



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 22nd 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 <u>www.CaliforniaMPAs.org</u> 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, harbormasters 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 **Education and Outreach Examples**

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

A Guide to Fishing and Marine Protected Areas



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





















































Website Repository (www.CaliforniaMPAs.org)

The 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

conservation tool used arranged the septil. Like national plans and other protected areas on send, HRHs safeguard critical oction habitat, allowing sensitive manne communities to recover and thrive.

concept behind MRAs is quite simple: glace some special is of the ocean off fimits to destructive activities, and give se special places a chance to recover and rebound.



Benefits of MPAs

Ecosystem Haintenance and Recovery

The top image shows an urchin barrier, with the loss of apex precisions, like the spriny loboter or southern sea otter, urchin populations take over and consume most of the kelp within a

are able to rebound and keep unchin populations at bay, allo kelp forests to thrive- the result of an MPAR



eserving Biological Diversity

reserving Biological Diversity
obscring natural diversity and the abundance of marine life is
tay to maintaining the function, structure and integrity of ocean.



Visit Your Local MPAs.













Presentation & Training Support Materials

The California Monre Sanctury Poundation has held several trainings for discrete, educative and public audinosis to increase understanding and awareness of brandfas of the California rethods of manine protected areas. These worksholds materials are now existilate for your review and discretiosis. We have consider these presentations are and observable. Our rethod of the proposal these materials are that they can easily stress memories of the content discussed and to add in the creation of training sessions within your date institution or organization.

also includes suggested talking points. These can form the foundation of about MRAs in multiple settings, from supporting MRAs at a Fish and Go

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

A Please Mont presentation developed by PTSCO (Instruments) no contractions of Costal Dozand, University of California - Santa Bettera, University of California - Santa Bettera, University of California Fark. It includes general informations allowed Marks with a focus on what researchers are finding at the Channel (slands

On Demand California Marine Protected Areas Video Series

Locking for an engaging and dynamic velorinr series to share with your staff and volunteers about Carltonists new network of underwater parks? This three part sense of 30 muture velocities, vide or sealing expents (n.g., Perf Refer, Busic Carl, Rike Sutton), provides a fresh and uptiting eximancy of new California led the restore in ocean consequence. The school of Rike and the list the school Rike. California led the consequence is a consequence of the latest and the list that south RIKe. California led the less to start the school RIKE of the school of RIKE and the list that south RIKE. California led the less that the school RIKE of the school RIKE of the latest and the list of the school RIKE.

Partners























Teaching Materials

A opticition of various teaching and training guides, and surroutum sases materials. These - may so useful for professional teachers, interpretive staff, naturalists, and docents and volume effectively communicate MPAs and occan conservation messaging.

rine Protected Area (MPA) Docent Training Handbooks

- Rorth Central Coast Deceme MRA Training reasonable (2.6M MbF free)
- South Coast Decent MFA Training Handbook (2M PDF file)

e fish. two fish. red fish... no more fish! Importance of Haring Protected Areas (195K PDF No)

continuation. ACRESS (1906 FIFF Re)
The COSIA (Communicating General Sciences to Informal Audiences) program at Carlay's
San List Orligio has created several curriquia designed to convey occas poemos
concepts in referral tearning estimate stay and aparairums, interpreted centers, and
public outreach events. One of these curriquial focuses on California's setsions of HANA
and how HANA can arrelated providents such as overfaining. This issues plan guest
tackness and facilitatios strongin a series of interactive activities, and includes resolutes
on the science of MANA.

Qur Undersex Legacy: A Curriculum Resource for Marine Protected Areas. In Southern California (11.74 PDF flag). The Southern California Absurum California stong with Carlisma Sea Grant and COSEE Was, has generaled a series of assess plans for index polyor students. The curriculum includes bacigitude information, declarate stole standards, and extertion resources and activises many of the Californa stole standards.

Videos From Our Partners

ing California's Network of Marine Protected Areas - Podcast by Thank





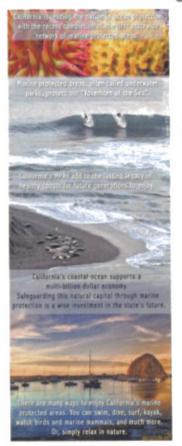
Humans and Nature Together

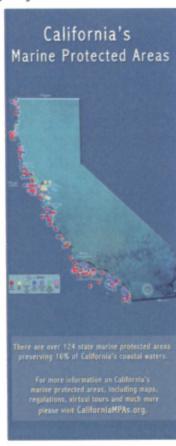


California's South Coast is intensively and population is growing. Will our ad crowd out marine life or can sort nets before a province to a p

Harbor Outreach

Marine Protected Areas Boating Flyer





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



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of foling: sum californianos, ara/bages/

certain kinds of fishing under specific r

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

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features outstanding opportunities for scude diving and widdle viewing. You

car even enjoy certain kinds of fishing.

