

MPA messaging

The goal of this document is to create unified messaging about Federal and State MPAs and to use this messaging specifically for the recreational business target audience. This is tiered messaging with high-level messages first with sub-messages below. Print pieces and products have also been identified to accompany these messages.

INTRODUCTION: What are MPAs?

Marine protected areas are special underwater places designed to protect key ocean habitats and species by managing activities that threaten their integrity. Like national parks and other protected places on land, state marine protected areas and federal MPAs like Monterey Bay National Marine Sanctuary and National Estuaries safeguard critical coastal habitat allowing sensitive marine and coastal communities to recover and thrive.

or

Just as the nation's parks, forests and wilderness areas protect special places on land, California's federal and state marine protected areas safeguard our underwater wildlife and restore marine ecosystems, ensuring the ocean's bounty and beauty remains for future generations to enjoy. There are different kinds of MPAs in California--- marine reserves, marine sanctuaries and state marine conservation areas. Each different type has different regulations with different protection levels.

Four High Level Messages with tiered messaging below:

1. **Protect our ocean legacies -- MPAs Protect:** MPAs protect the natural and cultural resources in our coastal and marine waters
2. **Adventure and explore your MPAs - recreation**
3. **Prosper in your MPAs – socioeconomic**
4. **MPAs have regulations that you should be aware of..**

MESSAGES:

5. Protect our ocean legacies

- a. **MPAs Protect:** MPAs protect the natural and cultural resources in our coastal and marine waters
 - i. Monterey Bay is home to one of the most productive coastal ecosystems in the world.
 - ii. Today, 124 MPAs stretch along the entire coast from Oregon to Mexico, with Monterey Bay National Marine Sanctuary being the largest MPA in the continental US.
 - iii. **MPAs cover (federal plus state MPAs) square miles on our west coast. State MPAs cover 16%.**

- iv. California's Marine Protected Areas leave the vast majority of the coast open for recreation, fishing, and public use while protecting key feeding and breeding grounds for marine life
- v. Numerous studies have shown that, over time, marine protected areas lead to bigger fish and give female fish a chance to feed, breed and thrive which help to protect valuable fisheries.

b. **Stewardship:** We all have a responsibility to preserve these natural resources and to protect our ocean for future generations and those that use MPAs (fishermen, boaters, surfers).

- i. Throughout California, residents from all walks of life are embracing marine protected areas (MPAs) and joining local efforts to protect and monitor them.
- ii. As a business, you are local community leader and, as such, have the ability to positively impact the area in which you and your customers reside and recreate.
- iii. As a business owner, you are educating fishermen, boaters and surfers about MPAs and their importance.
- iv. Your customers as MPA recreational users will become the "gatekeepers" to the sanctuary.

6. Adventure and explore your MPAs - *recreation*

- a. MPAs boast some of the country's most popular travel destinations and recreational spots. Monterey Bay is one of the top tourist destinations in the country.
- b. The sanctuary offers diverse recreational opportunities like diving, kayaking, boating, and surfing. Recreation occurs in XXX % of the Monterey Bay National Marine Sanctuary and you can fish in XXX MPAs.
- c. As businesses, you can not only promote MPA beauty, natural history and protection, but you can promote the adventure and exploration by your customers in MPAs.

7. Prosper in your MPAs - *socioeconomic*

- a. "Good for the Ocean, Good for the economy" "Healthy oceans, healthy businesses" --- protecting the ocean provides socioeconomic benefits.
 - i. Our ocean is more than just a spectacular backdrop - it's an economic powerhouse. California's coastal ocean supports a \$39 billion economy and 489,000 jobs
(<http://www.oceaneconomics.org/Market/ocean/oceanEcon.asp>).

- ii. Safeguarding this natural capital with a system of marine protected areas is a wise investment that's already paying dividends in the form of more and bigger fish, and thriving tourism and recreation businesses.
- b. Tourism and recreation are critical to the coastal communities of Santa Cruz and Monterey, making ocean protection a smart investment in the economy and environment.
 - i. Marine protection means money in the bank for California's tourism industry, hotels and restaurants, which depend on healthy fish populations and beautiful coasts to attract guests.
 - ii. Estimated 3 million visitors come to Santa Cruz County on an annual basis and spend between \$91.6 - \$98.3 million annually.
 - iii. Tourism generates over \$14 million in taxes for local government, which helps to pay for police and fire protection, road repairs, park maintenance and social services.
 - iv. Outdoor attractions dominate visitor activities in Santa Cruz with three of the top five including visits to the beach, the Boardwalk, and the Wharf.

8. MPAs have regulations that you should be aware of..

- a. California leads the nation and the world in ocean protection. In 2012, it completed the United States' first statewide network of underwater parks.
- b. Rules are in place to ensure that these special places are preserved and protected for present and future generations. MPAs differ in what they allow and prohibit inside their boundaries - California has a few different kinds!
 - i. **National Marine Sanctuaries** - protects the natural and cultural resources of 14 unique marine areas across the country by prohibiting:
 - 1. The discharge of material or other matter into the sanctuary,
 - 2. Disturbance/construction/alteration of the seabed and cultural resources
 - 3. Exploring for, developing, or producing oil, gas, or mineral
 - 4. For more regulations:: <http://Montereybay.noaa.gov>
 - ii. **State Marine Reserve**: No-Take! The most restrictive MPA.
 - iii. **State Marine Conservation Area**: Allows selected recreational and commercial take
 - iv. **State Marine Park**: No commercial take, but may allow/limit recreational take
 - v. **State Marine Recreation Management Area**: Limited recreational and commercial take while allowing for continued take of waterfowl
 - vi. **Special Closures**: Prohibit access or restrict boating activities in waters adjacent to sea bird rookeries or marine mammal haul-out sites

Observe these guidelines and spread the word, so that together we can enjoy and protect our coastal waters.

Specific Business and Tourism messaging:

- As a business, you are local leaders of the community and have the ability to positively impact the area in which you and your customers reside and recreate.
- Your support will help make sure that these new marine protected areas work, providing a safe haven for Santa Cruz's vibrant wildlife while sustaining the thriving coastal economy that your businesses depend on
- So, what CAN you do?
 - Spread the word to your customers!
 - Promote MPAs in their stores (via visitor-employee interaction and MPA outreach products)
 - Encourage responsible ocean recreational and wildlife viewing practices to guests
 - Employ responsible ocean recreational practices in business operations
 - Report MPA violations
 - Stay informed and observe the rules of the MPA waters
 - Volunteer for organizations helping to protect MPAs.
 - Get involved!
 - Events
 - Partnerships
 - Outreach materials