

# 2019 California MPA Outreach Report



**CMSF**

CALIFORNIA  
MARINE  
SANCTUARY  
FOUNDATION

A black and white photograph of a person fishing in a river with white water rapids. The person is seen from behind, wearing a hat and a backpack, holding a fishing rod. The water is turbulent and white with foam. The background shows more rapids and some vegetation on the banks.

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# Marine Protected Area Outreach

## ANNUAL OVERVIEW REPORT



### SUMMARY

Access to information about the California network of MPAs was identified as a critical need during the 2018 MPA Education and Outreach Needs Assessment. To fill this crucial gap, the Ocean Protection Council (OPC) provided funding to the California Marine Sanctuary Foundation (CMSF) to distribute MPA materials to priority locations across California.

In this report, we summarize efforts to infuse bait & tackle shops, ocean recreation businesses, harbors, marinas, aquaria, interpretive outlets and more with regulatory and interpretive MPA resources.

# 1191

NUMBER OF POSSIBLE  
OUTREACH LOCATIONS  
IN CA IDENTIFIED

# 527

NUMBER OF LOCATIONS  
IDENTIFIED AS HIGH  
PRIORITY

# 99.6%

OF HIGH PRIORITY  
LOCATIONS RECEIVED  
TOOLKITS

# MPA Outreach At A Glance

## DISTRIBUTION OF MPA TOOLKITS ACROSS CALIFORNIA'S FISHING, OCEAN RECREATION BUSINESS AND INTERPRETIVE COMMUNITIES



### RANKING HIGH VALUE OUTLETS

CMSF staff conducted a rigorous review of coastal California organizations and businesses who operate in the fishing, ocean recreation and interpretive communities. A location was ranked as high priority if it reached the target audience (fishing or interpretive), was located in close proximity to a MPA, and/or had room for or was receptive to receiving content.

In person visits to each coastal county allowed us to refine and add to the extensive outreach list.

### FISHING COMMUNITY

In general, the fishing community was excited to receive materials and often requested more. Overall, attitudes from the fishing community seem more positive than in the past.

### INTERPRETIVE & OCEAN RECREATION COMMUNITY

Members of this community are always eager to implement MPA materials into their programming. Due to high staff and volunteer turnover in these outlets, routine outreach is necessary and appreciated!



"Thank you very much for the box of materials you sent to the harbor. The Ocean Recreation Guide, the Guide to Fishing and MPAs, brochures and the laminated signs are outstanding resources. Thanks again for sending us your MPA treasure box!"

- Crescent City Harbor District

"Thank you so much for the wonderful outreach materials! They are excellent and will last for a long time. I will bring them this weekend to our beach cleanup at the Russian River mouth, and hopefully discuss the importance of removing flood debris and trash from the estuary and beach."

- Russian RiverKeeper

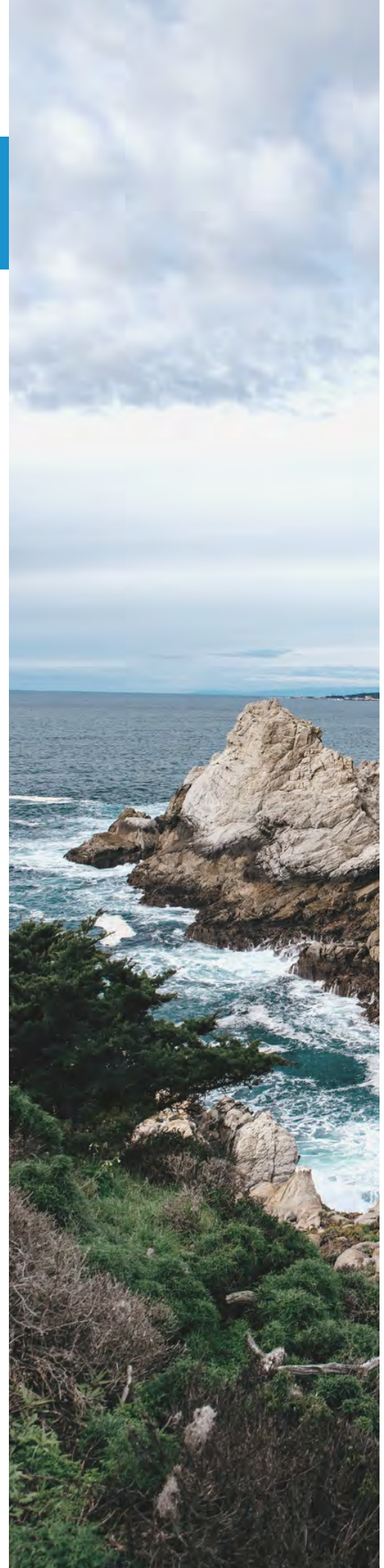


## 2019 OUTREACH PROCESS

### STEP 1: IDENTIFY AND RANK HIGH-VALUE TARGETS FOR DISSEMINATING MPA TOOLKITS

CMSF conducted an extensive investigation across the state, focusing on coastal counties, to identify high priority locations to receive MPA materials. The investigation required identifying bait and tackle shops, harbors, marinas, fish license sales locations, dive shops, whale watching charters, kayak shops, sporting goods stores, popular waterfront stores, visitor and information centers, chambers of commerce, and other ocean recreation and interpretive outlets. The locations are compiled in a database that is modified as outreach is conducted to refine targets for future distribution efforts.

Across the state, a total of 1,191 locations were identified and ranked HIGH, MEDIUM or LOW. In each county, roughly 30-60 locations were ranked as high priority. Many sites were added during outreach trips, while others were re-ranked after visits to the sites and subsequent communications. A site was listed as HIGH priority if it reached the target audience (fishing or interpretive), was located in a frequently visited site close to a MPA, and had room for or was receptive to receiving content. Efforts were made to ensure that costly MPA toolkits and printed materials were not distributed to sites where the resources would not be displayed or made available to the intended audience.



## STEP 2: COMPILE MPA TOOLKITS

MPA toolkits consisting of printed materials for display and distribution were tailored to each geographic area and target audience. Using previously produced resources, each MPA toolkit was tailored for the specific geographic area and business or organization visited. We reached out to local MPA Collaboratives to receive their materials if they had extras, and if there weren't, we requested access to print their resources.

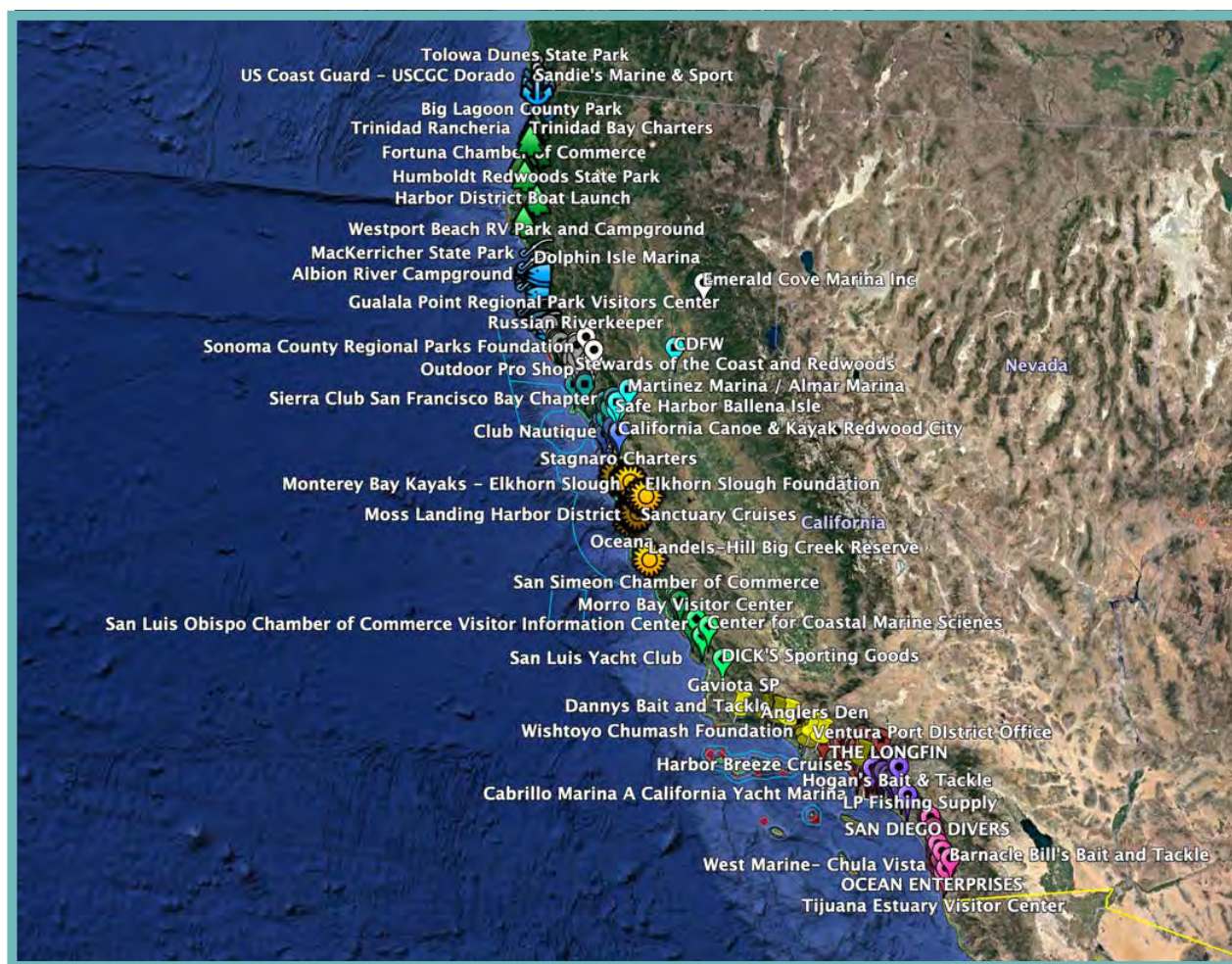
Toolkits included materials such as:

- Harbor and marina signs with boundaries, regulations and other information that were reduced in size and laminated for display in windows and outdoor displays.
- Waterproof regulatory brochures, with maps of nearby MPAs, information on fishing and anchoring, and a QR code that provides an online link to specific fishing regulations.
- Laminates of an eye-catching, hand-water colored poster illustrating California's network of MPAs and CDFW's poster depicting key habitats and species protected by California's MPAs.
- Ocean Recreation Guides: waterproof ~30-page guidebooks highlighting local MPAs, wildlife and recreation opportunities (available for every coastal county except Orange and San Diego).
- Local content produced by MPA Collaborative Network Partners.





## STEP 3: DISTRIBUTION



MPA toolkits were distributed to high priority sites in all coastal counties. Toolkits were distributed in person, to build and strengthen relationships with key partners and gain a better understanding of the physical space. Conversation and feedback that results from site visits is critical to refining the distribution list, as well as for understanding the value of different products disseminated. Based on the intel from these site visits, we are able to refine the number and type of resources distributed to each high priority location. In certain areas, there were enough materials to provide outreach to some medium priority locations.

In-person site visits occur in targeted time periods ahead of and during the fishing season, while follow up conversations occur throughout the year so that we can improve and make MPA outreach more effective in the 2020 season. Distribution is an ongoing process, with requests for additional materials being received consistently by new and existing partners. Additional requests for materials after in-person outreach trips were addressed via mail.





# MPA TOOLKIT DISTRIBUTION

A COUNTY BY COUNTY  
OVERVIEW OF  
2019 OUTREACH

San Simeon Chamber of Commerce  
Morro Bay Visitor Center  
Morro Bay Visitor Information Center  
Center for Coastal Marine Sciences  
San Luis Yacht Club  
DICK'S Sporting Goods  
Gaviota SP  
Dannys Bait and Tackle  
Anglers Den  
Wishtoyo Chumash Foundation  
Ventura Port District Office  
THE LONGFIN  
Harbor Breeze Cruises  
Hogan's Bait & Tackle  
Cabrillo Marina A California Yacht Marina  
LP Fishing Supply  
SAN DIEGO DIVERS  
West Marine- Chula Vista  
OCEAN ENTERPRISES  
Tijuana Estuary Visitor Center  
Barnacle Bay



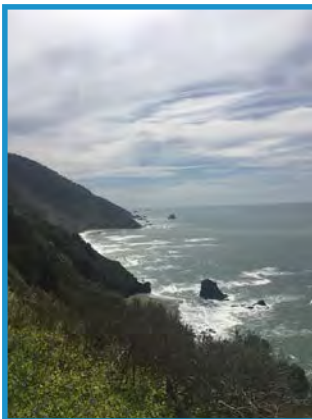
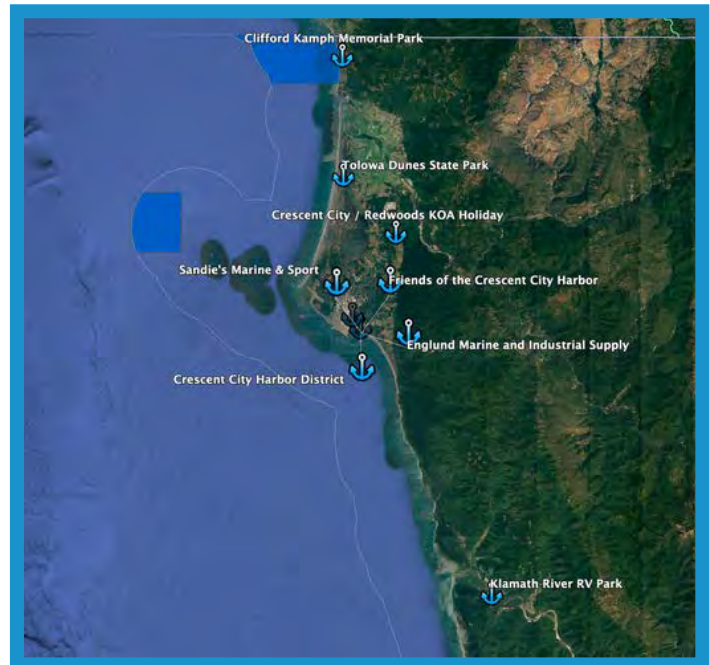
# Del Norte County

In Del Norte County, 29 sites were identified as targets, with 14 ranked as high priority receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

The communities of Smith River, Klamath, and Crescent City were targeted. Specific recipients of toolkits are listed below.

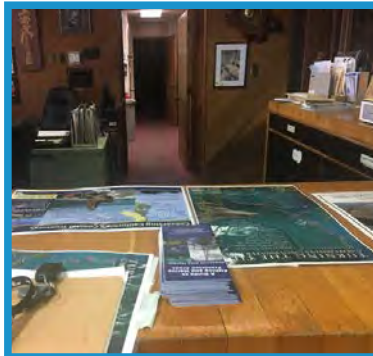


## HIGH PRIORITY FISHING OUTLETS

Crescent City Harbor  
Crescent City Redwoods KOA  
Englund Marina  
Pacific West Coast Guide Service  
Tidewind Sportfishing  
Klamath River RV Park  
Friends of CC Harbor

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Crescent City Information Center  
Del Norte Chamber of Commerce  
Del Norte County Historical Society  
Hiouchi Visitor Center  
Jedediah Smith Visitor Center  
Tolowa Dunes State Park  
Port O' Pints



# Humboldt County

In Humboldt County, 67 sites were identified as targets, with 34 ranked as high priority and 51 total receiving materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Targeted communities included Gold Bluffs, Arcata, Eureka, Trinidad, Fields Landing, Loleta, Fortuna and Shelter Cove.  
Examples of recipients are below.

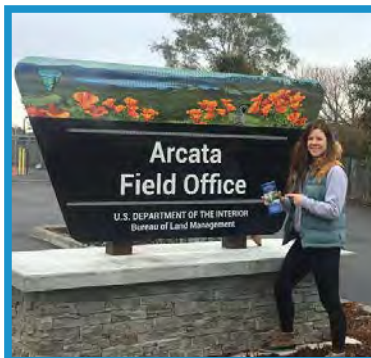


## HIGH PRIORITY FISHING OUTLETS

Salty's Fish Company  
Coastline Fishing Charters  
Eureka Public Marina  
Englund Marine  
Bucksport Sporting Goods  
Full Throttle Fishing  
Shelter Cove General Store

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Trinidad Rancheria  
Live2Dive  
Arcata Chamber of Commerce  
Fortuna Chamber of Commerce  
Wiyot tribe  
Bureau of Land Management  
Humboldt Coastal Nature Center





# Mendocino County

In Mendocino County, 54 sites were identified as targets, with 32 ranked as high priority and 40 total receiving outreach materials.

**100%** OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

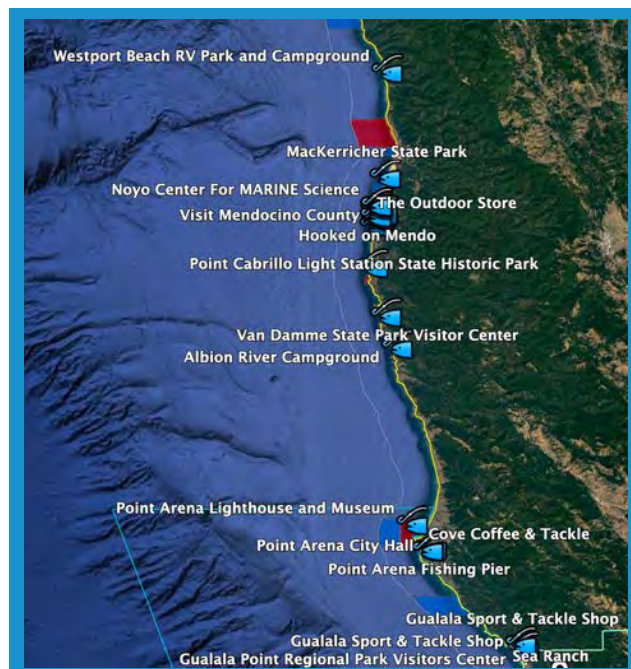
Outreach extended from Westport Beach down to Gualala. Targeted communities include Gualala, Fort Bragg, Point Arena, Albion, Mendocino, and Noyo Harbor. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

Fort Bragg Fishing  
Hooked on Mendo  
Telstar Charters  
Anchor Charter Boats  
All Aboard Adventures  
Mendocino Coast Tackle  
Point Arena Pier

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Point Cabrillo Lighthouse  
MacKerricher State Park  
Cove Coffee  
Noyo Science Center  
Wesport Campground  
Noyo Harbor Tours  
Point Arena Lighthouse



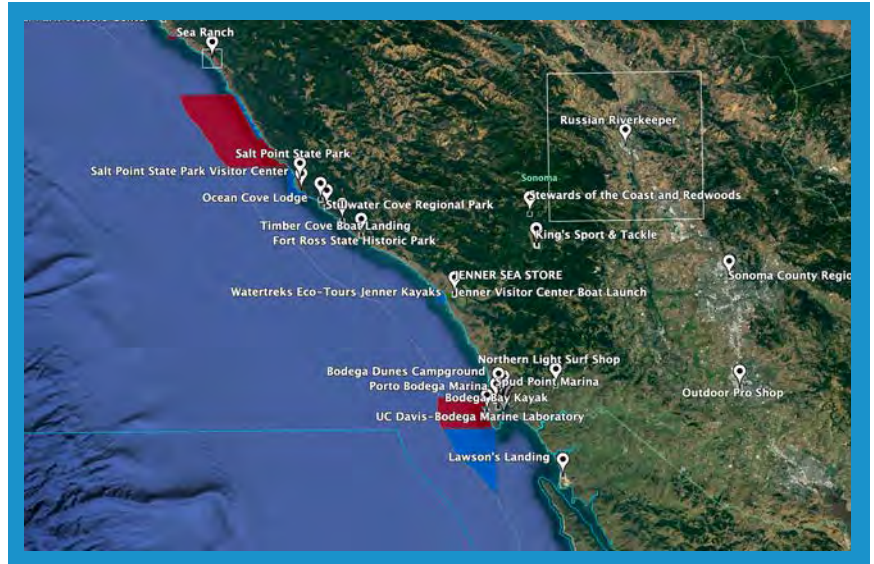
# Sonoma County

In Sonoma County, 64 sites were identified as targets, with 32 ranked as high priority and 38 total receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach ranged from Sea Ranch down to Lawson's Landing and targeted the communities of Guerneville, Jenner, Bodega Bay, Fort Ross, Timber Cove, and Dillon Beach. Examples of recipients are below.

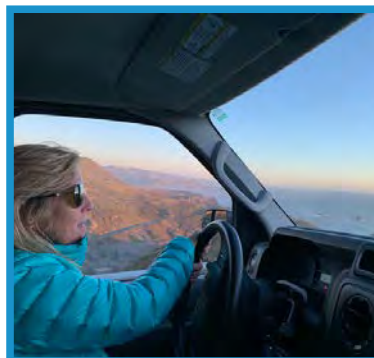
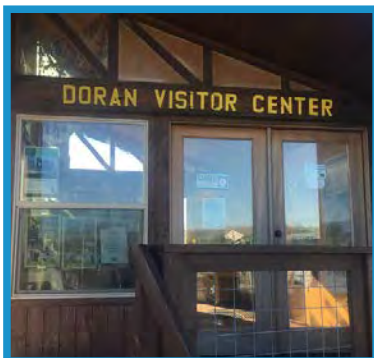


## HIGH PRIORITY FISHING OUTLETS

Outdoor Pro Shop  
Bodega Bay Sportfishing Center  
Gualala Sport & Tackle  
Jenner Boat Launch  
King's Sport & Tackle  
Lawson's Landing

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

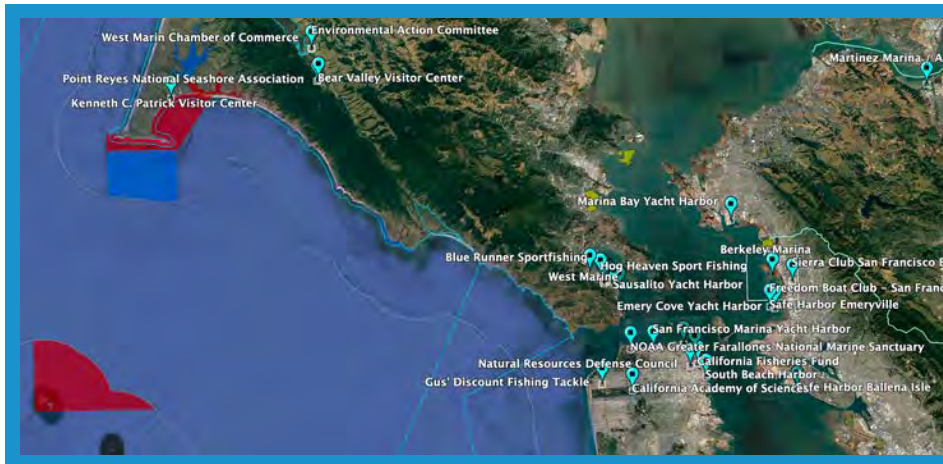
Jenner Visitor Center  
Doran Park Visitor Center  
Fort Ross Visitor Center  
Gualala Point Visitor Center  
Bodega Bay Kayak  
Bodega Bay Marine Labs





# San Francisco Bay Area

In the San Francisco Bay Area, 91 sites were identified as targets, with 49 ranked as high priority and 48 total receiving outreach materials.



# 98%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

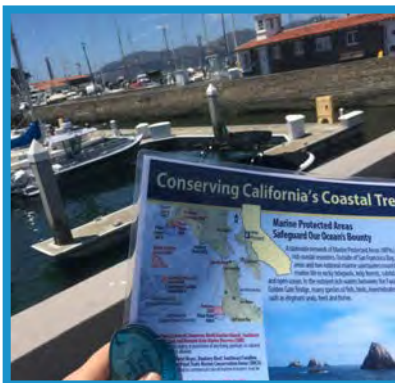
Outreach spanned the communities of Tomales Bay, Pt Reyes, Emeryville, Oakland, Redwood City, Marin and San Francisco. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

Berkeley Marina  
Oakland Marina  
Hi's Tackle  
West Marine (multiple locations)  
Blue Runner Sportfishing  
California Fisheries Fund  
Freedom Boat Club of SF

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

The Marine Mammal Center  
Limpets  
Beach Watch  
Sea Bird Protection Network  
Gulf of the Farallones NMS  
Bear Valley Visitor Center  
Pt. Reyes Ocean Exploration Center



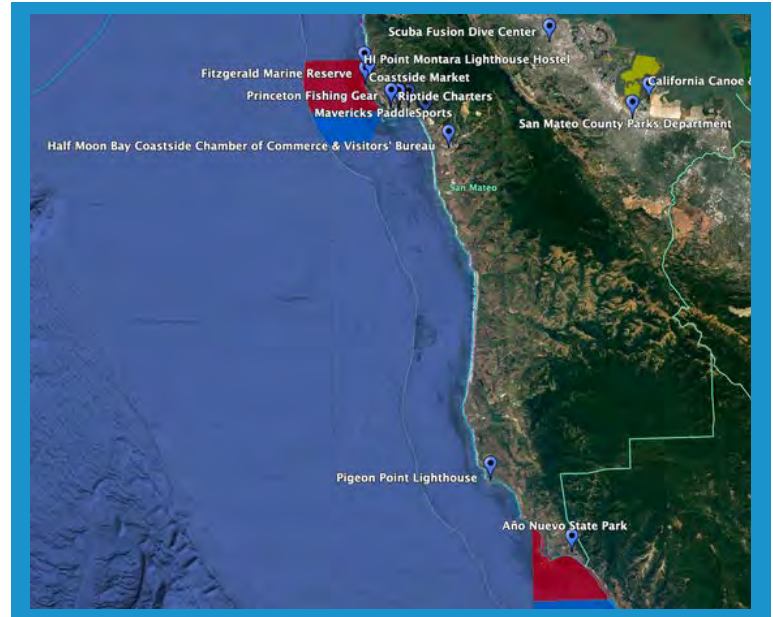
# San Mateo County

In San Mateo County, 54 sites were identified as targets, with 31 ranked as high priority receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach extended inland to San Bruno and Redwood City to the coast at Pillar Point, Montara, and Pigeon Point to the south. Examples of recipients are below.



## HIGH PRIORITY FISHING OUTLETS

San Mateo County Harbor District  
Salty Lady  
Riptide Charters  
Princeton Fishing Gear  
New Coastside Bait & Tackle  
Captain Peets Sportfishing  
Mooch Better Fishing

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

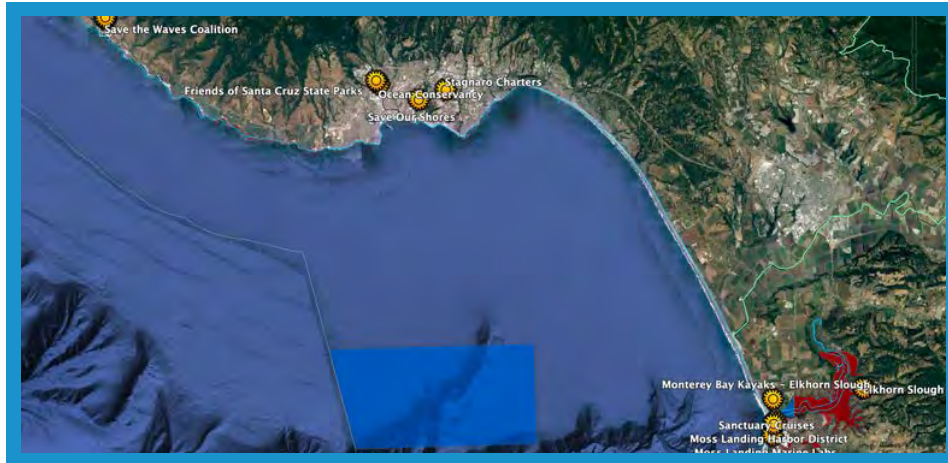
Fitzgerald Marine Reserve  
Año Nuevo State Park  
Half Moon Bay Coastside Museum  
San Mateo County Parks  
SCUBA Fusion  
Mavericks Surf Shop  
Montara Lighthouse





# Santa Cruz County

In Santa Cruz County, 71 sites were identified as targets, with 29 ranked as high priority receiving outreach materials.



# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

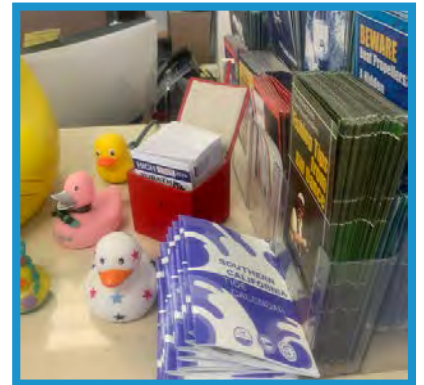
Outreach spanned from Año Nuevo State Park south to Watsonville and parts of Elkhorn Slough. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

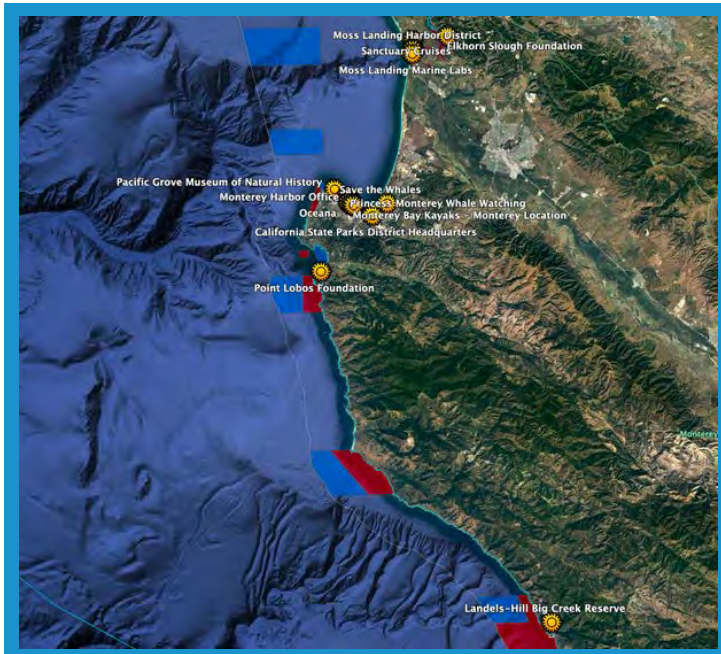
Bayside Marine  
Santa Cruz Harbor  
Stagnaros Fishing Trips  
Outdoor World  
Moss Landing Harbor  
Go Fish Santa Cruz Charters

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Friends of Santa Cruz State Parks  
Natural Bridges State Park  
Kayak Connection  
Pro Scuba  
Aqua Safaris  
O'Neill Sea Odyssey



# Monterey County



In Monterey County, 94 sites were identified as targets, with 48 ranked as high priority and 52 total receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

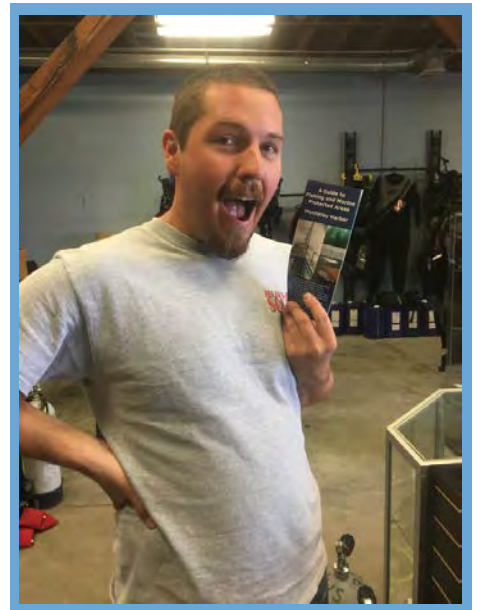
Outreach was concentrated in the communities of Watsonville, Marina, Seaside, the Monterey Peninsula and all the way to Big Creek. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

CDFW Marine Region Monterey  
Chris' Fishing  
Dicks Sporting Goods  
Hunter's Supply  
J & M Sportfishing  
Kahuna Sportfishing

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Adventures By the Sea  
BayNet  
Big Creek Natural Reserve  
Camp SEA Lab  
Carmel Chamber of Commerce  
Pacific Grove Museum





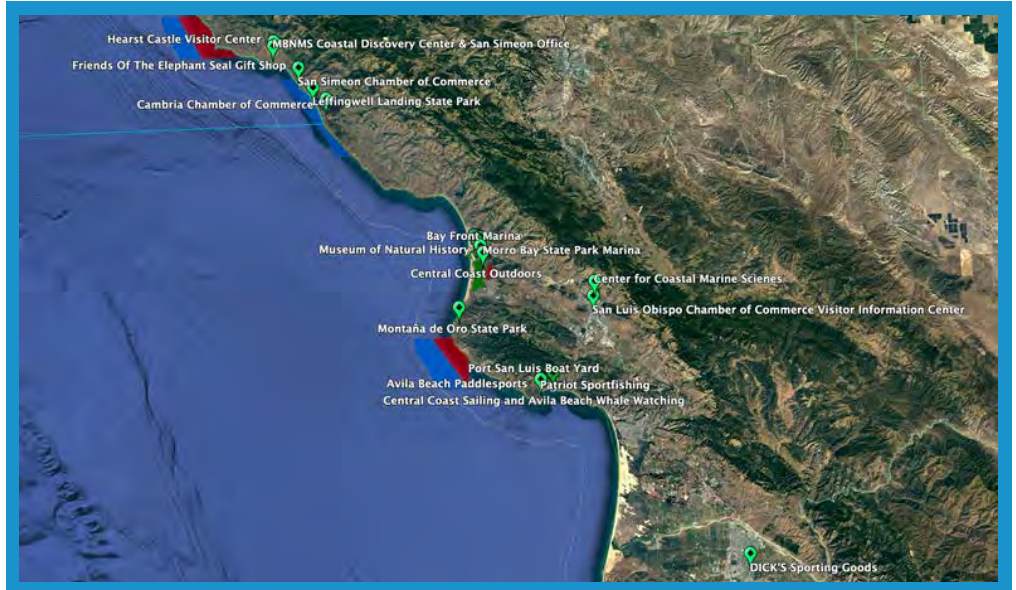
# San Luis Obispo County

In San Luis Obispo County, 66 sites were identified as targets, with 39 ranked as high priority and 46 total receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach was concentrated in the communities of Avila Beach, San Luis Obispo, Morro Bay, Cayucos and Cambria. Examples of recipients are below.



## HIGH PRIORITY FISHING OUTLETS

Morro Bay Marina  
Morro Bay Landing  
Virg's Landing  
Patriot Sportfishing  
Olde Port Boat Launch  
Morro Bay Yacht Club

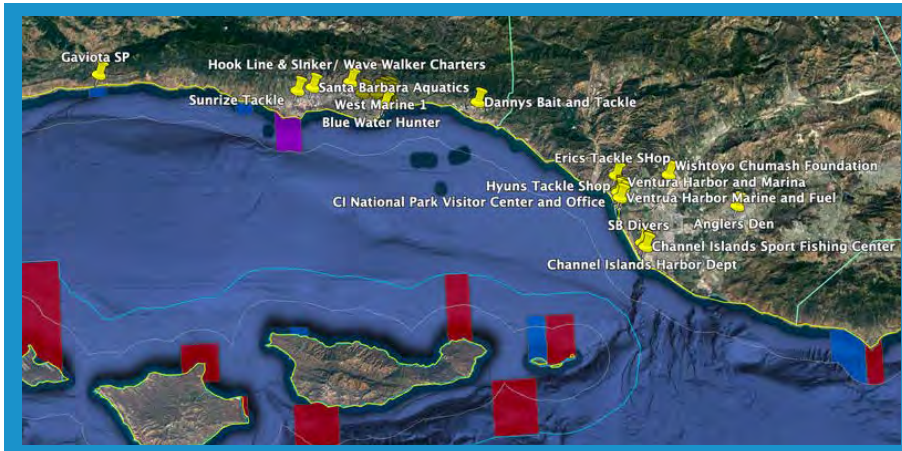
## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Morro Bay Nat. History Museum  
Central Coast Aquarium  
Coastal Discovery Center  
Friends of the Elephant Seal  
Kayak Shack  
Morro Bay Visitor Center



# Santa Barbara & Ventura Counties

In Santa Barbara and Ventura Counties, 103 sites were identified as targets, with 37 ranked as high priority and 38 total receiving outreach materials.



# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach occurred in the communities of Ventura, Santa Barbara, Carpinteria, and Oxnard. Examples of recipients are below.



## HIGH PRIORITY FISHING OUTLETS

Blue Water Hunter  
Danny's Bait & Tackle  
Eric's Tackle Shop  
Hook, Line & Sinker  
Hyun's Tackle Shop  
The Angler's Den

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Sea Landing  
Environmental Defense Center  
Santa Barbara Adventure Company  
Ty Warner Sea Center  
Santa Barbara Sea Charters  
Truth Aquatics



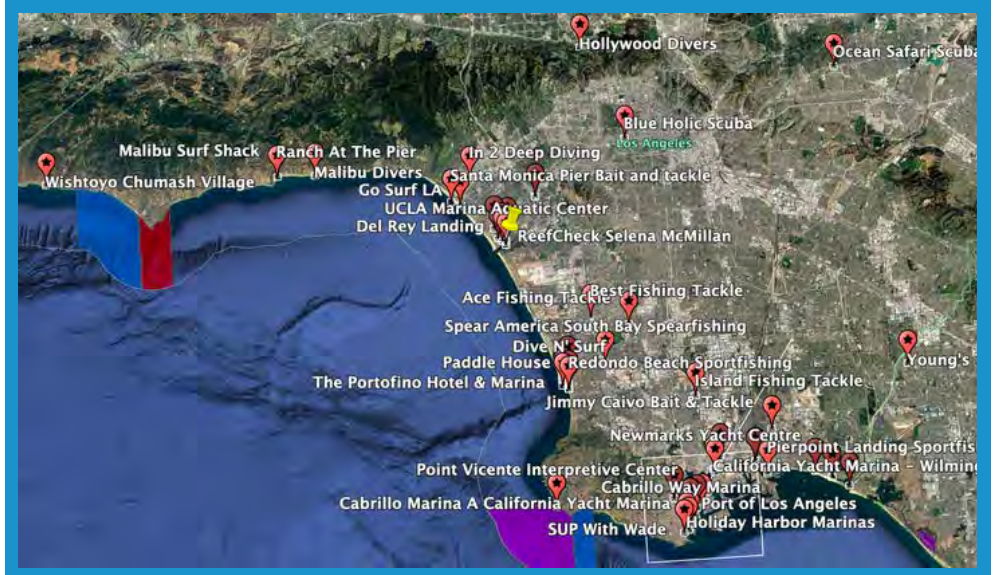


# Los Angeles County

In Los Angeles County, 115 sites were identified as targets, with 61 ranked as high priority and 59 total receiving outreach materials.

**97%**

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS



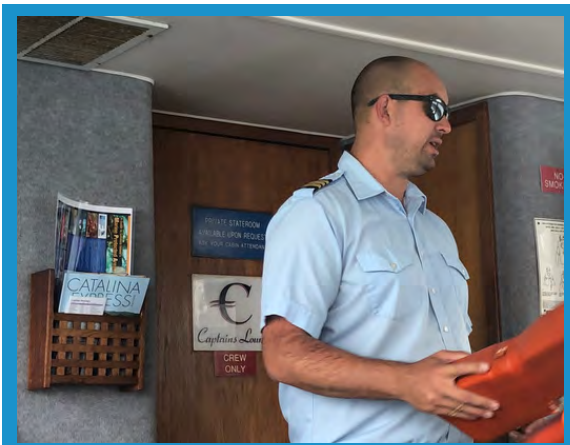
Outreach was concentrated in the communities of Malibu, Santa Monica, Marina Del Rey, Redondo Beach, Los Angeles, and Long Beach. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

22ND Street Landing  
Ace Fishing Tackle  
Cabrillo Way Marina  
Del Rey Fuel  
Island Fishing Tackle  
Long Beach Fishing Supply

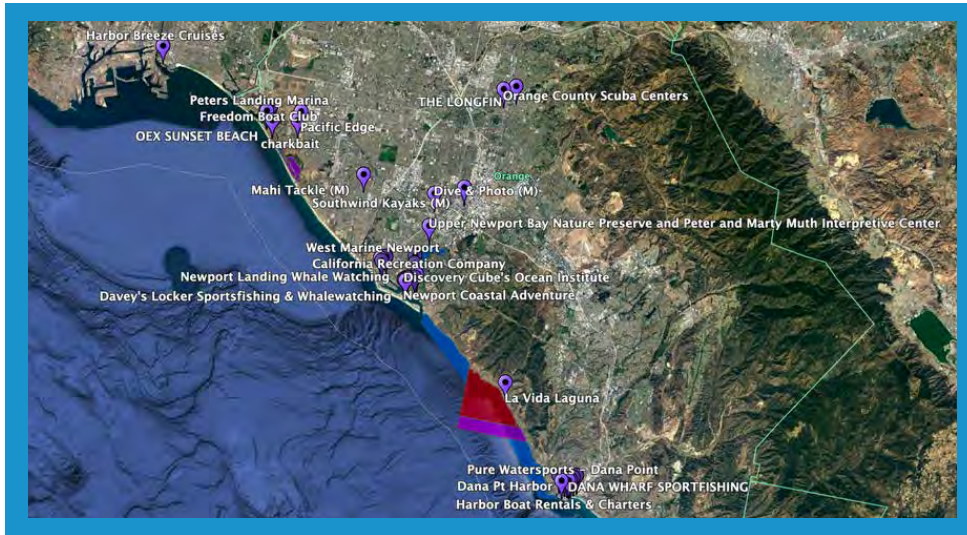
## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Aquarium of the Pacific  
Blue Holic Scuba  
Dive N' Surf  
Eco Dive Center  
Go Surf LA  
In 2 Deep Diving



# Orange County

In Orange County, 112 sites were identified as targets, with 55 ranked as high priority and 56 total receiving outreach materials.



# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach occurred in the communities of Newport Beach, Huntington Beach, Laguna Beach, San Clemente, and Dana Point. Examples of recipients are below.



## HIGH PRIORITY FISHING OUTLETS

Charkbait  
Bongos Sport Fishing  
Angler's Center  
Fisherman's Access  
Freedom Boat Club- Huntington  
Hogan's Bait & Tackle

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Anglers Center  
OC Coastkeeper  
Bolsa Chica Conservancy  
All Water Charters and Rentals  
Back Bay Science Center  
Ocean Institute





# Catalina Island

On Catalina Island, 38 sites were identified as targets, with 21 ranked as high priority and 25 total receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach was conducted across Catalina, from Avalon to Two Harbors and select mainland locations.

## HIGH PRIORITY FISHING OUTLETS

Afishionados  
Catalina Coastal Fishing  
Joe's Rent A Boat

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Catalina Sea Camp  
Corsario Ocean Adventures  
Eco Dive Center  
Snorkeling Catalina  
Mountain & Sea Adventures





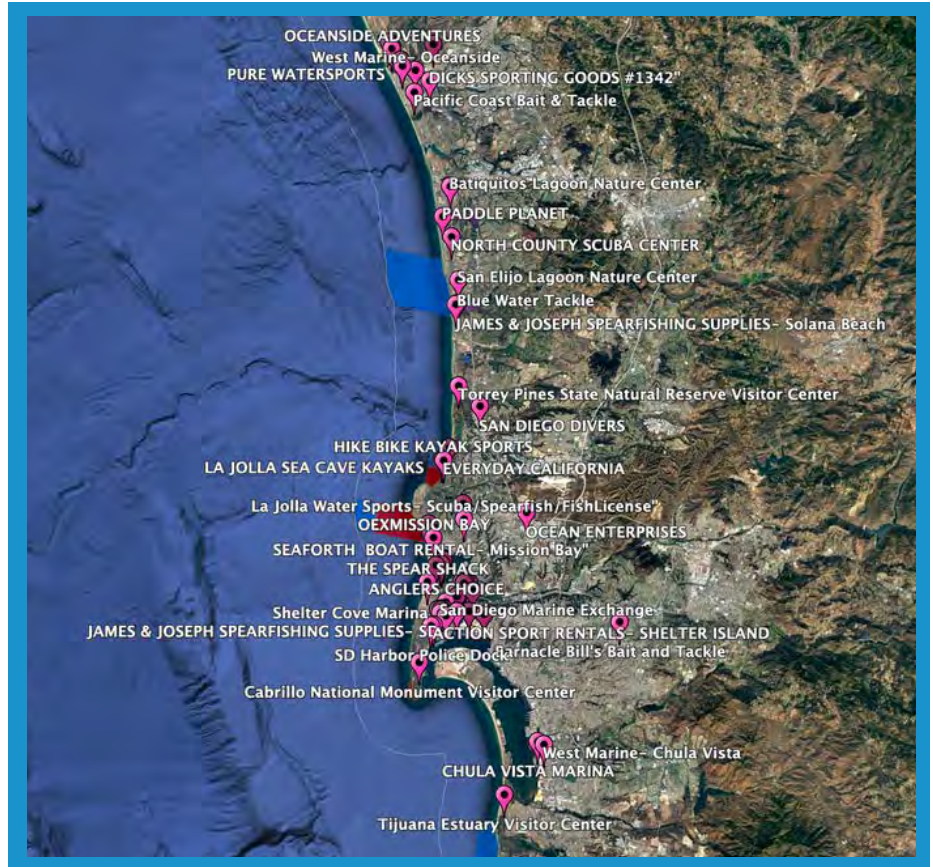
# San Diego County

In San Diego County, 231 sites were identified as targets, with 60 ranked as high priority and 62 total receiving outreach materials.

# 100%

OF HIGH PRIORITY  
LOCATIONS  
RECEIVED TOOLKITS

Outreach occurred in communities from Oceanside all the way to the Tijuana border. Examples of recipients are below.

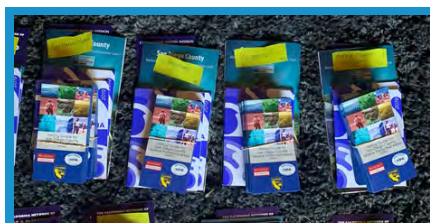
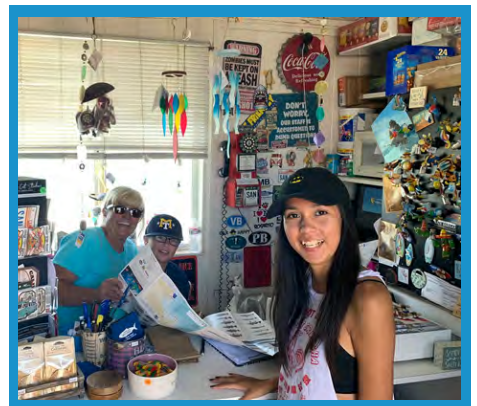


## HIGH PRIORITY FISHING OUTLETS

Angler's Choice  
Barnacle Bill's Bait & Tackle  
Blue Water Tackle  
Coast Guard Auxillary  
Freedom Boat Club  
Crystal Pier Bait & Tackle  
Point Loma Sportfishing

## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

Beyond Land Adventures  
Everyday California  
House of Scuba  
La Jolla WaterSports  
Oceanside Adventures  
North County Scuba Center  
OEX Mission Beach







# MAJOR FINDINGS & COMMUNITY FEEDBACK

THIS SECTION INCLUDES VALUABLE TAKEAWAYS FROM COMMUNITY FEEDBACK THAT OCCURED DURING OUTREACH.

## THE BENEFIT OF IN-PERSON OUTREACH

The majority of MPA outreach was conducted through in-person site visits. During casual conversations with store owners, program staff and stakeholders, we identified specific needs, priorities and the capacity that individual outlets have for communicating about MPAs. These site visits and conversations bring invaluable insights, allowing us to tailor the content in the toolkits they received with materials appropriate for their particular audience and scope other opportunities to integrate MPA content into existing programming.

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## A SHIFT IN ATTITUDE

There has been a major shift in the attitude of the boating and fishing community toward MPAs. Almost ubiquitously across the state, attitudes have trended toward positive, or at the very least neutral about the existence and outcomes from California's protection efforts. In particular, the recreational fishing community is recognizing the need to protect their way of life and are interested in receiving routine, easily understandable updates and information.

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## MAJOR FINDINGS & COMMUNITY FEEDBACK CTD.

### EYES ON THE WATER

The recreational charter fleet is very interested in the marine conservation outreach materials. Many expressed interest in serving as "eyes on the water" to increase compliance with the protection efforts and regulations and are keen to report to officials about violations.

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### COMPLAINTS OF LOCAL POACHING

Locations where local poaching is occurring in limited take or No-Take SMCAs were identified through conversations with locals and land owners. Examples include Saunders Reef SMCA, Salt Point SMCA and Mackerricher SMCA. Those that expressed concern are extremely interested in signage and increased law enforcement presence to improve compliance.

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### STOREFRONT LOCATIONS

Bait and tackle shops, sporting goods stores, campgrounds, visitors' centers and interpretive centers are excellent outlets for distributing materials and communicating to key audiences about fishing regulations and MPAs. Almost all of the locations visited in person were highly receptive to the maps and simplified graphics that point to easily understandable information about California's effort to protect the ocean, especially the CDFW species and habitats likely to benefit poster.

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### FLAWED GEOGRAPHY

In certain areas, the materials we had to offer were not appropriate to the geographical range of the outlet. For instance, businesses located around Oceanside Harbor provided feedback that the San Diego materials they received do not have some of the information they need. They requested materials that combine northern San Diego and southern Orange counties. We are modifying toolkits and should consider creating new content for places, such as Pt. Reyes, Pt. Arena, Ft. Bragg and other small harbors and communities that service a specific geographic range.

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# THE FUTURE OF MPA OUTREACH

In Spring 2020, CMSF will be conducting another round of MPA outreach to all coastal counties.

In preparation, CMSF is working with partners across the state including the MPA Collaborative Network to refine the outreach distribution list and identify new materials for distribution.

**If you are interested in getting involved, please contact CMSF MPA Program Staff.**

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