

LESSONS LEARNED

**Subsistence Angling Community and
Marine Protected Area (MPA) Event
2022**



**An MPA Compliance Small
Grant Project Deliverable**

MPA Collaborative Network:

www.mpacollaborative.org/

Santa Barbara Channel MPA Collaborative:

www.mpacollaborative.org/santabarbara

ABOUT THE PROJECT



In response to the Santa Barbara Channel Compliance Forum held in 2020, community members requested to engage with the subsistence fishing community to reach new communities that are marginalized and underserved and to improve compliance and awareness of Santa Barbara Channel (SBC) marine protected areas (MPAs). During the forum, lack of awareness was mentioned the most as a contributing factor for the most mentioned MPA compliance issue (i.e., poaching in MPAs and Fish and Game Code violations). Local priority solutions to noncompliance included distributing printed materials, and reaching the recreational and subsistence angling community.

The pilot project is a community-identified process for reaching underserved, underrepresented, and non-traditional audiences with fishing regulatory and marine protected area (MPA) messaging. Thus, the SBC Collaborative decided that outreach to local subsistence anglers was one important first step and to use an approach of incentivizing participation with a gear giveaway. For the purposes of our project, subsistence anglers are those who primarily fish to feed themselves and their families, and fish primarily off piers (e.g., Goleta Beach pier), jetties, and areas that do not require a fishing license. Ultimately, this process will help inform state and Collaborative partners in methods to engage coastal communities in natural resource management and stewardship.

This report shares the lessons learned throughout the project to assist other collaboratives, members, and partners in implementing similar efforts. While originally drafted in October, 2022, the report may receive updates throughout 2023 as the project continues to unfold.

This project is part of the MPA Collaborative Network 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 made 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.



Captain David Bacon, recreational angling liaison giving a fishing/knot tying demonstration with his daughter Tiffany (left) and subsistence anglers fishing off Goleta Pier with new rod and reel combos (right) at the Goleta Beach Angling Community Event in July 2022.

EVENT REPORT OUT



The pilot subsistence angling community event was very successful overall. There were an estimated 50-75 people in attendance. During the event, there were two rounds of rod and reel combo giveaways of 20 each, which was useful to keep the crowd around and to engage more people, and to allow for Tiffany to put together the rod and reels, with Sabikis, weights, etc. It may have been better to have the event closed, at least for the gear giveaway. Perhaps registration in advance would have been useful, and to have a different public component of the event. We were not able to hand out gear to all; there were about 5-10 people who had heard about the event who were not able to receive gear, so getting 50 rod/reel combos would have been better than 40. Having free stuff to draw people in is a great incentive; as soon as gear was handed out, the crowd disappeared. We could have had three rounds of giveaways, 15 each, but the crowd had dwindled by around 2pm and especially once people heard that the gear had already run out. There were lots of very grateful and positive people at the event. In the future, we hope to partner with organizations that already engage these underserved and marginalized communities and teach those who have never fished to fish so they can feed themselves and their families.

It was helpful to schedule Captain Bacon's talks, and also a need to be flexible with the crowd. Some participants asked several times when the gear giveaway would happen, and people were very engaged in Captain Bacon and Tiffany's demonstration talks. It would have been good to have more rovers, and people who feel comfortable chatting with the public/recreational anglers; not everyone is comfortable doing this/approaching strangers to do outreach in general. Additionally, it would be great to have Captain Bacon speak briefly about fishing regulations and about MPAs for consistent and balanced messaging, rather than have a separate talk by the MPA CN's South Coast Specialist, Aubrie Fowler. Captain Bacon focused on fishing, knot tying, the gear and bait giveaway (e.g., rod and reel combo kits), and that the fishing conditions should be good with the current tide. Aubrie Fowler focused on the two local MPAs and regulations and the printed materials pack attached to the rod and reel combos.



Partner organizations and agencies tabling at the Subsistence Angling Event.

LESSONS LEARNED



Utilize a Project Coordinator and Outreach Liaison

Collaborative projects such as this take significant time, thorough communication, and detailed project tracking to ensure all interested voices are heard, valued, and implemented. The small group that comprises the Santa Barbara Channel MPA Collaborative was grateful to have the support of the South Coast Specialist to manage the project and coordinate the event and volunteers. The CSU COAST intern, Michael Guzman, was very useful as the Outreach Liaison to the fishing community. It was not clear from the onset of the project the scope of work for the recreational angling community liaison, which would have been helpful to know ahead of the event.

Logistics, Equipment, and Supplies are Important to a Successful Event

It was incredibly useful to have a "run of show" event outline with a timeline and expectations to share with those tabling so they had all the logistics thus keeping The equipment from the event was primarily borrowed from NOAA CINMS and from Santa Barbara Adventure Company at now cost. Additionally, Santa Barbara County Park rangers were pivotal in facilitating a smooth, safe, and well run event, and were helpful in having flyers posted on the Goleta Pier, storage of equipment, set up of audio (speakers, microphone), and transport of large and heavy equipment.

Printed educational materials distributed to the participants along with rod/reel rigs and while tabling included: i) Santa Barbara Channel (SBC) MPA Collaborative developed MPA brochure, ii) digital resources postcards developed by CMSF with QR code stickers to the CDFW mobile app, iii) NOAA Channel Islands National Marine Sanctuary brochure, iv) business card for the South Coast Specialist at the MPA Collaborative Network, Aubrie Fowler, and v) Santa Barbara Channel MPA Collaborative sticker.

Dedicated Outreach and Thoughtful Strategy is Needed to Reach the Subsistence Angling Community

The event organizers heard that a local ocean business (Sea Landing / chartered fishing trip operators via Commercial Fishing Passenger Vessels) and established fishing community liaison based in the Santa Barbara Harbor, requested to be informed earlier and to be able to help with outreach to anglers. However, some event organizers didn't think that the audience they generally interact with were necessarily in the subsistence angling community. Overall, there is still some mistrust and miscommunication in the Santa Barbara and Ventura angling and ocean community.

More outreach on the piers and in-person would have been useful. However, the CSU COAST intern at NOAA CINMS was crucial in helping make this a successful event; Michael Guzman is bilingual so was able to reach the Spanish-speaking subsistence angling community.

LESSONS LEARNED

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Onsite Interpretation Services Increases Audience Reach and Improves Language Justice and Access

One of the priorities for the event included translation and interpretation as many in the subsistence angling community speak languages other than English. Michael Guzman, CSU COAST intern at the NOAA Channel Islands National Marine Sanctuary was able to get the event flyers translated into the five priority languages identified during the Community Compliance Forums: Spanish, Traditional Chinese, Tagalog, Vietnamese, and Korean.

Michael is bilingual and is well versed in approachable outreach. He visited Goleta Pier before the event and during the event to speak with Spanish and English speaking subsistence anglers.

During the event, Just Communities interpreters were on-site to conduct simultaneous interpretation from English to Spanish. They used headsets to translate for two Spanish speakers while presentations were in-progress. We could have also advertised the interpretation services by Just Communities more. CDFW Environmental Scientist Claudia Makeyev also helped answer questions in French with some on the fly interpretation to members of the public. The SBC MPA Collaborative and CN plan to use this model for live interpretation at upcoming similar outreach events. In the future, it will be helpful to have bilingual speakers do outreach ahead of the event and also to assess for other language needs in addition to Spanish.

Engaging Local Agencies and NGOs helps with Cross-messaging

The MPA Collaborative Network's South Coast Specialist brought in local agencies and nongovernmental organizations (NGOs) to have several groups tabling and draw in a wider audience for this family-friendly event.

Tabling by volunteers included: MPA Collaborative Network/Santa Barbara Channel MPA Collaborative, California Department of Fish and Wildlife Environmental Scientists and Outreach staff, NOAA Channel Islands National Marine Sanctuary, NOAA Fisheries, Explore Ecology, Santa Barbara Channelkeeper, Santa Barbara County Chapter of Surfrider Foundation, and Just Communities.

LESSONS LEARNED

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Just Communities interpreters tabling (top left) and displaying available headsets (top right).
Karla Martens interpreting into Spanish during demonstration by Captain Bacon (bottom).

Key lessons for this pilot project included: project coordination is key, ample in-person outreach to subsistence anglers is a top priority, multi-lingual outreach is needed, live translation into Spanish improves language justice and access, working directly with organizations that already engage with these communities regularly is useful, and getting advanced sign-ups for a closed (not public) event might be preferable.

