



CMSF CALIFORNIA
MARINE
SANCTUARY
FOUNDATION

**CELEBRATING OVER 25 YEARS OF
COASTAL CONSERVATION SUCCESS**



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Advancing the understanding and stewardship of California's ocean resources

Since 1995 California Marine Sanctuary Foundation (CMSF) has worked to protect the state's coastal ecosystems while strengthening coastal resilience in the face of population growth, urban and industrial uses, climate change, and resource extraction. Working together with local communities, government agencies, tribal communities, harbors and marinas, and NGOs, we identify and then implement practical and effective solutions to lessen human impacts and increase stewardship of our state's coastal resources.

CMSF serves a unique and important niche in California's conservation community by fostering strong public-private partnerships that result in greater impact than going it alone. Current project and funding partners include:

- NOAA Office of National Marine Sanctuaries (Monterey Bay, Greater Farallones, Cordell Bank, and Channel Islands)
- Resources Legacy Fund
- California Ocean Protection Council
- California Department of Fish and Wildlife
- ProtectedSeas
- The Volgenau Foundation
- United States Department of Agriculture
- California Department of Food and Agriculture



CORE AREAS OF FOCUS

CMSF consistently enlists a strategic approach connecting key players with real solutions. Our core focus is on improving coastal resilience by using an interdisciplinary approach.

1 Water Quality Protection

WATER QUALITY MONITORING

CMSF partners with Monterey Bay National Marine Sanctuary (MBNMS) to provide technical expertise in the development of water quality monitoring, messaging, and relationship-building required to protect California's watersheds. Through work with coastal cities, non-profit organizations, and rural communities, CMSF provides vital data to resource managers focused on improving water quality in creeks, rivers, and storm drains. We also work to lessen the impact of runoff from agricultural production. Runoff can contain nutrients, pesticides, and plastics that ultimately enter streams, rivers and the ocean. Our work is solution-oriented and founded in strong science and close relationships with researchers, technical service providers, and growers.



PLASTIC POLLUTION IN AGRICULTURE

We lead scientific research on agricultural plastic pollution in watersheds. Partnering with MBNMS, UC Cooperative Extension, local growers, and researchers from Washington State University and Cal Poly, we are conducting trials of biodegradable mulch in place of traditional plastic mulch on strawberry fields. We are also working with recyclers, manufacturers, educators, and The Nature Conservancy to increase the removal and recycling of irrigation drip tape.

2 Marine Resource Protection

EFINS

In collaboration with NOAA's Channel Islands National Marine Sanctuary (CINMS), we support projects focused on piloting innovative technologies to improve, track, and understand threats to California's coastal and marine resources. Since 2015, we've partnered with CINMS, Resources Legacy Fund, the California Department of Fish and Wildlife, and the Channel Islands National Park to build, launch, and maintain a mobile data collection app called the electronic Fisheries Information Network System (eFINS). The app is being piloted statewide as a mechanism for marine wardens and officers to easily collect and share important information from enforcement encounters while patrolling offshore areas.

M2

We partner with the Resources Legacy Fund and ProtectedSeas to pilot shore-based radar monitoring systems, known as Marine Monitor or M2. These systems track vessel activity within nearshore areas, allowing for an enhanced understanding of human uses and activities in the marine areas where monitoring systems are deployed.

VSR

We help coordinate ongoing regional efforts to reduce the risk of ship-strikes on endangered whales through the Protecting Blue Whales and Blue Skies incentive-based Vessel Speed Reduction (VSR) Program. With NOAA's National Marine Sanctuaries, the Bay Area Air Quality Management District, the Ventura County Air Pollution Control District, and our NGO partners, we work to incentivize container and car carrier companies to cooperate with NOAA's voluntary VSR to protect endangered whales, reduce harmful air emissions, and decrease underwater noise.



WHALE POPULATION SURVEYS

To better inform VSR efforts, we are also a project partner in support of CINMS's aerial survey program that seeks to better understand the distribution and density of large whales in the Santa Barbara Channel region.

CORE AREAS OF FOCUS

We connect communities to educational resources that increase understanding of California's rich and diverse coastal and marine ecosystems.

3 Science Communications and Outreach

MPAs

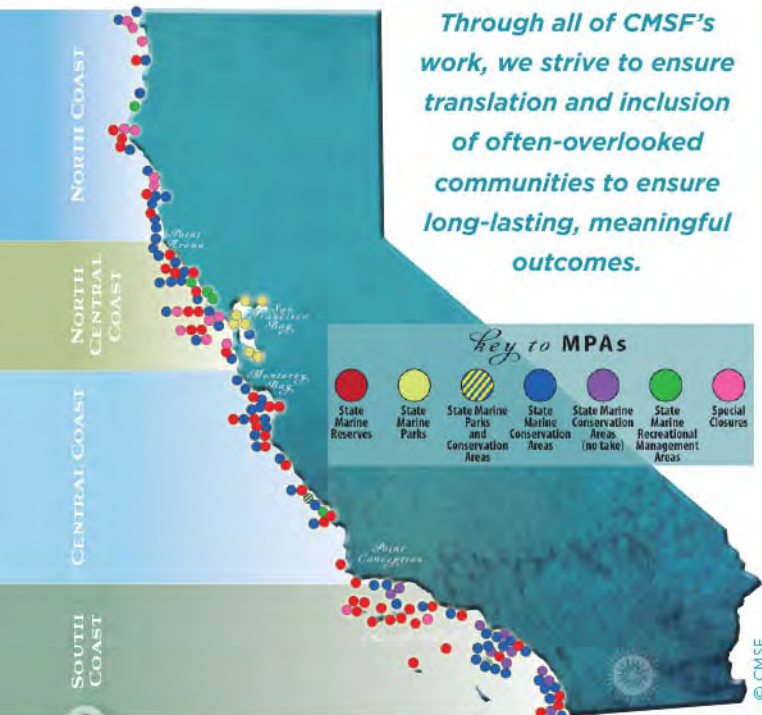
CMSF played a key, early role implementing California's network of marine protected areas (MPAs) and continues to be central to the state's MPA education and outreach efforts, working with the Ocean Protection Council, California Department of Fish and Wildlife, and thousands of local partners. In many cases, CMSF developed the statewide templates for brochures, signage, and exhibits and was an early supporter of the MPA Collaborative Network. Through our efforts, the public—including anglers, boaters, and ocean recreation community—has gained a greater appreciation for California's coastal resources and California's coast, generating increased awareness of and support for marine conservation efforts.

CMSF launched a year-long social media campaign to raise awareness and understanding of the MPA network and its benefits. Curated social media content was distributed to partners to elevate the conversation around MPAs, and content was boosted to reach previously untapped audiences and build better understanding of their impact. We have also been focused on evaluating the efficacy of different education and outreach tools among diverse audiences to inform future product development and funding allocations.

FACILITATION

CMSF has a long reputation facilitating working groups, meetings, and outcome-oriented educational events with scientists, ranchers, growers, resource managers and stakeholders across many topics. Examples include the West Coast MPA resource managers meeting, the South Coast MPA Collaborative Forum, and the Marine Enforcement Technology Forum. We host seminars, workshops, and field tours with agricultural growers, ranchers, technical providers, and other key agricultural stakeholders to implement land practices that improve water quality.

Through all of CMSF's work, we strive to ensure translation and inclusion of often-overlooked communities to ensure long-lasting, meaningful outcomes.



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SEA LEVEL RISE

CMSF is leading efforts, in partnership with the Ocean Protection Council and May 77 Communications, to develop a statewide sea level rise awareness campaign. We are facilitating the private-public project, serving as science experts, and synthesizing outcomes to meet the state's needs and constraints. This work will raise public awareness by targeted messaging to key audiences using appropriate tools and channels of communication.

4 Interpretation and Community Science

BAY NET AND TEAM OCEAN

The Monterey Bay is a nature lover's paradise, where wildlife is plentiful and easily seen. However, many visitors are unaware that close encounters with sensitive wildlife, such as seals, sea otters, and birds, cause disturbances that are problematic for marine life. In partnership with MBNMS, our Bay Net and Team OCEAN programs support a team of dedicated volunteer docents—both on the water and along the shoreline—that foster an understanding and appreciation for the California coast among visitors, while promoting respectful wildlife viewing and protecting marine life from human disturbance.

FIRST FLUSH AND SNAPSHOT DAYS

In partnership with MBNMS and others, we coordinate volunteers from San Mateo to San Luis Obispo that collect water samples from streams, rivers and storm drain outfalls emptying into the ocean. Through our First Flush and Snapshot Day events, community scientists have measured water quality for over 20 years and continue to play a major role in creating an important dataset used to improve resource management and advance knowledge about pollutants in our watersheds.

MARINE EDUCATION

Bringing marine wildlife into California classrooms, we partner with the Monterey Bay National Marine Sanctuary Foundation to conduct on-the-water lessons for 1st through 7th grade students that join our educators in real time through cell enabled iPads on kayaks. Students are able to see marine wildlife in their natural habitat while also learning via Next Generation Science Standards-linked lessons on marine wildlife adaptations, local food webs, and habitats of Elkhorn Slough and kelp forests.



CORE AREAS OF FOCUS

Continued

5 Climate Change Mitigation

CARBON SEQUESTRATION

In partnership with MBNMS we work with agricultural growers and ranchers on climate change mitigation through Healthy Soils Programs, sequestering carbon dioxide into the soils of working lands and slowing the pace of heat and CO₂ absorption in the ocean. Healthy soils practices are scientifically validated practices implemented on ranches, or in crop production, to remove CO₂ from the air and store it in the soil of working lands. These practices remove greenhouse gases from the atmosphere and reduce the pace of climate change, benefitting the farmer by building drought resilience, reducing the needs for chemical inputs, and increasing yields. These benefits also extend to Monterey Bay National Marine Sanctuary, which has experienced documented increased seawater temperature, acidification, and ecological changes due to climate change.



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Funding Opportunities ▶



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We believe our work is unparalleled and our interdisciplinary team provides an urgent and unique approach to protecting California's ocean resources, by working across land, watershed, and coastal ecosystems.

The Foundation is organized to solicit and accept tax-advantaged gifts, grants and donations consistent with our mission. You can help us achieve our mission to advance the understanding and stewardship of California's ocean resources by supporting our organization. For more information contact: CMSF's Executive Director Robert Mazurek, +1.831.295.3390, Robert@CaliforniaMSF.org.

