



299 Foam Street, Suite D
Monterey, CA 93940
Telephone (831) 647-4209
Fax (831) 647-4244
www.mbnmsf.org

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Hi MPA Education and Outreach Participants,

Thank you so much for your participation in the Lessons Learned and Strategy Session in Monterey. As you know, on May 4, 2010, the Initiative brought together representatives from each organization awarded small grants in 2009 and 2010. The groups gave brief presentations on the highlights of their respective projects, but the majority of the day was dedicated to an in-depth facilitated discussion on:

- The common characteristics of successful MPA educational products
- Successful talking points and messaging
- What audiences the current products and programs target
- What audiences are missing and need to be targeted
- How each organization is moving forward in regard to MPA education and outreach
- How to move forward as a group
- And given additional capacity, what are the priority projects that need to be tackled over the next few years?

As a result of your insights, this was a productive and informative sharing session. It was exceptionally gratifying to learn about your creative programs and the successful models for implementing education and outreach programs along the California Coast in support of the Marine Life Protection Act. In the hopes of supporting your continued outreach and education efforts, we are providing a few summary and follow up items in this correspondence. Below, please find:

- A review of the MPA Education and Outreach Initiative Accomplishments and Products;
- A summary of our discussions on education and outreach messaging and needs;
- A **request for input** from you on future needs for MPA Education and Outreach.

Review of MPA Education and Outreach Initiative

The MPA Education and Outreach Initiative is a two-year collaborative project to support and enhance the California Department of Fish and Game's (CDFG's) efforts to implement the state's network of marine protected areas, specifically targeting the need to increase public awareness and support for the MPAs designated by the Marine Life Protection Act (MLPA).

- ❖ A suite of products were developed by the MPA Education and Outreach Initiative for public audiences along the Central Coast, many of which are readily available on the internet at the MBSF MPA webpage. Please see the Appendix 1 for a list of these valuable education and outreach resources developed by the Initiative
- ❖ In addition, a short list of MPA education and outreach products from other locations and sources was initiated. This DRAFT list is attached in Appendix 2. The "Lessons Learned" session was by no means a comprehensive discussion of MPA education and outreach happening in the state but serves as a starting point for identifying valuable resources for the future.

Characteristics of Success and Common Talking Points

During the workshop, we focused on identifying common elements of success for communicating to the public about MPAs. Our discussions focused on two aspects: 1) **Characteristics of a Successful Program or Product** and 2) **Common Talking Points in Successful Programs or Products**. Please find these short and simple notes attached in Appendix 3. We hope that you will use them as a concept outline for strengthening your current and future programs.

Recommendations for moving forward

During the workshop, we identified several key audiences that are not being targeted. Everyone agreed that the effort should be broadened to include these groups. The audiences missing from this effort to date include, but are not limited to:

1. Inland Communities
2. Policy Makers/Elected Officials
3. Coast Guard/Homeland Security
4. Boating Community: Commercial, Recreational, Charter
5. Shore-Based User Groups: SCUBA Divers, Kayakers, Surfers, Swimmers, Beach-goers
6. Community Groups: Rotary Club, Elks, Etc.
7. Faith-Based Communities
8. Home-Schooled Children

To identify the areas that the MPA Education and Outreach Initiative should focus on over the next 3-5 years, we hope that you can take a few minutes to answer the questions below:

1) Using your existing resources, what are your current plans for programs? Given the projects already in place and the knowledge about what worked for whom and why; what changes, if any, will you make to your programs?

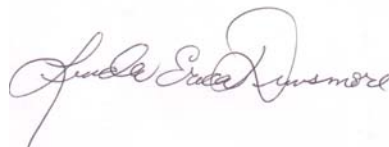
2) Based on the audiences you are currently addressing and those identified for future outreach, if incremental funding became available to you, what would your audience priorities be? What additional projects/programs would you implement and how would they complement those already in place?

Thank you so much for being part of this exciting Initiative, and working to build an ocean legacy that we can be proud of.

Sincerely,



Dennis J. Long
Executive Director



Rikki Dunsmore
MPA Education & Outreach
Program Director



Robert Mazurek
MPA Education & Outreach
Consultant

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Appendix 1: MBSF MPA Education and Outreach Initiative Collaborative Accomplishments

Workshops & Trainings

The Initiative held a series of trainings and workshops which included workshops for docents, educators and public audiences to increase their understanding and awareness of the MLPA. Drawing on presentations by internationally and locally recognized experts, marine educators, docents, and scientists gained valuable information in:

1. Interpreting and communicating key messages concerning MPAs;
 2. Understanding the science and importance of MPAs; and
 3. Comprehending the political, economic, and cultural significance of MPAs.
- **Train the Trainers Workshop** – One of the early, significant elements of the Initiative was the planning and execution of a two-day Train the Trainers workshop (November 1-2, 2008 in Monterey) for over 80 ocean and coastal resource educators and interpreters. The sessions were facilitated by preeminent educators and scientists.
- **Other Trainings** – The Initiative also developed a series of regional education and enrichment programs for docents, interpreters and education staff. The following three trainings occurred in 2009:
- ❖ Año Nuevo Docent MPA Enrichment Program: June 6, 2009, Año Nuevo State Reserve
 - ❖ Pt. Lobos MPA Docent Enrichment Program: September 5, 2009, Pt. Lobos State Reserve
 - ❖ San Luis Obispo Region MPA Docent Enrichment Program, October 31, 2009, Hearst Castle.

Resources – Materials distributed during the training events and workshops included a comprehensive compilation of MPA education and outreach materials including: research publications, case studies, brochures, MPA fact sheets, maps and ocean-related videos and links. An MPA Messaging Roadmap and webinar were also implemented to position and encourage consortium members to tailor interpretation activities for their own needs. Many of the educational documents and presentations that have occurred to date can be accessed on the MBSF's website (<http://www.mbnmsf.org>).

Print Publications

With the help of collaborating partners (the Ocean Conservancy, State Parks, the Monterey Bay National Marine Sanctuary, and PISCO) a set of print publications was developed. These are part of a working "tool kit" for educators and interpreters to disseminate MPA science and the MLPA process. The print publications generated from this project augmented CDFG's two publications for the central coast: (1) *A Detailed Guide to the Central Coast Marine Protected Areas* and (2) a central coast MPA brochure.

Current Publications – The print publications currently available include:

- MPA fact sheets (14 in total)
- A library of maps (in collaboration with GreenInfo Network)

- Informational Brochures and maps
 - Año Nuevo and Greyhound Rock MPAs
 - Elkhorn Slough and Moro Cojo MPAs
 - Monterey peninsula MPAs
 - Point Lobos and Carmel Bay MPAs
 - Point Sur MPAs
 - Piedras Blancas and Cambria MPAs
 - Morro Bay MPAs
 - Point Buchon and Vandenberg MPAs
- Monitoring of Nearshore MPAs (in collaboration with PISCO)

Film and Video Products

With the assistance Kip Evans of Mountain and Sea Productions a number of film and video products were produced as part of the Initiative. These videos provide a virtual experience of the wonders of the central coast MPAs from afar. The videos are screened on a regular basis at the facilities of consortium members and have added significant value for those organizations that do not have regular docent or interpretive resources available. In addition, the videos are sometimes used as an introduction for longer presentations, as support material in the classroom, and as an outreach tool at events and forums to educate a wide variety of audiences.

❖ **3-Minute Videos** – Several 3-minute videos were produced to highlight particular MPA sites, provide exciting interpretive introductory information for potential visitors, and allow those unable to visit the area an opportunity to experience the wonders of the coast from afar. These videos can be accessed from the MBSF’s YouTube channel at: <http://www.youtube.com/user/MBNMSF> . This collection of short videos includes:

- Point Sur Light Station and nearshore MPAs
- Elkhorn Slough research and MPAs
- Tidepools of the central coast MPAs
- Professional photographers and the central coast MPAs

❖ **10-Minute Video** – A 10 minute high production value interpretive video on the MLPA designation of the central coast has also been produced. The video showcases underwater footage of kelp forests, wetland areas, and offers dialogue with expert scientists, fishermen, and community members. This video, posted on the MBSF website, is available in three sizes of Quicktime, to accommodate differences in computer bandwidth.

❖ **Animation Videos** – The Initiative also worked with Fred Watson from California State University, Monterey Bay. Dr. Watson specializes in the development of landscape-scale visualization. This is where research data and imagery is augmented, where necessary, with models, to produce short animation videos of both marine and terrestrial oceanscapes and landscapes. These videos give you detailed, moving tours of natural areas. With the Initiative’s support, Dr. Watson and his team completed a series of video tours for:

1. Pt. Buchon
2. Pt. Lobos
3. And an overview of all central coast MPAs

These videos can be found at the EcoViz website (<http://ecoviz.csumb.edu/home/index.htm>). Each video can be viewed live, or downloaded and viewed locally.

Thank You Ocean – The Initiative worked with the NOAA Office of National Marine Sanctuaries to facilitate an MPA-related addition to the Thank You Ocean Public Service Announcement. As part of that effort, Bob Talbot produced a revised version of his original work.

Signage

Together with Wildways Illustrated, and the Initiative's CDFG and NOAA partners, fifteen interpretive signs were created for specific MPAs along the central coast, along with seven boundary markers. Additionally, signs were developed for the major harbors and boat launch sites within the central coast region. Iconic boundary markers are also being installed at various locations identifying MPAs and restricted activities.

Sites for the signs include State Parks, National Estuaries and other coastal areas with regular visitation and interpretive program linkages. Signs have been developed and deployed at nine locations around the Monterey Peninsula, at Whalers Cove in Point Lobos and the Piedras Blancas Light Station. Two additional MPA signs are planned for San Luis Obispo County, as part of the Scenic Byways project.

Exhibits, Maps, and Posters

MPA Exhibit and Interpretive Panels – A 16-panel MPA exhibit was designed and developed through extensive collaboration with consortium partners. The exhibit was first launched in March 2009, at the Pacific Grove Natural History Museum using photography by Kip Evans. The Initiative has available the complete set of images from the 16-panel exhibit for use by consortium partners. Since its launch all or parts of the exhibit has been shown at Seacliff State Beach, Hearst Castle State Park, Morro Bay Natural History Museum, and Año Nuevo State Park.

Consortium partners have also been encouraged to re-purpose these high-quality images in a number of ways, including printing them as posters, displaying them in office, or taking them to outreach events. They can also be converted to Power Point for MPA-related lectures.

Maps & Posters – The Initiative has produced or helped produce several maps and posters used to increase the public's understanding of specific central coast MPAs. These include a:

- Central coast MPA Map
Produced by The Ocean Conservancy, this map illustrates the 29 MPAs along the Central California Coast from Pigeon Point to Point Conception
- Central Coast MPA Poster
This large poster (24 X 36 inches) has a heading and border that illustrates the 29 MPAs along the central coast from Pigeon Point to Point Conception.
- Map of the Central California Coast before and after MLPA process
- Poster of the Central California Coast MPAs with inset maps
- Monterey Peninsula and Pt. Lobos MPAs poster
- Monterey Peninsula MPAs map

Small Grants

Through a competitive request for proposal process, a first and second round of small grants were awarded in 2009 and again in 2010. These grants provided seed money for many MPA activities along the central coast. Below is a list of what these grants accomplished:

2009 Grantees

- ❖ **Point Lobos State Park – *Marine Protected Areas Adjacent Lands Template. (MALT):*** MALT is a multifaceted community outreach template designed to supplement a variety of existing California State Park educational and interpretive opportunities with MPA specific content. The programs are tailored with site specific information that addresses local outreach needs while targeting specific MPA user groups, key stakeholders, school groups, and the general public.
- ❖ **Save Our Shores – *Included MPA Messaging in Dockwalker Program and other outreach events:*** Save Our Shores incorporated MPA messaging materials in their Dockwalker program aimed at educating boaters in all four Harbors of the Monterey Bay National Marine Sanctuary. The organization sponsored 14 dockwalking events in the harbors, spoke with a total of 321 boaters and gave away 160 boater kits.
- ❖ **Camp SEA Lab – *Town Hall Simulation Exercise:*** Camp SEA Lab developed a new curriculum entitled “The Great MPA Debate”. The program was piloted on two classes of 5th grade students. The project resulted in an MPA curriculum that can be added to the organization’s educational programs and shared with other institutions.
- ❖ **Seymour Discovery Center – *The Creation of an MPA Exhibit in English and Spanish at Seymour Marine Discovery Center:*** The exhibit highlights the importance of MPAs on the central coast. Visitors interact with trained docents resulting in greater public awareness of MPAs and their associated effects. Through impartial and user-friendly text and graphics, users learn about the importance of MPAs as one of a repertoire of ocean management tools. The installed exhibit and “take-away” guides are printed in both English and Spanish.
- ❖ **MERITO (Monterey Bay National Marine Sanctuary) – *MPA Family Field Experiences:*** The MERITO program collaborated with the Boys and Girls Club of Monterey County, the Salinas Adult School, and Elkhorn Slough National Estuarine Research Reserve to offer a series of guided outdoor-exploration opportunities, serving historically underrepresented communities (primarily Latino) and highlighting MPAs along the central coast.
- ❖ **Save the Whales – *Augmenting Whales On Wheels (WOW™) to include MPA Messaging:*** The organization developed and presented a sixth “WOW” program focused specifically on MPAs in the MBNMS to elementary and middle school students on the central coast, with a specific focus on Salinas.

2010 Grantees

- ❖ **California State Parks, Santa Cruz District – *MPA Campfire Program***: The campfire program introduces state park visitors to local MPAs and encourages them to become more engaged in ocean protection. The presentations are being piloted during the summer of 2010 at New Brighton Beach, Sunset Beach, and Butano State Park.
- ❖ **Morro Bay National Estuary Program – *MPA Information Kiosk Project***: The project created a site specific interactive visitor-directed kiosk and MPA program tailored to the Morro Bay region. The project expects to reach an estimated 6000 visitors each year, and the project will build the template for similar independent kiosks throughout the central coast.
- ❖ **Voices of the Bay (Monterey Bay National Marine Sanctuary) – *Demystifying Marine Spatial Planning – An Educational Module***: The project developed and implemented an additional module for the *Voices of the Bay* curriculum that educates students about the importance of MPAs as one of many tools used to implement ecosystem based management concepts. Specifically, the program addressed myths, controversy, and conflicting understandings about MPAs.
- ❖ **Parachute Creative – *Create an Aesthetic Presence for the MPA Education and Outreach Initiative***: Parachute Creative worked closely with MBSF staff and other partners to create a recognizable and influential visual presence for the Initiative by developing a thought-provoking logo that will be strategically placed where more MPA awareness is needed.
- ❖ **MERITO (Monterey Bay National Marine Sanctuary) – *Multicultural Voices for Ocean Literacy Project***: The program engaged youth in ocean science and ocean conservation by offering them opportunities to express their personal experiences of the oceans in their own voices. The Initiative hopes this will yield a meaningful tool for outreach and education to the diverse central coast community.
- ❖ **California State Parks and Point Lobos Association – *Joint Program of the 2010 Junior Lifeguards and Point Lobos Summer Adventures***: The program incorporated MPA messaging and lessons into the summer 2010 Point Lobos Summer Adventures and Monterey Junior Lifeguards Program. Youth are actively engaged in ecosystem-based management concepts.
- ❖ **Friends of the Elephant Seal – *Augment Docent Training and Visitor Materials with MPA Messaging***: The organization developed several educational and outreach pieces that included information about MPAs. Specific materials included: a new brochure, laminated cards for docent-led walks, an augmented website, and a Power Point presentation for training purposes.

Social Networking

The Initiative developed and executed a social networking communications framework in support of the consortium. This was meant to: (1) increase consortium member's awareness and knowledge of the central coast's network of MPAs and how they fit into the statewide implementation of the MLPA, and (2) foster collaboration between coalition members.

This was accomplished by utilizing an MPA Education and Outreach listserv and by creating a sustained presence on the Facebook social networking website. Specifically, the Initiative created and launched a profile and "fan" site for the Initiative on Facebook. They also kept consortium partners updated on all relevant MPA-related Initiative activities, consortium activities, and relevant local and statewide implementation news and activities for the MLPA.

Appendix 2: Other MPA Education and Outreach Products from other regions and locations that may be valuable for MLPA

Other Products

During the Lessons Learned and Strategy Session, participants brainstormed to identify other MPA education and outreach products that may be useful or transferrable to the MLPA of California. This short list below is only the beginning of what we hope to become a clearinghouse of information and educational resources for docents, marine educators and scientists along the coast of California.

- ❖ Save Our Shores- MPA regulations cheat sheet with maps and GPS coordinates of MPAs. This needs some minor refinement to be consistent with CDGF publications.
- ❖ Channel Islands National Marine Sanctuary has a suite of valuable resources and products that can be useful for other locations. The MBSF MPA Education and Outreach Initiative is working to secure these resources to share on the MPA Education Resources Clearinghouse website.
- ❖ The South Coast of California has created a consortium of marine educators who are collaborating to develop a number of proposed interpretive programs for the MPAs being designated along their region. Some ideas include:
 - a. Tabletop exhibits
 - b. New Video-specific to Southern California MPAs
 - c. Teacher curriculum and workshops
 - d. Visitor giveaways (Maps and kids activities)
 - e. Public lectures
 - f. Underwater Parks Day @ each institution (aquariums)
- ❖ MPA Logo – San Diego Coast Keeper – non-consumptive user;
- ❖ Major meetings- South Coast Logic Model developed by marine educators from Southern California
- ❖ National Geographic Student website on marine protected areas
- ❖ Cal Oceans website
- ❖ Save Our Shores – MPA Power Point presentations
- ❖ MPA Center maps and nautical charts of MPAs
- ❖ The Ocean Conservancy’s 2-page summary of MPAs

Appendix 3: Lessons Learned Meeting Notes Common Themes of Success - May 4th 2010

A series of breakout sessions were used to identify common elements of success from many of experiences of the marine education programs from the region. Paramount on the list is to keep the message simple, provide it in many different forms, and to involve people at a visceral level by creating a sense of ownership. The discussions recognized that key messages such as concepts of underwater parks, legacy, and a respect for the history of environmental change are proven to be effective across broad ranges of constituents. The more provocative messages remain for specific audiences, and their effectiveness may be dependent upon the method or person delivering them. We identified new target audiences along with relevant talking points that may resonate with them. All agreed that the next phase of the education and outreach program will need to focus on the boating and fishing communities, elected leaders, shore-based conservation groups, government agencies (specifically, the Department of Fish and Game and the U.S. Coast Guard), and the media. Moreover, our success depends on our ability to continue to work collaboratively to build on the existing programs without recreating them.

Characteristics of a Successful Program or Product

1. Bilingual
2. Interactive
3. Keep it Simple
4. Creative Ways of Engagement (photo contest, etc.)
5. Building on Success, Not Recreating
6. Incorporating Messages in Existing Programs (e.g. an MPA habitat tour of the MBA)
7. Forming Partnerships
8. Creating a Sense of Ownership/Pride with General Public/User Groups
9. Make it Locally Focused: Place-based Education
10. Give Tools to take Action
11. Define and Target an Audience

Common Talking Points in Successful Programs or Products

1. Underwater Parks
2. Legacy
3. Big Old Fat Fecund Female Fish (BOFFFF)
4. What...Me? Individual connection to place
5. Power of Recovery: Describe How Far We've Come
6. Convey the History of Environmental Change, Show Results
7. Local Stories
8. Connect to Local Place
9. The Local MPAs are in Effect, We're Moving onto Implementation
10. Explain What They Are, What They Do, Rules & Regulations
11. Link to State Parks
12. Economic Potential
13. Link to Sustainable Seafood
14. Convey Monitoring Info
15. MPAs are a Global Phenomenon
16. MPAs have been Tested in Others Locations with GREAT Success
17. Explain how Species use Habitats
18. A Small Percentage of the Local Area is Within a Reserve
19. MPAs are Adaptive