

**Informing the Development of an Online California Fisheries Portal  
Phase 1, Step 2: Review & Discuss Draft Portal Mock-ups  
Friday, March 22, 2019 | 1:00pm-3:00pm PT**

**Goal:** To gain feedback from focus group participants on draft interactive mock-ups of Enhanced Status Reports (ESRs), which will serve as the framework for the first phase of the California Fisheries Portal.

**Meeting Materials:** Reference materials will be emailed to participants prior to the webinar.

## **Agenda**

### **Welcome, Webinar Overview & Purpose**

- Confirm attendance and intentions for the webinar
- Review and confirm agenda, approach, and goals.

### **(Re)Introduce the California Fisheries Portal, Phase I**

- CDFW to provide progress update since May 2018 webinar, including their vision for the phased approach to developing the Portal and what is anticipated to comprise phase 1
- Overview of the draft mock-ups and their role in effectively communicating the Enhanced Status Reports (ESRs)
- Relationship of the Portal to the CDFW Marine Region website

### **Review and Discuss Draft Portal Mock-ups**

- Interactive discussion of the draft mock-ups including layout, accessibility, and types of information housed in the tool to inform the next stage of Phase I development

### **Next Steps & Adjourn**



## Marine Life Management Act (MLMA) Master Plan Implementation Planning Discussion for Interested Stakeholders

### Informing the Development of an Online California Fisheries Portal Tuesday, May 8, 2018 | 9:30am-12:30pm PT

**Goal:** To engage in a constructive discussion to help inform the California Department of Fish and Wildlife's (CDFW) development of an online, publicly-accessible and user-friendly "living" library for California's fisheries information.

**Meeting Materials:** Reference materials will be emailed to participants prior to the webinar.

### Agenda

#### Welcome, Webinar Overview & Purpose

Confirm attendance and intentions for the webinar. Review and confirm agenda, approach, and goals.

#### Learning How You Access Fisheries Information

Initial group discussion to learn how stakeholders currently access fisheries information and understand initial ideas about additional ways information could be made available to the ocean community and interested members of the public.

#### (Re)Introduction to the Draft California Fisheries Portal, including Enhanced Status Reports and Their Relationship to the MLMA & Master Plan Amendment Process

Overview of the draft California Fisheries Portal as a resource for MLMA Master Plan implementation planning, including the updated approach to Enhanced Status Reports (ESRs), which summarize available fisheries, management, monitoring, and research information and are intended to serve as the foundation and primary source of content for the Portal.

#### Discussion on Design, Form, and Function of the Draft California Fisheries Portal

Discuss and evaluate key aspects of a Portal design, including layout, accessibility, and types of information by exploring draft ESR and Portal outlines and example fisheries websites.

#### Discussion Questions

- *What fisheries information are stakeholders interested in gaining access to and/or learning about, and how might this be expected to change over time?*
- *Does the draft Portal web page layout provide sufficient (more/less) information based on these needs?*
- *Could the visual layout and navigability of the draft Portal web page layout be improved?*
- *What are some successful examples of agencies, organizations, or others sharing fisheries information with the public?*
- *What are the additional priority functions stakeholders would like to see an online Portal have (e.g., data visualization and analysis tools to query and graph data and create maps, relevant marine policy information, etc.)?*

#### Next Steps & Adjourn