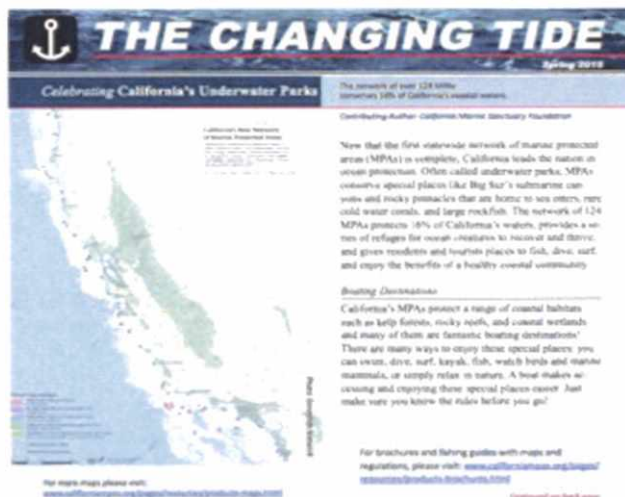


# Harbor Outreach

## Marine Protected Areas Boating Flyer



Article published in the Dept. of Boating and Waterways Changing Tide publication.



Three panel exhibit used at boater outreach events and integration into existing harbor kiosks.

