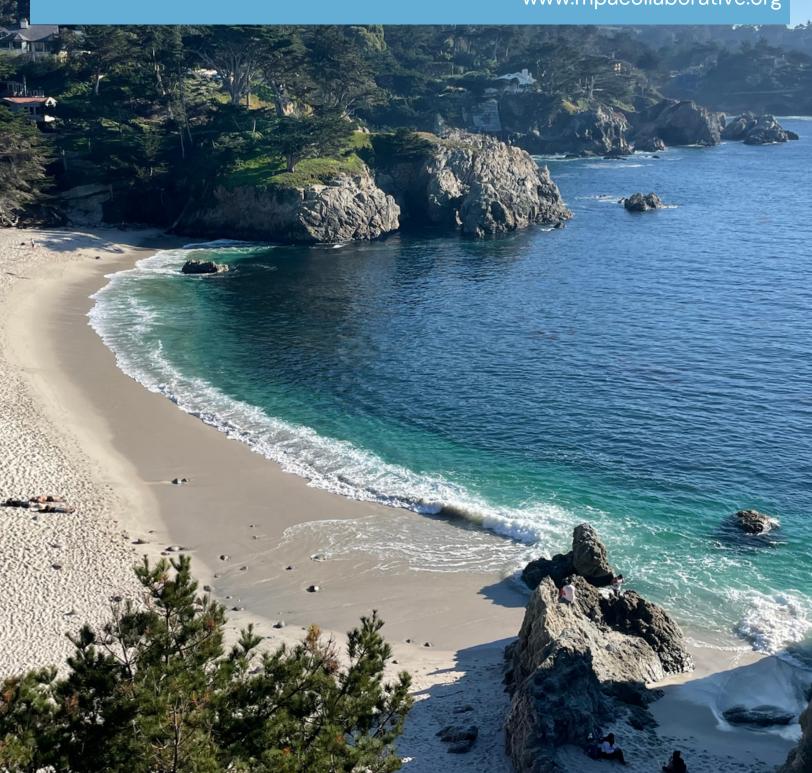
MARINE PROTECTED AREA (MPA) COMPLIANCE INITIATIVE 2019-2022

# Impact Report



www.mpacollaborative.org



# MARINE PROTECTED AREA (MPA) COMPLIANCE INITIATIVE 2019-2022

The MPA Collaborative Network turns community input into action!



### **Highlights**





### **Humboldt and Del Norte**



## Compliance Small Grants Overview

#### **Best Practices for Tribal Engagement**

in Marine Protected Area Stewardship



This <u>document</u> is intended to serve as a starting point for equitable engagement of Indigenous peoples within marine management and MPAs. It includes eight suggested practices compiled from lessons learned throughout a decade of relationship building with Indigenous peoples and Tribes across California, as well as conversations, interviews, and trainings held by and with Indigenous peoples throughout 2022. The document\_also includes a brief history of Indigenous injustice in the MPA designation process and resources for further exploration.



#### **Brochures**

A <u>six-panel brochure</u> was created using materials contributed by Collaborative members and Tribal partners. The brochure features Del Norte and Humboldt MPAs, marine ecology, and Tribal information. 4,200 brochures were printed and distributed to 15+ locations.







#### Signage

Regulatory, harbor, and inte signs were created for the follocations:		Safegu A statewic SMCA  Week And Prices SMCA  Gloridant Weecouling Con Gloridant Weecouling Con Gloridant Con Con Gloridant Con Con Gloridant Con	ucks, to the marine life amongst them, MPAs ensure a healthy uture generations. world wi	
Location & Details	MPA	Sign Type	■ Conserv	rying levels of protection e marine habitats and diversity parine life to thrive
Pelican State Beach	Pyramid Point SMCA	Regulatory		t places for education, nd fun
Wavecrest Drive	Pyramid Point SMCA	Regulatory	MARINE PROTECTED AREA	ies, maps, coordinates, and allowed r,wildlife.ca.gov/MPAs : (888) 334-CaITIP, (888) 334-2258
Gold Bluffs Beach	Reading Rock SMCA	Regulatory		<b>⊘</b> ₹ <b>&gt;○</b>
Redwood Creek Parking Lot	Reading Rock SMCA	Regulatory	Offinetis provide for a workly of in	MPA Mobile Website or the Ocean; Good for You!
Trinidad Harbor	Multiple	Harbor		10000
Brookings Harbor	Multiple	Harbor		
Crissy Field Welcome Center Oregon	Pyramid Point SMCA	Interpretive		
Wavecrest Drive	Pyramid Point SMCA	Interpretive	NO FISHING OR COLLECTING	
Point St. George Parking Lot	Point St. George Reef Offshore SMCA	Interpretive	C.C.R. TITLE 14, SECTION 632 www.wildlife.ca.gov/MPAs REPORT VIOLATIONS TO:	
Pebble Beach Drive	Castle Rock Special Closure	Interpretive	1-888-334-CALTIP (2258)	
Trinidad Harbor	Multiple	Interpretive	CALIFORNIA MARINE PROTECTED AREAS	
Illilidad Halboi	Wultiple	interpretive	AREAS	

**Conserving California's Coastal Treasures** 

#### **Standing Photo Displays**

Five standing photo displays were created for display at events and throughout the county at the offices and centers of partner organizations. Displays include MPA photos by community members as well as information on MPA types, ecology, and regional Tribes.













### **Mendocino Collaborative**

## Compliance Small Grants Overview



#### **Digital Sign Pilot Project**

A digital highway sign was placed at Big River SMCA for 4 months. Surveys of visitors were conducted to determine whether the signs led to behavior change. Sign messages included:

- Marine Protected Area
- Respect Wildlife Stay Back
- Watch For Swimmers
- Leash Dogs

Overall, we found that 72% of people surveyed were aware of MPAs in the area, and 12% reported changing their activities after seeing the MPA signage, we did not detect a significant change in beach use in human activities surveyed during the pilot project. Recommendations and key-takeaways, can be found in the <u>final project report</u>.



#### **Rangefinding Binoculars Pilot Project**

Point Cabrillo and Point Arena Lighthouse staff and docents identified the need to accurately determine the boundaries of the MPAs, recognize a potential violation, and accurately identify the vessel number to report to CDFW and CalTIP.

To meet this need, rangefinding binoculars were purchased for both lighthouses and now reside with the staff, who are now using the binoculars to determine if vessels are within MPA boundaries and/or violating MPA regulations.



## Regulatory and Harbor Signs

Regulatory signs were created for the 8 locations listed in the righthand table. An additional harbor sign was created for Noyo Harbor to inform commercial and recreational fishing vessels of local MPA boundaries and regulations.

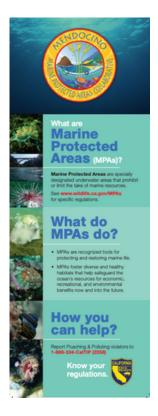
MPA	Location & Details	
Point Cabrillo SMR	Frolic Cove	
Point Cabrillo SMR	end of Vega Dr	
Ten Mile Beach SMCA	Ocean Meadows Cr	
Ten Mile Beach SMR	Seaside Creek Beach (Replace Missing Sign)	
Ten Mile Beach SMR	Hwy 1 Pullout (Replace Vandalized Sign)	
Saunders Reef SMCA	Hern Gulch	
Saunders Reef SMCA	Hwy 1 Turnout	
Point Arena/Sea Lion Gulch	Point Arena Stornetta BLM Unit Gate	





#### **Brochure Distribution**

1,450 Mendocino MPA brochures were distributed to approximately 20 locations and events throughout Mendocino County.





#### **Standing Photo Displays**

Five standing photo displays were created for display at events and throughout the county at the offices and centers of partner organizations. Displays include MPA photos by community members as well as information on MPA types, ecology, and regional Tribes.









### **Sonoma Collaborative**

## Compliance Small Grants Overview



## Digital Sign Pilot Project Background

In 2020, the Sonoma and Mendocino MPA Compliance Forums identified lack of awareness of MPAs by visitors as the primary factor contributing to noncompliance in MPAs. The Collaboratives identified increased signage near areas of high impact as the primary strategy to improve compliance among coastal visitors. Based on these results, Sonoma and Mendocino Collaboratives launched a digital message traffic signs pilot project in 2022 to inform coastal visitors about local MPAs to improve regulatory compliance.



#### **Placement and Messaging**

Sonoma and Mendocino MPA Collaborative partners identified priority digital sign locations with high visitor attendance and concerns regarding impacts to the habitat. The signs each had 3 rotating messages.

#### Mendocino

Big River SMCA: high visitation in the summertime, increased use by locals as a place to swim during the pandemic, prevalence of dogs off leash violations

#### Messages:

- 1. MARINE PROTECTED AREA
- 2. RESPECT WILDLIFE STAY BACK
- 3. WATCH FOR SWIMMERS LEASH DOGS

#### Sonoma

Bodega Head and Goat Rock: high human use and breeding harbor seals and seabirds

#### Messages:

- 1. MARINE PROTECTED AREA
- 2. RESPECT WILDLIFE STAY BACK
- 3. WIIDLIFE.CA.GOV/MPAS









#### **Evaluation and Results**

To evaluate the effectiveness of the pilot effort the Collaboratives, we: conducted surveys of coastal visitors regarding their awareness of MPAs and whether additional signage promoted changes in awareness and compliance; analyzed MPA Watch human use data (ongoing data collection) at survey sites near the digital traffic signs to determine if significant changes could be detected; and polled local experts, including volunteers and staff familiar with the area and project to gather feedback and lessons learned

Overall, we found that 72% of people surveyed were aware of MPAs in the area, and 12% reported changing their activities after seeing the MPA signage, we did not detect a significant change in beach use in human activities surveyed during the pilot project. Recommendations and key-takeaways, can be found in the final project report.



#### **Standing Photo Displays**

Five standing photo displays were created for display at events and throughout the county at the offices and centers of partner organizations. Displays include MPA photos by community members as well as information on MPA types, ecology, and regional Tribes.











## **Golden Gate Collaborative**

### Compliance Small Grants Overview



#### **Duxbury Docent Program**

In response to human use data showing dramatic increases in public visitation to Duxbury Reef State Marine Conservation Area (SMCA), the Environmental Action Committee (EAC) of West Marin developed the Duxbury Docents program at Agate Beach County Park and Duxbury Reef with support from collaborative compliance small grant funding and other partners. The volunteer docent program focuses on helping to educate the public about rocky intertidal reef ecology and stewardship practices in the sensitive habitat in and around the Duxbury Reef SMCA which is the largest shale reef in California and one of the largest in North America.

Learn more about the program here: <a href="https://www.eacmarin.org/duxbury-docents">https://www.eacmarin.org/duxbury-docents</a>



#### **Golden Gate MPA Brochure Reprints**

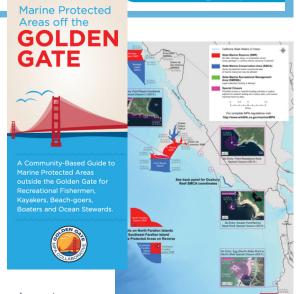
Funding supported reprinting 1,000 copies of the *Marine Protected Areas off the Golden Gate* brochure. The brochure was previously created by the Golden Gate Collaborative as a resource for recreational fishermen, kayakers, beach-goers, boaters, and ocean stewards. Brochures were distributed to the community through outreach efforts of EAC Marin and the Greater Farallones National Marine Sanctuary / Seabird Protection Network.

Find the brochure here:

https://www.mpacollaborative.org/project/golden-gate-mpa-brochure/









### **San Mateo Collaborative**

# Compliance Small Grants Overview



#### Pillar Point Tidepool Stewards Program and Coordinator

The Tidepool Stewards Program at Pillar Point trained 22 stewards to talk to visitors on the reef about sustainable harvesting methods and to inspire curiosity in the biodiversity of Pillar Point reef in El Granada, Half Moon Bay California. Pillar Point reef is a mixed-use area that is open to collecting (only protected by Fish and Game Regulations) on the south side of the reef. To the North are two California marine protected areas (MPAs), Pillar Point State Marine Conservation Area (SMCA) and above that further up the coast is Montara State Marine Reserve (SMR). In addition to educating the public about sustainable harvesting methods and what they were allowed to take, it was also important to inform visitors about the boundary to the MPA and what was and was not allowed across that boundary.

A total of 24 Steward shifts were completed from April to August during the project period. At least nine local partner agencies/organizations were engaged by the Coordinator in volunteer training and program development. Over 16 different printed materials and 16 different digital materials were created or sourced by the Coordinator for the volunteers, including an online tide calculator and volunteer website to streamline shift scheduling.

Learn more about the ongoing pilot program in the detailed *Lessons Learned Report* here: <a href="https://www.mpacollaborative.org/project/lessons-learned-from-pillar-point-tidepool-stewards/">https://www.mpacollaborative.org/project/lessons-learned-from-pillar-point-tidepool-stewards/</a>



Photos by Rob Cala (top left), Natalie Downe (top right, bottom left), and Rebecca Johnson (three on bottom right)







# Santa Cruz and Monterey Collaboratives



## Compliance Small Grants Overview

#### **Explore Monterey Bay and Beyond Brochure and Webpage**

A joint MPA Compliance Small Grant project between the Monterey and Santa Cruz Collaboratives resulted in the Explore Monterey Bay and Beyond Brochure and supporting web page (linked via QR code on the brochure). The resource is designed to share marine protected area (MPA), wildlife disturbance, and other environmental information/resources with tourists to the Monterey Bay Area and Big Sur. The brochure also highlights 10 low-cost activities adjacent to California's MPAs and the Monterey Bay National Marine Sanctuary.



A total of 40,000 brochures will be distributed by Certified Folder Display Service, Inc. over the next year to 447 tourist locations and by almost 25 Santa Cruz and Monterey MPA collaborative members. At least 13 distinct organizations, agencies, and businesses were engaged in this project. The Monterey and Santa Cruz County Convention and Visitors Bureaus are helping to advertise the resources through their digital communication channels.

Learn more about the resources and find the Lessons Learned Report here: <a href="https://www.mpacollaborative.org/project/explore-monterey-bay-and-beyond-brochure/">https://www.mpacollaborative.org/project/explore-monterey-bay-and-beyond-brochure/</a>











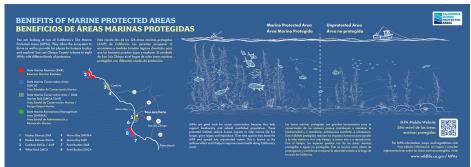
### San Luis Obispo Collaborative



## Compliance Small Grants Overview

## MPA and Community Science Exhibit for Morro Bay Museum of Natural History

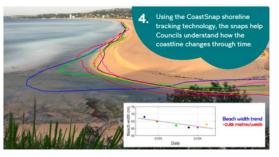
Three new exhibit panels were designed for the outside deck of the Morro Bay State Park Museum of Natural History that highlight area MPAs, local tribes, common species, and ways to engage. Interpretive text on the panels is presented in English and Spanish. Content and language was generously shared by the yak tityu tityu yak tiłhini Northern Chumash Tribe and the Salinan Tribe for inclusion on the panels.











Accompanying the new exhibit panels will be a Coast Snap community/citizen science station where participants can capture photos that look at tidal fluctuations and sea level rise of the estuary over time, informing estuary MPA monitoring efforts of the Moss Landing Marine Laboratory.





#### **MPA Signage**

Regulatory and interpretive signs were created for the following locations:

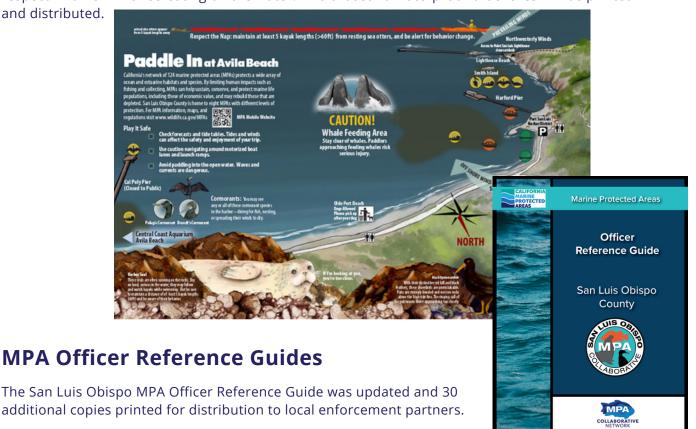
MPA	Location	Sign Type
Piedras Blancas SMR	Light station parking lot	Regulatory
Piedras Blancas SMR	Elephant seal overlook	Regulatory
White Rock SMCA	Harvey Street	Regulatory
White Rock SMCA	Windsor Blvd	Regulatory: You Are Here
White Rock SMCA	Wedgewood St	Regulatory
	Pasadena Point (Pasadena Drive and Santa Ysabel Ave) (sign with	
Morro Bay SMRMA	arrow)	Regulatory
Morro Bay SMRMA	Baywood Park Pier, 1st street	Regulatory
Morro Bay SMRMA	Baywood Park Pier, 2nd street	Regulatory
	Shark inlet behind seapines golf	
Morro Bay SMRMA	course/end of Butte Drive.	Regulatory
Morro Bay SMRMA	Dorris Ave (kayaks)	Regulatory
Point Buchon SMR and SMCA	Point Buchon fence/gate	Regulatory
Point Buchon SMR and SMCA	Trailhead	Regulatory
Point Buchon SMR and SMCA	Existing posts near the coast (2)	Regulatory
Varies	Extras for replacement (6)	Regulatory
Cambria SMCA and SMP	Leffingwell Creek	Interpretive (Replacement)
	Morro Bay Museum of Natural	
Morro Bay SMRMA	History	Interpretive (Replacement)
	Leffingwell Creek - top of stairs	
	(now mobile sandwich board	
Cambria SMCA and SMP	sign)	Good Tidepooler Rules Sign



#### Avila Beach Paddle In Guide

Inclusion of MPA content, approved by CDFW, into Sea Otter Savvy's new Avila Beach Paddle In Guide created in partnership with Avila Beach Paddle Sports. The guide also features information on how to respect wildlife while recreating on the water. Two thousand waterproof brochures will be printed

and distributed.









## Santa Barbara Channel Collaborative

## Compliance Small Grants Overview



#### **Subsistence Angling Community Outreach Event**

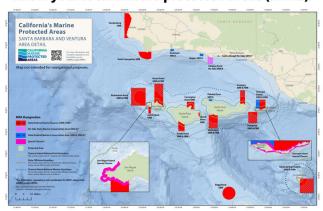
The pilot project is a community-identified process for reaching underserved, underrepresented, and non-traditional audiences with fishing regulatory and MPA messaging. The SBC Collaborative decided that outreach to local subsistence anglers was one important first step and to use an approach of incentivizing 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. Just Communities provided live interpretation from English to Spanish.

#### **Outreach Materials**

The SBC Collaborative developed or redesigned several types of outreach and printed materials including:

- Produced one interpretive panel replacement for Kashtayit State Marine Conservation Area in Gaviota
- Printed and will distribute 450 brochures with MPA boundary images from a licensed land surveyor
- Printed and will distribute ~3,000 flyers with a map of Santa Barbara Channel and mainland MPAs and QR codes to the CDFW mobile website for MPA regulations
- Developed, printed, and distributed 45 Officer Reference Guides

#### Know your local marine protected areas (MPAs)!



#### Know your local MPAs!

A statewise network of MIPAs safeguards California's rich coastal resource while using different levels of protection that may allow for some fishing activities, in accordance with other fishing regulations. Offshore of Ventura and Santa Barbara Counties, there are five mainland MIPAs, 14 Channel Islands MIPAs, and two Island Special Closures.

network of 124 MPAs, has an ocean sport fishing and MPA map designed f use on mobile devices. Learn more at: https://wildlife.ca.gov/MPAs Scan here for the mobile MPA app:

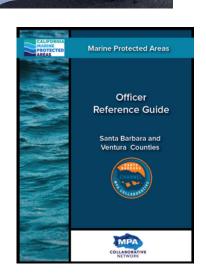


Set involved at the community level through the MPA Collaborative Network fihe local collaborative, Santa Barbara Channel MPA Collaborative, is one wa to engage! Visit https://www.mpacollaborative.org/santabarbara/ orscan here:









communities







### **Los Angeles Collaborative**

## Compliance Small Grants Overview



#### **Engaging Communities in Los Angeles & Collection of Reflections Report**





- Forming an Equity and Inclusion Committee which met three times during the grant period and compiled a "Collection of Reflections" on observations, thoughts, recommendations, and guidance on approaches to be more inclusive and equitable
- Engaging New Earth DaVinci RISE High School serving at risk youth and system-challenged youth through five placed-based sessions including four boat days in MPAs
- Engaging with young women of color in partnership with Empowher Inc. during two MPA intertidal field explorations
- Identifying two community-based organizations to join the collaborative
- Participating in four community events away from the coast including Ciclavia and fall festivals
- Hosting a listening session with Sacred Places Institute; visited Point Dume State Marine Reserve

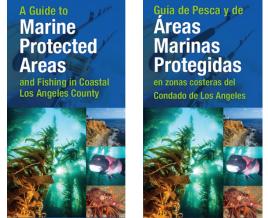








## LA County MPA Guide in English and Spanish



Important revisions were made to the Los Angeles MPA and Fishing Guide with MPA regulations, namely adding in Tribal exemption language for the Point Dume SMCA and adding an acknowledgement for Tribes including: Chumash, Gabrielino Tongva, Kizh, and Acjachemen nations. The LA Collaborative printed 15,000 MPA and fishing guides: 10,000 in English versions and 5,000 in Spanish.

Other printed materials identified for the grant included 2,500+ critter stickers with QR codes so people can learn more about the Collaborative Network and MPAs. These serve as a tool for Collaborative members to educate and engage; these locally-requested giveaways are for veterans fishing trips, MPA cruises with youth, and other tabling and outreach events.







### **Catalina Collaborative**

### **Compliance Small Grants** Overview



A GUIDE TO CATALINA

ISLAND'S MARINE

#### **Catalina MPA Compliance Campaign Coordinator and Outreach Materials**

In response to the Catalina Compliance Forum held in 2020, community members requested a compliance campaign be developed and led by a local Compliance Coordinator to improve compliance and awareness of Catalina Island MPAs. The Coordinator and partners set off to engaging with, training, and participating in events for residents and visitors. The Speakers Training Guide and in-person training on Catalina's MPAs, which had 40 attendees, helped inform local partners about how to educate the public about MPAs and their importance. The campaign set in motion a trend toward heightened awareness of locals and visitors to Catalina alike.

The Catalina Collaborative also developed and redesigned outreach materials including 10 regulatory signs (bottom left), three interpretive panels (bottom right) in Avalon, 6,500 updated brochures with surveyed boundary images, 25 Officer Reference Guides, and a pilot project on the O/K boundary markers for Lover's Cove (bottom center), which all contributed to improved MPA awareness and compliance at Catalina Island.















## **Orange County Collaborative**

## Compliance Small Grants Overview



#### **Community Vetted Translations**

To improve inclusion and access for non-English speakers and center culturally appropriate, multilingual MPA messaging, OCMPAC developed a pilot project. OCMPAC hosted a focus group for each of five languages (Mandarin, Spanish, Korean, Vietnamese, and Tagalog), and an additional one for Mandarin speakers (Traditional Chinese translation), with one to three participants per focus group for a total of 14 participants. There were 10 working group meetings and seven broader public scoping meetings. These five languages were identified as top priority languages as a starting place and were languages that Inline Translation Services, Inc translated regulatory signs, Good Tidepooler Rule (Harry the Crab) signs, and the OC Tidepool Brochure/Field Guide (right) into. Crystal Cove Conservancy worked with Sacred Places Institute for Indigenous Peoples to coordinate meetings and listening sessions with Acjachemen and Tongva tribal partners with a total of 10 participants.



### **MPA Signage in Orange County**

Signage was a top solution to MPA compliance issues in Orange County. Additionally, dog related wildlife and habitat disturbances were a top compliance concern from the Compliance Workshop.

Over 60 total signs were developed, printed, and installed in Orange County, with a majority of signs to replace existing and faded signs for the City of Laguna Beach Department of Marine Safety (e.g., Cress Street Beach sign; far right) and signs for Dana Point.

Thirty of the 60 signs were sandwich board style signs that explain the why behind dog rules at the coast. Signs were printed for Crystal Cove State Park, City of Newport, Upper Newport Bay, Bolsa Chica, OC Parks, and can be tailored to any MPA or coastal location and are shareable templates. A QR code on each sign links to the webpage with more information (bottom right).







Boliza Chica Ecological Reserve

NO DOGS
PERMITTED
ON BEACH

https://www.mpacollaborative.org/oc/compliance/do gs/ - OC dog regulations and dog-friendly beaches webpage







## San Diego Collaborative

## Compliance Small Grants Overview



### Educators, Signage, Guides, and Youth Outreach

#### **Tidepool Docent Program**

During the grant period, the San Diego MPA Collaborative implemented a tidepool docent program and trained 12 docents to improve MPA compliance around tidepools. Docents educated visitors in four MPAs (e.g., Swami's SMCA; upper right) that cover nearly 20,000 acres total. The tidepool docents engaged 314 members of the public through 8 tidepool outreach events and distributed 150 San Diego MPA Wildlife and Recreation guides.

#### MPA Signage in San Diego County

Maintained, replaced, and created new signage for MPA access points identified and prioritized at the 2020 compliance workshop and enforcement training:

- Replaced 13 damaged or missing MPA signs
- Installed 10 regulatory signs approved by California Department of Fish and Wildlife (CDFW)
- Replaced a broken MPA interpretive panel with San Diego City Rangers at La Jolla Shores (far right);
- Developed and installed four new MPA education and outreach signs at San Elijo State Beach adjacent to Swami's State Marine Conservation Area (SMCA);
- Coordinated with the Port of San Diego, City of San Diego Rangers, CDFW, and MPA Collaborative members.





#### **Pocket Fishing Guides**

Developed, printed, and distributed 1,000 pocket fishing guides to the San Diego County MPA Collaborative for San Diego County MPAs (right)

#### **Youth Outreach**

Developed MPA sustainable fishing programming to engage four youth fishing clubs and their families and engaged a total of 60 students with partners from Outdoor Outreach, Open Heart Leaders, and Latino Outdoors





San Diego County

Marine Protected Areas Wildlife and Recreation Guide