

Mailers to Boaters Through Santa Barbara Channel Harbors & Marinas

- Dedicated outreach by a local liaison/project manager and early outreach to harbors and marinas is essential
- California Department of Fish and Wildlife (CDFW) review with ample time is necessary
- Existing relationships with Harbor/Waterfront Departments/Offices can expedite projects
- The general digitization of documentation, information sharing, and billing and the COVID-19 pandemic has shifted our way of doing business in many unforeseen ways, in general away from distribution of printed materials. Online newsletters are another way to reach the boating community

This project is part of the MPA Collaborative Networks' multi-year MPA Compliance Initiative and was entirely driven by local input through the Community Compliance Forums held in 2020 and subsequent collaborative meetings. This work was possible by a grant made through the Once-Through Cooling program of Resources Legacy Fund, on behalf of the Once-Through Cooling Interim Mitigation Program of the Ocean Protection Council.



SBC boater flyer (~3,000 printed) for outreach events; nearly identical CDFW-approved maps and messaging and images were put in the fall 2022 edition of Docklines to 578 subscribers



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