



Marine Protected Areas Education and Outreach Initiative

Initiative Next Steps

The Monterey Bay Sanctuary Foundation is a nonprofit partner to the National Marine Sanctuary program and works closely with many ocean and coastal conservation and education organizations in California to enhance the awareness, conservation and management of marine resources.

Over two-dozen educational organizations along the central California coast worked together to prepare a collaborative proposal, designed to enhance the effectiveness and success of the newly implemented network of marine protected areas (MPAs). In 2008, the MBSF received funding from the Resources Legacy Fund Foundation to support the development of the Marine Protected Area Education and Outreach Initiative. The proposal was designed to support and enhance the California Department of Fish & Game's (CDFG's) efforts in implementing the MLPA specific to interpretation, education and outreach, as a first phase of the implementation effort. It is anticipated that the increased public awareness of and support for the MPAs resulting from the proposed education and outreach activities will have a "spill-over" effect in terms of garnering political support and funding, as well as enhanced "citizen enforcement" of the MPAs.

Program Activities

In order to complement and enhance CDFG's efforts and build a broader constituency for the MPAs, we are preparing a series of activities and products. The products and programs are being designed to allow for consistency in content with the flexibility to adapt for specific organization needs. Phase 1 of the implementation plan will extend from July 2008 through April 2010 and includes the development of the following:

Consortium and Advisory Board

A subset of the consortium partners will comprise an advisory board for the MLPA education and outreach implementation activities.

Train the Trainers Workshop, November 1-2, 2008

A workshop designed to provide content on the following:

- The interpretation, communication and message framing recommendations for marine protected areas
- The science of marine protected areas
- The political, economic and cultural significance of marine protected areas

Print Publications

There is a need for print publications to augment CDFG's products while allowing for tailoring to address a specific need or location. We will assist in the design and development of those publications.

Film and Video products

There is considerable enthusiasm for public service announcements as a means of generating public awareness and "buzz." The MBSF will create film and video products for broadcast on radio, TV and Hotel channels in the region. In addition, a short interpretive film highlighting the value of MPAs will be created.



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Ocean-related businesses displays

We intend to produce a pilot set of displays suitable for certain businesses, to aid in communicating and developing an identity for the MPAs.

Signage

In coordination with CDFG and other local, state and federal agencies, we will develop signage for major access points to the new MPAs. Sites proposed for possible signage (new or repurposed) include:

- Harbors, marinas and boat launch facilities
- State Parks
- Other select/strategic locations

Enforcement connection to education and outreach

The first year of our work plan calls for developing a linkage and communication plan to complement the CDFG CalTIP reporting line.

Speakers Resources

A database of resources available for public presentations, docent enrichments, etc. will be created to aid in communicating with the public and ensuring a certain level of consistency and quality in the communications. The *Speakers Bureau* has been proposed for consideration at later stages of implementation.

Exhibits and Interpretive Panels

We are developing an MPA exhibit in collaboration with the Pacific Grove Natural History Museum, scheduled for unveiling in April 2009. Other museums, visitor centers and interpretive facilities are also encouraged to work with us on exhibit materials for their specific location and facility needs.

Web site

We plan to create a complementary web site to augment CDFG's primary MLPA site.

Request for Proposal elements

In the first quarter of 2009, we will issue a request for proposals utilizing a pool of discretionary funds. Typical awards would range from \$1,000 to \$15,000 for education and outreach programs that may be exported and leveraged in other arenas. Examples of the types of programs that may be considered include: school curriculum and programs that facilitate hands-on experiences; high school water quality and species monitoring programs; docent materials and programs that may then be utilized elsewhere; retooling existing products (e.g. dive map graphics, etc.); etc.

Evaluation

The Advisory Board will be engaged to provide assistance in developing the questions that will form the evaluation framework for Phase 1 of the implementation, and a longer-term set of performance measures to be evaluated. We ask participants in the Train the Trainers workshop to share with us their current visitor survey and evaluation strategies, and explore ways to include MPA-specific components.



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Phase 2 planning and funding strategy

Successful implementation of a network of marine reserves along the central California coast and throughout the state will require a long-term commitment and coordination of many organizations and programs. The Phase 1 activities described here are intended to provide a foundation that may then be built upon. The Monterey Bay Sanctuary Foundation will play a role in the incubation of the activities and aid in developing a Phase 2 implementation work plan and funding strategy. One element we envision for implementation early in Phase 2 is a follow-up workshop for the *Train the Trainers* participants, designed to share experiences, enrich and refine the implementation strategy.

Downloadable audio and video education products will be an integral part of the long-term strategy. Mobile and portable device products are envisioned as part of the Phase 2 implementation.

We urge participants at the Train the Trainers Workshop to contact us to explore the specific requirements and needs of their organization, and craft plans to work together on addressing those needs.