

Marine Protected Area Boater Education Project

2021

Prepared for:
Coastal Quest
Ocean Protection Council

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Overview

THE BAY FOUNDATION



The Bay Foundation (TBF) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay and local coastal waters (from the Los Angeles-Ventura County line to the Palos Verdes Peninsula). The Bay Foundation is a partner in the Santa Monica Bay National Estuary Program along with the Santa Monica Bay Restoration Commission and many other organizations. TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and community members. TBF engages scientists and conducts research while mentoring student interns and volunteers in conjunction with the Frank R. Seaver College of Science and Engineering through the Coastal Research Institute at Loyola Marymount University.

BOATER EDUCATION PROGRAM

TBF's Boater Education Program (BEP) was initiated in 1996 to educate the boating community about environmental boating laws and best management practices to increase compliance, decrease pollution, and improve marine habitat health. We form strong relationships with boaters, fishermen, partners in the boating industry, marinas, yacht clubs, and other organizations throughout the State. To strengthen our relationships with our audience of California boaters, we focus on the following overarching state-wide points of action: technical assistance, engagement, and outreach. Regionally, the BEP focuses its efforts on the Southern California coastal boating community from Santa Barbara to San Diego. These efforts include the development of educational material and tools, direct education, and regular monitoring of vessel sewage disposal units.

MPA EDUCATION

Marine protected areas (MPAs) are globally recognized management methods for marine resources and have become increasingly more important as communities grow to ensure the public can use and enjoy natural resources for generations to come. In 1999, when the California Marine Life Protection Act (MLPA) was passed, only 63 MPAs were covering less than 3% of state waters. The MLPA became a high-profile initiative that led to the implementation of a network of 124 protected areas encompassing 16.12% of state waters within the 3-mile territorial limit. Now, after many years of management and monitoring, science has shown us that fisheries can benefit from MPAs. Fish in older California MPAs are bigger and found in higher numbers, and fish eggs and larvae produced in MPAs can float outside of MPA boundaries in what is known as the "spillover effect" (Scripps, 2019, Murray, 2019, Baetscher, 2019). It is believed that successful MPAs can populate surrounding waters and impact the health and resiliency of fish populations in neighboring areas (American Progress, 2019).

The success of the MPA Network is dependent upon consumptive and non-consumptive users of marine resources complying with the rules and regulations for their use. Consumptive users are more likely to impact MPAs than other audiences, and more likely to be impacted by MPAs because of restrictions on their activities. Relying on California's waters for their recreation, sustenance, and/or livelihood gives consumptive users a stake in the health of the MPA Network, and they can be valuable allies in conducting MPA outreach of their own. Because MPAs specifically prohibit or restrict consumptive activities, providing regulatory information to this group is essential to ensuring compliance with the law and the overall success of the MPA Network (MPA Outreach and Education Guide, CDFW). In addition, research and studies suggest "management and education can mitigate the negative effects of recreation and promote conservation of endangered species" (Cornelisse, T.M. and Duane, T.P., 2013), and "...investments in MPA education and outreach can generate increases in

local knowledge and positive attitudes, and changing knowledge and attitudes is expected to contribute to the long-term compliance with MPA regulations.” (Leisher et al. 2012).

MARINE PROTECTED AREA BOATER EDUCATION PROJECT

Through the implementation of this Marine Protected Area Boater Education Project (Project) funded by the Ocean Protection Council and Coastal Quest, TBF’s BEP now includes MPA education into its programming. The goal is to increase the knowledge of MPAs and compliance with associated regulations across Southern California’s growing and evolving **recreational boating and angling communities**, whose actions can impact the health of the ocean environment. To increase access to the program, several educational resources are now provided in both English and Spanish. This Project delivers on several priority recommendations to increase public awareness of MPAs and addresses three out of five key findings in the California MPA Education and Outreach Needs Assessment including “01: The recreational fishing community remains an underserved audience and potentially powerful ally in need of targeted MPA outreach.”, “02: Printing, distribution and continued replenishment of materials are major obstacles to sustained outreach.”, and “05: Strategic, targeted, and audience-specific tools and approaches are needed for each product, program, or training”.

The deliverables generated by this Project fall into three sections: digital resources, Dockwalker program, and California Clean Boating Network meeting. This report snapshots the Project’s engagement strategies, successes, and lessons learned.

Digital Resources

Due to the coronavirus pandemic, Project resources created between 2020 - 2021 were promoted digitally. The three main methods of digital outreach were **social media, email newsletters, and press**. The purpose of this virtual outreach campaign was to share knowledge and resources with a state-wide audience of recreational boaters, anglers, and non-consumptive marine resource users. Materials ranged from an educational video, an interactive quiz, newsletter publications, a social media campaign, a do-it-yourself fishing line recycling guide, and a press release.

Largely due to the lack of face-to-face education and outreach during the pandemic, social media outlets solidified themselves and grew as extremely powerful and commonplace tools to reach, target, and capture audience engagement. Social media platforms reach billions of people daily. Facebook has 2.74 billion monthly users, with 69% of U.S. adults on Facebook, and among that percentage, 70% are active daily (PEW Research Center, 2021). And, like TBF, non-profits tend to have the largest follower base on Facebook as compared to Twitter and Instagram. In fact, “for every 1,000 email subscribers, non-profits had an average of 817 Facebook fans, 291 Twitter followers, and 149 Instagram followers” (M+R Benchmarks Report, 2021). For these reasons and for its ability to capture extensive analytical information, we used Facebook most frequently to disseminate Project materials to target audiences.

EDUCATIONAL ANIMATED MPA VIDEO

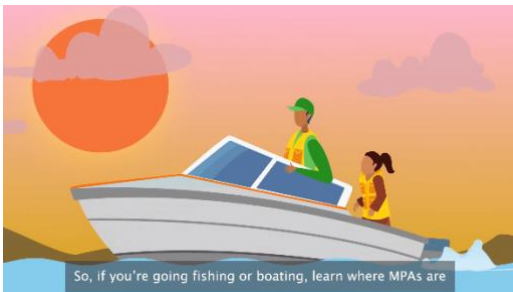


Figure 1: Clip of video's artwork displaying a father and daughter boating.

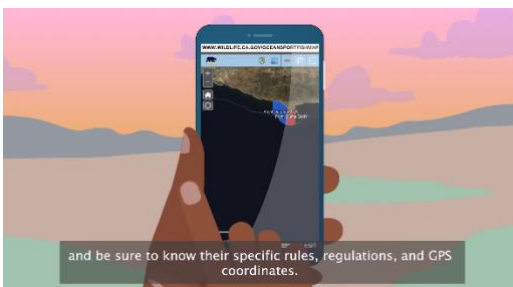


Figure 2: Clip from the video showing a boater using CDFW's public map resources to learn about GPS coordinates while boating near MPAs.

With the assistance of the California Department of Fish and Wildlife (CDFW), TBF created an animated video on California's MPA Network called "[Fishing in California? Get Clear on Marine Protected Areas!](#)" (MPA Video). This media aims to increase the knowledge of MPAs and their associated regulations across California's recreational boating and angling communities. The script gives an engaging overview on what MPAs are, vividly breaks down each type of MPA and other conservation areas in the Network, and provides resources to learn more about MPAs in California. This video not only educates and empowers boaters on MPA regulations but also informs them on how to interact with these protected spaces while out on the water. Rather than displaying animated artwork reinforcing negative behaviors, consumptive and non-consumptive resource users are engaged with visuals of how to correctly interact with MPAs. By using animation as a communication method of proper actions, complex MPA laws and regulations are simplified in an easy-to-understand manner. The video is available in both English and Spanish ([English](#) / [Spanish captions](#)) and is hosted on YouTube. The video went live in May 201 and has since garnered 302 views in English and 98 views with Spanish captions.

“On Facebook, an organic post by a non-profit reached just 4% of fans in 2020”, so “in order to expand that reach, many nonprofits rely on **paid post promotion**” (M+R Benchmarks Report, 2021). In fact, non-profit spending on digital ads increased by 33% in 2020, with “34% of nonprofits worldwide hav[ing] paid for social ads” (M+R Benchmarks Report, 2021; Global NGO Technology Report, 2019). For this Project, Facebook’s advertising service was used to promote the MPA Video to boating and fishing targeted audiences state-wide. The advertisement campaign ran for 41 days and included an embedded video with a ‘Learn More’ action button leading those interested to the TBF’s clean boating webpage. This paid video post reached 238,777 people in our audience, and the action button was pressed 5,416 times. The top three interfaces this ad was featured were Facebook Marketplace Mobile Ads (135,000), followed by the Mobile App Newsfeed (68,460), and Mobile Suggested Videos Feed (18,299).

Overall, the advertisement post had 149,438 instances of engagement, including 143,814 3-second video plays, 5,416 link clicks, 135 post reactions, 32 post shares, 24 post comments, 17 post saves, and 2 landing page views. And, from the people reached, 30.2% identified as women and 69.8% as men. Except for 384 people in Oregon, the rest of the ad audiences were from California. Ad comments were generally off-topic and included potential misinformation about MPAs. Although some individuals engaged in off-topic commentary with peers, this brought attention to the video and was blended with positive input. After 41 days, the ad’s engagement rate per impression was 2.1%. Social media marketing standards deem an engagement rate between 1 – 5% as “good” so this campaign’s engagement was fruitful. For further analytical information on Project advertisements, please refer to **Attachments A**.

MPA QUIZ HOSTED THROUGH TYPEFORM

TBF's existing BEP and partnerships have gathered data on boaters’ knowledge of relevant environmental boating laws through a survey conducted with face-to-face outreach efforts. The survey results show that in 2018 less than 50% of participants could identify the correct current and long-standing environmental boating regulations that were enacted over 40 years ago. Additionally, less than 50% of boaters surveyed knew the regulatory consequences for illegally discharging vessel sewage, fuel, oil, and other hazardous waste into or upon navigable waters in the United States. This exemplifies the need for continued education and outreach regarding all environmental boating laws to reach boaters that are new to the sport or otherwise unaware of such regulations. We also know from the California MPA Education and Outreach Needs Assessment that “Strategic, targeted, and audience- specific tools and approaches are needed for each product, program, or training” so to meet this gap in knowledge by our audience, TBF produced, with assistance from CDFW, an MPA Knowledge Review Quiz. Why develop an interactive quiz? Studies show 79% of surveyed quiz takers agree that interactive content enhances retention of messaging (CMI Survey, 2016).

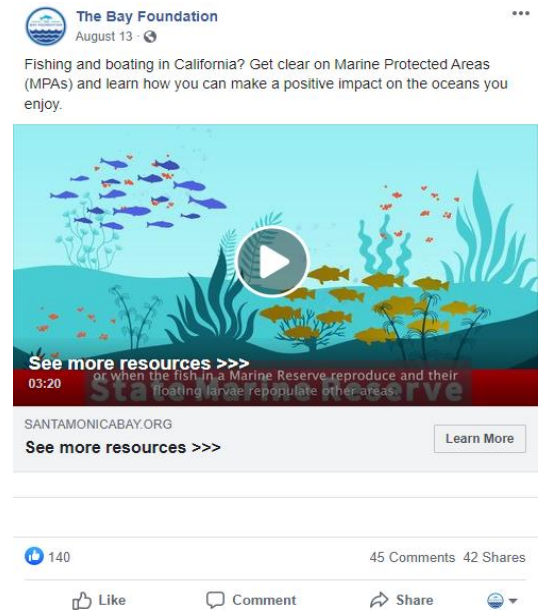


Figure 1: A preview of the MPA Video Facebook advertisement as seen by a user on their mobile device.

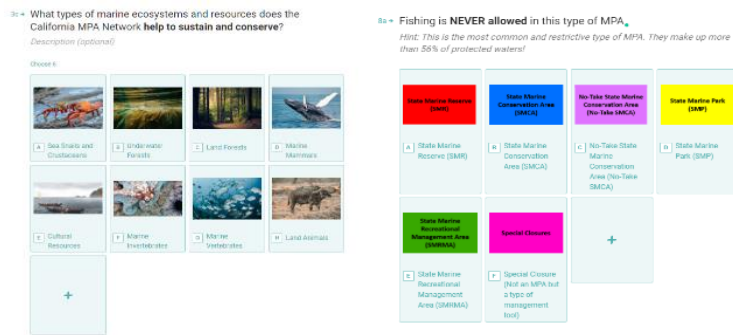


Figure 2: Examples of multiple-choice questions found in the MPA Quiz.

This interactive engagement tool takes boaters, anglers, and recreational MPA users through a customized educational journey ending with a ‘Quiz Score’ and pairing the participant with a mystery marine creature. The quiz explores topics like the purpose, meaning, and impact of an MPA, the different types of MPAs and their regulations, and common fishing laws in California. It directs quiz takers to an extensive library of relevant resources displayed throughout the quiz as correct answers, images, hyperlinked resources, and even short videos. It received 89 participants in all.

The results reveal several interesting takeaways:

- 13.8% and 12.5% of quiz takers enjoy coastal waters and beaches in Los Angeles and San Diego Counties respectively.
- Most quiz takers were female, and in response to the question “What activity do you mostly do in and around the ocean?” 60.2% visit beaches and tide pools, 22.7% boat, sail, and cruise, and 17% fish and spearfish.
- Nearly all 89 quiz takers answered “yes” to the question “Science shows fisheries can benefit from MPAs”. Additionally, 60.2% of quiz takers answered correctly to “What is the spread of fish and larvae from MPAs into bordering fishing grounds called?”, selecting “Spillover”.
- There was a split among boaters regarding the kind of MPA information they seek, opting for “Laws and Regulations” (35%), “Scientific Research” (30%), “Navigation” (15%), “Outreach and Education” (15%), and “Civic” (5%).
- There were more quiz views and starts on mobile, but a higher completion rate on desktop. This tells us the quiz interface was likely more user-friendly on desktop or desktop users had more time and potentially less distraction. Therefore, a lesson learned for future would be prioritizing desktop placed ads over mobile.
- Of the boater and angler quiz “paths”, the drop-off rate was low, signifying they were motivated to experience the full quiz.
- In relation to the 9,044-quiz link clicks from the Facebook ad, only 89 individuals ended up completing the quiz. Keeping quiz content shorter is advised for future engagement. The average quiz completion time was 11:39 minutes.

See **Appendix C** for the quiz’s entire results.

Paid Facebook Ads

In order to gain MPA Quiz participation, Facebook ads were used to promote the link and share it with an aligned state-wide audience. This campaign ran for 28 days and received 512,640 impressions, 205,011 reach, 11,895 engagements, and 9,044 link clicks. This amounted to an engagement rate per impression of 2.3%. In all, the quiz received 89 total quiz participants, which was close to our internal goal of 100 participants. Reference **Attachment B** for a complete overview of this ad's results.

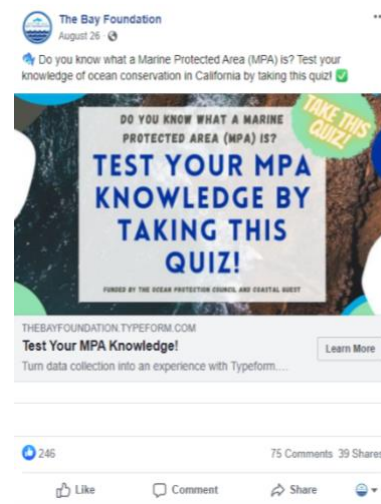


Figure 3: A preview of the interactive MPA Quiz advertisement as seen by a user on their mobile device.

ORGANIC SOCIAL MEDIA CAMPAIGN

#MPAMondays Campaign

At the time this report was written, TBF has 3,416 Facebook followers, 2,127 Instagram followers, 1,247 Twitter followers, and 290 LinkedIn followers. Between summer 2020 and fall 2021, a total of 18 posts were shared across TBF's platforms as part of a #MPAMonday social campaign. TBF utilized California Marine Sanctuary Foundation's (CMSF) social media toolkits as a primary asset to amplify. The Los Angeles MPA Collaborative was key in promoting and sharing this resource. Following CMSF's toolkits, TBF created additional MPA social posts to deploy throughout 2021. We measured the engagement rate for each platform using the social media management tool Sprout Social. Engagement rate (per impression) is the number of times that users engaged with our post or Instagram story as a percentage of impressions during its lifetime (Sprout Social). Impressions are the number of times our post or Instagram story was displayed to a user during their lifetime. Across all social media channels, key performance indicators that made up the engagement rate included impressions, engagements (number of times users engaged with our posts), and post link clicks (number of times that users clicked on the link in our post) (Sprout Social). The following average engagement rates per impression were achieved for the 18 MPA social posts: 5.8% (Facebook), 4.8% (Instagram), 2.2% (Twitter), and 3.1% (LinkedIn). The average engagement rate per post for non-profits on Facebook was 0.13%, Instagram 1.41%, and Twitter 0.055%. For LinkedIn, the average engagement rate per post in 2021 was 0.35% (Social Insider). TBF's #MPAMonday posts resonated with our audience and received high engagement. See **Attachment D** for all outlined content.

MPA RESOURCES IN DO-IT-YOURSELF FISHING LINE RECYCLING GUIDE

TBF's MPA education efforts work to target fishing and boating communities and to provide them with content that relates to their everyday lives. Although both groups use resources differently, the angler and boating communities overlap, with over 50% of boaters reported using their boat for fishing (DBW, 2011). This type of nexus point, a shared commonality in the way that recreational activities are conducted, is crucial to consider when sharing education and outreach about environmental boating laws so that is relevant to audiences. In fact, extractive resource users tend to have a range of interests and they are all interconnected to MPA laws and regulations, including topics like plastic pollution, boating, fishing, clean boating practices, and more. And, in the California MPA Education and Outreach

Needs Assessment, 82% of respondents requested that MPA content be packaged with other ocean issues, which shows a need for multi-topic educational resources.



Figure 4: DIY Fishing Line Recycling Guide artwork.

To address this need, TBF produced a digital DIY Fishing Line Recycling Guide (**Attachment E**). Marine debris, like used fishing lines, contributes to ongoing marine pollution and endangers marine life in our oceans and MPAs. The guide normalizes and promotes the behavior of recycling fishing lines amongst boaters and anglers by simplifying a step-by-step process for making recycling containers for used fishing lines. It also presents fishing line recycling station maps and locations from the Coastal Commission’s Stow It Don’t Throw It Program, and relevant MPA resources. By using this guide, anglers will not only be able to prevent marine pollution at its source but will also learn where to find MPA educational information and the resources necessary to abide by the laws and responsibly fish near MPAs. The guide was promoted through social media, email blasts, *The Changing Tide* newsletter, TBF’s website, and the MPA Typeform Quiz.

THE CHANGING TIDE NEWSLETTER ARTICLES

In partnership with the California Clean Boating Network (DBW, CCC, San Francisco Estuary Partnership) TBF has also spread the word about MPAs to thousands of accounts through published articles in *The Changing Tide* newsletter. The statewide newsletter features environmentally friendly boating tips, place-based boating destinations, and programs and services related to clean boating. Specifically, MPA content was included in the Winter 2020 and Summer 2021 issues (**Attachment F**). Both issues were emailed to 25,883 email accounts and received an average open rate of 16 – 26%. The summer email blast had more engagement than the winter email, likely due to water recreation being higher in the summertime. In addition to email promotion, the newsletter reached individuals across TBF’s social media platforms and is archived on TBF’s website and DBW’s.

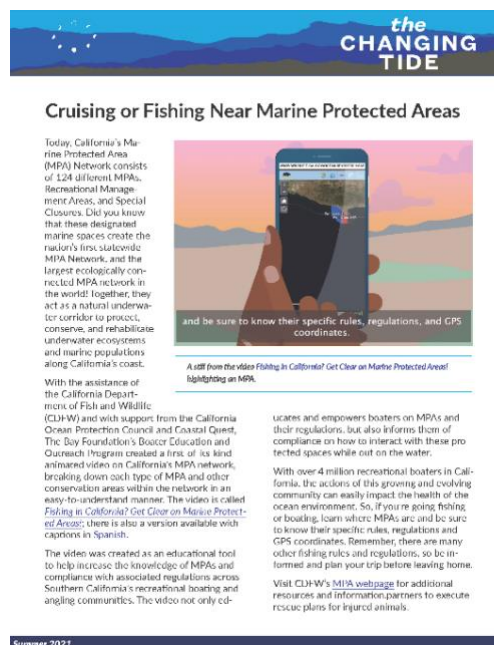


Figure 5: Article about MPAs in the Changing Tide Summer 2021 issue.

PRESS RELEASE AND THE LOG PUBLICATION



TBF issued a press release about this Project and its components (**Attachment G**) and *The Log Newspaper* picked it up. The article was disseminated through an email blast to the newspaper’s email subscribers and published digitally in addition to print via *The Log Newspaper Digital Edition – July 23 - August 5, 2021* (**Attachment H**).

The Log Newspaper is widely distributed to roughly 100,000 readers amongst recreational boaters and anglers, and they note themselves as being “California boaters’ top source for in-depth local boating and fishing news since 1971”. 86.7% of *The Log*’s readers own a boat. This feature was beneficial to the Project because it helped to amplify MPA messaging and resources to a directly

targeted audience of recreational boaters and anglers. Furthermore, it establishes a norm of disseminating MPA information as a topic of interest for boaters and anglers.

Dockwalker Program

Beginning Spring 2021, the long-standing statewide [Dockwalker Program](#), led by the California Coastal Commission's (CCC) and DBW's Boating Clean and Green Program (BCGP), and implemented in Southern California by TBF, now incorporates MPA information in Dockwalker Trainings and California Boater Kits (Kits) for its foreseeable future.

DOCKWALKER TRAINING MPA EDUCATION PRESENTATIONS

"Dockwalking is a rewarding experience. You have the chance to make a difference to help protect our state's waters.

Engaging with boaters to educate, inform, and remind them in a friendly way to be compliant with environmental regulations. I found almost all are willing to talk and eager to learn. The completed survey is a great tool to start that conversation." - Russ, San Diego Dockwalker Partner

Several Dockwalker Trainings occur on a yearly basis to activate hundreds of volunteer partner Dockwalkers from all over the State. Trainings are comprised of two-and-a-half-hour sessions that certify individuals as partners and provide them with the knowledge and tools needed to engage recreational boaters on a variety of boat-based pollutants and best management practices. In 2021, 4 virtual trainings and 2 training "refreshers" were held for Southern California individuals, with a total of 90 Dockwalkers being trained and certified. By integrating MPA content into the Dockwalker trainings, Dockwalkers gain information and familiarity with MPA resources to point to when engaging boaters. Educational slides about MPAs and the corresponding script utilized for the trainings are available in **Attachment I**. Certified Dockwalkers act as leaders within their respective boating communities and go on to share the educational tools and information they learn during trainings to the public. Utilizing well-known and well-respected leaders and peer-to-peer interaction as an approach for environmental education and outreach is known to be one of the most successful ways of

changing people's behaviors and their self-perception (Mckenzie-Mohr, 2011). Thus, this work helps not only to supplement outreach capacity for years to come but also to encourage and empower the creation of local community networks geared toward environmental stewardship.

2021 CALIFORNIA BOATER KITS

Every year Dockwalkers distribute approximately 5,000 Kits throughout the state. Since 2000, Dockwalkers have distributed over 90,000 Kits. The Kit is the main outreach tool for Dockwalkers, being distributed after boaters take a brief survey and review it with Dockwalkers. The Kit targets best management pollution prevention practices related to the following pollutants: oil, sewage, marine debris, household hazardous waste, and toxic wastewater. Materials found in the Kit include both publications and resources, such as various types of oil absorbents, a fuel bib, various environmental law booklets, "A Boater's Guide to Keeping Pollutants Out of the Water" quick reference guide, and depending on the region, corresponding Tide Calendars, clean boating maps, and/or additional region-specific educational literature. Through the Project, the 2021 ["Quick Reference Guide" Binder Card](#) and 2021 [Tide Calendars](#) were updated and published including detailed information about MPA regulations and best practices in both Spanish and English.

A Boater's Guide to Keeping Pollutants Out of the Water (Quick Reference Guide)



Figure 6: A Boater's Guide to Keeping Pollutants out of the Water,

This double-sided resource, titled “A Boater’s Guide to Keeping Pollutants Out of the Water”, is a foundational Kit item. The reference guide previously highlighted boat-based pollutants, but through this Project, it was revamped to include information about MPAs and CalTIP. This resource was included in the 2021 statewide California Boater Kit and will continue to be in statewide Kits for the foreseeable future. Based on a follow-up feedback survey, 81% of 2021 Kit recipients found the reference guide to be a valuable resource. 94% of survey participants would recommend this Kit to others.

Many of us probably think we have all the information for boating, but that's not necessarily true. I found that the information in the Boater Kit useful and very helpful providing me with things I'd forgotten about or just wasn't on my mind. We often take it for granted that we know... So thank you for re-educating me on some basic boating knowledge, requirements and marine/boating laws.

– Anonymous Dockwalker

2021 Southern California Tide Calendar

67% of Kit feedback survey participants noted the Tide Calendar booklets as a valuable resource. The 2021 Southern California Tide Calendar booklets are available digitally and were printed (via in-kind match) for inclusion in the California Boater Kit. In addition to tide charts, the booklet has the following sections “What is an MPA,” “How do MPAs Affect Boaters,” “Tips for Boaters to Prevent Marine Wildlife Disturbances,” wildlife hotlines, a map of Southern California state/federal MPAs, and web resources to learn more about specific regulations and GPS coordinates. This publication is also available digitally in Spanish on TBF’s website.

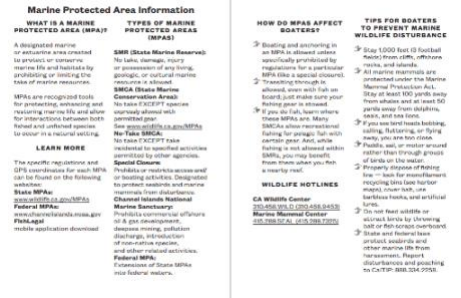


Figure 7: 2021 Southern California Tide Calendar MPA Information,

California Clean Boating Network Meeting

TBF’s BEP hosts a variety of virtual events to an audience mainly consisting of recreational boaters, harbor stakeholders, maritime industry professionals, government agencies, and nonprofit partners. This program often co-produces and co-facilitates events, building up relationships with partners and building mutual networks. On March 18, 2021, TBF, CCC and California State Parks co-produced an online meeting called the California Clean Boating Network Meeting (CCBN), featuring several experts including a keynote on MPA design to management, that reached more than 194 individuals (135 attendees and 59 post-event YouTube recording views). The CCBN consists of a collaboration of government, environmental, business, boating, and academic organizations involved in boating education and compliance in California. The purpose of the meeting is to exchange information on new trends and practices related to increasing boating stewardship. Presentations ranged from the following topics: preventing boat sewage pollution (TBF, San Francisco Estuary Partnership), trash mismanagement in California (CCC), California boater cards (California State Parks), and the design and management of MPAs (CDFW). Participants that were not able to attend during the scheduled meeting time were provided with a meeting recording.

“The quality of the presentations and knowledge of the presenters was outstanding.”

“Great presentations! Thank you for all the hard work coordinating this group of professionals! Learned a lot and will follow up on ways I can help!!!!”

“The most important subjects were covered today! Our environment is so sensitive and it’s great to know through education how we can help heal it or at least prevent more damage.”

– *Anonymous Post-Presentation Evaluation Comments*

Of the total attendees, 82 participants completed a post-meeting evaluation form. Based on their responses, 62.2% of **respondents believed the meeting broadened their knowledge and improved their understanding of topics they found important**. From a rank of ‘Extremely’, ‘Very’, ‘Fair’, or ‘Poor’, 67.1% of respondents found that the speakers were ‘Extremely’ knowledgeable, and 32.9% found that they were ‘Very’ knowledgeable. Respondents were asked to choose the presentation topics they found most informative, and 61% selected the MPA topic. A summary of evaluation responses for the CCBN, including comments can be found in **Appendix J**.

Before the coronavirus pandemic, the CCBN was led and hosted in-person in Northern California by the CCC and California State Parks and in Southern California by TBF. Typically, the in-person meeting brought together about 15-20 attendees. However, with the pandemic, this meeting became virtual. Transitioning the event to a statewide virtual medium successfully brought in many more attendees than in previous years. This increase in attendance for the live event, as well as the ability to record the meeting and share it for future viewing, points to virtual engagement as an effective and more cost-efficient communication strategy for future events.

Conclusion and Recommendations

Through distributing resources and co-hosting virtual engagements, this Project reached over 147,000 individuals. In generating these resources, updating existing programming, and producing events, this Project fulfilled its goal of increasing knowledge and compliance of MPAs in the boating, angling, and Dockwalker communities.

Reflecting on the year, several lessons were learned.

- Social media ads can go far and wide. Establish a comment moderation approach and strategy, and also dedicate sufficient time to moderating comments.
- Translations by volunteers can take more time and might not be totally accurate. If you are looking to translate materials and lack resources for professional services, work with several volunteers to increase accuracy.
- Get creative and be open-minded when producing resources. TBF originally envisioned the MPA video as live-action, but after receiving a compelling proposal prompting animation, we greenlit animation and are thrilled we went this route.
- Fold new resources into existing programming and/or aligned partnerships so they can be utilized beyond the scope of a grant. TBF’s Boater Education Program (BEP) is a natural nexus to carry out MPA outreach, and by extension so is its partnership with the Dockwalker program. As a result of the time and resources generated by this Project, efforts will be expanded upon through aligned existing programs.
- Increasing awareness and compliance can involve behavior change. Producing materials, virtual and in-person engagement is effective in sharing knowledge and sparking interest in a topic, but to reinforce values and alter habits, allocate time to understanding a targeted audiences’ barriers and motivations towards a specific behavior. Community based social marketing is recommended for future efforts to zero in on attitudes and actions related to the MPA Network.

This Project's timing was beneficial in multiple aspects; internationally with the Convention on Biological Diversity's Conference of the Parties-15 and "30x30", federally with Biden-Harris Administration's "America the Beautiful" call to action, and statewide with California's first MPA Decadal Management Review. In parallel to those initiatives, California grantees and MPA partners were building and furthering MPA outreach at a monumental time. California is a leader in ocean conservation and these collective outreach efforts have a vital role in strengthening education and subsequently ecological health.

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Attachments



The Bay Foundation

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Fishing and boating in California? Get clear on Marine Protected Areas (MPAs) and learn how you can make a positive impact on the oceans you enjoy.

ANGLERS & BOATERS



Let's talk about Marine Conservation in California.



SANTAMONICABAY.ORG

See more resources >>>

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██████████ and 139 others

45 Comments 42 Shares

Like

Comment

Share



The Bay Foundation

August 13 · 🌐

Attachment A



Fishing and boating in California? Get clear on Marine Protected Areas (MPAs) and learn how you can make a positive impact on the oceans you enjoy.



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See more resources >>>

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👍 140

45 Comments 42 Shares

👍 Like

💬 Comment

➦ Share





View Results

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Edit Ad



Performance

\$4,559.59 spent over 41 days.

Link Clicks



Reach



238.8K

5,416

Cost Per Link Click

\$0.84

Activity

Post Engagement



149438

3-Second Video Plays



143814

Link Clicks



5416

Post Reactions

135

Post Shares

32

Post Comments

24

Post Saves

17

Landing Page Views

2

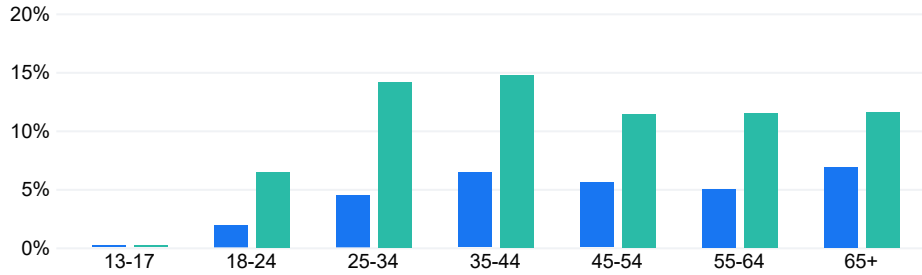
See Less

Audience

This ad reached 238,777 people in your audience.



30.2% Women 69.8% Men



Audience Details

Location - Living In

United States: 931 Pinehurst Dr, Aptos (+50 mi), Latitude 37.87 Longitude -122.44 Belvedere (+50 mi), Latitude 33.28 Longitude -115.79 Bombay Beach (+50 mi), Latitude 39.99 Longitude -123.25 Covelo (+50 mi), Latitude 35.80 Longitude -119.34 Delano (+50 mi), Latitude 34.03 Longitude -116.46 Desert Hot Springs (+50 mi), Eureka (+50 mi), Latitude 39.79 Longitude -121.94 Hamilton City (+50 mi), W California Ave, Kerman (+50 mi), 65340 Lockwood San Lucas Rd, King City (+50 mi), NF-12N13, Klamath (+50 mi), Damnation Peak, Lakehead (+50 mi), Lone Pine Canyon Rd, Lytle Creek (+50 mi), 8550 Claribel Rd, Oakdale (+50 mi), Latitude 34.96 Longitude -120.39 Santa Maria (+50 mi), Latitude 35.03 Longitude -118.66 Stallion Springs (+50 mi), 734 Chinook Dr, Ventura (+50 mi), 708 W California Ave, Vista (+50 mi), County Road 18B, Woodland (+50 mi), Latitude 38.91 Longitude -123.21 Yorkville (+50 mi)
California

Age

18 - 65+

People Who Match

Interests: Fishery, Angling, Environmental protection, Fishing, Surfing, Outdoor recreation, Commercial fishing, Boating, Outdoor enthusiast, Environmental science, Boater, Motorboat, Marine protected area, Marine conservation, Recreational fishing, Reel Fishing, Boat show, Sport Fishing Magazine, Beaches, Outdoor Life, Marina, Pacific Ocean, Environmentalism, Boats or Angler & Hunter

Detailed Targeting Expansion

On

Edit Audience

Audience

Attachment A

This ad reached 238,777 people in your audience.

People **Placements** Locations

Marketplace Mobile



Mobile App News Feed



Mobile Suggested Videos Feed



Facebook Search Results on mobile devices



Mobile In-Stream Video



Instant Article



Desktop News Feed



Marketplace Desktop



Mobile Web News Feed



Facebook Search Results on desktop devices



See Less ^

Audience

Attachment A

This ad reached 238,777 people in your audience.

People

Placements

Locations

California



238393

Oregon

384

Unknown

0

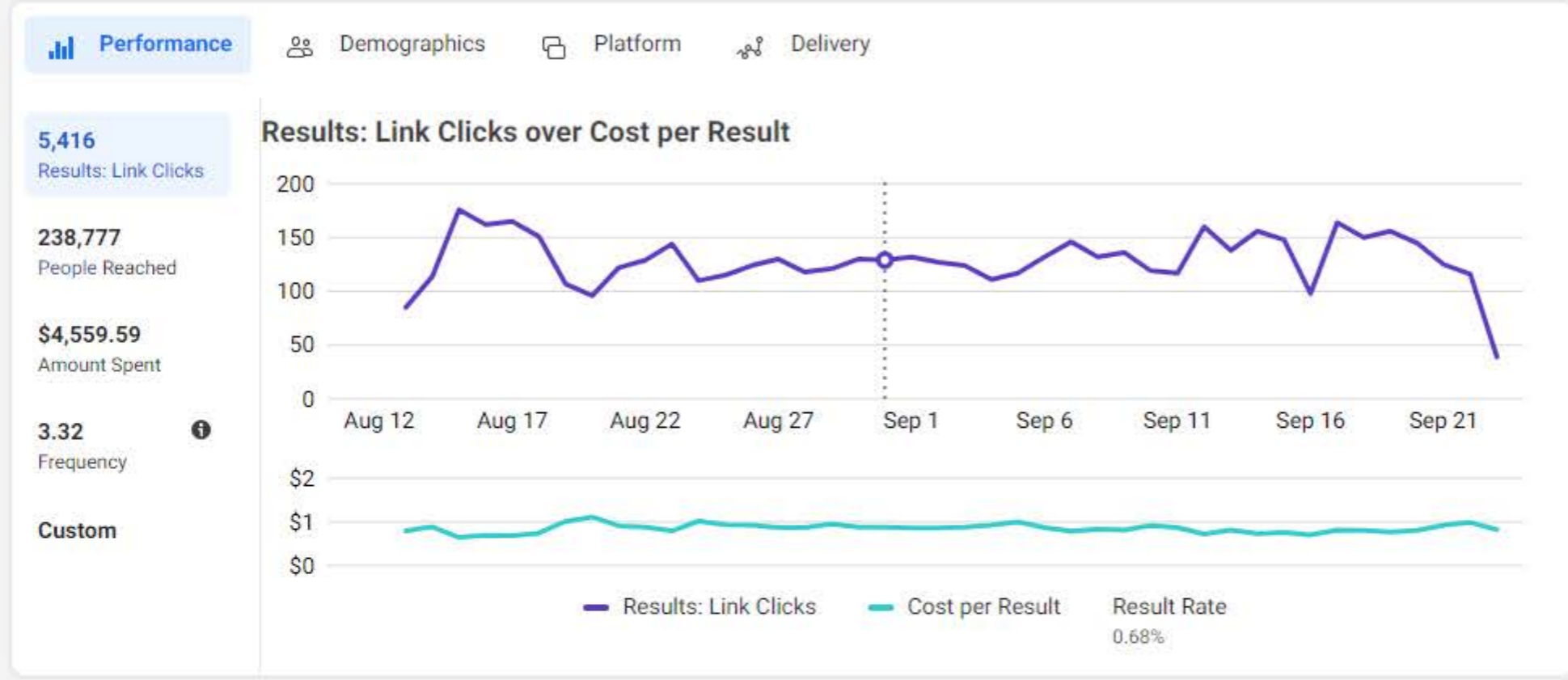
Baja California

0

Search

Aug 12, 2021 - Sep 24, 2021

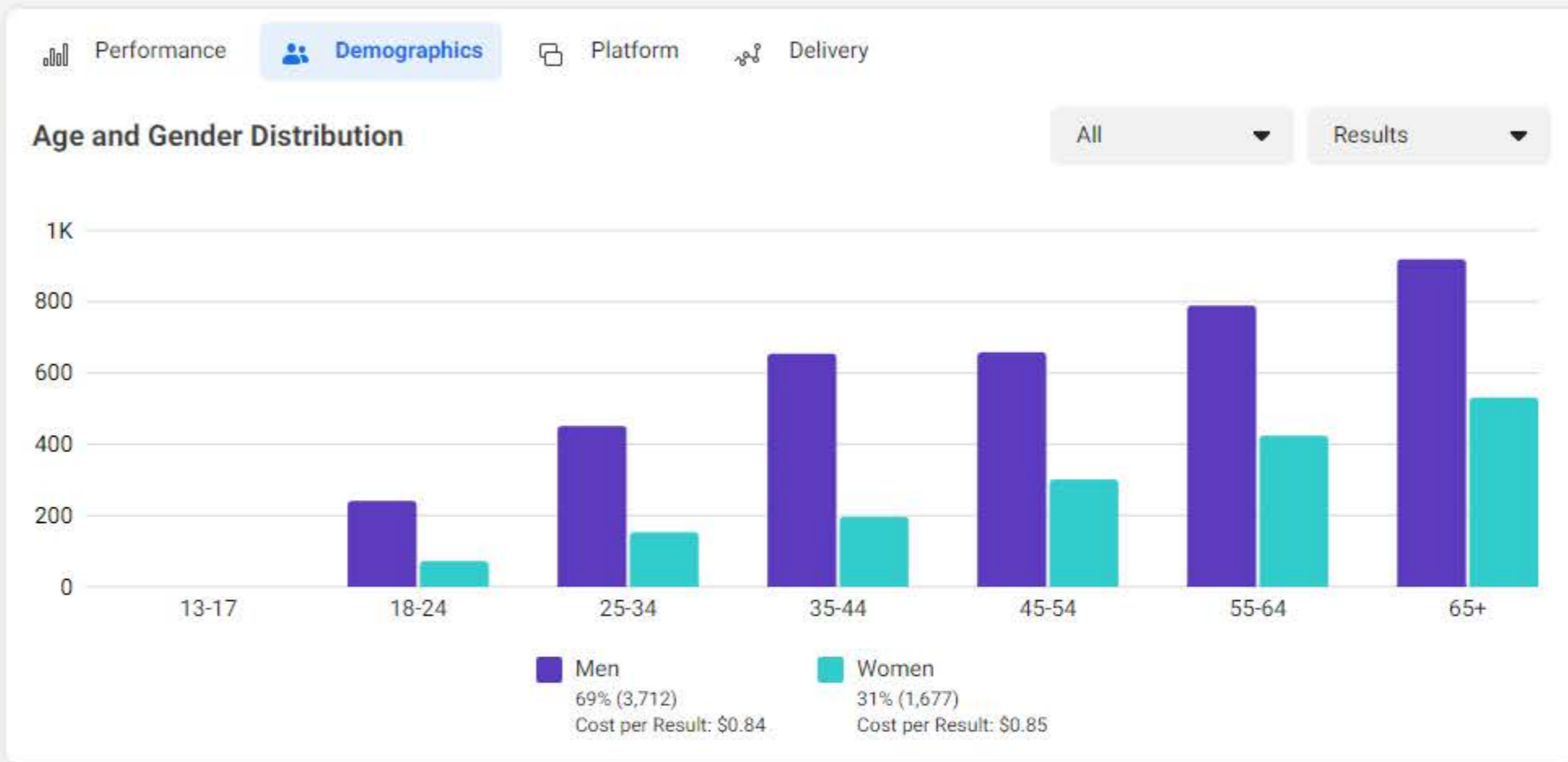
- [08/13/2021] Promoting https://www.s...
- [08/13/2021] Promoting https://www...
- Promoting Website: https://www.s...



Search

- [08/13/2021] Promoting https://www.s...
- [08/13/2021] Promoting https://www...
- Promoting Website: https://www.s...

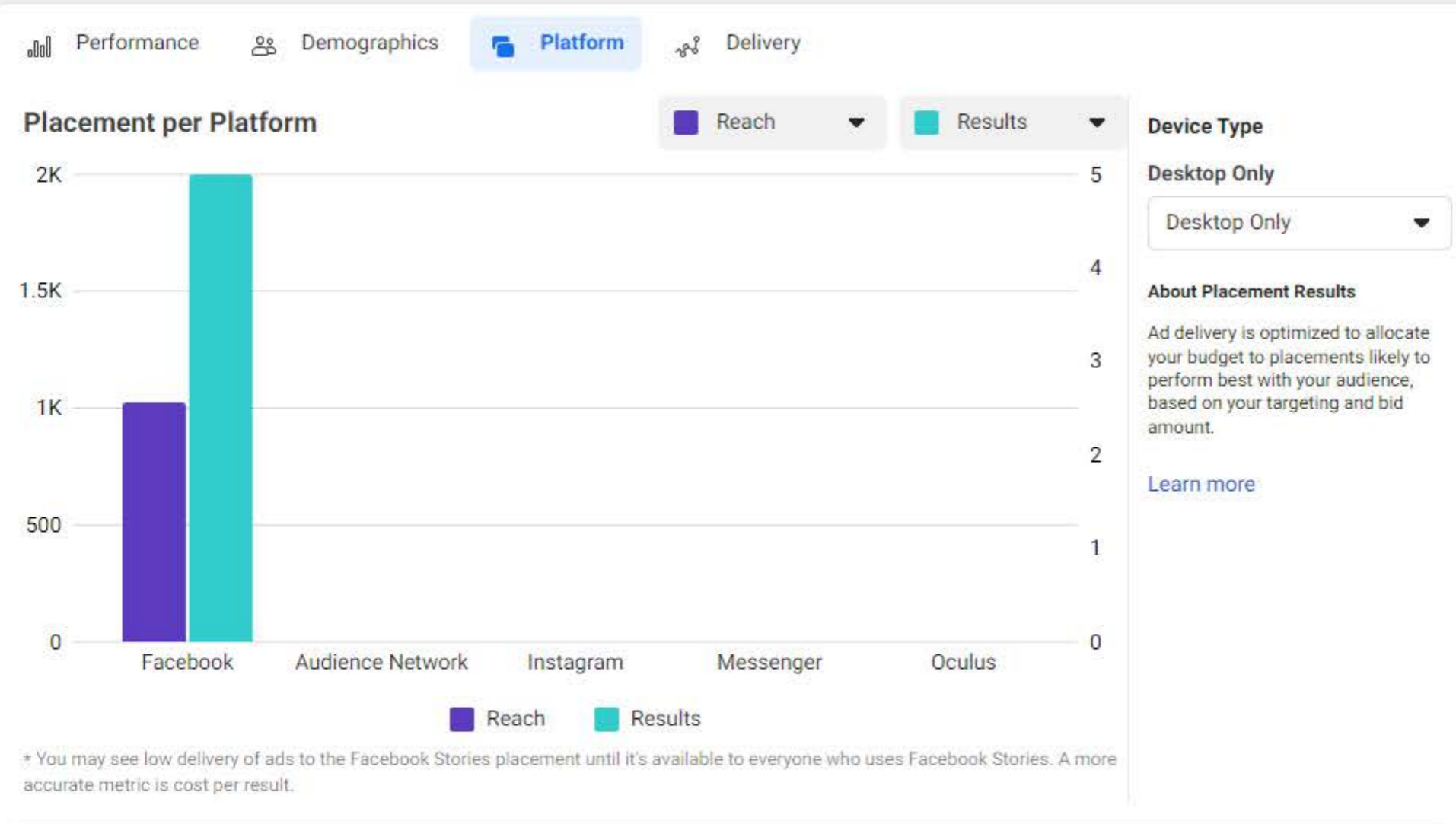
Aug 12, 2021 - Sep 24, 2021



Search

Aug 12, 2021 - Sep 24, 2021

- [08/13/2021] Promoting https://www.s...
- [08/13/2021] Promoting https://www...
- Promoting Website: https://www.s...



See where your ads appeared

Download a list of places where your ads appeared in the last 30 days. Data is only available if the Campaigns or Ad sets you selected were delivered to the Audience Network, Facebook Instant Articles, Facebook In-Stream Videos or Instagram In-Stream Videos placements, and recent data may be delayed by a few days. [Learn more](#)

Download Reports

Search

Aug 12, 2021 - Sep 24, 2021

- [08/13/2021] Promoting https://www.s...
- [08/13/2021] Promoting https://www...
- Promoting Website: https://www.s...

Performance Demographics Platform Delivery

Placement per Platform

Reach Results

Platform	Reach	Results
Facebook	~240K	~5.5K
Audience Network	0	0
Instagram	0	0
Messenger	0	0
Oculus	0	0

Device Type: Mobile Only

About Placement Results
Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn more](#)

* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

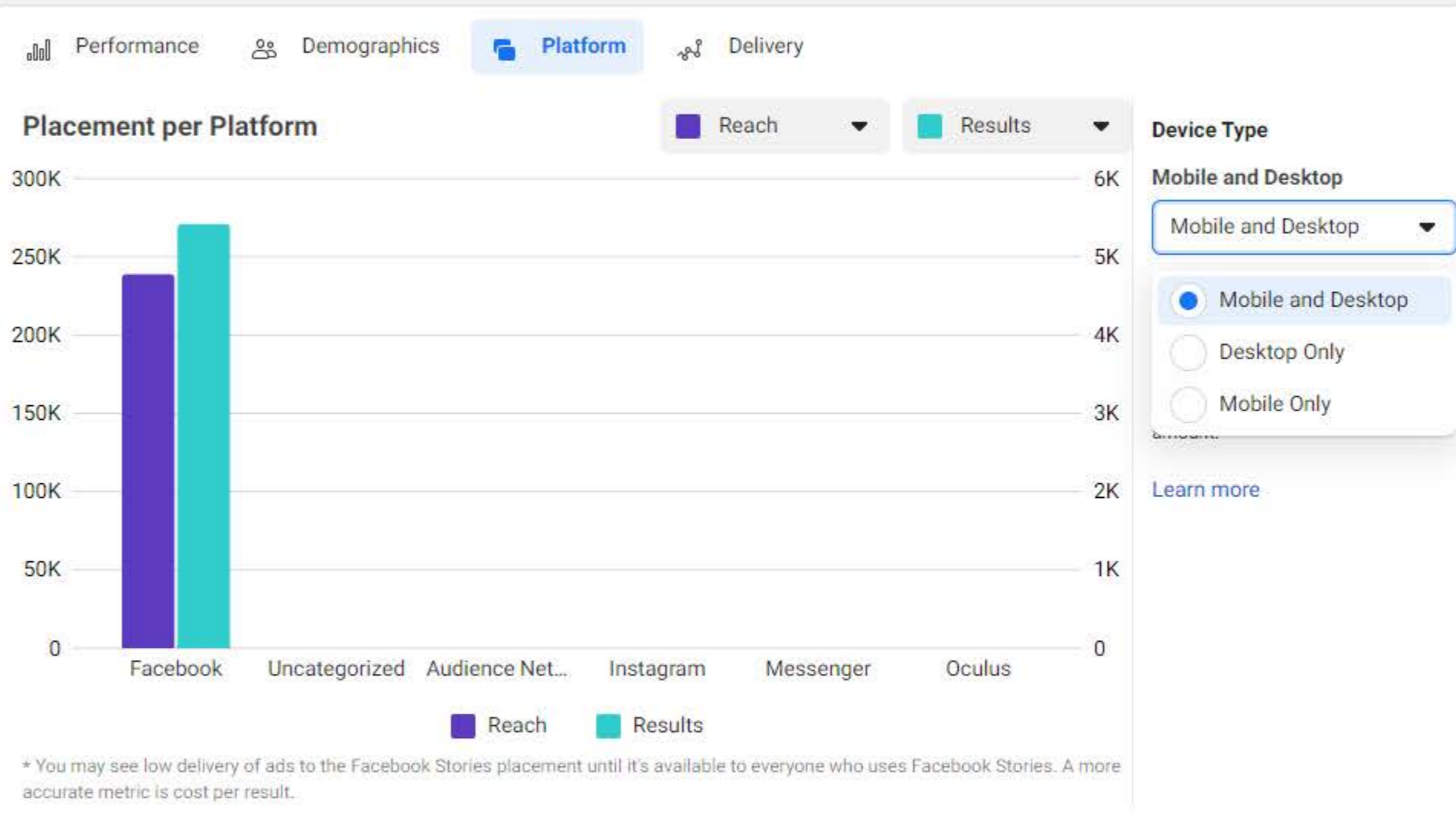
See where your ads appeared
Download a list of places where your ads appeared in the last 30 days. Data is only available if the Campaigns or Ad sets you selected were delivered to the Audience Network, Facebook Instant Articles, Facebook In-Stream Videos or Instagram In-Stream Videos placements, and recent data may be delayed by a few days. [Learn more](#)

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Search

Aug 12, 2021 - Sep 24, 2021

- [08/13/2021] Promoting https://www.s...
- [08/13/2021] Promoting https://www...
- Promoting Website: https://www.s...



See where your ads appeared

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Download Reports



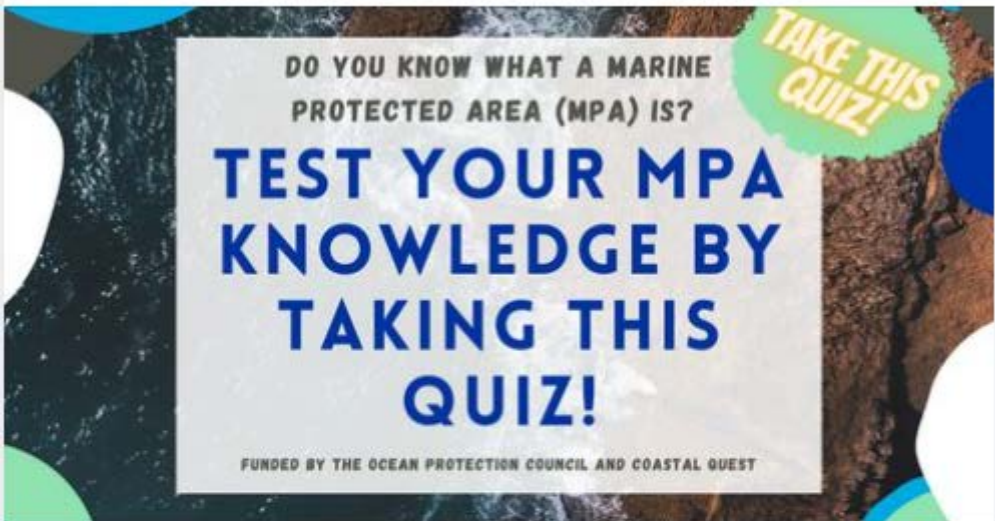
The Bay Foundation

August 26 · 🌐

Attachment B



🐟 Do you know what a Marine Protected Area (MPA) is? Test your knowledge of ocean conservation in California by taking this quiz! ✅



THEBAYFOUNDATION.TYPEFORM.COM

Test Your MPA Knowledge!

[Learn More](#)

Turn data collection into an experience with Typeform....

👍 246

75 Comments 39 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



View Results

Promote Again

Edit Ad



Performance

\$4,553.63 spent over 28 days.

Link Clicks



Reach



202.1K

9,042

Cost per Link Click

\$0.50

Activity

Post Engagement



9371

Link Clicks



9042

Post Reactions



223

Landing Page Views



88

Post Comments



57

Post Shares



32

Post Saves



17

Page Likes



2

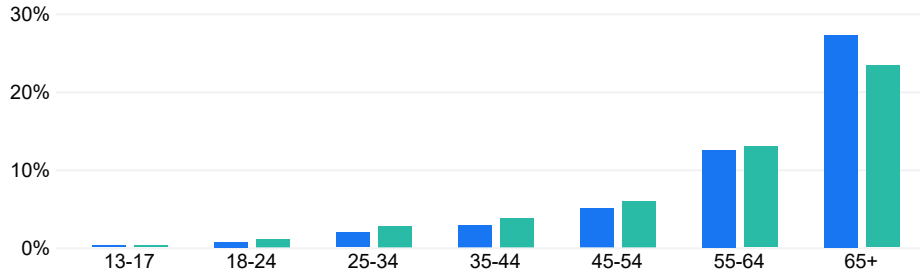
See Less

Audience

This ad reached 202,052 people in your audience.



50.3% Women 49.7% Men



Audience Details

Location - Living In

United States: 1410 Lincoln Ave, Alameda (+50 mi), 9770 Liberty Ave, Atwater (+50 mi), Latitude 33.04 Longitude -115.52 Brawley (+26 mi), Latitude 38.83 Longitude -122.94 Cloverdale (+50 mi), Latitude 33.93 Longitude -116.09 Indio Hills (+50 mi), Latitude 33.16 Longitude -116.57 Julian (+44 mi), Latitude 33.60 Longitude -117.44 Lakeland Village (+50 mi), Reservation Rd, Marina (+50 mi), Water Pipe, McCloud (+50 mi), Latitude 35.02 Longitude -118.36 Mojave (+50 mi), Latitude 34.18 Longitude -118.72 Oak Park (+50 mi), Latitude 41.27 Longitude -123.94 Orick (+50 mi), Latitude 41.27 Longitude -123.94 Orick (+50 mi), Latitude 34.65 Longitude -117.20 Oro Grande (+50 mi), 5620 Mustard Creek Rd, Paso Robles (+50 mi), Usal Rd, Piercy (+50 mi), Beegum Rd, Red Bluff (+50 mi), 14871 W Elkhorn Ave, Riverdale (+50 mi), 7844 Dunbrook Rd, San Diego (+26 mi), Latitude 38.52 Longitude -121.16 Sloughhouse (+50 mi), Latitude 34.50 Longitude -120.10 Solvang (+50 mi), 16274 Poplar Ave, Wasco (+50 mi), 6171 County Road 53, Willows (+50 mi) California

Age

18 - 65+

People Who Match

Interests: Fishery, Angling, Environmental protection, Fishing, Surfing, Outdoor recreation, Ecotourism, Mountains, Commercial fishing, Yacht club, Boating, Outdoor enthusiast, Swimming, Environmental science, Sustainability, Sustainable living, Boater, Motorboat, Marine protected area, Marine conservation, Cruises, Recreational fishing, Seafood, Reel Fishing, Yachting, Yacht, Boat show, Camping, Nature, Sport Fishing Magazine, Lakes, Beaches, Outdoor Life, Marina, United States Coast Guard, Pacific Ocean, Beach volleyball, Environmentalism, Boats or Angler & Hunter and Job title: Fisherman, Sailing Instructor, Commercial Fisherman or Boat Captain

Detailed Targeting Expansion

Audience

Attachment B

This ad reached 202,052 people in your audience.

People **Placements** Locations

Mobile App News Feed



Mobile Suggested Videos Feed



Mobile In-Stream Video



Desktop News Feed



Mobile Web News Feed



Facebook Stories



Marketplace Mobile



Desktop Right Column



Instant Article



Desktop In-Stream Video



Marketplace Desktop



Facebook Search Results on mobile devices



Facebook Search Results on desktop devices



See Less ^

Audience

This ad reached 202,052 people in your audience.

People

Placements

Locations

California



Unknown

0

Oregon

0

Baja California

0

Audience Details



Location - Living In

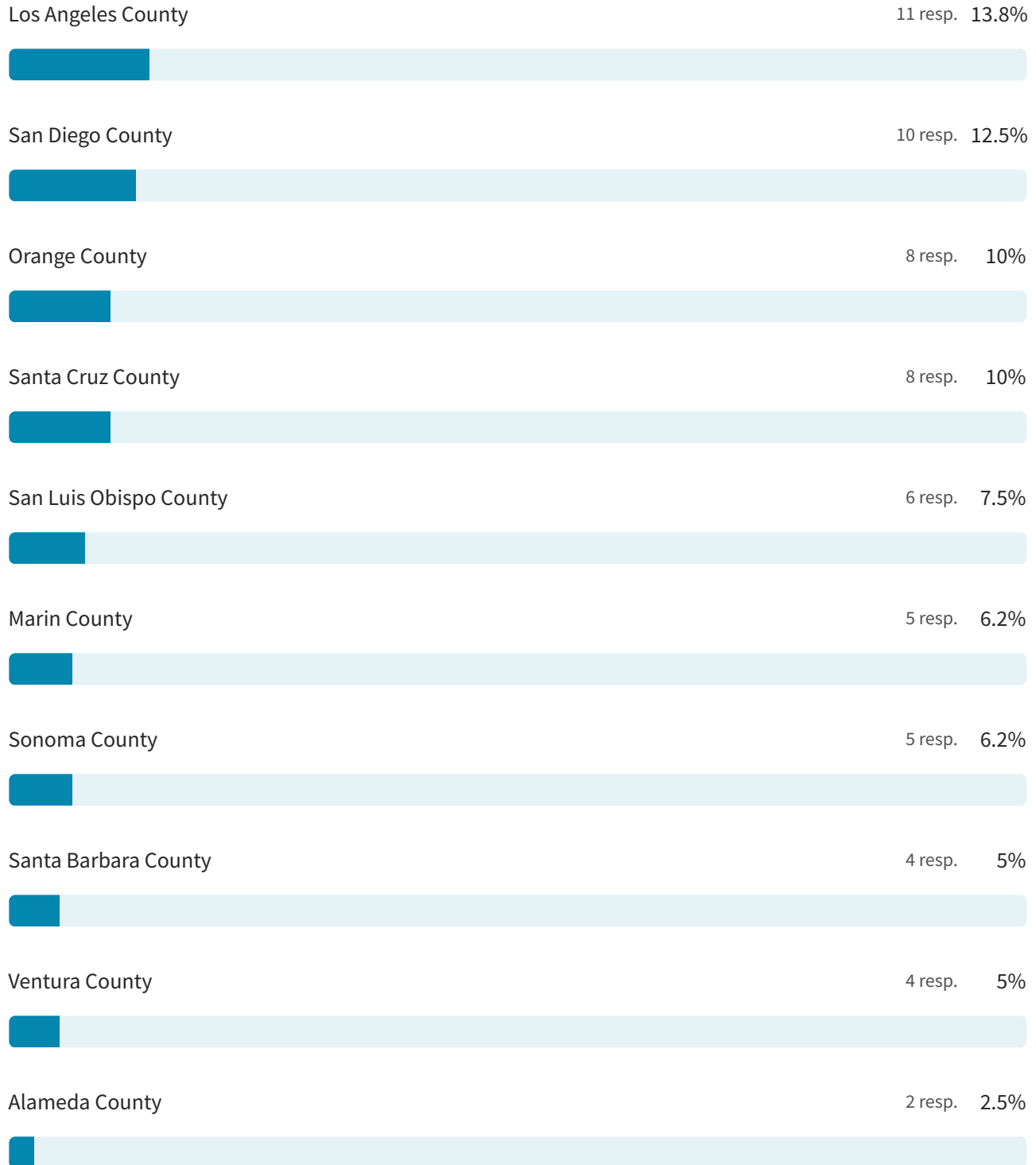
MPA Quiz

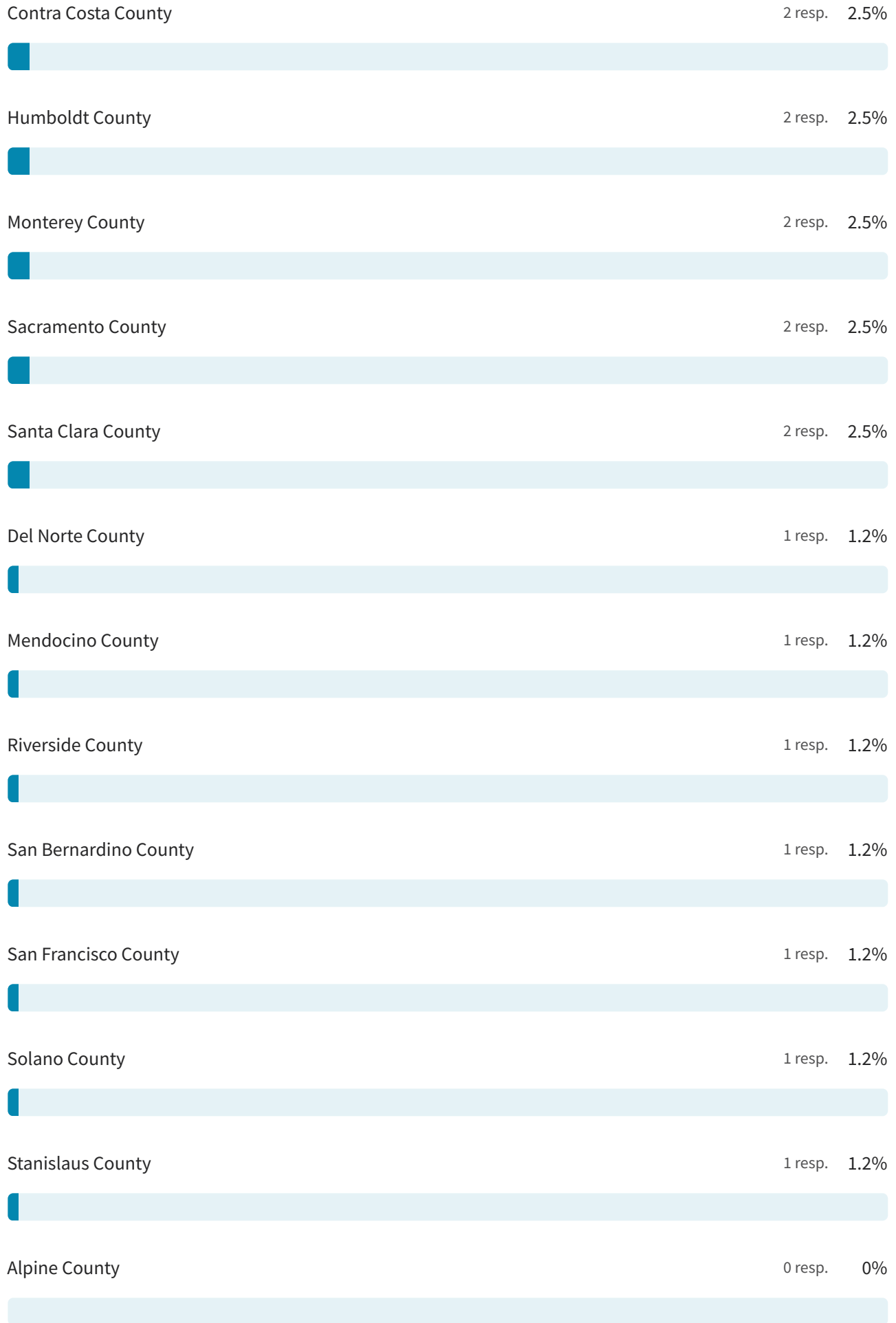
89 responses



Which County do you most commonly enjoy coastal waters and beaches?

80 out of 89 answered





Amador County 0 resp. 0%



Butte County 0 resp. 0%



Calaveras County 0 resp. 0%



Colusa County 0 resp. 0%



El Dorado County 0 resp. 0%



Fresno County 0 resp. 0%



Glenn County 0 resp. 0%



I prefer not to answer 0 resp. 0%



Imperial County 0 resp. 0%



Inyo County 0 resp. 0%



Kern County 0 resp. 0%



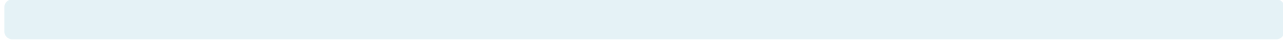
Kings County 0 resp. 0%



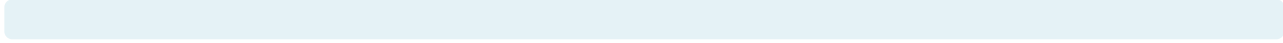
Lake County 0 resp. 0%



Lassen County 0 resp. 0%



Madera County 0 resp. 0%



Mariposa County 0 resp. 0%



Merced County 0 resp. 0%



Modoc County 0 resp. 0%



Mono County 0 resp. 0%



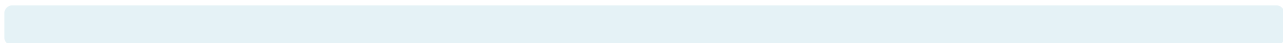
Napa County 0 resp. 0%



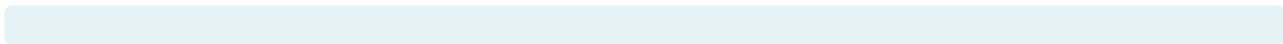
Nevada County 0 resp. 0%



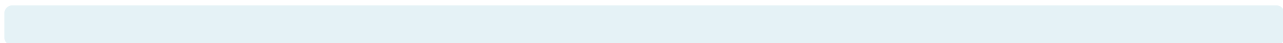
Placer County 0 resp. 0%



Plumas County 0 resp. 0%



San Benito County 0 resp. 0%



San Joaquin County 0 resp. 0%



San Mateo County 0 resp. 0%



Shasta County 0 resp. 0%

Sierra County 0 resp. 0%

Siskiyou County 0 resp. 0%

Sutter County 0 resp. 0%

Tehama County 0 resp. 0%

Trinity County 0 resp. 0%

Tulare County 0 resp. 0%

Tuolumne County 0 resp. 0%

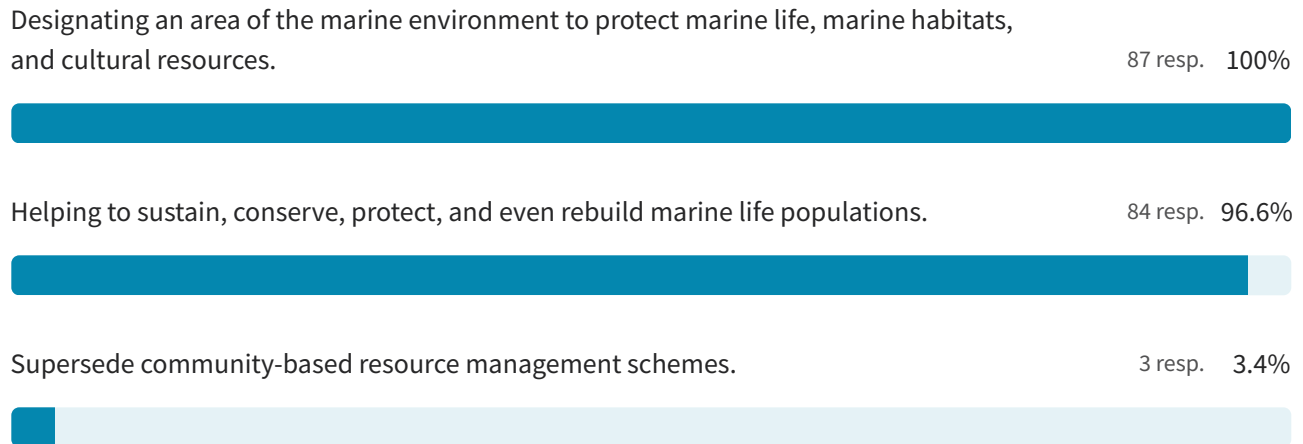
Yolo County 0 resp. 0%

Yuba County 0 resp. 0%



What is a **Marine Protected Area (MPA)** used for?

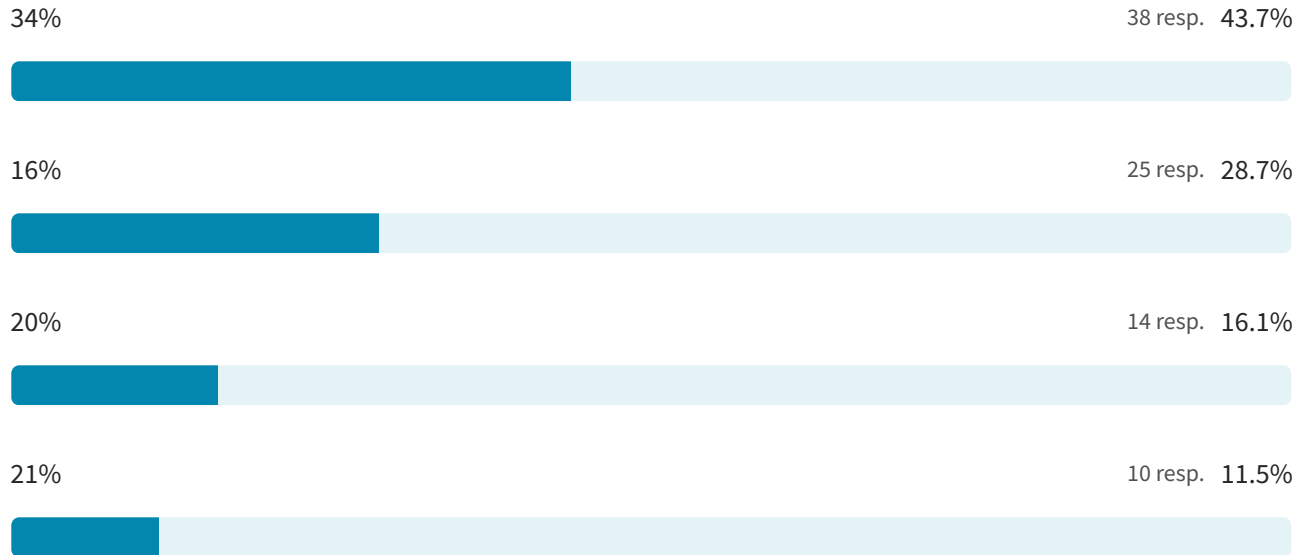
87 out of 89 answered





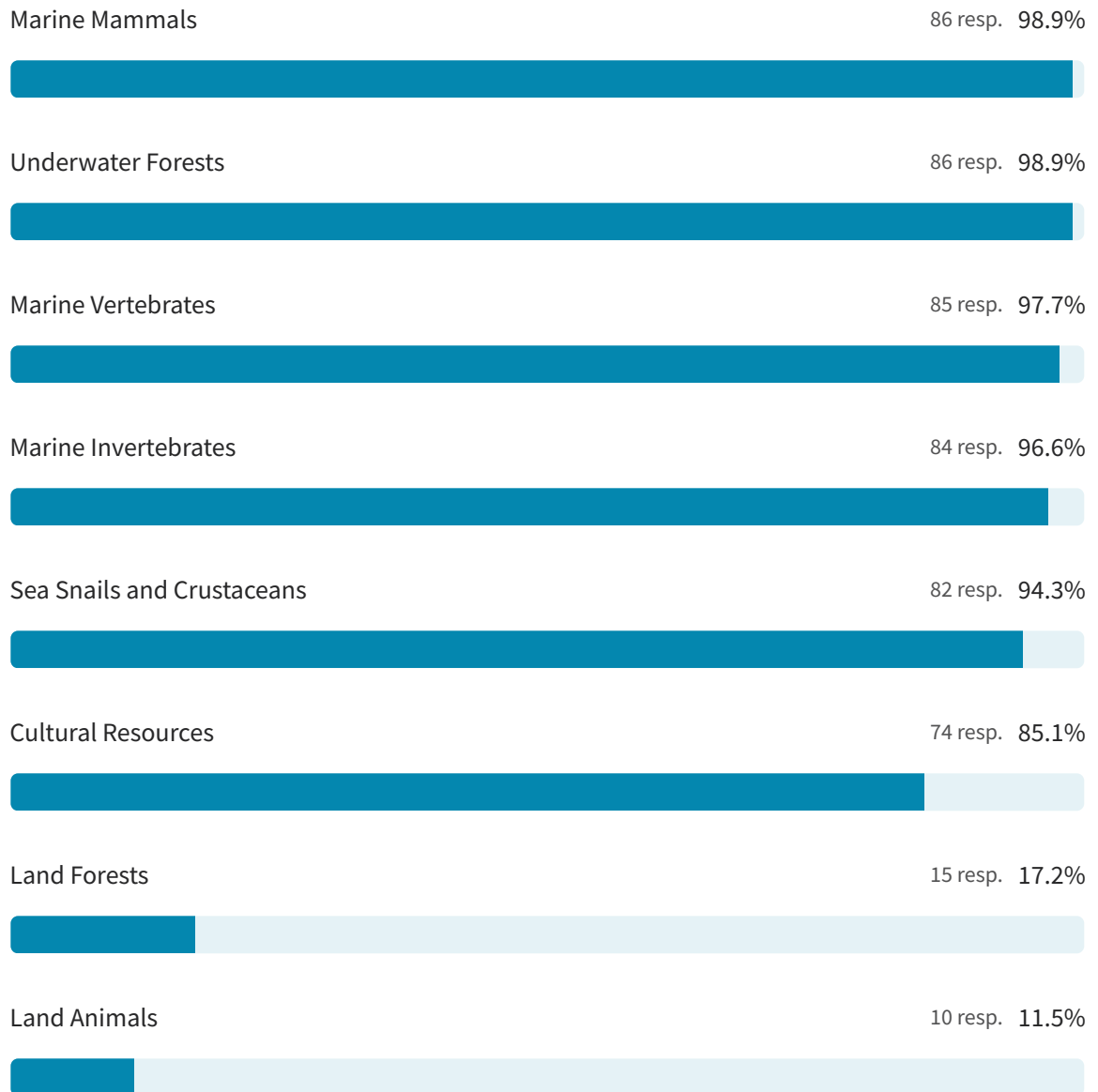
What **percentage** of California coastal waters do MPAs make up?

87 out of 89 answered



What types of marine ecosystems and resources does the California MPA Network **help to sustain and conserve?**

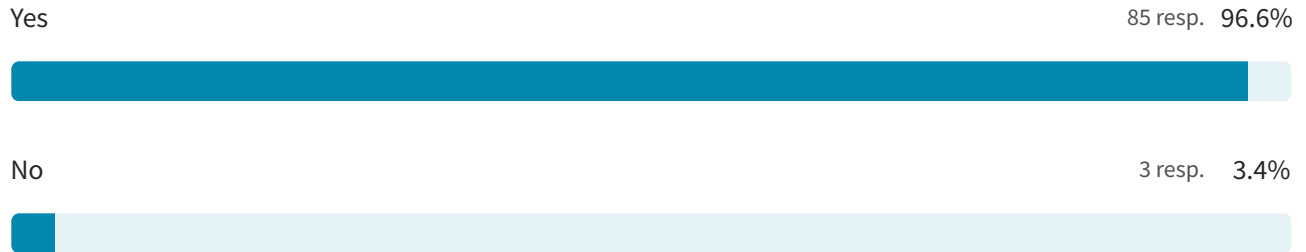
87 out of 89 answered





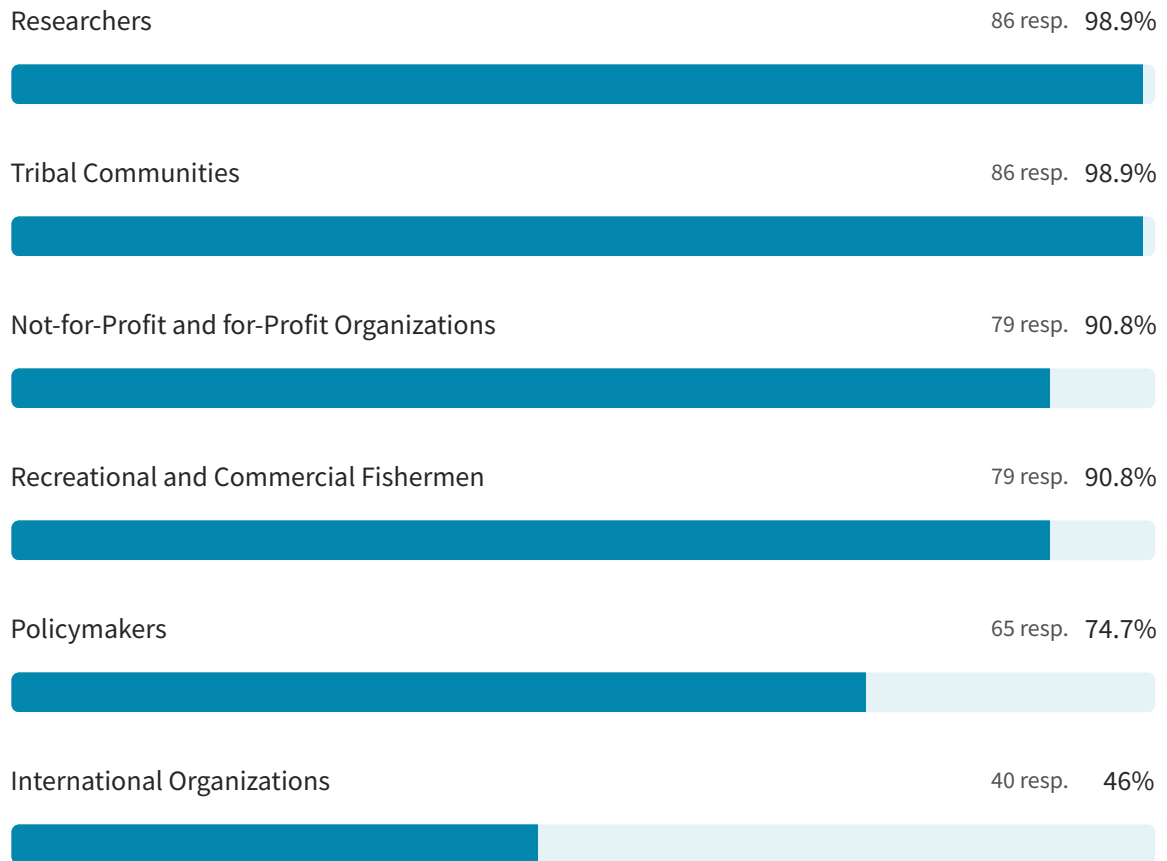
Do **Native American Tribes** in California like the **Kashia Pomo Tribe** continue to share and preserve their traditional knowledge of the coast?

88 out of 89 answered



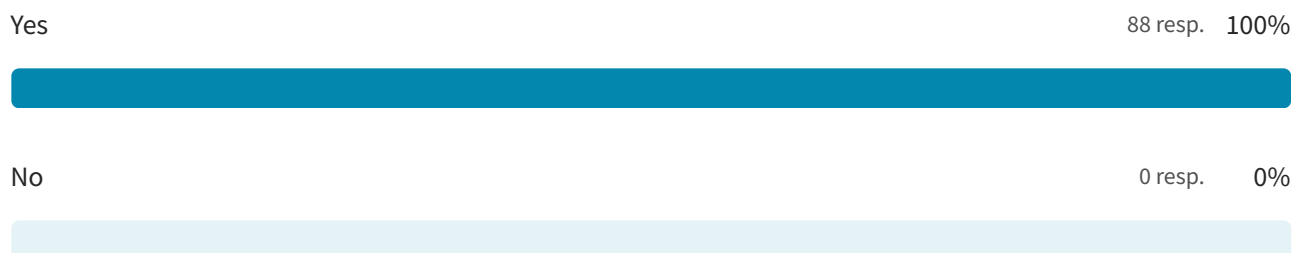
Which constituent group(s) were represented in meetings **to plan and implement California's MPA Network**?

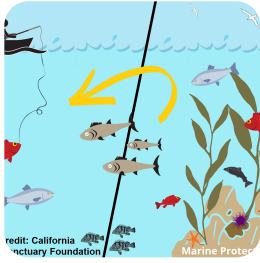
87 out of 89 answered



Science shows that **fisheries can benefit** from MPAs.

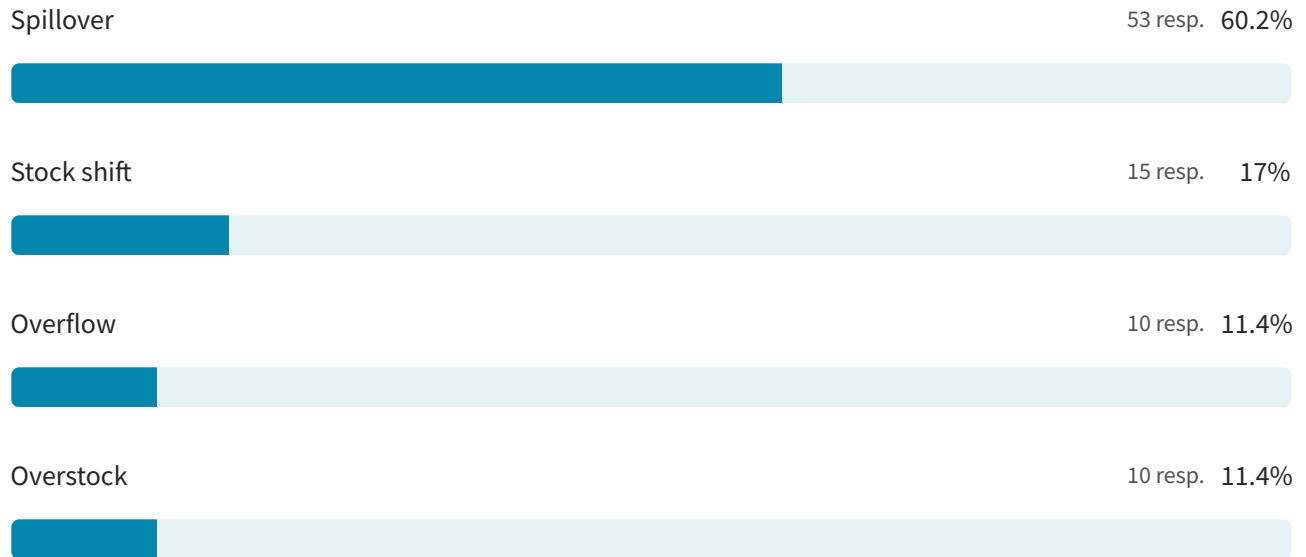
88 out of 89 answered





What is the **spread** of fish and larvae from MPAs into bordering fishing grounds called?

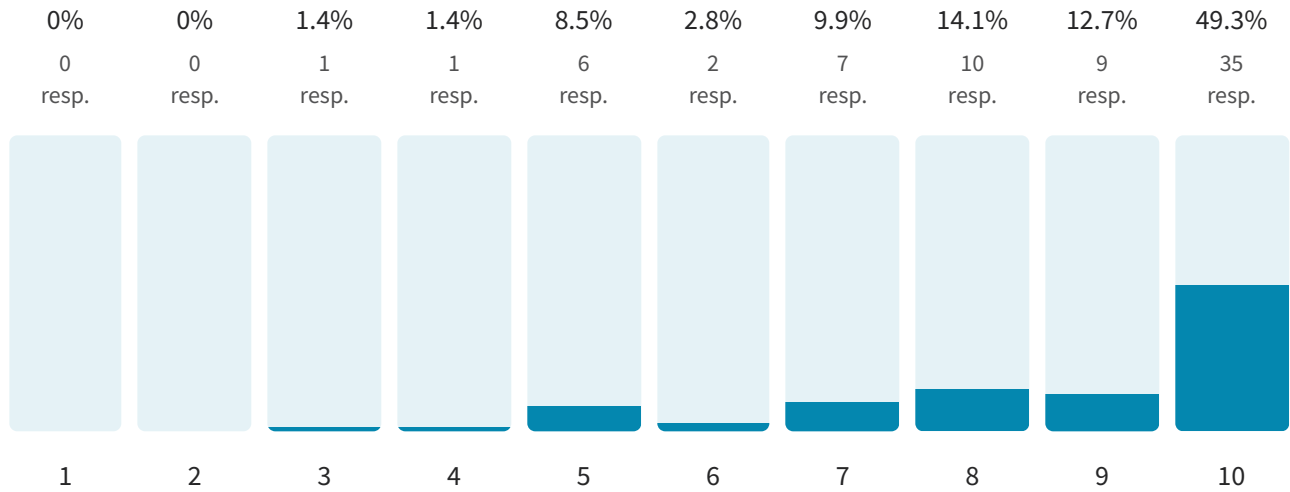
88 out of 89 answered



Halfway through already! How are you feeling, _____?

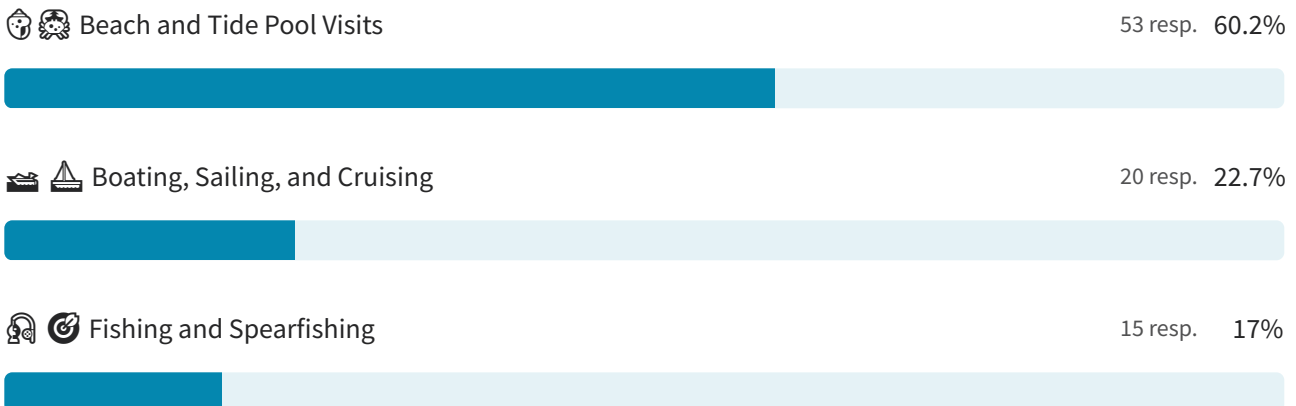
71 out of 89 answered

8.6 Average rating



Let's get specific! What activity do you **mostly do** in and around the ocean?

88 out of 89 answered



What are some of your favorite animals **commonly found in tide pools?**

52 out of 89 answered

Crabs 45 resp. 86.5%



Starfish 45 resp. 86.5%



Mussels 40 resp. 76.9%



Chitons 27 resp. 51.9%

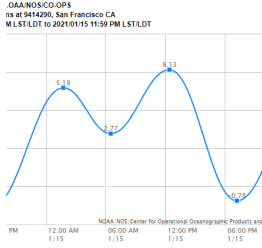


Octopus 27 resp. 51.9%



Other 1 resp. 1.9%





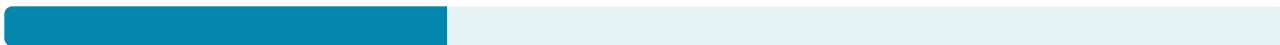
Did you know MPAs reach **up to the mean high tide** line? If you want to get the best experience at a tide pool, at **what time in the day** should you plan to visit?

52 out of 89 answered

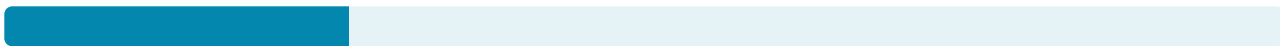
During Low Tide @ 6:27 PM 19 resp. 36.5%



During Low Tide @ 5:37 AM 18 resp. 34.6%



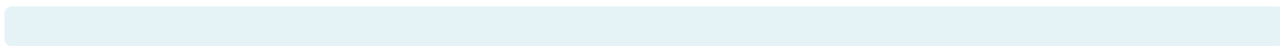
In Between Low and High Tide 14 resp. 26.9%



During High Tide @ 11:37 AM 1 resp. 1.9%



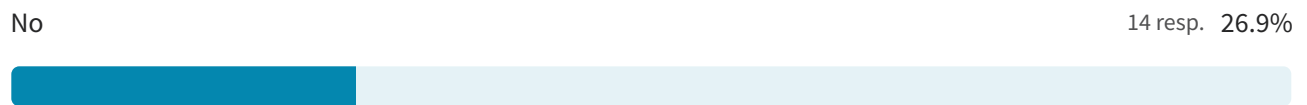
During High Tide @ 1:02 AM 0 resp. 0%





Is a **CDFW Sport Fishing License** required for **collecting** animals in tide pools?

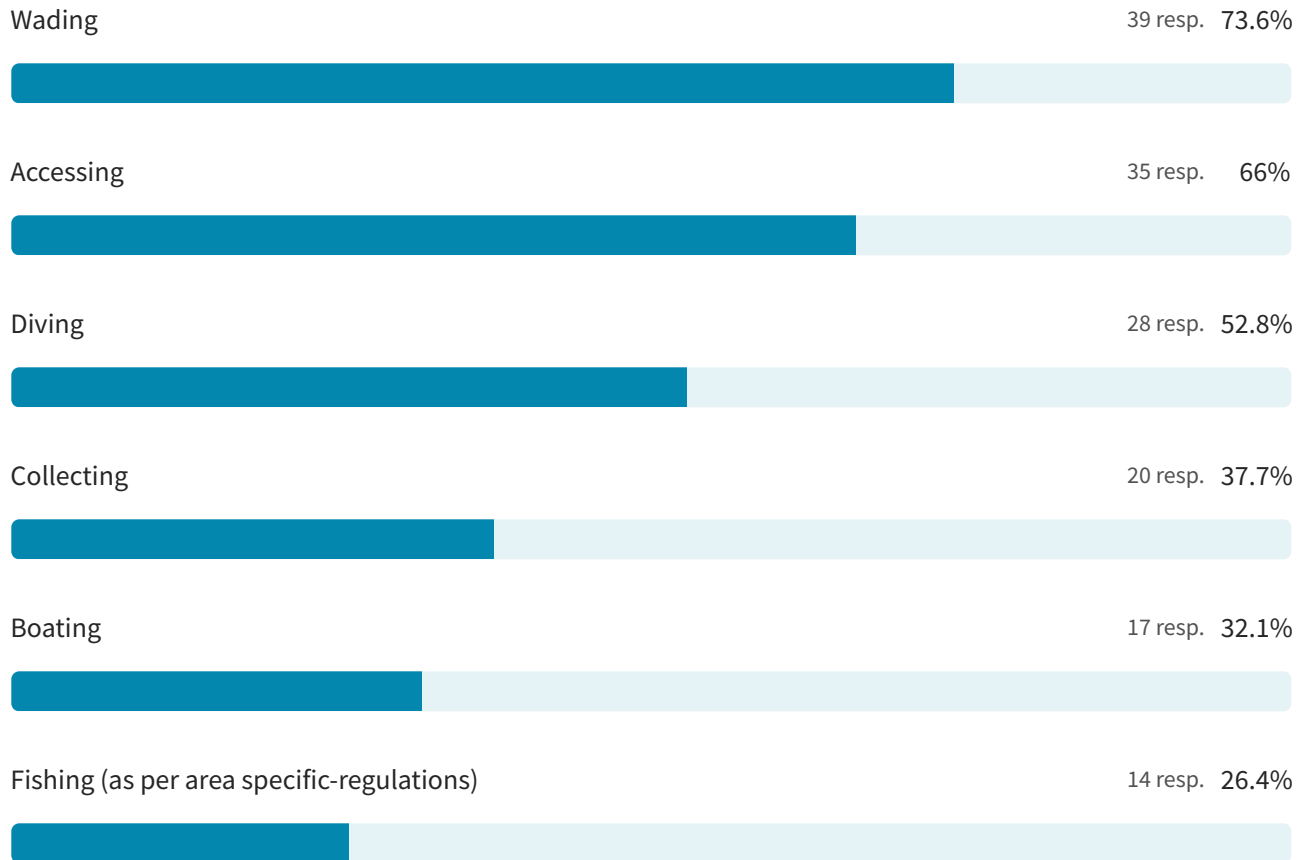
52 out of 89 answered





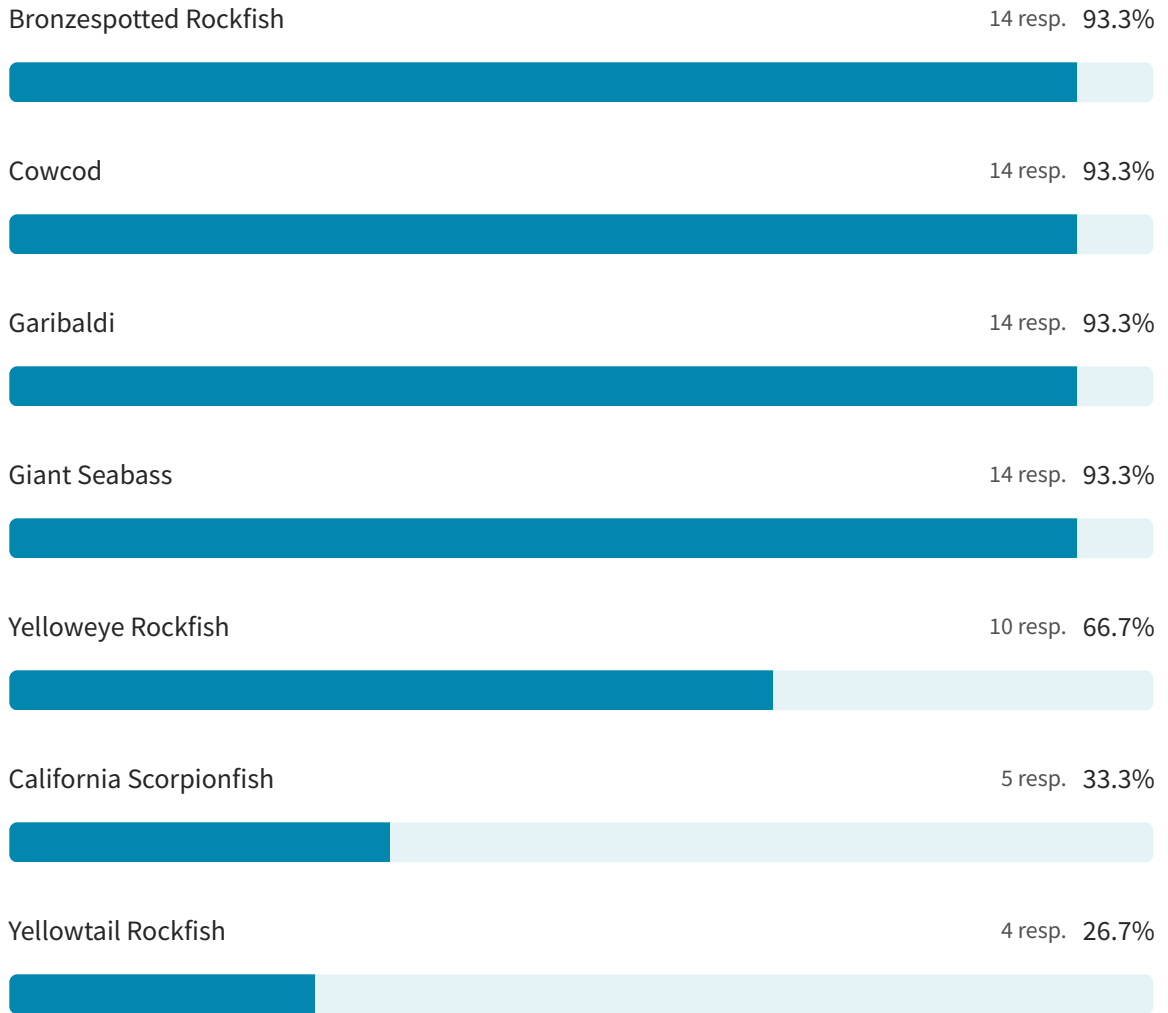
What are some activities you can enjoy at the **Montara State Marine Reserve (SMR)'s tide pool?**

53 out of 89 answered



First of all, which of these fishes **may NOT be taken or possessed** in California waters?

15 out of 89 answered





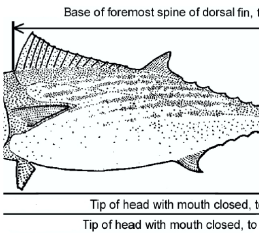
Are all recreational anglers 16 years of age or older required to have a **Sport Fishing License** in order to fish **in any waters, including MPAs**?

15 out of 89 answered

Yes 15 resp. 100%



No 0 resp. 0%



Before it dies, you need to measure its **Total Length**. How should you measure the fish to find it?

15 out of 89 answered

From tip of head with mouth closed, to longest tip of tail 8 resp. 53.3%



From tip of head with mouth closed, to fork of the tail 6 resp. 40%



From base of foremost spine of dorsal fin, to longest tip of tail 1 resp. 6.7%



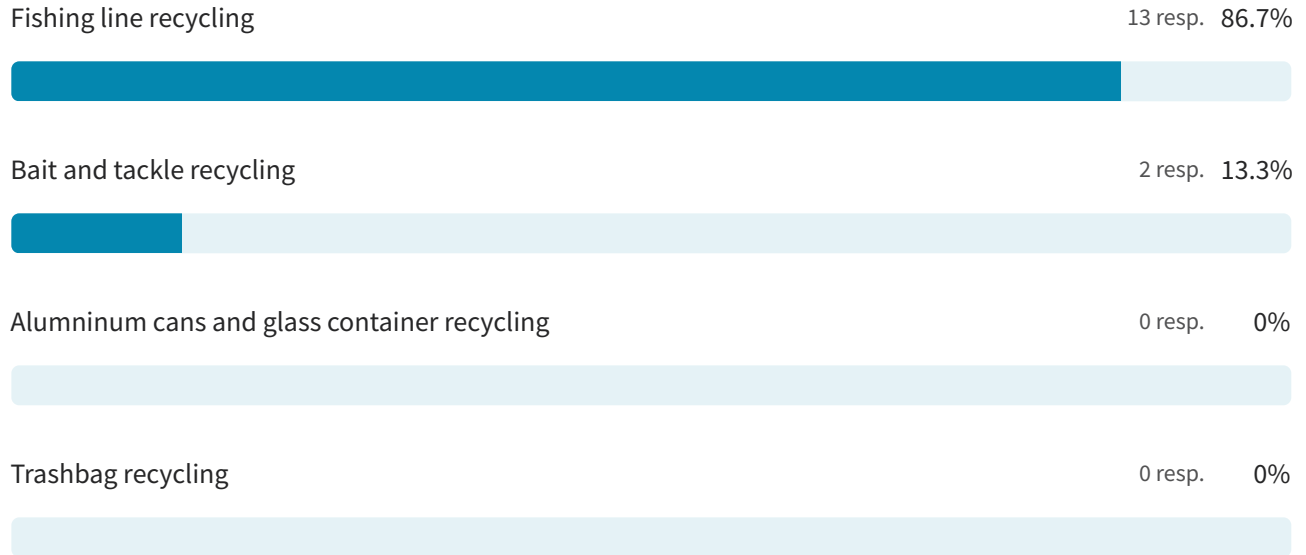
From the top of its head to the bottom of its head 0 resp. 0%





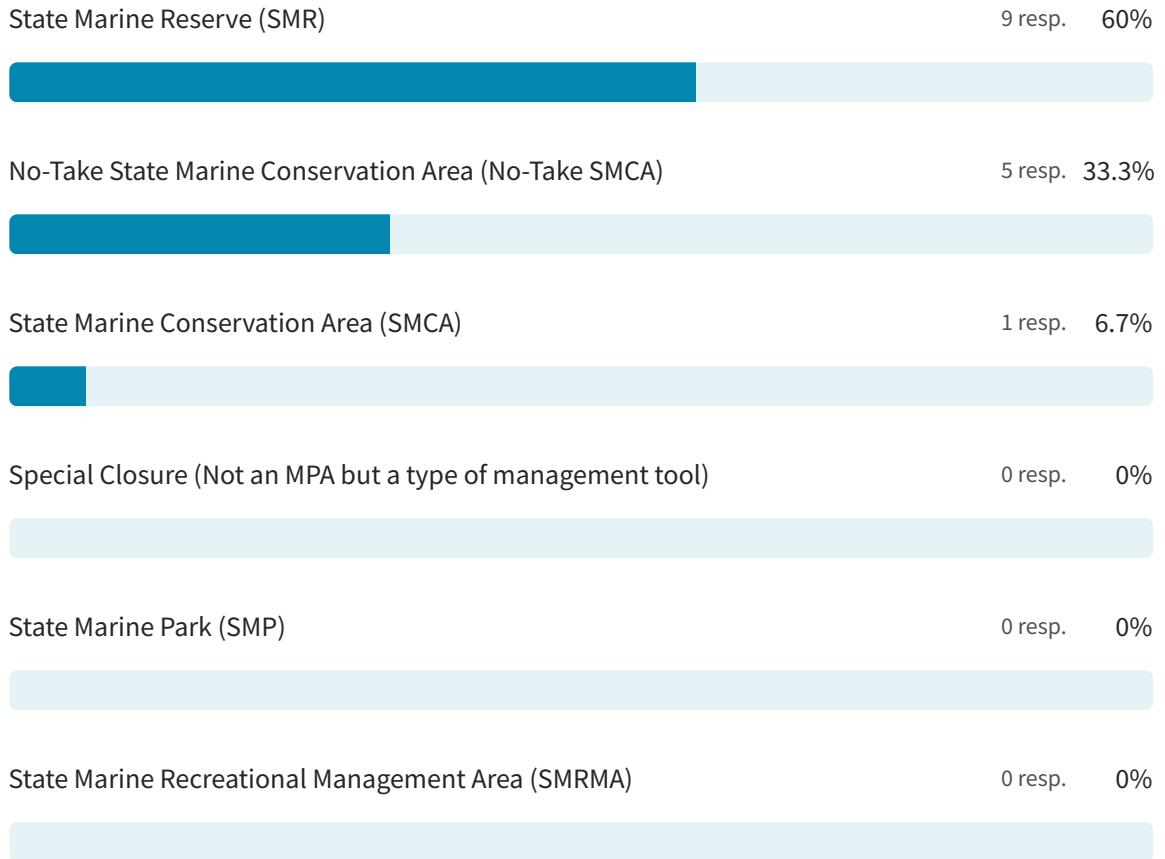
You're about to toss out your fishing line, but you see this receptacle nearby. **Do you know what this open tube receptacle is used for?**

15 out of 89 answered



Fishing is **NEVER allowed** in this type of MPA.

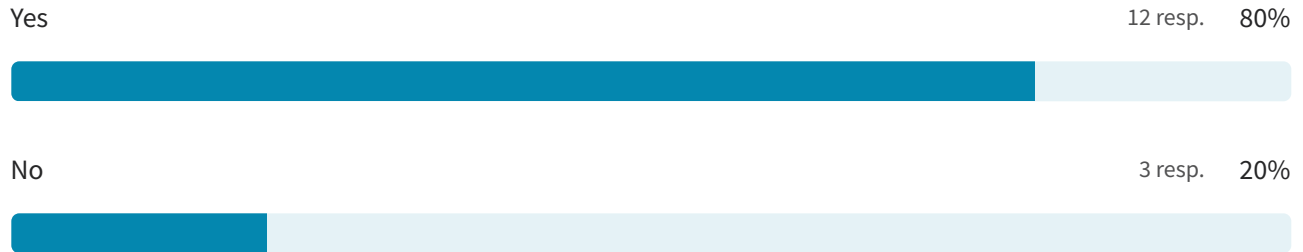
15 out of 89 answered





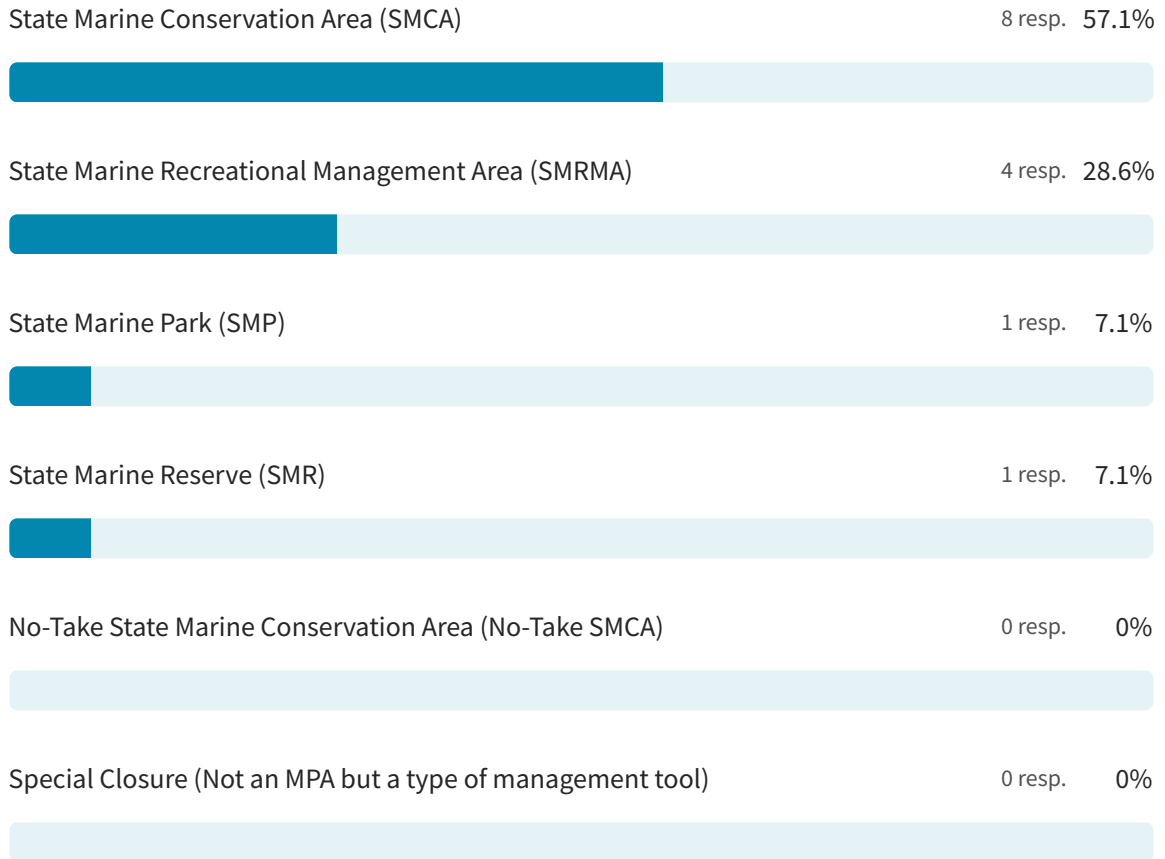
A **Special Closure** prohibits or restricts access in waters near seabird rookeries **or** resting and breeding sites for marine mammals. Can **boating and anchoring** in a **Special Closure** be prohibited?

15 out of 89 answered



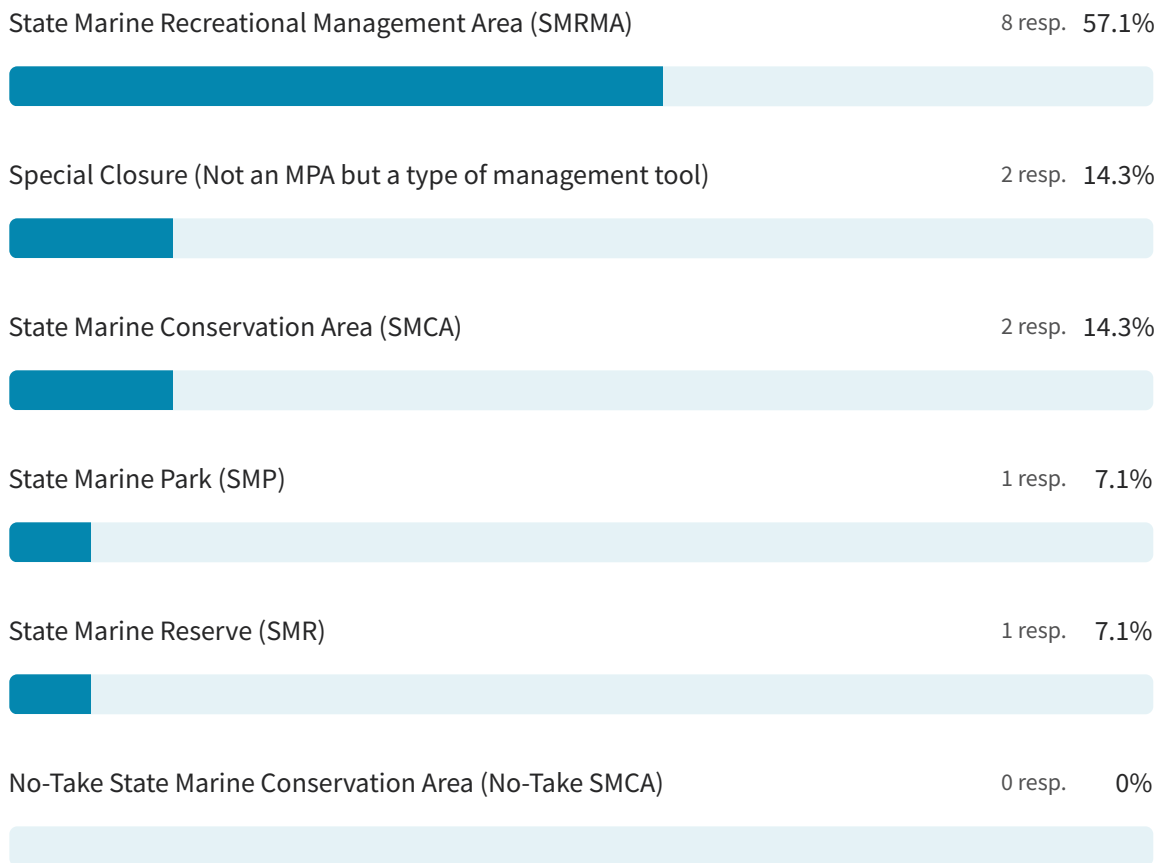
In which **type of MPA** may certain types of **recreational and/or commercial fishing** be allowed?

14 out of 89 answered



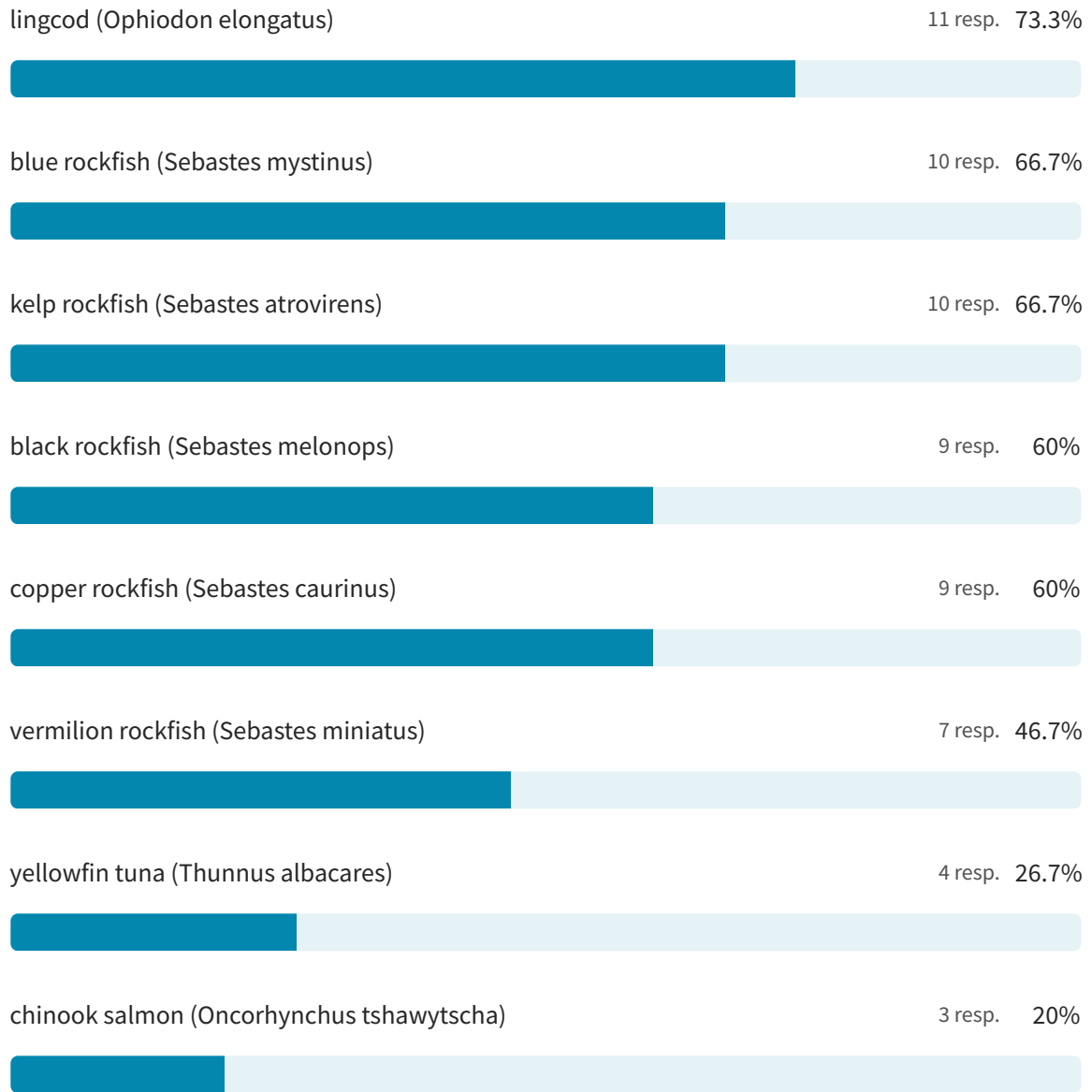
This type of MPA *may* allow some location-specific recreational take but **does NOT allow commercial take.**

14 out of 89 answered



Long-standing California MPAs have been successful in increasing the **biodiversity, quantity, spillover, and/or size** of which of the following species of fish?

15 out of 89 answered





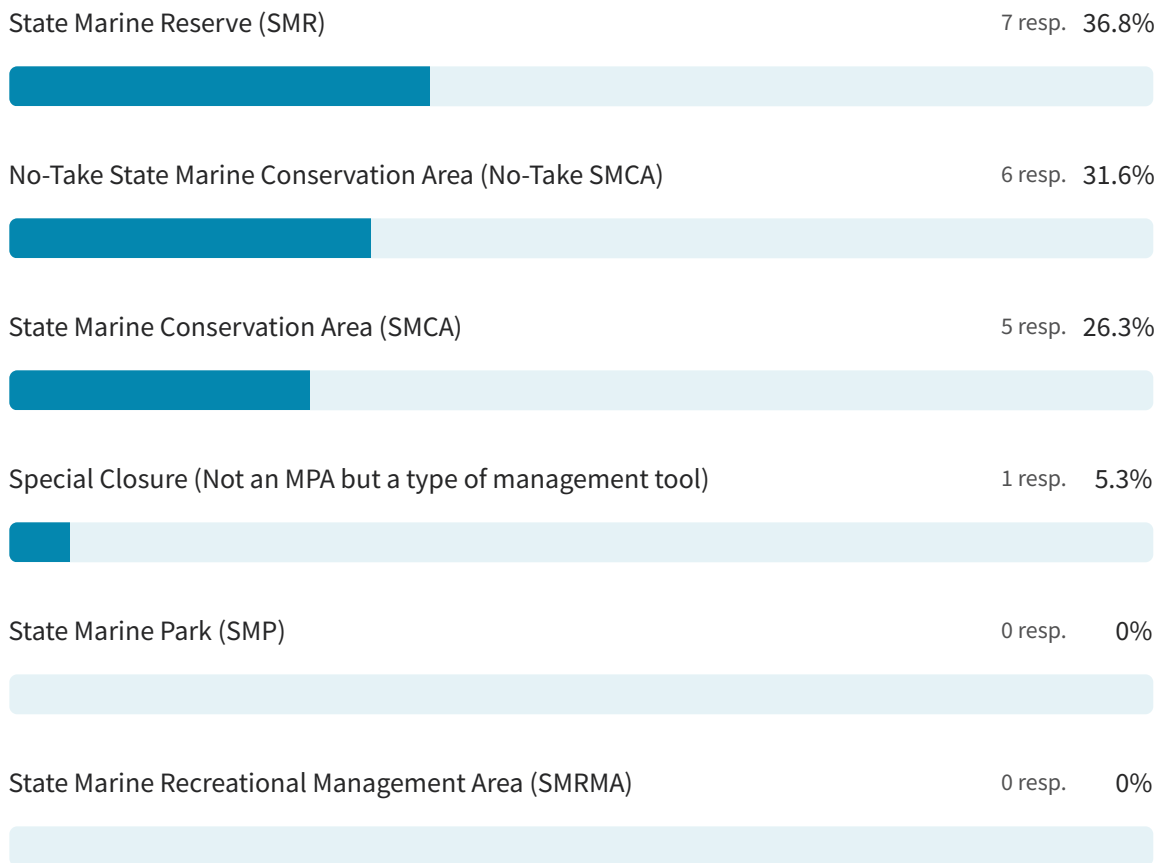
A **Special Closure** prohibits or restricts access in waters near seabird rookeries or resting and breeding sites for marine mammals. Are **boating and anchoring** in a **Special Closure** allowed?

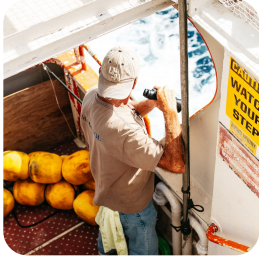
20 out of 89 answered



Fishing is **NEVER allowed** in this type of MPA.

19 out of 89 answered





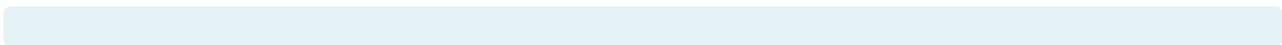
If you witness a **poaching** or **polluting** incident or **any fish and wildlife violation**, or have information about such a violation, should you immediately either dial the toll-free **CalTIP Number: 1-888-334-CALTIP (2258)**, text "**CalTIP**" followed by the information to **847411**, or report it through the **CalTIP app**?

20 out of 89 answered

Yes 20 resp. 100%

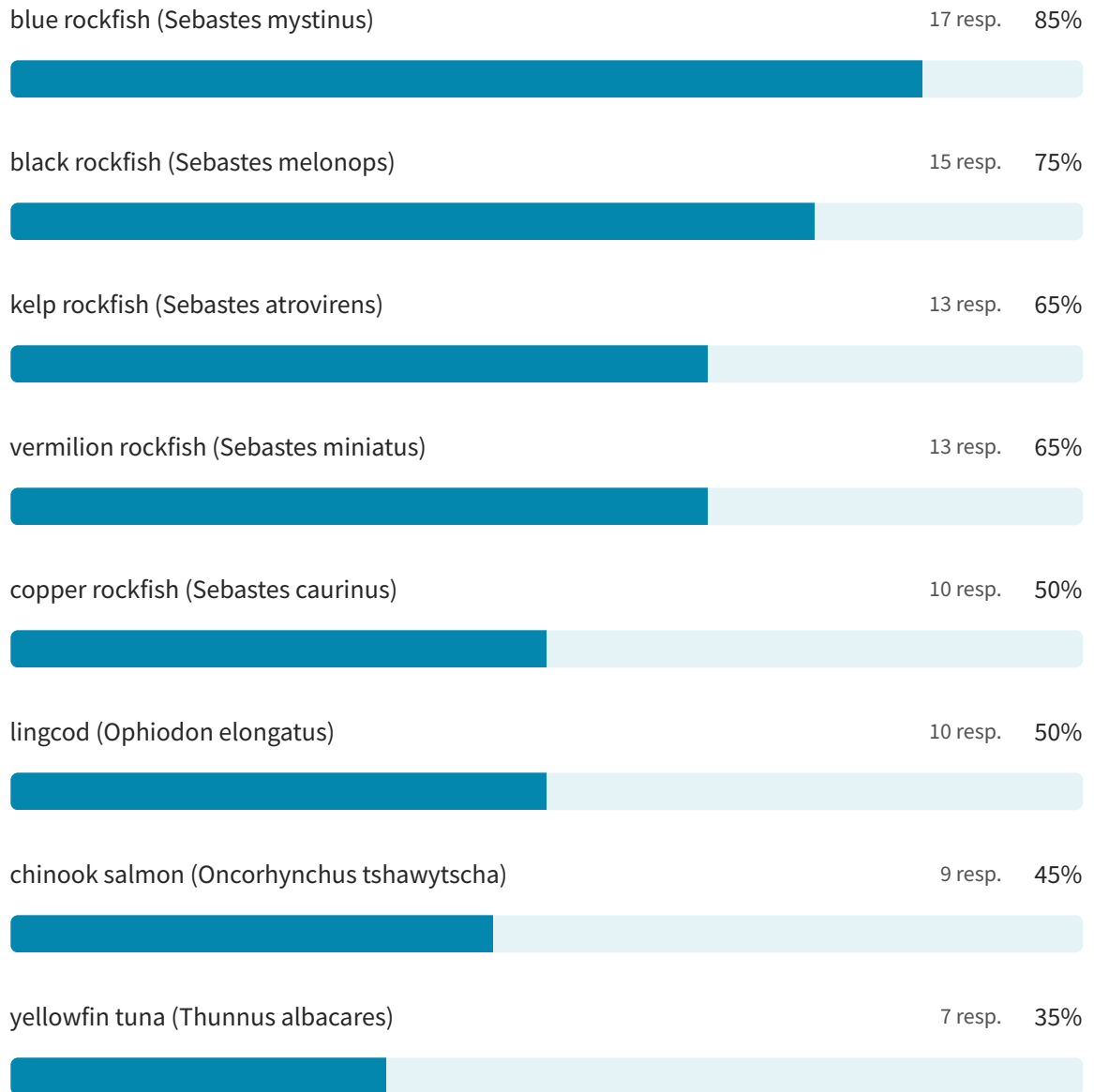


No 0 resp. 0%



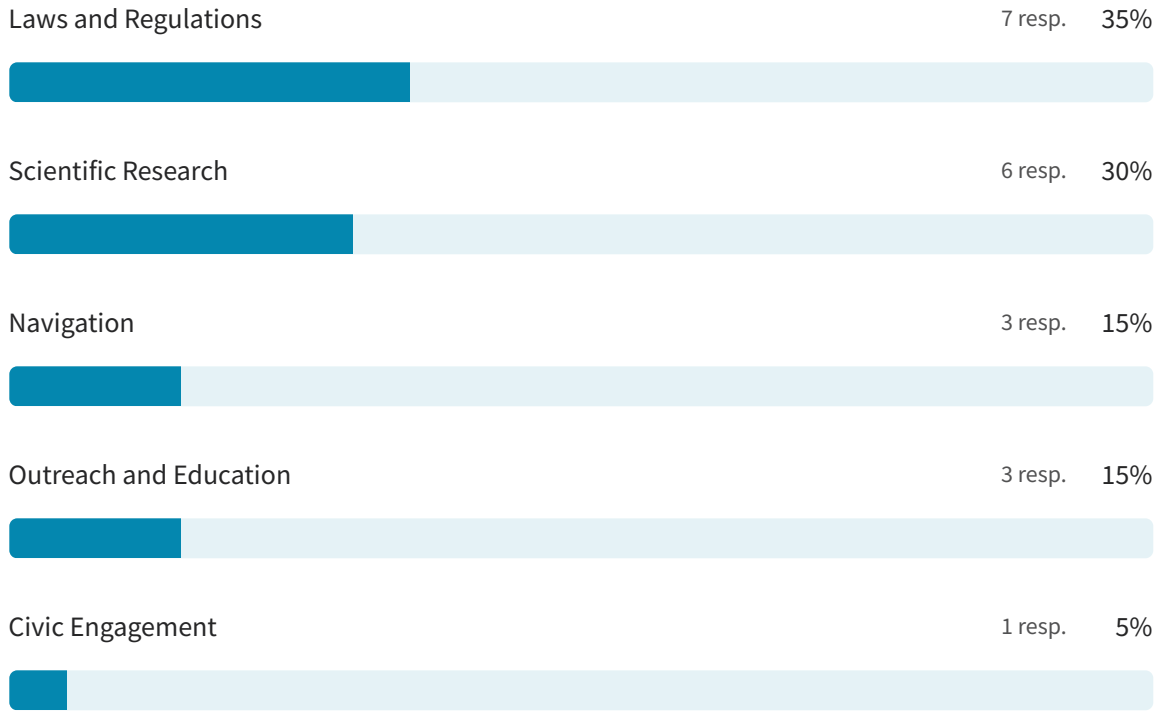
Long-standing California MPAs have been successful in increasing the **biodiversity, quantity, spillover, and/or size** of which of the following species of fish?

20 out of 89 answered



Our recreational boating and fishing community is learning new things about MPAs daily. Which of these MPA-related topics **do you wish you knew more about?**

20 out of 89 answered



The Bay Foundation: [MPA Social Media Campaign](#)

Common Hashtags / @ tags to Use:

- #CaliforniaMPAs
- #CalifMPAs
- #ProtectWhatYouLove
- #OptOutside
- #MPAMondays
- #YayMPA

Fishermen:

- #whyfish
- #fishhard
- #getinyourMPA
- #gonefishing
- #tightlines

#bigfish

Boaters:

- #boatlife
- #CAwaterway
- #BoatCA
- #boatersafety
- #boatersofinstagram

Outreach ToolKit: CaliforniaMPAs.org
[OPC MESSAGING GUIDE](#)

Non-consumptive ocean lovers:

- #MarineProtectedArea
- #optoutside
- #protectwhatyoulove
- #namethatMPA
- #YayMPA
- #getinyourMPA

- #beautifuldayataMPA
- #NameThatMPA
- #MPAswork
- #KnowYourMPA
- #marineconservation
- #marineanimals
- #marinemammals
- #marinewildlife
- #oceansidecalifornia
- #oceanlovers


Day of the Week:

- #MPAMonday, #TidepoolTuesday, #WhaleWednesday, #WildlifeWednesday, #TidepoolThursday

Twitter: 280 character limit (posting as a thread can support longer text posts)
 Facebook, Instagram, and LinkedIn do not have a character limit for posts

Note: Please do not make any posts with [CalTIP](#) references.

POSTED ARCHIVE			DATE POSTED
<u>MPA Network Definition</u>	<p>Instagram / FB / Twitter:</p> <p>There are 124 Marine Protected Areas (MPAs) that cover 16% of California’s state waters. Each MPA is different, so #KnowTheRules before you go! Whether you are planning a fishing or recreational trip check out the mobile resources for MPA boundaries, regulations and more linked in our bio. 🌊 #califmpas</p>	<p>https://www.instagram.com/p/CBRV4LZFBZc/ https://www.facebook.com/TheBayFoundation/photos/a.140206439353433/4239768709397165/ https://twitter.com/SMBRF/status/1270828633171431424/photo/1</p>	June 2020
<u>MPA Definition</u>	<p>Instagram / FB / Twitter:</p> <p>A Marine Protected Area (MPA) is an area of the marine environment that has been designated via public processes to protect marine life, marine habitats, and cultural resources. In 2012, California created the nation’s first statewide marine protected area network, and the largest ecologically connected MPA network in the world! MPAs can help sustain, conserve, protect, and even rebuild marine life populations ~ learn more! http://wildlife.ca.gov/Conservation/Marine/MPAs...</p>	<p>https://twitter.com/SMBRF/status/1322308178009235458 https://www.facebook.com/TheBayFoundation/videos/2413978452242867 https://www.instagram.com/p/CG_DtIPncBi/</p>	October 2020
<u>King Tides / MPA Tide Pools</u>	<p>Instagram / FB / Twitter:</p> <p>Have you seen the #CaliforniaKingTides? These are the most extreme high and low tides of 2020! This time of year, the tides rise and fall to spectacular levels and are caused when there is an alignment of the gravitational pull between the sun, moon, and Earth.</p> <p>If you have the opportunity to experience these tidepools during the “negative” low tides, please follow your county’s public health COVID-19 guidelines and remember to #ProtectWhatYouLove and leave the tidepool critters where they are! Also, be sure to check local tide calendars, never turn your back on the ocean, and be cautious on slippery surfaces. SoCal intertidal areas within Marine Protected Areas (MPAs) include Crystal Cove State Park and Cabrillo National Monument. Contribute to the California King Tides Project and share your photos to create a record of changes to our coast and estuaries! #CaliforniaMPAs https://www.coastal.ca.gov/kingtides/</p> <p>📷: ©Xynalia</p>	<p>https://twitter.com/SMBRF/status/1338640427616854016 https://www.facebook.com/TheBayFoundation/photos/a.140206439353433/5124293060944721 https://www.instagram.com/p/C1zAqZolz0U/</p>	December 2020
<u>Changing Tide/article 1 promotion</u>		<p>https://www.instagram.com/p/C1rVeealZf8/ + FB + TW</p>	12/11/2020

<p>Underwater Parks Day + HtB Plug</p>	<p>FB/LI: #UnderwaterParksDay is today! Underwater Parks Day celebrates Marine Protected Areas (MPAs) - the critical underwater parks that protect marine life, habitat, and cultural resources. MPAs are significant in helping sustain, conserve, and rebuild marine life populations. Join our partner @healthebay at 12 pm PST for an Instagram Live to learn more about the importance of MPAs and the animals and habitats of Santa Monica Bay. Cheers to our Underwater Parks! #KnowYourMPA. (link)</p> <p>TW:</p> <ol style="list-style-type: none"> #UnderwaterParksDay is today! This Day celebrates Marine Protected Areas (MPAs)-the critical underwater parks that protect marine life, habitat & cultural resources. MPAs are significant in helping sustain, conserve, & rebuild marine life populations. Cheers 2 our Underwater Parks! (Re-tweet HtB tweet re: event) <p>Instagram: #UnderwaterParksDay is today! Underwater Parks Day celebrates Marine Protected Areas (MPAs) - the critical underwater parks that protect marine life, habitat, and cultural resources. MPAs are significant in helping sustain, conserve, and rebuild marine life populations. Join our partner @healthebay at 12 pm PST for an Instagram Live to learn more about the importance of MPAs and the animals and habitats of Santa Monica Bay. Cheers to our Underwater Parks! #KnowYourMPA. (link)</p> <p>Thank you to our MPA outreach supporters @opc_california and @coastal_quest.</p>	 <p>https://docs.google.com/document/d/1_4hN9rsPJ3fPuJdIybns90pyyTtZeBr7JTOqB5Z-ARK/edit#heading=h.m07vvhpggestj (packet 4)</p> <p>https://drive.google.com/file/d/18R5AJ99ZBNkN1gmkGGEK4x8miSrM2qZ/view</p> <p>Video options: GOPRO two files in this folder https://drive.google.com/drive/u/0/folders/1i5oBj-EbiazXn nxlQzeoXCa284vbsEJ</p>	<p>January 16th, 2021</p>
<p>Promotion of 2021 tide calendar / MPA Resource</p>	<p>SoCal boaters, have you checked out the 2021 Southern California Tide Calendar booklet? In addition to the tides, get sewage management tips, a list of boat-to-boat services, marine protected area information, harbor resources, and more! Review a digital copy here available in English and Spanish or contact us to order a printed booklet!</p> <p>Thank you to our MPA outreach supporters @opc_california and @coastal_quest.</p>	<p>image of tide cal cover</p>	<p>January 2021</p>
<p>CCBN promotion</p>		<p>https://www.instagram.com/p/CL4t-igl6US/</p> <p>+Twitter & FB</p>	<p>March 2021</p>
<p>SERIES - MPA MONDAY #1</p> <p>MPA Network</p> <ul style="list-style-type: none"> What it is What it does Map resources to learn more about it 	<p>FB:</p> <p>🌊 Attention Californians! Do you know what California's Marine Protected Area (MPA) Network is? The #MPANetwork is a group of 124 #CaliforniaMPAs, Marine Managed Areas (MMAs), and Special Closures. These designated marine spaces form the nation's first statewide MPA network, and the largest ecologically connected MPA network in the world! Together, they act as a natural underwater corridor to protect, conserve, and rebuild underwater ecosystems and marine life populations along California's coast. 🌊</p> <p>Be sure to use the @CaliforniaDFW's web mapping tool to see the span of MPAs throughout the state—you may be close to one! https://bit.ly/2RRZusHhttps://bit.ly/35t9GMd 🗺️</p> <p>Thank you to our MPA outreach supporters @OPC_California and Coastal Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>LI:</p> <p>🌊 Attention Californians! Do you know what California's Marine Protected Area (MPA) Network is? The #MPANetwork is a group of 124 #CaliforniaMPAs, Marine Managed Areas (MMAs), and Special Closures. These designated marine spaces form the nation's first statewide MPA network, and the largest ecologically connected MPA network in the world! Together, they act as a natural underwater corridor to protect, conserve, and rebuild underwater ecosystems and marine life populations along California's coast. 🌊</p> <p>Be sure to use the @CaliforniaDepartmentofFishandWildlife's web mapping tool to see the span of MPAs throughout the state—you may be close to one! https://bit.ly/35t9GMd 🗺️</p> <p>Thank you to our MPA outreach supporters @OPC_California and Coastal Quest.</p>	<p>MP4: https://drive.google.com/file/d/1DQuAkd6CElpw5FzY0b5jq9GpuSs1DIHJ/view?usp=sharing</p> <p>PDF: https://drive.google.com/file/d/1FOJqJggfzyTASbR878KWR1S_s nQStRXg/view?usp=sharing</p> <p>PNG: https://drive.google.com/file/d/1z1br86g37clyF-GUDGkP24oWXR48qxh/view?usp=sharing</p> <p>Tag CQ and OPC in photo if applicable and add last sentence credit</p>	<p>5/17/2021 - FB, IG, Twitter, LI</p>

	<p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>TW:</p> <p>🌊 Do you know what CAalifornia's Marine Protected Area Network is? The #MPANetwork is a group of 124 #CaliforniaMPAs, Marine Managed Areas (MMAs), & Special Closures helping to sustain, conserve, & rebuild marine life populations! 🌊 See if you are near to one using @CaliforniaDFW's web tool! bit.ly/35t9GMd</p> <p>Instagram:</p> <p>🌊 Attention Californians! Do you know what California's Marine Protected Area (MPA) Network is? The #MPANetwork is a group of 124 #CaliforniaMPAs, Marine Managed Areas (MMAs), and Special Closures. These designated marine spaces form the nation's first statewide MPA network, and the largest ecologically connected MPA network in the world! Together, they act as a natural underwater corridor to protect, conserve, and rebuild underwater ecosystems and marine life populations along California's coast. 🌊</p> <p>Be sure to check out @CaliforniaDFW's web mapping tool (link in bio // https://bit.ly/35t9GMd) and see the span of MPAs throughout the state—you may be close to one! 🌊</p> <p>Thank you to our MPA outreach supporters @OPC_California and @Coastal_Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p>		
<p>SERIES - MPA MONDAY #3</p> <p>MPA</p> <ul style="list-style-type: none"> • What it does • What they are called, how many there are • Educational resources (eng. sp.) to learn more about it (MPA Collab + CMSF) 	<p>FB:</p> <p>🌊🌊 Calling all California Anglers🌊 and Boaters🌊! Did you know an #MPA is an area of the marine environment designated via public processes to protect marine life, marine habitats, and cultural resources? They can even rebuild marine life populations, including those of economic value! #MPAs are considered a subset of Marine Managed Areas (MMAs), and there are three different types of #CaliforniaMPAs: 🌊 State Marine Reserves, 🌊 State Marine Conservation Areas (which include No-Take State Marine Conservation Areas), and 🌊 State Marine Parks. Unless it is specifically prohibited, boating, anchoring, and transiting through MPAs is allowed, even with fish on board. Just make sure your fishing gear is stowed! 🌊</p> <p>Check out @MPACollaborativeNetwork Project Library: https://tinyurl.com/2hsymrv4, @ca.marineprotectedareas Outreach Toolkit: http://californiampas.org/ to find Spanish and English resources about #CaliforniaMPAs, and @CaliforniaDFW's X.</p> <p>Thank you to our MPA outreach supporters @OPC_California and Coastal Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>LI:</p> <p>🌊🌊 Calling all California Anglers🌊 and Boaters🌊! Did you know an #MPA is an area of the marine environment designated via public processes to protect marine life, marine habitats, and cultural resources? They can even rebuild marine life populations, including those of economic value! #MPAs are considered a subset of Marine Managed Areas (MMAs), and There are three different types of #CaliforniaMPAs: 🌊 State Marine Reserves, 🌊 State Marine Conservation Areas (which include No-Take State Marine Conservation Areas), and 🌊 State Marine Parks. Unless it is specifically prohibited, boating, anchoring, and transiting through MPAs is allowed, even with fish on board. Just make sure your fishing gear is stowed! 🌊</p> <p>Check out @MarineProtectedAreaCollaborativeNetwork's Project Library: https://tinyurl.com/2hsymrv4 and @CaliforniaMarineSanctuaryFoundation's Outreach Toolkit: http://californiampas.org/ to find Spanish and English resources about #CaliforniaMPAs!</p> <p>Thank you to our MPA outreach supporters @OPC_California and Coastal Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>TW Thread</p> <ol style="list-style-type: none"> 1. 🌊🌊 Calling all California Anglers🌊 & Boaters🌊! Did you know an #MPA is an area of the marine environment designated to protect marine life, marine habitats, and cultural resources? They can even rebuild marine life populations, including those of economic value! 🌊 2. There are three different types of #CaliforniaMPAs: 🌊 State Marine Reserves, 🌊 State Marine Conservation Areas (which include No-Take State Marine Conservation Areas), and 🌊 State Marine Parks. 	<p>MP4: https://drive.google.com/file/d/1CFeaSgcU05y0W-KZlvCRFR0k_2RGcZMQ/view?usp=sharing</p> <p>PDF: https://drive.google.com/file/d/1S1PF_vfwQs4LmUzade8S41oSvt1sql3A/view?usp=sharing</p> <p>PNG: https://drive.google.com/file/d/15e18Fc52tiO_ip0cEDMqsZCuEnciHIF/view?usp=sharing</p>	<p>Monday 6/14/2021</p> <p>Facebook - https://www.facebook.com/TheBayFoundation/videos/550688089428180</p> <p>Instagram https://www.instagram.com/p/CQHU8EOgz1L/</p> <p>Twitter https://twitter.com/SMBRF/status/1404539605450375170</p>

	<p>3. 🗉 Check out @MPACollaborativeNetwork's Project Library: https://tinyurl.com/2hsymrv4 and @ca.marineprotectedareas's Outreach Toolkit: http://californiampas.org/ to find Spanish and English resources about #CaliforniaMPAs! 🗉</p> <p>Instagram: 🌊🌊 Calling all California Anglers🌊 and Boaters🚤! Did you know an #MPA is an area of the marine environment designated via public processes to protect marine life, marine habitats, and cultural resources? They can even rebuild marine life populations, including those of economic value! #MPAs are considered a subset of Marine Managed Areas (MMAs), and there are three different types of #CaliforniaMPAs: 🌊 State Marine Reserves, 🌊 State Marine Conservation Areas (which include No-Take State Marine Conservation Areas), and 🌊 State Marine Parks. Unless it is specifically prohibited, boating, anchoring, and transiting through MPAs is allowed, even with fish on board. Just make sure your fishing gear is stowed! 🗉</p> <p>Check out @MPACollaborativeNetwork's Project Library: https://tinyurl.com/2hsymrv4 and @ca.marineprotectedareas's Outreach Toolkit: http://californiampas.org/ to find Spanish and English resources about #CaliforniaMPAs!</p> <p>Thank you to our MPA outreach supporters @OPC_California and @Coastal_Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p>		
<p>MPA Video promotion</p>		<p>https://www.instagram.com/p/CRPAJ8XHizP/ + FB + TW.</p>	<p>7/12/2021</p>
<p>Changing Tide article 2 promotion</p>		<p>https://www.instagram.com/p/CSc0UC-LGB4/ +FB + TW</p>	<p>8/11/2021</p>
<p>SERIES - MPA MONDAY #4</p> <p>State Marine Reserve (SMR)</p> <ul style="list-style-type: none"> • What it is • What it does • Plug for Garmin's Navionics app and FishLegal 	<p>FB/LI:</p> <p>This #MPAMonday🌊 let's dive into the rules of a State Marine Reserve (SMR), one of three #CaliforniaMPAs. 🚩🚩 An SMR is the most common and most restrictive type of #MarineProtectedArea protecting the marine habitats we love! 🚩🚩 Fishing is not allowed in an SMR. This helps to conserve fish populations by maintaining environments free of human disturbances. You may benefit from them when you fish a nearby reef, or when the fish in an SMR reproduce, and their young and floating larvae repopulate neighboring areas. 🌊🌊 So, if you're out on the water try your best to avoid these areas by planning your trip and using several mobile-friendly apps to find their GPS coordinates. 🗉 @NavionicsGlobal @GarminMarine #FishLegal</p> <p>Thank you to our MPA outreach supporters California Ocean Protection Council and Coastal Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays #Garmin #Navionics</p> <p>TW:</p> <ol style="list-style-type: none"> 1. This #MPAMonday🌊 let's dive into the rules of a State Marine Reserve (SMR), one of the three #CaliforniaMPAs. 🚩🚩 An SMR is the most common and most restrictive type of #MarineProtectedArea protecting the marine habitats we love! 2. 🚩🚩 Fishing is not allowed in an SMR, which helps to conserve fish populations by maintaining environments free of human disturbances. 🌊 #MPAMonday 3. So, if you're out on the water try your best to avoid these areas by planning your trip and using several mobile-friendly apps to find their GPS coordinates 🗉 @navionics @garminmarine #FishLegal <p>Instagram:</p> <p>This #MPAMonday🌊 let's dive into the rules of a State Marine Reserve (SMR), one of three #CaliforniaMPAs. 🚩🚩 An SMR is the most common+most restrictive type of #MarineProtectedArea protecting the marine habitats we love! 🚩🚩 Fishing is not allowed in an SMR, which helps to conserve fish populations by maintaining environments free of human disturbances. You may benefit from them when you fish a nearby reef, or when the fish in an SMR reproduce, and their young and floating larvae repopulate neighboring areas. 🌊🌊 So, if you're out on the water try your best to avoid these areas by planning your trip and using several mobile-friendly apps to find their GPS coordinates 🗉 @navionics @garminmarine #FishLegal</p> <p>Thank you to our MPA outreach supporters @OPC_California and @Coastal_Quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p>	<p>MP4: https://drive.google.com/file/d/1yxnlK0oxKdQRZgZCM04fgFhAri3T-Efr/view?usp=sharing</p> <p>PDF: https://drive.google.com/file/d/1eXAIU6YvWsg_F6JfDpQfi1L1KLcd6l2t/view?usp=sharing</p> <p>PNG: https://drive.google.com/file/d/1w_eGRQK7CsWXCnsXGGQAU6L9Qyjuj44/view?usp=sharing</p>	<p>Monday 8/23/2021:</p>

<p>SERIES - MPA MONDAY #5</p> <p>State Marine Conservation Area (SMCA)</p> <ul style="list-style-type: none"> • What it is • CDFW Overview Sheets 	<p>FB:</p> <p>Have you ever been to a State Marine Conservation Area (SMCA)? This type of #MPA is less restrictive than a State Marine Reserve (SMR) and may allow some recreational or commercial fishing with certain gear. For example, at the Abalone Cove SMCA Point Dume SMCA both the recreational take of white seabass and pelagic finfish by spearfishing is allowed and, commercial take of coastal pelagic species by round haul net and swordfish by harpoon. Let's continue to #ProtectWhatYouLove together and preserve the marine species we love for the long term!</p> <p>Every SMCA is unique! Learn about yours using @CaliforniaDFW's MPA Overview Sheets: https://bit.ly/3tMtHX3</p> <p>Thank you to our MPA outreach supporters @opc_california and @coastal_quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #marineanimals #marinemammals #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>LI:</p> <p>Have you ever been in a State Marine Conservation Area (SMCA)? This type of #MPA is less restrictive than a State Marine Reserve (SMR) and may allow some recreational or commercial fishing with certain gear. For example, at the Abalone Cove SMCA Point Dume SMCA both the recreational take of white seabass and pelagic finfish by spearfishing is allowed and, commercial take of coastal pelagic species by round haul net is allowed. Let's continue to #ProtectWhatYouLove together and correctly use these marine spaces for the long-term health of our oceans!</p> <p>Every SMCA is unique! Learn about yours using @CaliforniaDepartmentofFishandWildlife's MPA Overview Sheets: https://bit.ly/3tMtHX3</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #marineanimals #marinemammals #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>TW:</p> <ol style="list-style-type: none"> Have you ever been in a State Marine Conservation Area (SMCA)? This type of #MPA may allow some recreational or commercial fishing with certain gear. Let's continue to #ProtectWhatYouLove together and correctly use these marine spaces for the long term health of our oceans! Learn about the unique regulations in your SMCA by using @CaliforniaDFW's MPA Overview Sheets: https://bit.ly/3tMtHX3 <p>Instagram:</p> <p>Have you ever been in a State Marine Conservation Area (SMCA)? This type of #MPA is less restrictive than a State Marine Reserve (SMR) and may allow some recreational or commercial fishing with certain gear. For example, at the Abalone Cove SMCA Point Dume SMCA both the recreational take of white seabass and pelagic finfish by spearfishing is allowed and, commercial take of coastal pelagic species by round haul net and swordfish by harpoon. Let's continue to #ProtectWhatYouLove together and preserve the marine species we love for the long term!</p> <p>Every SMCA is unique! Learn about yours using @CaliforniaDFW's MPA Overview Sheets: https://bit.ly/3tMtHX3</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #marineanimals #marinemammals #oceanlovers #oceansidecalifornia #MPAMondays</p>	<p>MP4: https://drive.google.com/file/d/1HV3XT04IK3yogFTV3FYVVIrjipWJFAihN/view?usp=sharing</p> <p>PDF: https://drive.google.com/file/d/1b3zlefalzRPWtk_lcmzqF7_u68Kk2Lu/view?usp=sharing</p> <p>PNG: https://drive.google.com/file/d/1rFBYoH_60ElzwoobFF12ZqLAonlCij8X/view?usp=sharing</p>	<p>Monday 9/27</p> <p>Facebook: https://www.facebook.com/TheBayFoundation/videos/299203611541152</p> <p>Linked In: https://www.linkedin.com/feed/update/urn:li:activity:6848335705492594688</p> <p>Twitter: https://twitter.com/SMBRF/status/1442572289212440578</p>
<p>SERIES - MPA MONDAY #6</p> <p>No-Take State Marine Conservation Area (No-Take SMCA)</p> <ul style="list-style-type: none"> • What it is 	<p>FB:</p> <p>Pop Quiz Happy #MPAMonday! Do you know the difference between a State Marine Conservation Area (SMCA) and a No-Take State Marine Conservation Area (SMCA No-Take)? No-Take conservation areas are a subset of SMCA's where the take of any living, geological, or cultural resource in the area is illegal, and they are predominantly found in Southern California! So, take note and make sure to #KnowYourMPA</p> <p>Thank you to our MPA outreach supporters @opc_california and @coastal_quest.</p> <p>#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays</p> <p>LI:</p> <p>Pop Quiz Happy #MPAMonday! Do you know the difference between a State Marine Conservation Area (SMCA) and a No-Take State Marine Conservation Area (SMCA No-Take)? No-Take conservation areas are a subset of SMCA's where the take of any living, geological, or cultural resource in the area is illegal, and they are predominantly found in Southern California! So, take note and make sure to #KnowYourMPA</p>	<p>MP4: https://drive.google.com/file/d/14BjvpQqcigJ2D_F4VMkhk0mx748fSJ_e/view?usp=sharing</p> <p>PDF: https://drive.google.com/file/d/1wvEmnhQ0XRGILvyPmSV34x3y1QIVzpEW/view?usp=sharing</p> <p>PNG: https://drive.google.com/file/d/12M1V0FMBY2Kmw0kEZhkXdcub8SLruRUd/view?usp=sharing</p>	<p>10/25/21</p>

#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays

TW:

1. ✨Pop Quiz✨ Happy #MPAMonday! Do you know the difference between a State Marine Conservation Area (SMCA) and a No-Take State Marine Conservation Area (SMCA No-Take) ?
2. No-Take conservation areas are a more restrictive subset of SMCAs where the take of any living, geological, or cultural resource in the area is illegal. And, they are predominantly found in Southern California! 🌊 So, take note and make sure to #KnowYourMPA 🙌🏻👏

Instagram:

✨Pop Quiz✨ Happy #MPAMonday! Do you know the difference between a State Marine Conservation Area (SMCA) and a No-Take State Marine Conservation Area (SMCA No-Take) ? No-Take conservation areas are a subset of SMCAs where the take of any living, geological, or cultural resource in the area is illegal, 🌊 and they are predominantly found in Southern California! 🌊 So, take note and make sure to #KnowYourMPA 🙌🏻👏

Thank you to our MPA outreach supporters @opc_california and @coastal_quest.

#MarineProtectedArea #CaliforniaMPAs #CalifMPAs #getinyourMPA #beautifuldayataMPA #KnowYourMPA #ProtectWhatYouLove #marineconservation #oceans #marinelife #oceanlovers #oceansidecalifornia #MPAMondays



Recycle Fishing Lines

When improperly disposed of or when a line breaks, fishing lines end up abandoned in our marine environment as marine debris where they:

- Entangle wildlife
- Pose risks to divers and swimmers
- Cause damage to boats
- Become microplastics
- Float in our oceans, polluting our environment for generations to come



Help keep fishing lines out of our seas! Make your very own portable fishing line recycling container out of re-used containers. This can be a tennis ball container or any item with a similar shape.



Recycle Fishing Lines to Protect Wildlife & Boats!

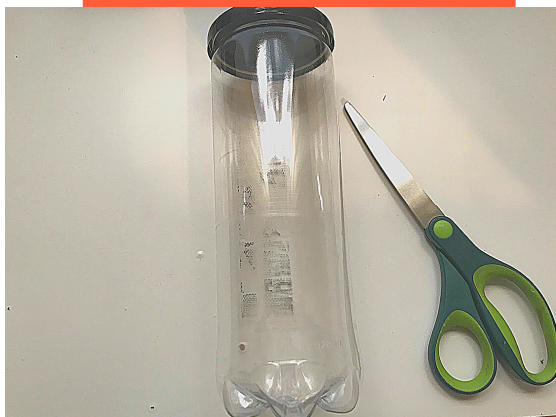
Attachment E

Fishing lines are not biodegradable and are not accepted in most household recycling bins. Follow these simple instructions to make your own recycling container and to be an ocean steward!

*Caution: Instructions require the use of sharp tools. Use adult supervision if necessary.

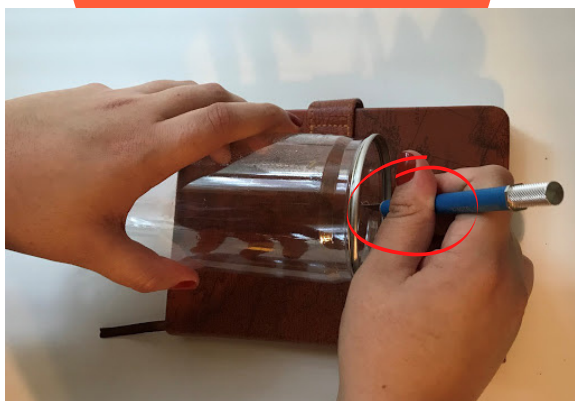
Step 1

Using a pair of scissors, cut the existing label off.



Step 2

Using a precision knife, pierce a hole through the side of the container and on the edge of the lid.



Step 3

Loop the cable tie through the hole you made on the side of the container and lid to loosely secure them together. Leave it loose enough to allow the lid to easily be opened and closed.



Step 4

Lastly, hook the carabiner onto the cable tie. Use the carabiner to attach the container to convenient locations while fishing.



Step 5

Utilize it and start collecting your fishing line!

- Attach it around the strap of your kayak or an area on your boat.
- Hook it on your belt loop while fishing.
- Attach it to the bag or backpack you bring on fishing trips.
- If your carabiner is large enough, attach it to the handle of your tackle box.



Way to go, you're done! You now have your very own portable recycling line container. Store it with your fishing equipment so you don't forget to bring it on your next fishing trip. Have extra materials? Make one for a friend.

You're back from your fishing adventure and your portable recycling line container is filled with line, now what?



Photo source: The California State Parks and the California Coastal Commission's Boating Clean and Green Program

Bring your portable recycling line container to a **Fishing Line Recycling Station** near you.

Not near a Fishing Line Recycling Station? You can mail your collected line to:

Berkley Recycling Collection Center
1900 18th St, Spirit Lake, IA 51360-1099

The California State Parks and the California Coastal Commission's Boating Clean and Green Program, in partnership with the Farallones National Marine Sanctuary, have placed fishing line recycling stations at many locations throughout the State.

Click [here](#) to access the map:



Take your responsible fishing one step further. Will your next fishing adventure take place near a Marine Protected Area?

Marine Protected Areas (MPAs) are areas of the marine environment designated via public processes to protect marine life, marine habitats, and cultural resources. MPA regulations vary, be informed so you can abide by the laws. Check out these convenient resources:

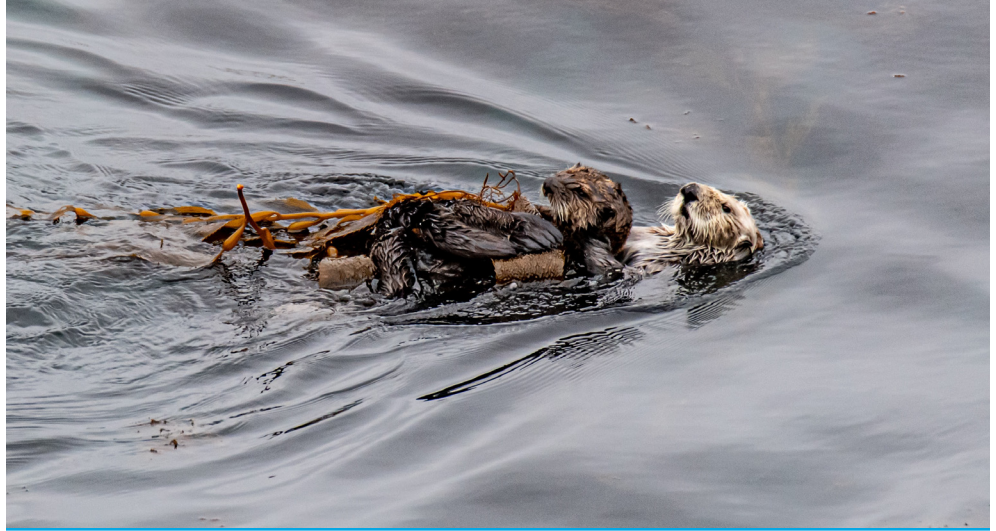


- California Department of Fish and Wildlife (CDFW) [California Marine Protected Areas webpage](#)
- CDFW [Ocean Sport Fishing and Marine Protected Area Regulations interactive map](#)
- MPA Collaborative [project library](#)
- Southern California Tide Calendars (available in [English](#) and [Spanish](#))
- California Marine Sanctuary Foundation's [California MPAs website](#)

Resources used for creating this document: The California State Parks, the California Coastal Commission's Boating Clean and Green Program, and the California Stow It-Don't Throw It Program. Cover and instructional photos provided by The Bay Foundation staff.

Marine Protected Areas and Why they Matter

Marine Protected Areas (MPAs) are areas of the marine environment that have been reserved to protect marine life, marine habitats, and cultural resources. Because they are connected through the ocean, MPAs can help sustain, conserve, protect and even rebuild marine life populations, including those of economic value. They are globally recognized tools for enhancing and restoring marine life and allow for interactions between both fished and unfished species to occur in a natural setting.



Otters swimming at Point Lobos Marine Reserve

The three main types of MPAs — State Marine Reserve (SMR), State Marine Park (SMP), and State Marine Conservation Area (SMCA) — each have different rules about the activities that may or may not be undertaken within them. In general, SMRs do not allow any type of extractive activities, including fishing or kelp harvesting, with the exception of scientific collecting under a permit; SMPs do not allow any commercial extraction; and SMCAs restrict some types of commercial and/or recreational extraction. [View individual MPA regulations here.](#)

In 1999, when the California Marine Life Protection Act (MLPA) was passed, there were only 63 MPAs covering less than 3% of state waters. The MLPA became a high-profile initiative that led to the implementation of a network of 124 MPAs encompassing 16% of state waters within the 3-mile territorial limit.

This statewide initiative included the participation and recommendations from public, private, scientific, and local stakeholders, including recreational boaters and tribal communities from five coastal regions in California. The MLPA took 13 years to be fully implemented statewide, becoming the nation's first statewide MPA network and the largest ecologically connected MPA network in the world by 2012.

MPAs are a long-term management strategy to safeguard the health of our oceans. Now, after many years of management and monitoring, science has shown us that fisheries can benefit from MPAs. Fish in older California MPAs are [bigger](#) and [found in higher numbers](#), and fish [eggs and larvae](#) produced in MPAs can float outside of MPA boundaries in what is known as the “spillover effect.” It is believed that successful MPAs can populate surrounding waters and [impact the health and resiliency of fish populations](#) in neighboring areas.

Overall, this important and globally recognized management method for marine resources has become increasingly more important as communities grow to ensure the public can use and enjoy natural resources for generations to come.

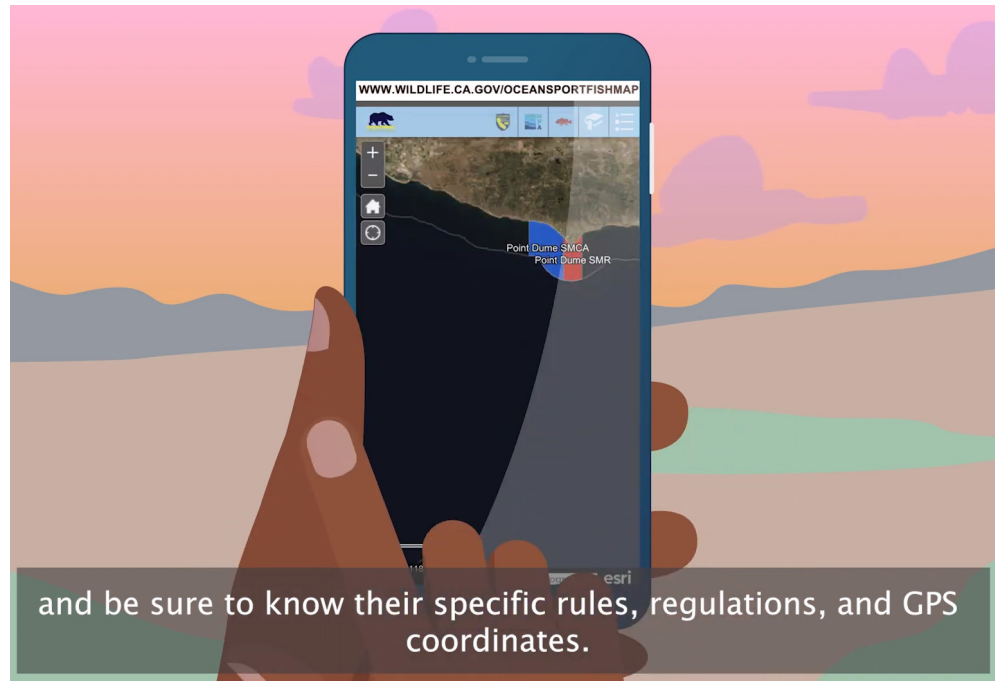
To learn more about MPAs, where they are, specific regulations, and additional resources, please visit the [California Department of Fish and Wildlife's MPAs webpage](#).

Cruising or Fishing Near Marine Protected Areas

Today, California's Marine Protected Area (MPA) Network consists of 124 different MPAs, Recreational Management Areas, and Special Closures. Did you know that these designated marine spaces create the nation's first statewide MPA Network, and the largest ecologically connected MPA network in the world! Together, they act as a natural underwater corridor to protect, conserve, and rehabilitate underwater ecosystems and marine populations along California's coast.

With the assistance of the California Department of Fish and Wildlife (CDFW) and with support from the California Ocean Protection Council and Coastal Quest, The Bay Foundation's Boater Education and Outreach Program created a first-of-its-kind animated video on California's MPA network, breaking down each type of MPA and other conservation areas within the network in an easy-to-understand manner. The video is called [Fishing in California? Get Clear on Marine Protected Areas!](#); there is also a version available with captions in [Spanish](#).

The video was created as an educational tool to help increase the knowledge of MPAs and compliance with associated regulations across Southern California's recreational boating and angling communities. The video not only ed-



A still from the video [Fishing in California? Get Clear on Marine Protected Areas!](#) highlighting an MPA.

ucates and empowers boaters on MPAs and their regulations, but also informs them of compliance on how to interact with these protected spaces while out on the water.

With over 4 million recreational boaters in California, the actions of this growing and evolving community can easily impact the health of the ocean environment. So, if you're going fishing or boating, learn where MPAs are and be sure to know their specific rules, regulations and GPS coordinates. Remember, there are many other fishing rules and regulations, so be informed and plan your trip before leaving home.

Visit CDFW's [MPA webpage](#) for additional resources and information. partners to execute rescue plans for injured animals.

The Bay Foundation Adds Marine Protected Areas Education for Boaters, Anglers

Julie Du Brow / The Bay Foundation <jdubrow@santamonicabay.org>

Thu 7/8/2021 9:00 AM

To: Georgia Tunioli <gtunioli@santamonicabay.org>

[New Boater tools! MPA education, recycling and more...](#)

Is this email not displaying correctly?
[View it in your browser.](#)



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Julie Du Brow, 310-922-1301
jdubrow@santamonicabay.org

The Bay Foundation Enhances Boater Program with Vital Marine Protected Area Education

Los Angeles, CA (July 8, 2021) [The Bay Foundation's](#) (TBF) Boater Education and Outreach Program (BEP) is adding Marine Protected Area (MPA) education into its programming. The goal is to increase the knowledge of MPAs and compliance with associated regulations across Southern California's growing and evolving recreational boating and angling communities, whose actions can easily impact the health of the ocean environment. To increase access to the program, several educational resources are now provided in both English and Spanish.

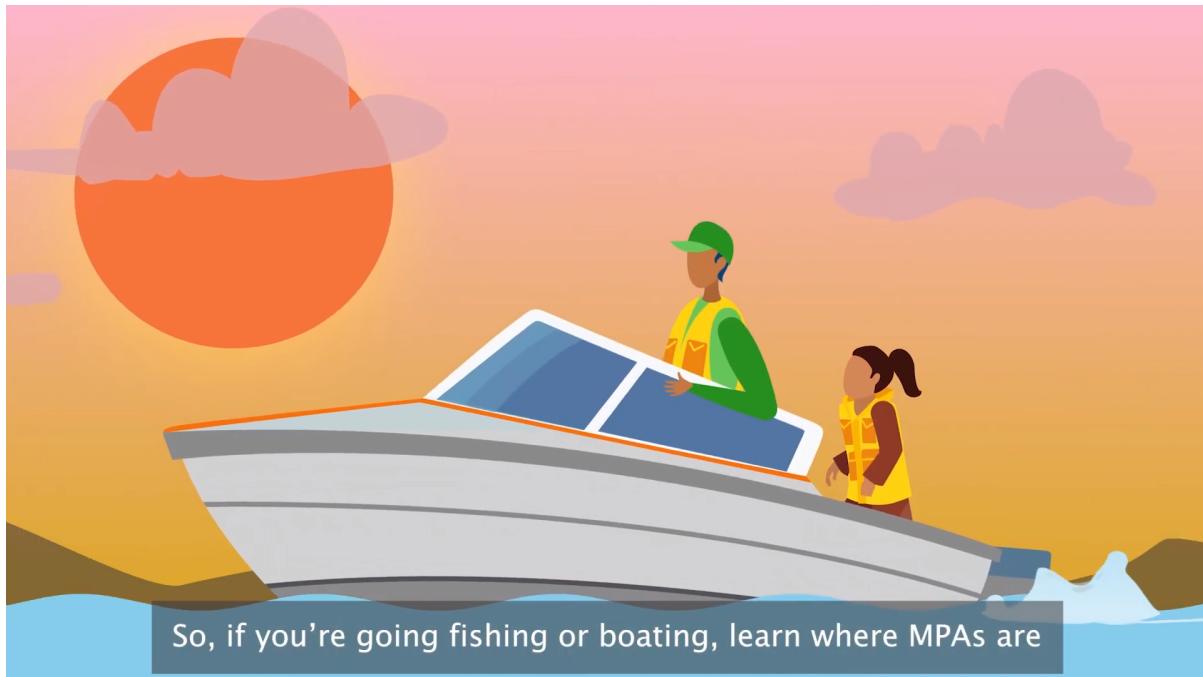
California Department of Fish and Wildlife's (CDFW) website states, "*The need to safeguard the long-term health of California's marine life was recognized by the California Legislature in 1999 with the passage of the [Marine Life Protection Act](#). This Act aims to protect California's marine natural heritage through establishing a statewide network of [marine protected areas](#) (MPAs) designed, created, and managed using sound science and stakeholder input.*" Today, California's MPA Network consists of 124 different MPAs, Recreational Management Areas, and Special Closures. These designated marine spaces create the nation's first statewide MPA Network, and the largest ecologically connected MPA network in the world. Together, they act as a natural underwater corridor to protect, conserve, and rebuild underwater ecosystems and marine life populations along California's coast.

In lieu of face-to-face education and engagement at large boat shows and marinas, TBF has implemented an interactive virtual outreach campaign with the goal to reach 5,000 anglers and/or boaters over a period of 18 months. Beginning this Spring 2021, the long-standing statewide [Dockwalker Program](#), led by the California Coastal Commission's (CCC) and DBW's Boating Clean and Green Program, and implemented in Southern California by TBF, now incorporates MPA

information into Dockwalker Trainings for its foreseeable future. And, in March of this year, TBF, CCC and California State Parks co-produced an online presentation called the California Clean Boating Network Meeting, featuring several experts including an MPA expert, and reaching more than 185 individuals.

"Combining audience-specific resources with consistent engagement, to both introduce and increase knowledge retention rates about MPAs, is truly significant," says Tom Ford, CEO, The Bay Foundation. "Integrating MPA content into existing programming pairs perfectly with our ongoing efforts and directly supports our mission to conserve and rehabilitate natural resources. This work will deliver results and help to build outreach capacity for years to come."

TBF has also newly created the following educational resources as virtual outreach tools available for Southern California boaters and anglers:



[MPA & Fishing Intro Video](#)

With the assistance of the CDFW, TBF created a first-of-its-kind, user-friendly, animated video on California's MPA Network, breaking down each type of MPA and other conservation areas in the network. This video was created to not only educate and empower boaters on MPAs and their fishing regulations, but to inform them of compliance through positive images showing how to correctly interact with MPAs. The video is available in both English and Spanish. ([English](#) / [Spanish captions](#))

[MPA Knowledge Review Quiz](#)

Want to test your knowledge? Take the [California MPA Knowledge Quiz](#)! This interactive engagement tool can take boaters, anglers, and recreational MPA users through a customized educational journey ending with a 'Quiz Score' and pairing you with a mystery marine creature. The quiz explores topics like the purpose, meaning, and impact of an MPA, the different types of MPAs and their regulations, and common fishing laws in California.

[Make Your Own Fishing Line Recycling Container](#)

To normalize and promote the behavior of recycling fishing lines amongst boaters and anglers, TBF created a do-it-yourself guide for making recycling containers for used fishing lines, and in the process, reuse household materials. Marine debris, like used fishing lines, contributes to ongoing marine pollution and endangers marine life in our oceans and MPAs. By using this recycling guide,

anglers will not only be able to create their own fishing line recycling container, but will learn where the closest fishing line recycling station is, and where to find further MPA educational information.

In addition to virtual outreach through trainings and presentations, existing boater education resources were updated and published. Various educational materials provided to Dockwalkers and the public, such as [Tide Calendars](#) and a [quick reference guide](#), now include detailed information about MPA regulations and best practices in both Spanish and English. In partnership with the California Clean Boating Network (DBW, CCC, San Francisco Estuary Partnership) TBF has also spread the word about MPAs to thousands through published articles in *The Changing Tide* newsletter. The statewide newsletter features environmentally-friendly boating tips, place-based boating destinations, and programs and services related to clean boating.

This work is funded by the Ocean Protection Council (OPC) and Coastal Quest and developed in collaboration with CDFW, California State Parks and CCC.

###

About The Bay Foundation (TBF)

The Bay Foundation (TBF) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay and local coastal waters (from the LA-Ventura county line to the Palos Verdes Peninsula). The Bay Foundation is a partner in the Santa Monica Bay National Estuary Program along with the Santa Monica Bay Restoration Commission and many other organizations. TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and community members. TBF engages scientists and conducts research while mentoring student interns and volunteers in conjunction with the Frank R. Seaver College of Science and Engineering through the Coastal Research Institute at Loyola Marymount University. (TBF: www.santamonicabay.org, CRI: lmu.edu/cri)

About the Ocean Protection Council (OPC)

As a Cabinet-level state policy body nested within the California Natural Resources Agency, OPC plays a unique role in coordinating the activities of ocean-related agencies to improve the effectiveness of state efforts to protect ocean resources. OPC advances the Governor's priorities for coastal and ocean policy and works broadly to advance healthy coastal and ocean ecosystems for current and future generations. OPC's mission is to protect California's coast and ocean by advancing innovative, science-based policy and management, making strategic investments, and catalyzing action through partnerships and collaboration. Click here for more information about [OPC](#) and California's [MPA Management Program](#).

About Coastal Quest

Coastal Quest is a 501(c)(3) non-profit working collaboratively with partners to build resilient coastal communities for people and nature. We support communities in action. Coastal Quest's mission is to create lasting solutions to protect, sustain, reduce threats to, and enhance the natural and cultural heritage of our coastal environments for present and future generations. Coastal Quest administers the Marine Protected Area (MPA) Outreach and Education Small Grants Program. This competitive grant program, funded by the Ocean Protection Council and private donors, provides support to organizations serving many priority communities to increase MPA stewardship, engagement, compliance, and leadership. For more information on Coastal Quest and the MPA Small Grants Program, visit their website (www.coastal-quest.org).



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Our mailing address is:





CATALINA
CONNECTION P20

the Log

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NO. 1159 *Our 50th Year*

CALIFORNIA BOATING NEWS SINCE 1971

JULY 23 - AUGUST 5, 2021

VENTURA HARBOR CONTINUES
PHASED IMPROVEMENT PROJECT
TO MEET ADA REQUIREMENTS

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DEADLINE FOR PUBLIC COMMENT ON
NOAA'S DRAFT MITIGATION POLICY FOR
TRUST RESOURCES APPROACHING

SEE PAGE 26

TOKYO 2020
SUMMER
OLYMPICS

SEE PAGE 24

BOATING ACCIDENTS IN CALIFORNIA INCREASE 52% FROM 2019 TO 2020

NATIONWIDE— Boating accidents nationwide and statewide were up in 2020 from the previous year, according to the recently released U.S. Coast Guard's 2020 Boating Safety Statistics Report. P. 12

NASA RELEASES STUDY THAT PROJECTS A SURGE IN COASTAL FLOODING STARTING IN 2030

PASADENA— In a July 7 press release, NASA introduced a study that predicts a surge in tidal coastal flooding along the coasts of the United States, due to rising sea levels caused by climate change. P. 11



OCEANSIDE SMALL CRAFT HARBOR FISHING PIER CLOSED DUE TO 'CRITICAL' STRUCTURAL ISSUES

OCEANSIDE— Oceanside Harbor has shut down its small craft fishing pier after an inspection identified structural deficiencies, including failures on pile cap connections, angle braces, beam hangers, and severe corrosion. P. 9



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1 YEAR
6 ISSUES
FOR \$16
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PACIFIC COAST BOATING
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The Bay Foundation Adds a Marine Protected Areas Element to Boater Education

The additional section is a part of the larger boater outreach and education provided by the Bay Foundation since its initiation in 1990.

By JORDAN E. DARLING

SANTA MONICA—On July 8, The Bay Foundation announced the addition of a section on Marine Protected Areas to its current educational program, the foundation also announced the addition of education materials now available in both English and Spanish to increase accessibility.

There are three additional tools that were added online to teach and engage boaters about MPAs and how to positively interact with them.

The first part is a Fishing Introduction video, created by the foundation in partnership with the California Department of Fish and Wildlife. The video is an animated feature on California's MPA network, it breaks down the different types of MPAs and shows boaters positive interactions.

"When we produced the MPA video we approached this vast ocean network through the lens of a boater," said Andrea Carrasi, community engagement coordinator at The Bay Foundation. "So rather than showing what not to do when you're out on the water, we decided to empower boaters by showing them the value of MPAs and how to positively interact with these protected areas, and also highlight the convenient and relevant tools they could utilize while they are boating."

The second part is a MPA Knowledge Review Quiz, the quiz takes the user through a customized journey based on how they interact with MPAs whether that is through boating, fishing, or just going to the beach.

"You can split up the quiz in so many ways," said Carrasi. "When you're tak-

ing the quiz, if you were to answer something wrong or even answer the question correctly, the quiz then cues you to utilize the resource that points you to whatever information you might need to answer that question."

The third resource is a how-to-on-creating your own Fishing Line Recycling Container. The guide is focused on using household materials to create a fishing line recycling container, and helps anglers find the nearest fishing line recycling station.

The California Legislature passed the Marine Life Protection Act in 1999, which created a statewide network of marine protected areas, to protect and conserve California's natural marine wildlife and marine habitat. Currently there are 136 different MPAs. Recreational Man-



Duckweaters was established as a state program in 1999



The program is set on creating a positive experience between boaters and MPAs.

agement Areas, and Special Closures in California.

According to Carrasi there are over 4 million recreational boaters in California and based on a statewide survey completed by The Bay Foundation, they have found that 80 percent of those recreational boaters use their boats for fishing.

The foundation is looking to engage boaters and share the best boating practices while raising environmental awareness.

"One of the aims of this project has been to create really engaging and educational tools that are really tailored to answer the questions that recrea-

tional boaters and anglers might have," said Carrasi.

The Bay Foundation is a non-profit based in Santa Monica that was created in the 90s to enhance and restore Santa Monica Bay. The foundation works with a broad category of government agencies and environmental groups to restore and protect California's marine life and habitats.

One of their already existing programs is the California Duckweater program, a statewide effort led by the California Coastal Commission and the California Division of Boating and Waterways Boating Clean and Green Program in-

plemented and in partnership with The Bay Foundation.

The program was started in 1999, and is a public outreach program that distributes boater kits with educational materials. They look to engage boaters to increase education and green boating practices.

"I think that it's been really great," said Carrasi. "The materials that we are incorporating into pre-existing components of our program are going to be there for the foreseeable future."

To learn more about educational resources from The Bay Foundation visit <http://www.santamonicebay.org>.

Long Beach City Regains Control of Queen Mary and Authorizes Repairs

For the first time in 40 years the City of Long Beach regains full control of the historic Queen Mary housed in Long Beach Harbor.

By JORDAN E. DARLING

LONG BEACH—Long Beach City has regained full control of the Queen Mary, and authorized a \$3 million temporary caretaker contract with the current on-ship operator Evolution Hospitality.

On June 4 the city reported that the previous lease-owner Urban Commons Queenway LLC, a Long Beach-based traveling company that has been leasing the Queen Mary since 2006, was surrendering its existing lease and filing a motion to formally reject the lease through the bankruptcy process.

The lease was in default for several violations, including failure to maintain the ship caused in part by decades of deferred maintenance by previous operators.

On June 8, the Long Beach City Council voted to enter into a \$3 million contract with Evolution Hospitality, a third-party hospitality management company, for a

six-month extension on the current contract with the possibility of a six-month renewal.

The vote on June 8 authorized a total of \$2.5 million to maintain the liner and plus out repairs in order to reopen.

The remaining \$500,000 after the \$2 million contract with Evolution Hospitality will go to the city's contract engineer, Moffat and Nisell, to develop the engineering and design repair work. Moffat and Nisell estimated the cost of the most immediate repairs to \$5 million.

The city also voted to include an amendment for staff to consider establishing a historical designation for the Queen Mary including a federal national assessment declaration.

It is unclear when the repairs will start, but AP News reported that officials expected it to start temporary work soon which included installing temporary bilge pumps, warning systems for leaks, and removing lifeboats and installing an emergency on-ship generator.

The Queen Mary will remain closed to the public while critical repairs are made.

The last time the city was in control of day-to-day operations of the Queen Mary was from 1979, and the Port of Long Beach held ownership until 1993 before leasing out to private companies for the past few decades, according to the June 4 press release from the City of Long



The Queen Mary has been in Long Beach Harbor since Dec. 1967

Beach.

The Queen Mary retired in Long Beach Harbor in 1967, after 31 years at sea.

The luxury liner was built in Clydebank, Scotland during the Great Depression and carried an estimated 2.3 million passengers in peacetime and 810,000 personnel during WWII, according to the Queen Mary website.

Since retiring into the harbor, the liner has had an estimated 20 million visi-

tors and according to a study published by the city in May 2020 the ship has provided over 1,300 jobs and produced \$94 million in economic output and \$3.3 million in tax revenue annually, according to the press release.

The city is set to meet again to discuss additional opportunities and strategies for preserving the Queen Mary.

The City of Long Beach could not be reached for comment at this time.

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SLIDE 1: What are Marine Protected Areas (MPAs)?

Thanks Vivian. So, we are going to switch gears for a bit and talk about California's Marine Protected Area Network and relevant information to know as an environmental educator.

So, I will begin by defining what a Marine Protected Area, or an **MPA** is. An **MPA** is an area of the marine environment designated via public processes to protect marine life, marine habitats, and cultural resources now and into the future. There are three types of MPAs, and some prohibit or limit the take of marine resources.

Let's take a look at the 3 different types of MPAs, and also discuss other types of Marine Managed Areas within the Network.

First, we have a State Marine Reserve. They are designated in maps with the color red, as you can see here. This is the most common and restrictive type of MPA, and fishing is not allowed in them. However, you may benefit from them when you fish a nearby reef!

Next, we have a State Marine Conservation Area in blue. These are less restrictive and may allow some recreational or commercial fishing with certain gear.

Sometimes, a State Marine Conservation Area is designated as a **No-Take State Marine Conservation Area, in purple.** This means you cannot take out any living, geological, or cultural resource in the area.

And the third kind of MPA is a **State Marine Park.** They are typically found in the San Francisco Bay Area, and allow some recreational take, but **do not** allow commercial take.

Although not technically MPAs, in a **State Marine Recreational Management Area, in green,** some take and legal waterfowl **hunting** may be allowed, but other activities and take may be prohibited.

And lastly, it is important to note **Special Closures, designated in pink.** A Special Closure prohibits access in waters near seabird rookeries or resting and breeding sites for marine mammals, and they also may prohibit boating and anchoring to protect sensitive species.

So, what CAN recreational boaters do in MPAs?

1. **Boating** and **anchoring** in MPAs are allowed unless specifically prohibited.
2. **Transiting** through MPAs is allowed, even with fish onboard; just make sure your fishing gear is stowed.
3. **Unless otherwise stated** all non-consumptive recreational activities such as swimming, wading, boating, diving, and surfing are allowed in MPAs.

NEXT SLIDE PLEASE

SLIDE 2: Find Resources in Your Area

What are some good resources to keep in mind as you educate boaters?

The Department of Fish and Wildlife has a wonderful **website dedicated to MPAs.** Their **interactive Sport Fishing and MPA Regulations Map** is particularly useful. It's designed for use on mobile devices, so boaters can use it to find MPAs while at sea. If you'd like to get more involved, you can join your local MPA Collaborative or check out their **Project Library,** and sign-up for MPA newsletters.

And, of course, your Boater's Kit includes a handy reference binder card and the 2021 Tide Calendar, both of which have some quick information on MPAs.

With that, I will conclude the MPA portion of the presentation, thank you everyone for your attention, and will pass the mic back to Vivian.

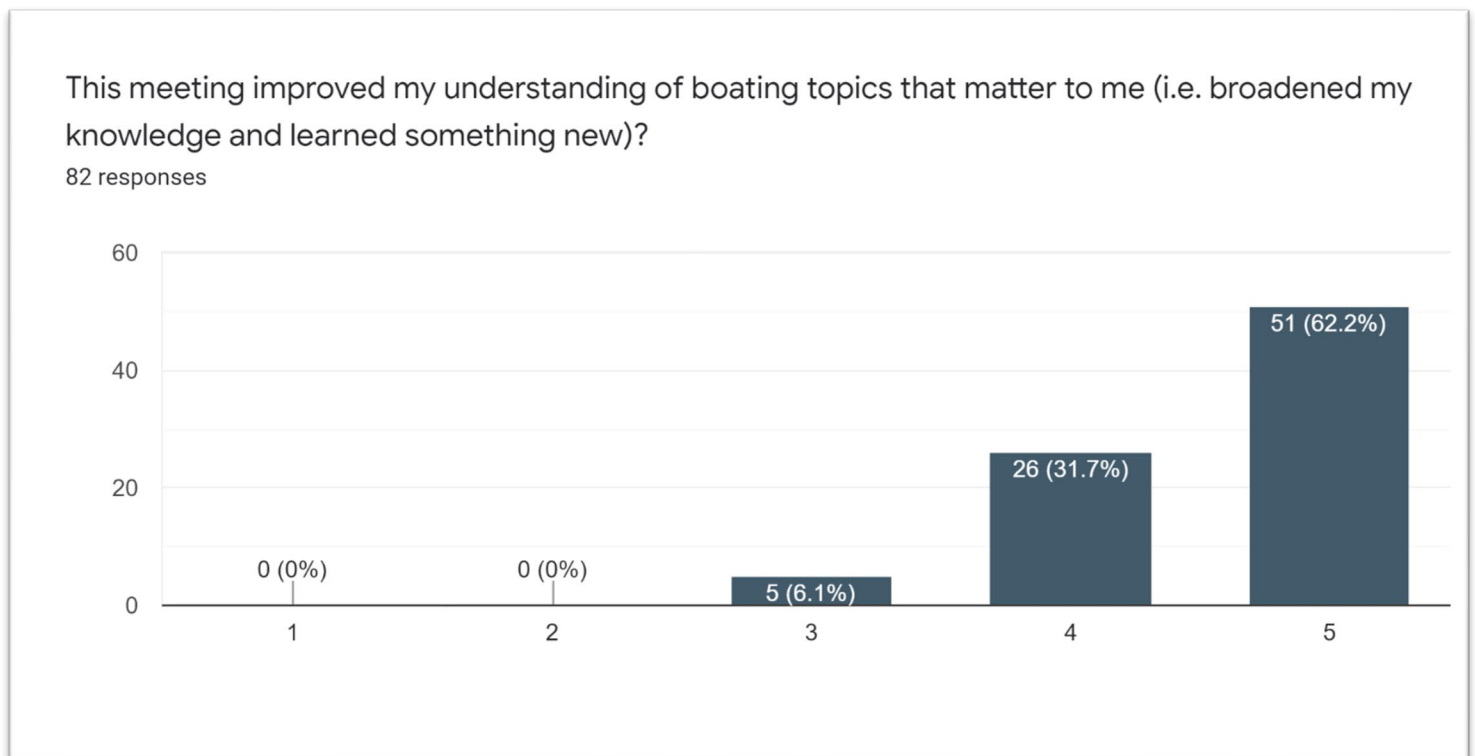


SUMMARY OF EVALUATION RESPONSES CALIFORNIA CLEAN BOATING NETWORK MEETING March 18th, 2021

On March 18th, 2021, the California State Parks and the California Coastal Commission's Boating Clean and Green Program and The Bay Foundation led the California Clean Boating Network meeting. Speakers and topics for this meeting included:

- **Preventing Boat Sewage Pollution Through Partnerships** (*Liz Juvera, San Francisco Estuary Partnership and Andrea Carrassi, The Bay Foundation*).
- **Trash (mis)management in California: Where is all this trash coming from?** (*Eben Schwartz (Marine Debris Program Manager for the California Coastal Commission)*).
- **California Boater Card – Get on Board!** (*Evan Becker, California State Parks, Program Analyst*)
- **California's Marine Protected Areas: From Design to Management** (*Stephen Wertz, California Department of Fish and Wildlife Senior Environmental Scientist (Supervisor)*).

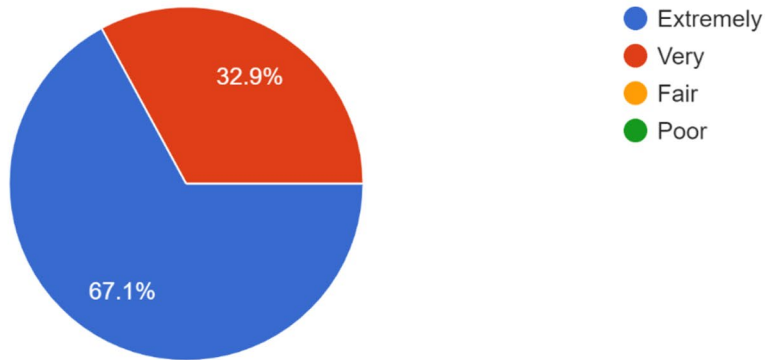
One hundred and thirty-five people attended the meeting. After the meeting participants completed an [evaluation form](#). Eighty-two participants responded the evaluation form. Below are their survey responses.



****Responses: 1: Strongly disagree – 5: Strongly Agree**

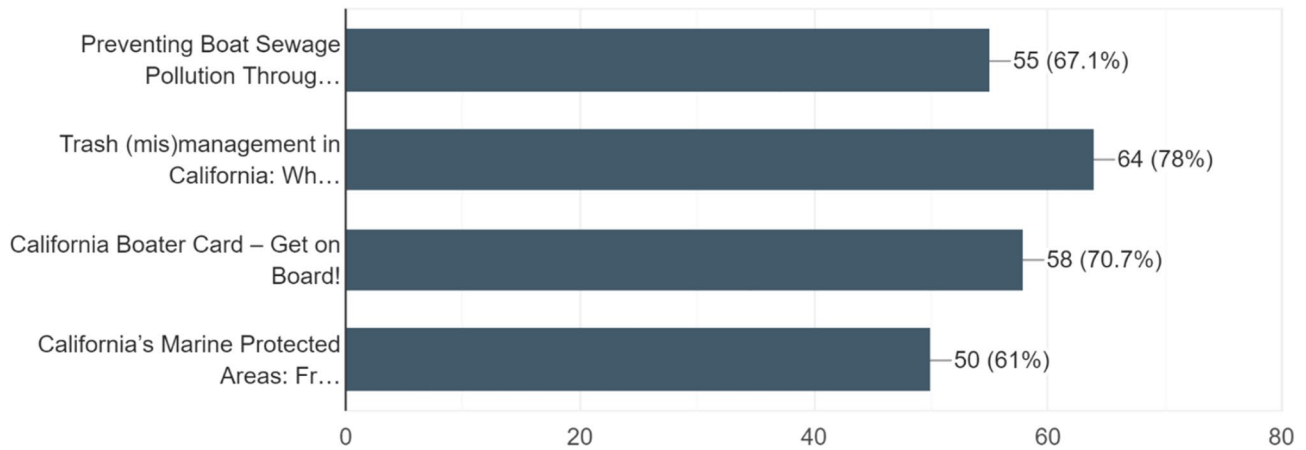
Did you find the speakers knowledgeable?

82 responses



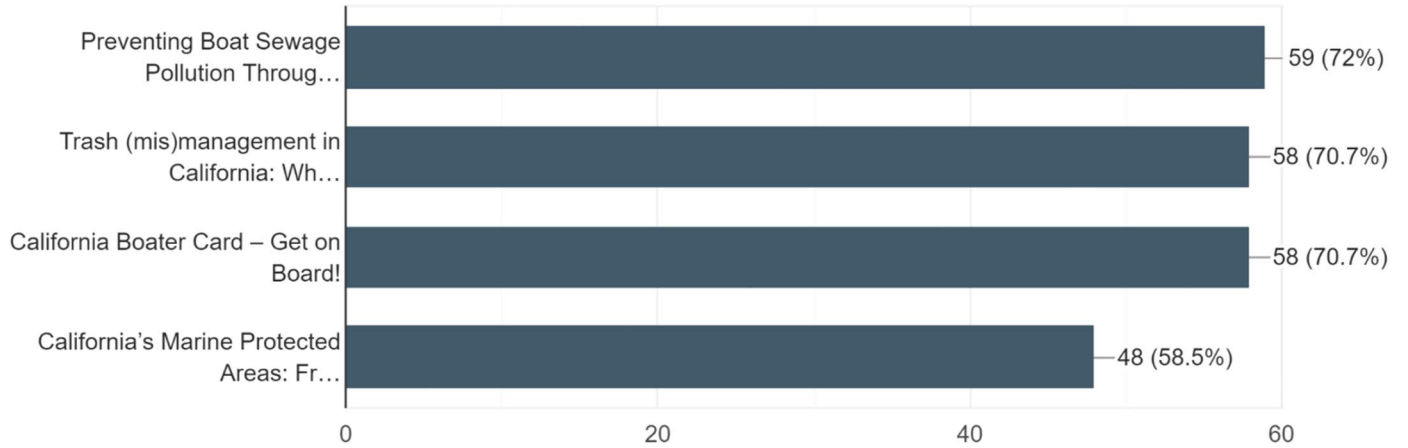
The most informative topics from the meeting was/were (Mark all that apply)

82 responses



The most relevant topics from the meeting was/were (Mark all that apply)

82 responses



What other subjects' interest you so we may include them in future meetings?

- The most important subjects were covered today! Our environment is so sensitive and it's great to know through education how we can help heal it or at least prevent more damage.
- Knowing the current boating laws are always necessary.
- Education outreach and collaboration with California School Districts in early education and outreach. Building partnerships with marine industry, government and Education. Development of curriculum and outreach materials for boaters and youth. International collaboration for the reduction of plastic pollution.
- Keeping our Oceans, Waterways, and Beaches open and safe.
- Invasive plant control at marinas
- Ongoing public partnerships to reduce or mitigate water pollution
- More MPA Talks regarding the plans as California enters a stage of pursuing the 30X30 initiative.
- What health impacts occur to wildlife that ingest microscopic plastics and to the humans who consume them? Does it cause respiratory or heart issues? Cancer? Something else?
- Ways & Means to Mitigate/Stop Trash from Entering Our Waterways.
- How the average user can help
- Working with the USCGAux and the Sea Scouts.
- Boating usage in California. How many? What sizes? Where? Most popular? Hidden gems
- Anti-fouling paint
- No one mentioned the partnership with the Auxiliary or the Sea Scouts. Both of which I am very much involved. In both organizations we teach much of the same topics as you do.
- Copper TMDL round table
- Cleaning bilges
- Oil recycling partnerships with OPP/GOV and Dock Walking
- Cu pollution and alternative bottom paints. Storm water pollution (specifically Arundell Barranca emptying into Ventura Harbor.
- I'd like see a program that introduces the functional part of keeping clean our water ways to children while in school as a life skill that protects our future quality of life world wide, as well suited a Segway to introduce target specific areas with the additional points of local issues like Safety Regulations, Life Jacket Laws etc. Is there any pro active education tools and or a strategy to support the steps toward this common goal of knowledge to respect the environment? For example Guest Speakers on Campus for an Assembly type Visits, or Special Field Trips like Science Camp or other Authentic Experience Scenarios? I'm just curious to see if such Ambassador technique studies or steps taken are being ushered into common societal areas to reflect the Stewardship design for what needs to happen overall. To respect and protect our natural resources as a commitment and regard ourselves the resolution to the quagmire we need to prevent from negligence. I can appreciate the hard work and dedication for everything you've presented today as a step closer, but can see the grey area is the many who seem less concerned and cause the most damage.
- How to "attract and encourage" boaters at harbors and docks to learn about environmental and boating safety issues.
- Penalties and Violations Enforcements on the fly.
- history of marina's and removal of mooring options, antifouling paint regulations and history
- How we can educate our families & friends how important to wear PFD out on the water?
- In San Diego, we know that those boaters who are on 'balls' in anchorages do not get their boats pumped out by a service and since they never leave the 'balls', they never go pump out. What can be done about the resulting pollution of SD bay?
- boater loss prevention at marinas
- Grant options for electric vehicles and upgrading to LED in a marina
- Abandoned vessels in CA, what we can do about it and resources available.
- Invasive aquatic species
- Oil pollution
- Interaction RBOC and other agencies/organizations.
- Dockwalker update. I will enroll in one of the upcoming programs.

- Insurance requirements for boaters and subs/vendors. Abandoned vessels.
- Vessel sewage system maintenance
- Preserving California coastline

Please share any additional comments or input below:

- Vivian organized an excellent training session with a stellar panel of speakers. She is always prompt, professional, informative and her follow up of course material and links are fantastic.
- With our beautiful California becoming dirtier with pollution & more homeless debris run off, it's great to know that there is a group protecting our ocean environment & ocean life.
- Also, will the live webinar become available for replay for those not able to attend or to share?
- Thank You, Steven Carpenter, Dana Point Boaters Assoc.
- Hello again. All great information. I will pass it along to Recreational Boaters and Beach goers that I meet this spring and summer seasons. Thank you, Jim
- Thank you!
- Very well organized and presented, 5 stars
- I am curious if there are any measurable impacts to the marine environment caused by the homeless encampments where there is an abundance of trash scattered about, especially in the Oakland-Berkeley area.
- Thank you for another avenue to learn more, and where we can find the people we need to speak to about certain issues in California.
- Glad to be connected. Thank you for providing these seminars/workshops.
- Excellent job
- EXCELLENT Program w/ Extremely Knowledgeable Speakers. Keep Up The Great Work- You All Are Doing.
- Impressed with how smooth this virtual conference ran.
- Thank you all for caring enough to look out for our oceans.
- Well done and thanks!!!!
- All Topics were relevant and important. I think that the plastic problem and waste management issues are and should be at the top of California's and The Federal government's agenda. They should be putting pressure on manufacturers and companies producing all this plastic waste to find alternative earth friendly ways of packaging their products. This including especially water bottles. Thank you, James Matthies
- Thank you !
- Good presentation
- Really Great Event!
- Another great production Vivian!
- I'm so grateful to each and everyone of you for continuing to inform and make available against all odds what needs to be heard and understood as a way of life. A Better way is the answer and your devotion continues to grow and improve our chances. Keep it going!!
- Vivian and team are highly committed and excellent presenters. Well done.
- The meeting was great. Trish and Anthony Oyster Point Yacht Club. Thanks you.
- Just wanted to comment that Vivian Matuk did an EXCELLANT job on this presentation!
- The quality of the presentations and knowledge of the presenters was outstanding.
- good conference
- Very nice meeting. Thank you.
- Great information
- Thank you. It was a great meeting, very well organized. Please continue to offer educational meetings like this one
- More help to people trying to get their boater cards.
- Subject Topics - Presented Extremely Well. EXCELLENT JOB TO ALL PRESENTERS/SPEAKERS.
- Very much enjoyed the presentations! Many thanks!

Attachment J

- Great presentations! Thank you for all the hard work coordinating this group of professionals! Learned a lot, and will follow up on ways I can help!!!!
- This is the second time I have completed this questionnaire.
- I'm always impressed with Vivian's expertise in running a digital meeting.
- Thank you

This meeting was a clean and green message and invitation from the California State Parks, the California Coastal Commission, The Bay Foundation. Partially funded by the US Fish and Wildlife Sports Fish Restoration (Clean Vessel Act Program), The California Ocean Protection Council, Coastal Quest.