

# 2019 California MPA Outreach Report



**CMSF** CALIFORNIA  
MARINE  
SANCTUARY  
FOUNDATION

A black and white photograph of a person from behind, wearing a wetsuit and a life vest, fishing in the ocean. The person is holding a fishing rod. The background shows waves crashing against a rocky shore.

# TABLE OF CONTENTS

SUMMARY	3
AT A GLANCE	4
OUTREACH APPROACH	5
COUNTY OVERVIEWS	8
DEL NORTE	9
HUMBOLDT	10
MENDOCINO	11
SONOMA	12
MARIN/	13
SANFRANCISCO BAY	
SAN MATEO	14
SANTA CRUZ	15
MONTEREY	16
SAN LUIS OBISPO	17
SANTA BARBARA/	18
VENTURA	
LOS ANGELES	19
ORANGE COUNTY	20
CATALINA	21
SAN DIEGO	22
FINDINGS & FEEDBACK	23

# 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."

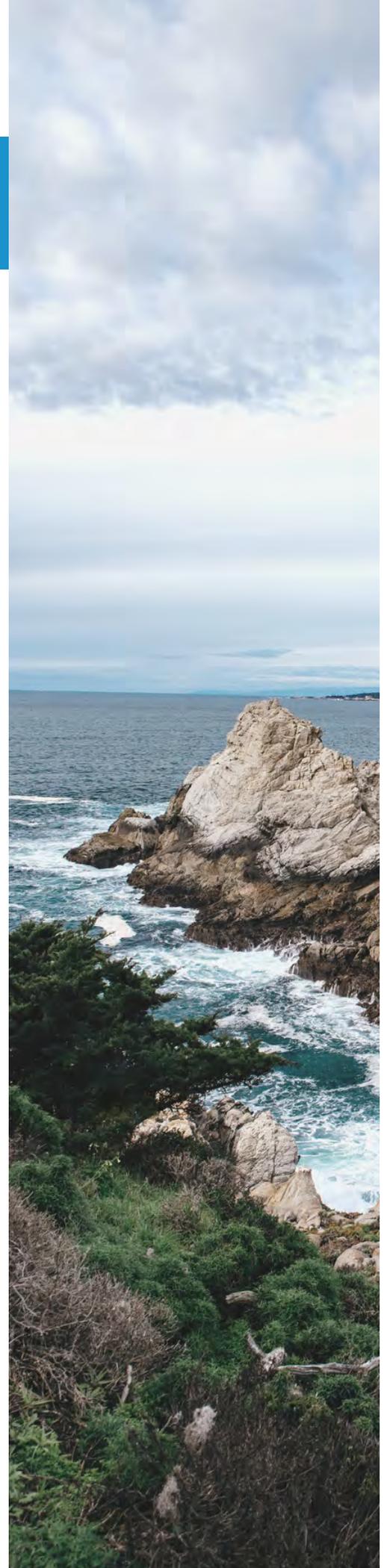
- Russian RiverKeeper

## 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

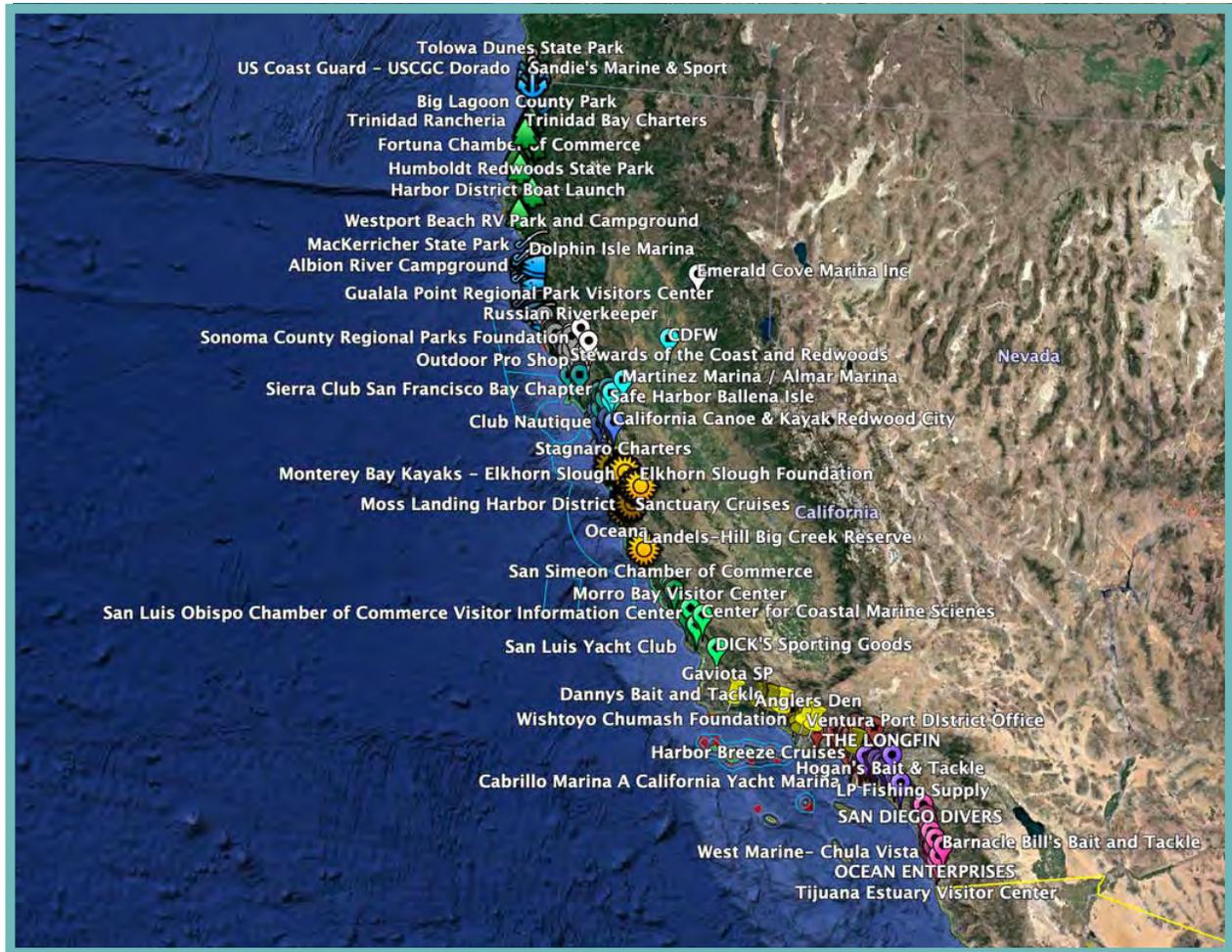
MPA toolkits consisting of printed materials for display and distribution were tailored to each geographic area and target audience. Using previously produced resources, each MPA toolkit was tailored for the specific geographic area and business or organization visited. We reached out to local MPA Collaboratives 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.

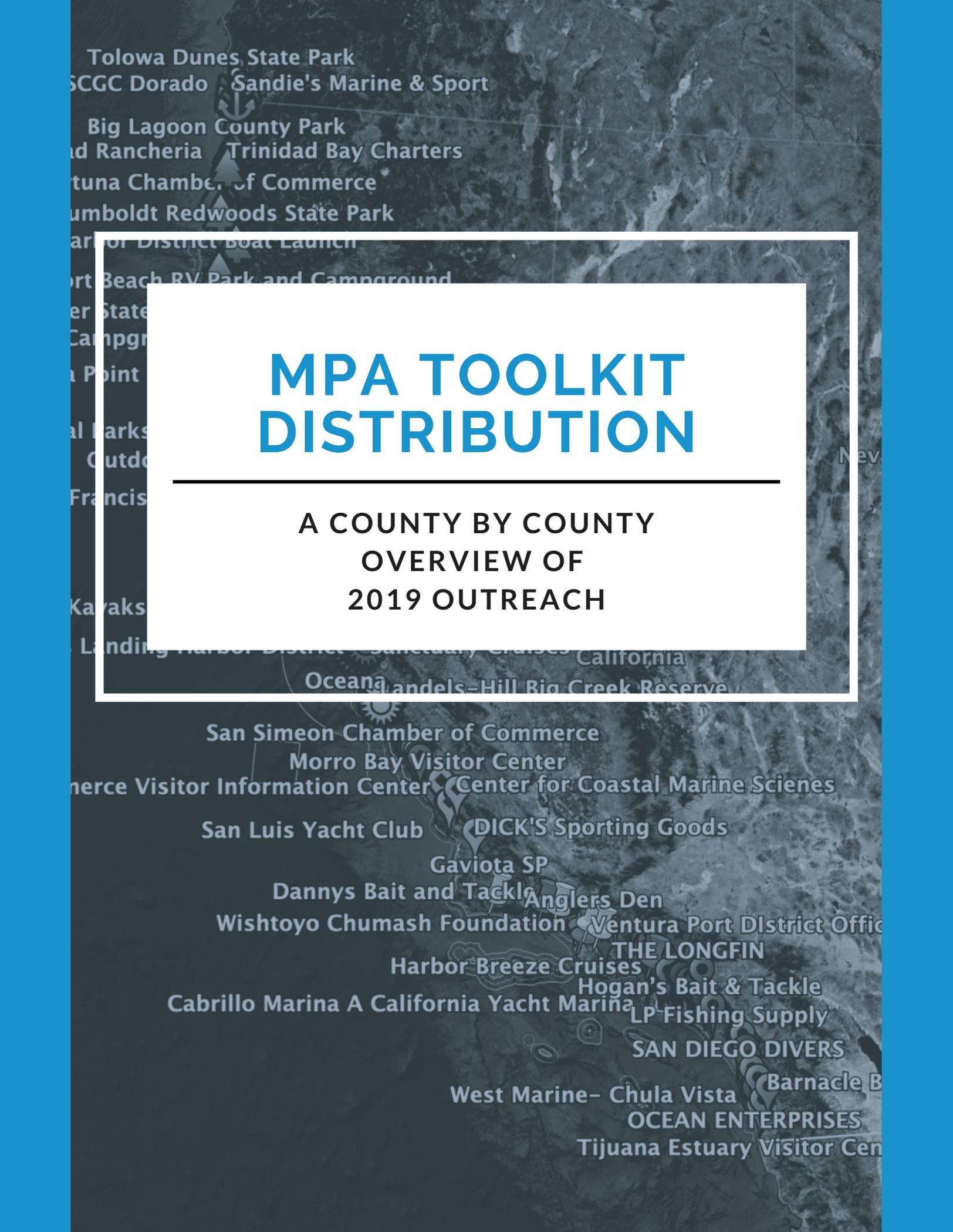


### STEP 3: DISTRIBUTION



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

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A COUNTY BY COUNTY  
OVERVIEW OF  
2019 OUTREACH

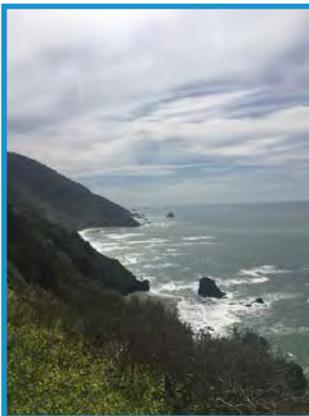
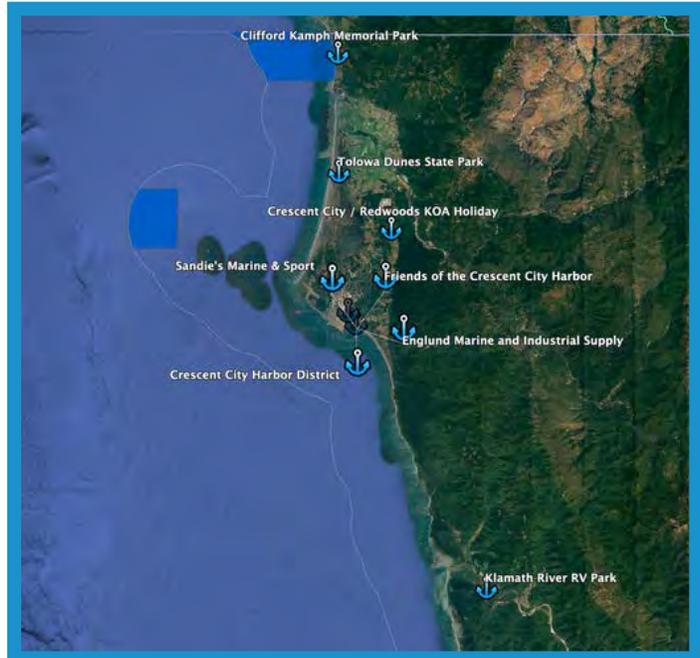
San Simeon Chamber of Commerce  
Morro Bay Visitor Center  
Morro Bay Visitor Information Center  
Center for Coastal Marine Sciences  
San Luis Yacht Club  
DICK'S Sporting Goods  
Gaviota SP  
Dannys Bait and Tackle  
Anglers Den  
Wishtoyo Chumash Foundation  
Ventura Port District Office  
THE LONGFIN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

# 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.

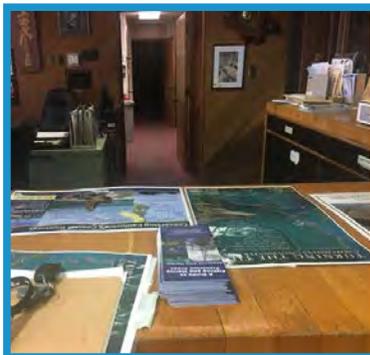


**HIGH PRIORITY FISHING OUTLETS**

- 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

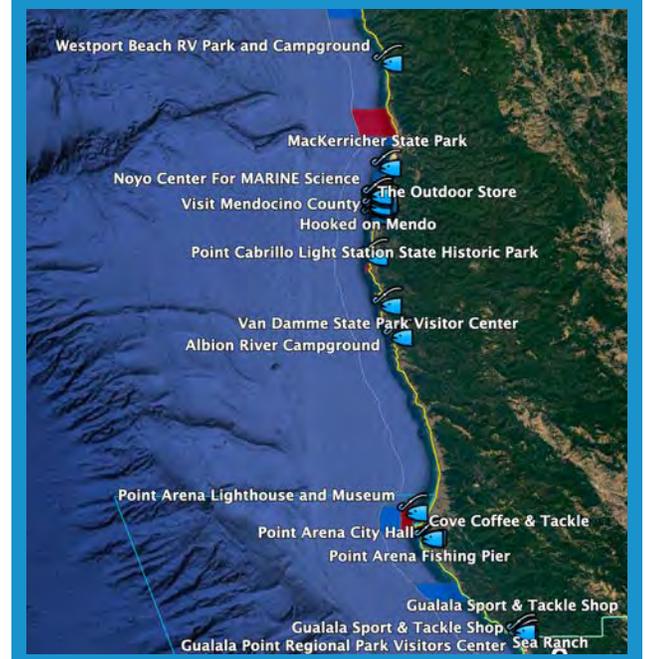


# Mendocino County

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
- Westport Campground
- Noyo Harbor Tours
- Point Arena Lighthouse



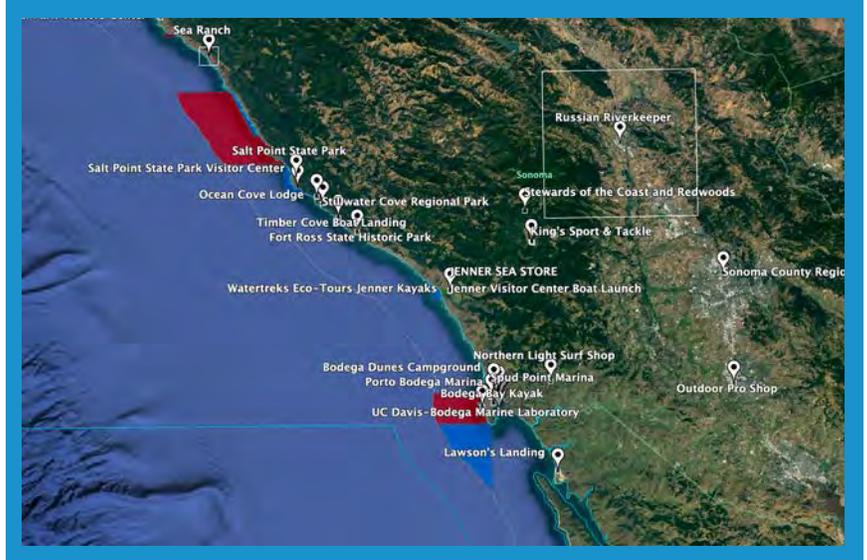
# Sonoma County

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

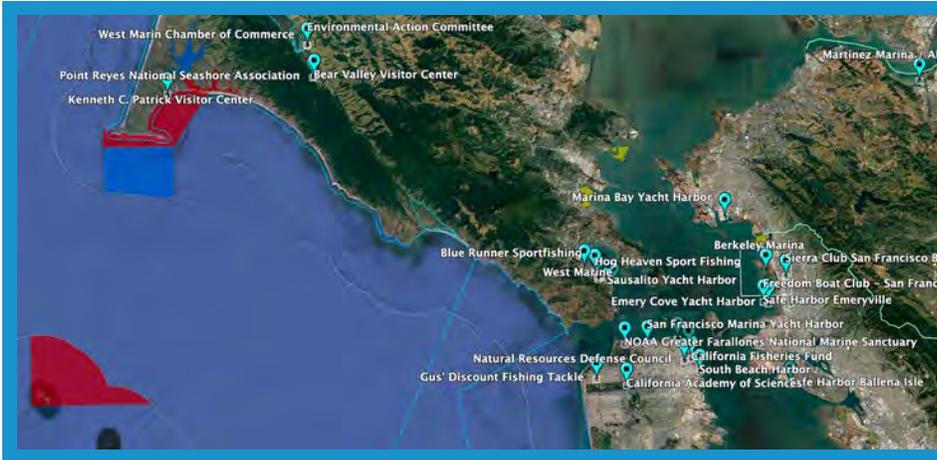
## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

- 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

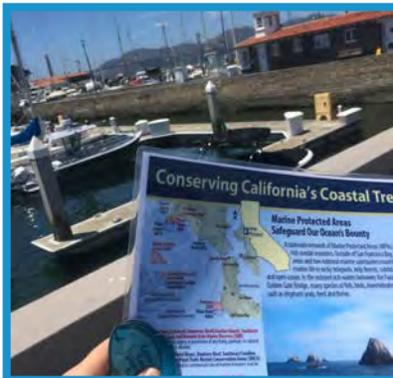
Outreach spanned the communities of Tomales Bay, Pt Reyes, Emeryville, Oakland, Redwood City, Marin and San Francisco. Examples of recipients are below.

## 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



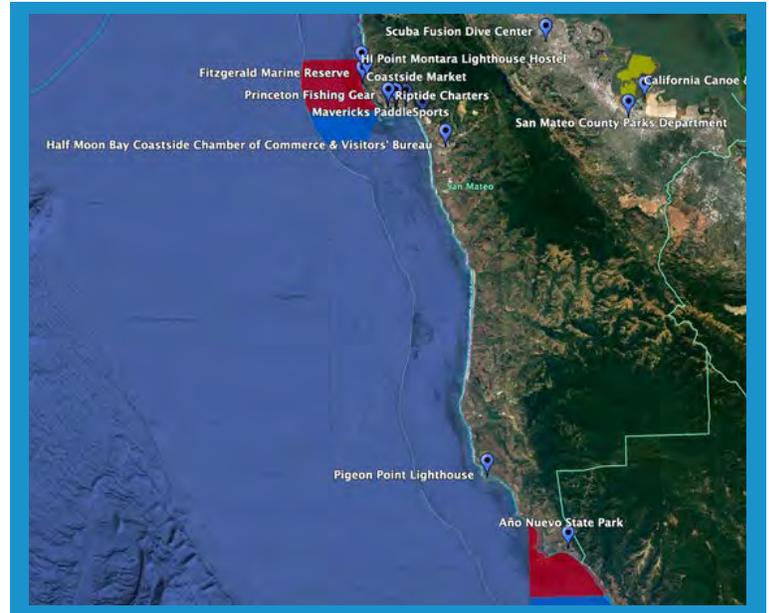
# San Mateo County

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.

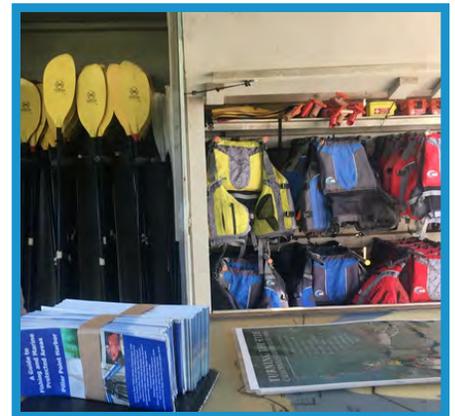


## HIGH PRIORITY FISHING OUTLETS

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

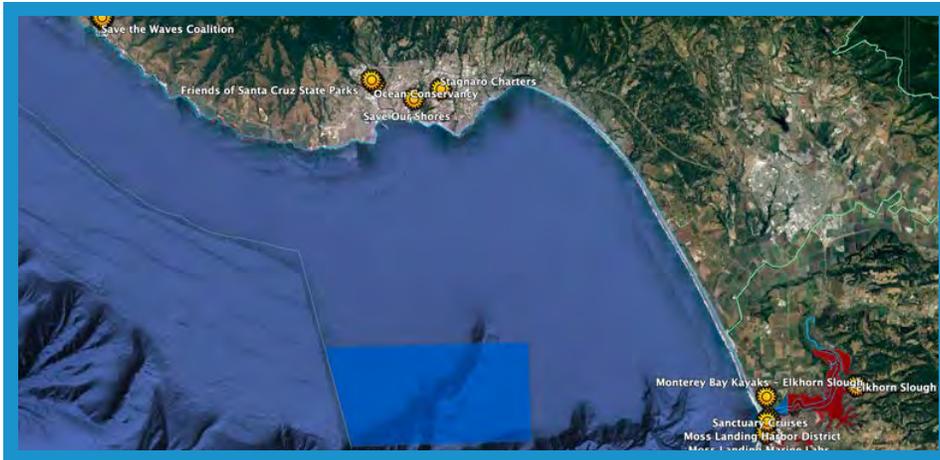
## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

- Fitzgerald Marine Reserve
- Año Nuevo State Park
- Half Moon Bay Coastsides 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

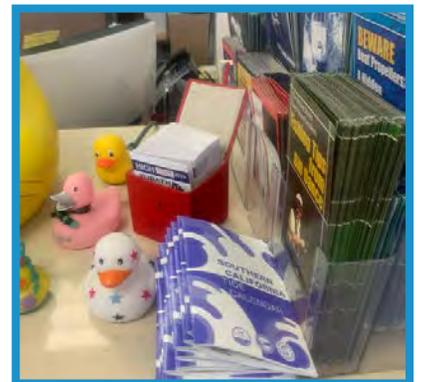
Outreach spanned from Año Nuevo State Park south to Watsonville and parts of Elkhorn Slough. Examples of recipients are below.

## HIGH PRIORITY FISHING OUTLETS

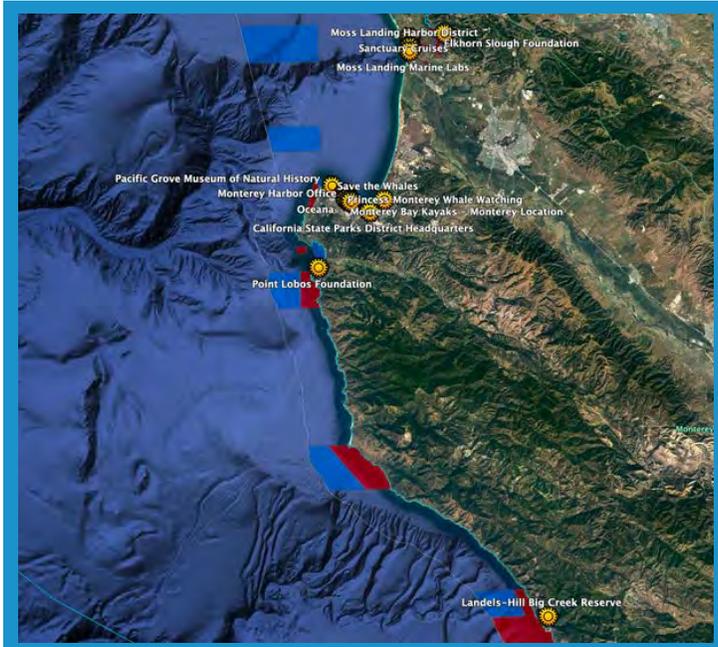
- Bayside Marine
- Santa Cruz Harbor
- Stagnaros Fishing Trips
- Outdoor World
- Moss Landing Harbor
- Go Fish Santa Cruz Charters

## 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

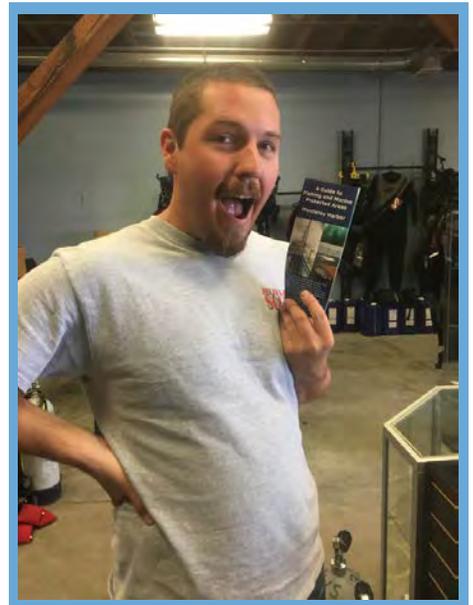
Outreach was concentrated in the communities of Watsonville, Marina, Seaside, the Monterey Peninsula and all the way to Big Creek. Examples of recipients are below.

## 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



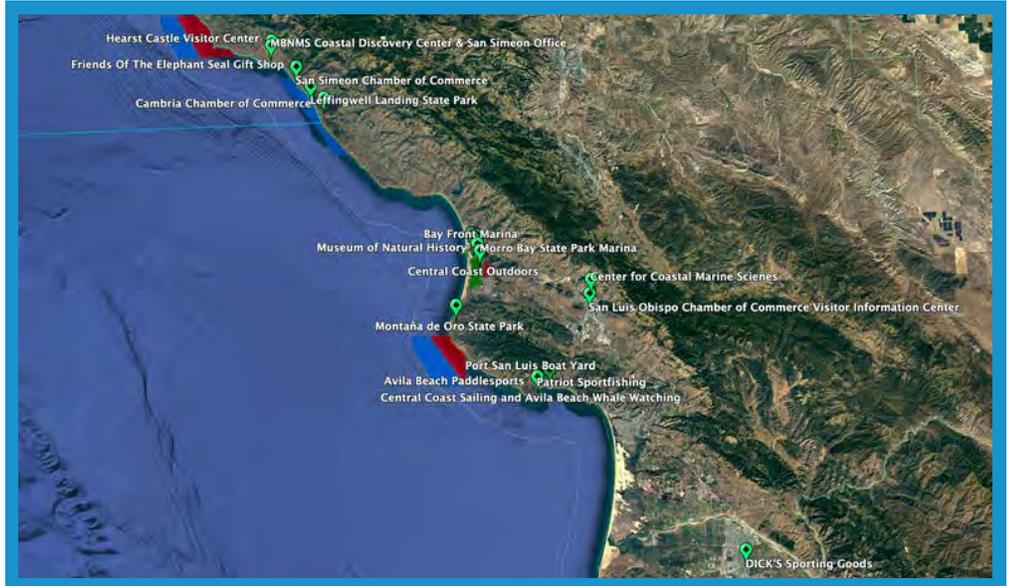
# San Luis Obispo County

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

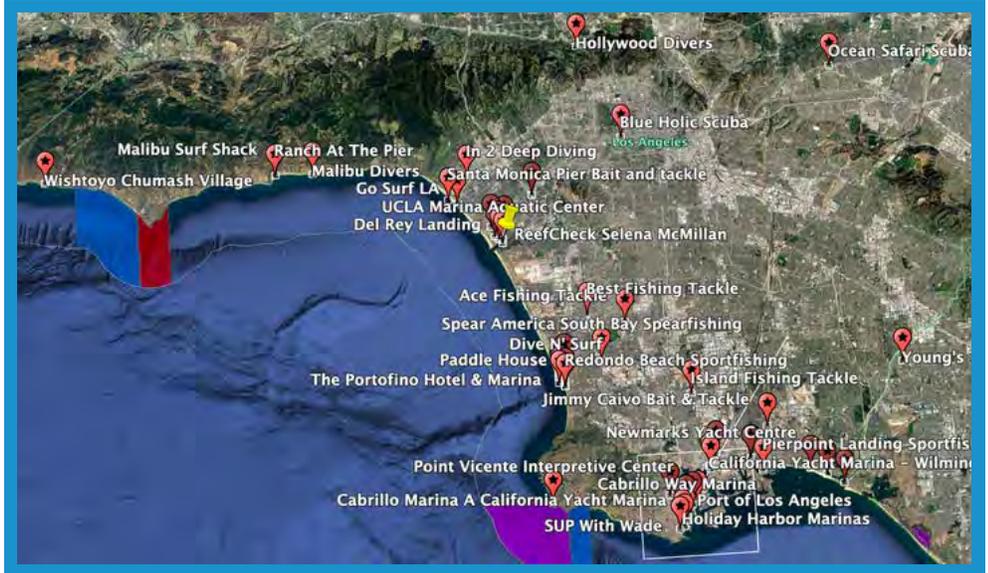


# Los Angeles County

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

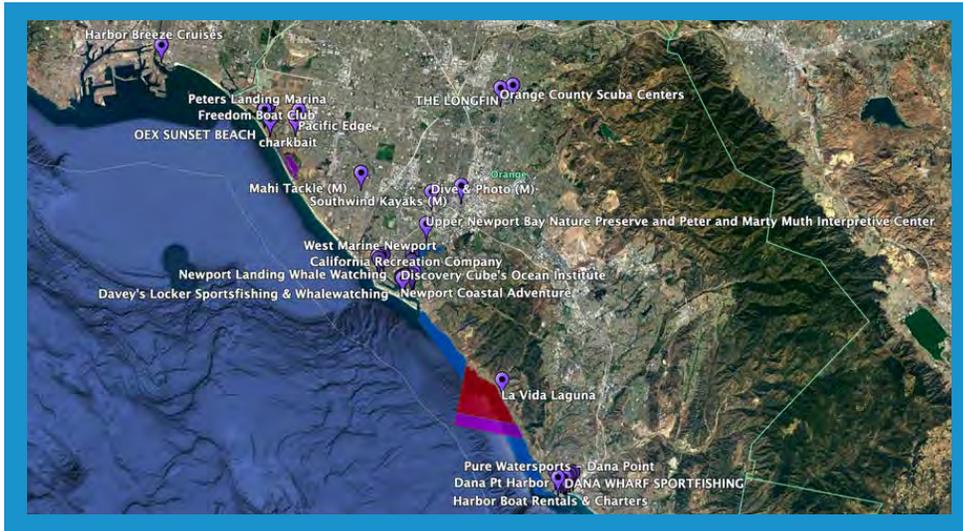
## HIGH PRIORITY OCEAN RECREATION & INTERPRETIVE OUTLETS

- 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



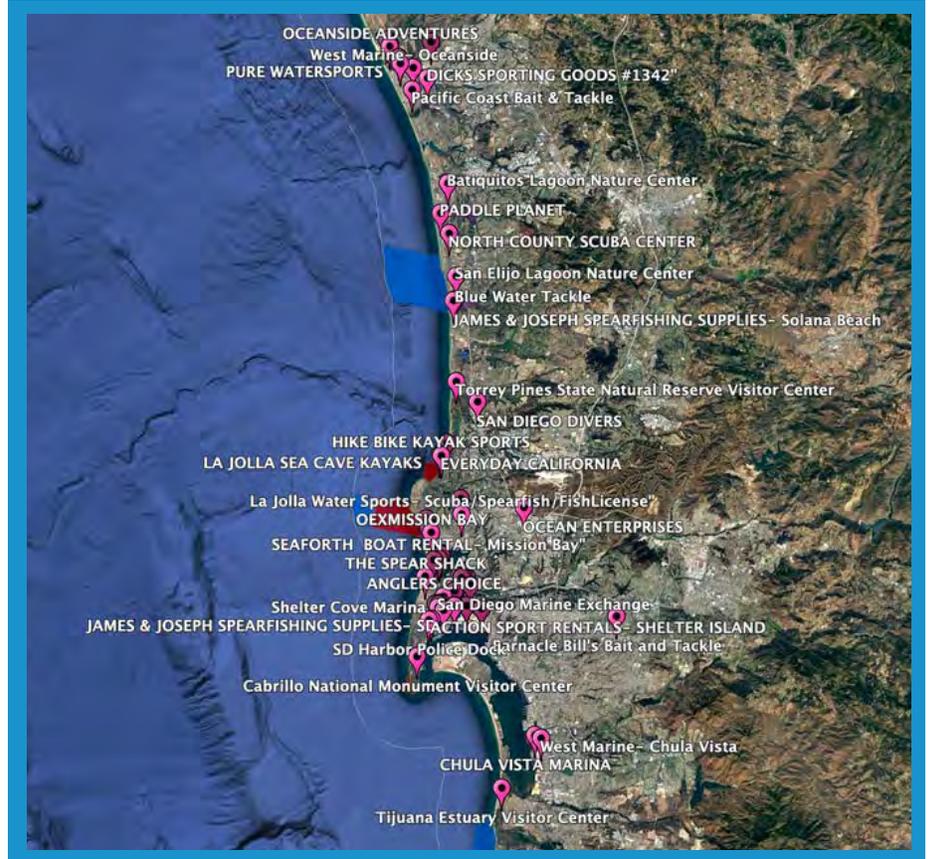
# San Diego County

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.

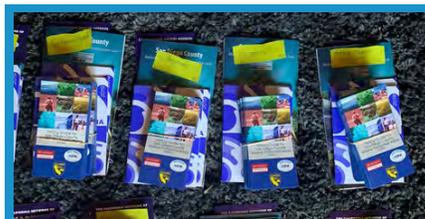


## HIGH PRIORITY FISHING OUTLETS

- 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 SMCA 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.

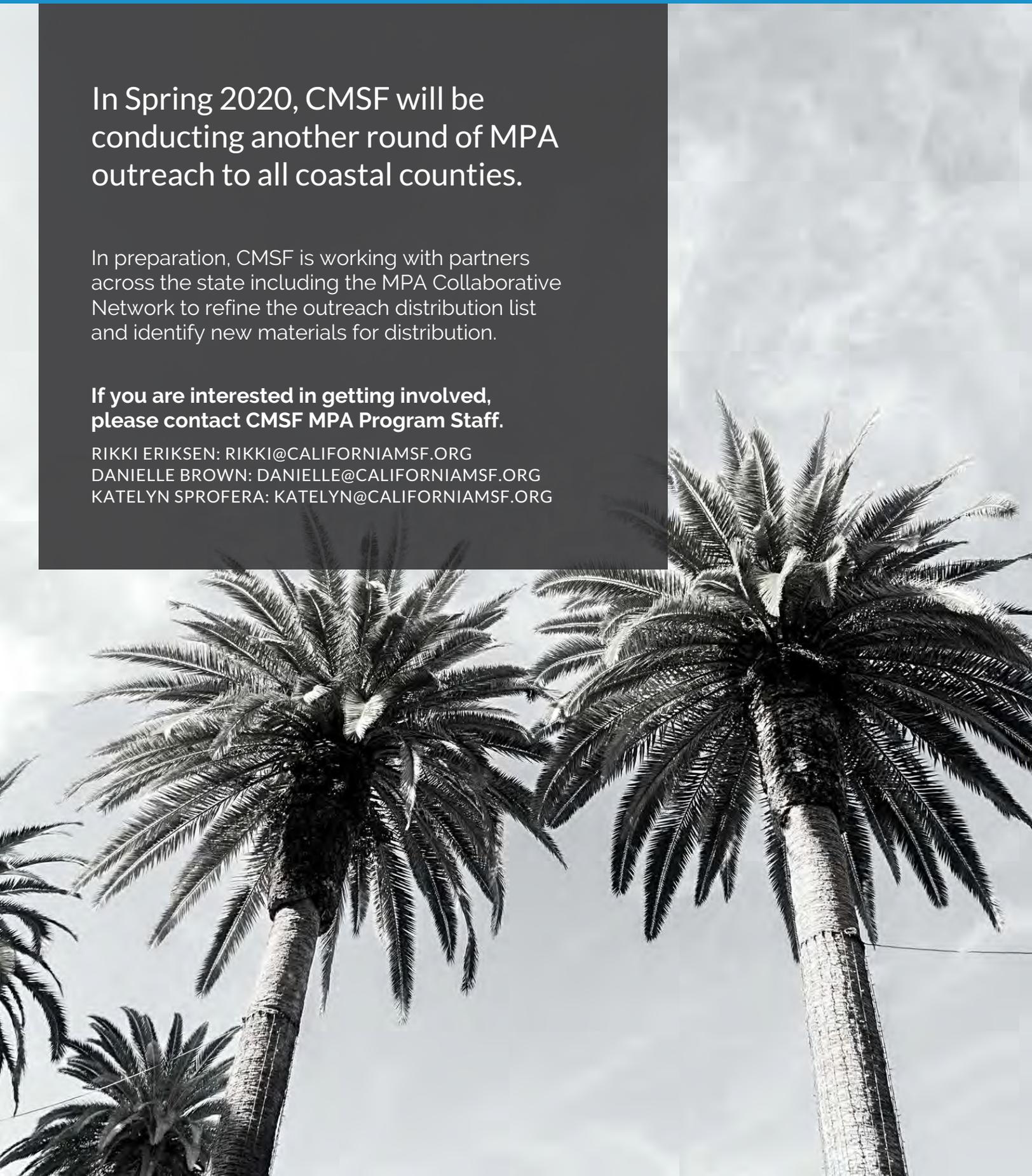
In preparation, CMSF is working with partners across the state including the MPA Collaborative Network to refine the outreach distribution list and identify new materials for distribution.

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

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