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MEMORANDUM

Item 7

**TO:** California Ocean Protection Council  
**FROM:** Cyndi Dawson, Marine Protected Area Policy Advisor  
Morgan Ivens-Duran, Sea Grant Fellow  
**DATE:** July 29, 2015  
**RE:** Update on MPA Statewide Leadership Team and MPA Statewide Signage Project

1. Marine Protected Area Statewide Leadership Team

On April 13, 2015, Secretary Laird convened a meeting of the expanded MPA Statewide Leadership Team (Leadership Team). The expanded membership reflects an improved understanding of the roles, processes and partners needed to effectively manage the statewide MPA network that were developed in “[The California Collaborative Approach: Marine Protected Areas Partnership Plan<sup>1</sup>](#)” (Partnership Plan). After the initial convening of the expanded Leadership Team, a working group was formed which is currently developing a work plan to present to the OPC at the September meeting. This work plan is an expansion of the document described in the Partnership Plan and will set out a prioritized road map agreed upon amongst agency partners that will guide MPA related work for the next three years beginning in FY 15/16. In alignment with the priorities in the [OPC Five-Year Strategic Plan<sup>2</sup>](#), the OPC leads the Leadership Team with a focus on promoting and leveraging resources to increase agency efficiency and to ensure coordinated science-based decision making.

The expanded Leadership Team has defined a bold new vision of partnering among state agencies, with a focus on breaking down traditional silos and working together in innovative ways. The Leadership Team has formalized its membership and committed to working collaboratively on a comprehensive range of topics to ensure active communication and collaboration regarding all aspects of MPA network management. The Leadership Team has four primary focal areas that encompass their work which include outreach and education, enforcement and compliance, research and monitoring and policy and permitting. These priorities are reflected in the work plan currently under development which will be presented to you at your



<sup>1</sup> [http://www.opc.ca.gov/webmaster/ftp/pdf/docs/mpa/APPROVED\\_FINAL\\_MPA\\_Partnership\\_Plan\\_12022014.pdf](http://www.opc.ca.gov/webmaster/ftp/pdf/docs/mpa/APPROVED_FINAL_MPA_Partnership_Plan_12022014.pdf)

<sup>2</sup> <http://www.opc.ca.gov/strategic-plan/>

September meeting. The Leadership Team will act as a standing body that meets regularly to work together on emerging issues and implementing the work plan.

## 2. MPA Statewide Signage Project

At the February 26, 2014 OPC meeting, the Council approved a \$350,000 grant to the Monterey Bay Sanctuary Foundation (now the California Marine Sanctuary Foundation) to improve the current inventory of marine protected area signage along the California Coast. The funds had been transferred to the OPC via an interagency agreement from the Department of Fish and Wildlife. Key tasks included (a) inventory existing sign locations and identify locations for new regulatory and interpretive signs; (b) develop and produce new regulatory and interpretive signs; and (c) acquire necessary permits and install signs. An update on each of these tasks follows:

- a. The California Marine Sanctuary Foundation submitted a statewide inventory of current MPA signage to OPC staff and project partners. From that inventory in consultation with partners statewide, 95 regulatory and 96 interpretive signs were selected for installation during this project.
- b. Working in close collaboration with OPC and Department of Fish and Wildlife staff, the California Marine Sanctuary Foundation has designed and fabricated 191 signs. These signs adhere to standardized templates (see Exhibit 1) developed and approved by the Department of Fish and Wildlife, and include tribal content at some locations. Other state agency partners (e.g. State Parks), the Marine Protected Area Collaboratives and other local organizations and experts were involved in customizing content for each interpretive panel.
- c. Working with the California Marine Sanctuary Foundation and 30 jurisdictions with certified Local Coastal Programs, OPC staff has submitted two applications for Coastal Development Permits to the California Coastal Commission. The first application (9-15-0208) included 115 signs in Del Norte through San Luis Obispo counties and was approved by the Commission on May 14, 2015. The second application (9-15-0731) includes 66 signs in Santa Barbara through San Diego counties, and was submitted on May 28, 2015. OPC staff expects to receive approval from the Commission at their August meeting (August 12 – 14). Separate permitting processes are being pursued for 6 signs within the Bay Conservation and Development Commission jurisdiction, 1 sign at the University of California at Santa Barbara, and 3 signs within the San Diego Unified Port District. Permitting approval for all signs is expected by the end of August.

During the implementation period of the statewide Marine Protected Area network, effective public outreach and education was consistently identified as a key element underpinning the long-term success and durability of the MPA network. Given the length of coastline involved and the high number of potential coastal access points, the installation of interpretive and regulatory signs was identified as an integral component of on-going efforts related to MPA outreach and education. The intended outcomes of this project are to inform coastal residents and visitors about the MPA regulations in order to help decrease violations and to foster a sense of stewardship of these special places.

The effort to create, develop and install the signs has relied heavily on a partnership based approach to drive priorities and processes. This approach described in the [Partnership Plan](#) continues to result in successful MPA management. By working directly with local city managers and planners throughout the state, the signage project has increased the understanding of many stakeholders that were previously unaware of the existence of the MPA network. In addition this project has helped to continue to broaden the engagement of different stakeholder groups with MPA management activities in general which aligns with the priorities described in the current [OPC Five-Year Strategic Plan](#). Under the “Sustainable Fisheries and Marine Ecosystems” section, Issue 8 calls for initiatives which help the state extract the maximum benefits from the statewide network of MPAs. Issue 8 also acknowledges the importance of working with

a broad suite of partners, including fellow public agencies and other stakeholders across the ocean community to engage them in MPA adaptive management activities. The project is on track to be completed by October 2015.

## EXHIBIT 1 Signage Templates

Four signage templates have been developed by the Department of Fish and Wildlife and the California Marine Sanctuary Foundation, with input from OPC staff. Two types of interpretive signs have been developed – (a) general interpretive panels that are designed to educate non-consumptive coastal users and visitors and (b) harbor panels that highlight nearby MPA boundaries for boaters. Two types of regulatory signs have also been developed – (c) no fishing/collecting signs which convey take restrictions using universal symbols and (d) “You Are Here” signs that show the viewer their location relative to nearby MPA boundaries). An example of each template follows.

*Exhibit 1 c. General Interpretive Panel*

**Conserving California's Coastal Treasures**

### Marine Protected Areas Safeguard Our Ocean's Bounty

A statewide network of Marine Protected Areas (MPAs) safeguards California's rich coastal resources. The beautiful beaches of Corona del Mar are part of the Crystal Cove SMCA. At the rocky boundary between the sea and shore, you'll find dozens of species, from seaweed to shore crabs and octopi to ochre stars, that call this tough environment home.

**California leads the nation and the world with its network of MPAs.**

These MPAs—

- Have varying levels of protection
- Conserve marine habitats and diversity
- Allow marine life to thrive
- Make great places for education, research, and fun

For MPA boundaries, maps, coordinates, and allowed uses, go to: [www.wildlife.ca.gov/marine/MPA](http://www.wildlife.ca.gov/marine/MPA)  
Report violations: (888) 334-CalTIP, (888) 334-2258

**Acorn barnacles** may look like lifeless rocks when exposed, but when the tide comes in, they unfurl fan-like feet to filter particles of food from the water.

The two-spotted octopus is a crafty predator attracted to the tidepools by the seafood buffet.

California's giant kelp forests are such important habitats that many MPAs were created to protect them.

Creatures in tidepools, such as ochre stars and anemones, adapt to ever-changing conditions. Step carefully to avoid crushing plants and animals.

MPA Mobile Website  
MPAs—Good for the Ocean; Good for You!

Exhibit 1 b. Harbor Interpretive Panel

# Conserving California's Coastal Treasures

California's marine protected areas (MPAs) conserve, restore, and improve the health of our ocean, similar to national parks and forests on land. The California MPA network includes MPAs and other protected areas. Each area is unique in its purpose and allowed uses.

Protected areas around Shoreline Marina are:

- Long Point and Point Dume State Marine Reserves (SMR)**  
No take, damage, injury, or possession of any living, geologic, or cultural marine resource is allowed.
- Casino Point, Blue Cavern Onshore, and Point Vicente No-Take State Marine Conservation Areas (No-Take SMCA)**  
Prohibits the take of living, geological, and cultural marine resources.
- Lover's Cove, Blue Cavern Offshore, Arrow Point to Lion Head Point, Cat Harbor, Farnsworth Onshore, Farnsworth Offshore, Point Dume, and Abalone Cove State Marine Conservation Areas (SMCA)**  
Some recreational and/or commercial take of marine resources may be allowed.

**MPAs – Good for the Ocean; Good for You!**  
**Know the Rules Before You Head Out.**

For Ocean Fishing Laws and Regulations go to: [www.dfg.ca.gov/marine/regulations](http://www.dfg.ca.gov/marine/regulations)

For MPA boundaries, maps, coordinates, and allowed uses, go to: [www.dfg.ca.gov/marine/MPA](http://www.dfg.ca.gov/marine/MPA)

MPA Mobile Website

Harbor Office: (562) 570-4950  
Report Violations: (888) 334-CalTIP, (888) 334-2258

Exhibit 1 d. No Take/Collecting Sign

## MARINE PROTECTED AREA

### NO FISHING OR COLLECTING

C.C.R. TITLE 14, SECTION 632  
[www.dfg.ca.gov/marine/MPA](http://www.dfg.ca.gov/marine/MPA)  
REPORT VIOLATIONS TO 1-888-334-CALTIP

Exhibit 1 d. "You Are Here" Sign.

## MARINE PROTECTED AREA

### TIJUANA RIVER MOUTH STATE MARINE CONSERVATION AREA

**YOU ARE HERE**

**TAKE RESTRICTIONS APPLY**  
**PESCA RESTRINGIDA**

C.C.R. Title 14, Section 632. Report violations to 1-888-334-CalTIP (1-888-334-2258). For more detailed information on regulations, boundaries, coordinates, and definitions, visit [www.wildlife.ca.gov/marine/MPA](http://www.wildlife.ca.gov/marine/MPA).