



# North Central Coast State of the Region Assessment (2010-2015) Portfolio Product

Document Title: Education and Outreach

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**About:** This product is part of a portfolio of documents developed to inform the *State of the California North Central Coast: A Summary of the Marine Protected Area Monitoring Program 2010-2015*. It was internally reviewed by CDFW. For more information about the State of the Region Assessment, visit [oceanspaces.org/nccsotr](http://oceanspaces.org/nccsotr).





# Education and Outreach

## Contributing to MPA Effectiveness

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*“The Mission of the Department of Fish and Wildlife is to manage California’s diverse fish, wildlife, and plant resources, and the habitats upon which they depend for their ecological values and for their use and enjoyment by the public.”*

Public outreach efforts led by the California Department of Fish and Wildlife (CDFW) during the first five years post north central coast marine protected area (MPA) implementation have primarily focused on increasing the public awareness and understanding of the region’s MPAs implemented in 2010, through a science-based stakeholder driven multi-year design process. Consistent with the central coast, CDFW has taken a compliance-based approach to public outreach, making efforts to inform and educate the community on MPA related regulations.

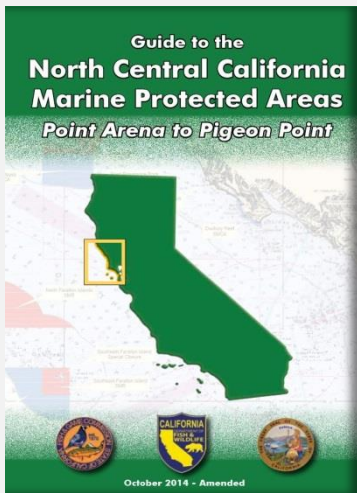
Information detailing MPA locations and regulations has been available through traditional CDFW venues such as sport and commercial fishing regulatory publications, notice of regulatory changes, newsletter posts, and press releases. CDFW also maintains a variety of web based tools designed to reach a broad audience. Site-specific maps, boundaries, regulations, and MPA Overview Sheets, which provide detailed information and background on a specific MPA, are all available through the [CDFW MPA website](#). Formatted for web-enabled devices such as cell phones and tablets the [MPA mobile website](#) also allows users to access MPA regulations and track their location in real-time.



## Outreach Resources

*“Site-specific maps, boundaries, regulations, and MPA overview sheets are all available through the CDFW MPA website”*

CDFW outreach resources for the north central coast posted to the [Guides and Brochures](#) page of the CDFW website include regionally specific outreach publications. These publications are available free to the public in hard copy or can be downloaded directly from the CDFW webpage. CDFW continues to communicate directly with the public on a daily basis by answering directed questions, providing presentations and developing partnerships. CDFW also continues to review other agency and non-governmental organizations MPA specific publications to help ensure accuracy and consistency in regulatory messaging and format across multiple north central coast organizations.



## MPA Outreach Partnerships

CDFW outreach efforts in the north central coast have benefited through developing partnerships. These partnerships increase the outreach capacity of CDFW by providing a wide range of interpretative outreach

materials that supplement the CDFW compliance based materials. Key outreach partnerships for CDFW in the north central coast region exist between the MPA Collaborative Network, Ocean Protection Council (OPC), California Marine Sanctuary Foundation (CMSF), National Oceanic and Atmospheric Administration, Seabird Protection Network, Thank You Ocean’s Ocean Communicators Alliance, and harbor districts.

### Sea Lion Cove State Marine Conservation Area

North Central California Marine Protected Areas (MPAs), Established May 2010

**Site Overview**

Photos are representative of the North Central Coast Region and may not be within this MPA.

**What is an MPA?**

MPAs are a type of [marine managed area](#) (MMA) where marine or estuarine waters are set aside primarily to protect or conserve marine life and associated habitats. California has a coastal network of 124 protected areas designed to help increase the coherence and effectiveness of protecting the state’s marine life, habitats, and ecosystems. The network includes three types of MPA: [state marine reserve](#) (SMR), [state marine conservation area](#) (SMCA), and [state marine park](#) (SMP); one MMA: [state marine recreational management area](#) (SMRMA); and [special closures](#). There are 119 MPAs, 5 MMAs and 15 special closures, each with unique boundaries and regulations in the network. Non-consumptive activities, restoration, and permitted scientific research are allowed.

**What is a SMCA?**

A SMCA is a type of MPA that protects resources by allowing for only specific types of recreational and/or commercial take to occur.

Sea Lion Cove SMCA Overview	Sea Lion Cove SMCA Key Habitats
<ul style="list-style-type: none"> <li>MPA size: 0.22 square miles</li> <li>Depth range: 0 to 39 feet</li> <li>Along-shore span (shoreline): 0.7 miles</li> </ul>	<ul style="list-style-type: none"> <li>Beaches: 0.36 miles</li> <li>Rocky shores: 2.26 miles</li> <li>Rock (all depths): 0.05 square miles</li> <li>Average kelp (1989 to 2008): 0.1 square miles</li> <li>Unidentified (all depths): 0.17 square miles</li> </ul>

**Where is Sea Lion Cove SMCA?**

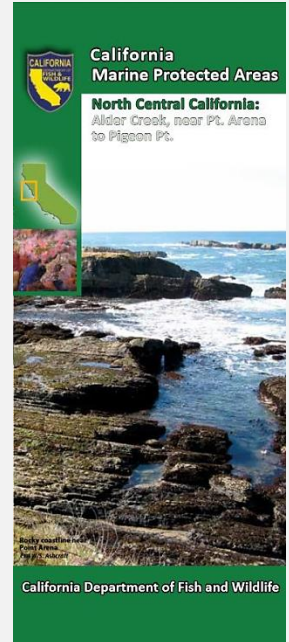
**Boundaries and Regulations**

**Boundary:** This area is bounded by the mean high tide line and straight lines connecting the following points in the order listed:



## MPA Outreach Partnerships, Continued

CDFW is seeking innovative ways to leverage the expertise of Collaborative members and other experienced partners to continue to improve outreach efforts. A recent project funded by CDFW and administered by OPC has largely focused on improving MPA signage statewide and has resulted in the development and installation of regionally specific interpretive and regulatory signs. Signs developed under this project used a repeatable and easily recognized format, which has contributed significantly towards completing interpretive MPA signage on a statewide level. Moving forward, CDFW expects to maintain existing MPA outreach avenues while continuing to explore new partnerships.



*“Interpretive and regulatory signs have been developed and installed throughout the North Central Coast Region.”*

## Education and Outreach Document Contributions

<b>Primary Author</b>	<i>Elizabeth Pope, CDFW, Marine Region</i>
<b>Kiosk Photo</b>	<i>San Mateo Harbor District</i>
<b>Bull Kelp Photo</b>	<i>Athena Maguire, CDFW, Marine Region</i>
<b>Tidepool Docent Photo</b>	<i>Stephanie Hubbard, CDFW, Marine Region</i>
<b>No Fishing MPA Sign Photo</b>	<i>California Marine Sanctuary Foundation</i>
<b>Bodega Boardwalk Photo</b>	<i>California Marine Sanctuary Foundation</i>
<b>Marine Office Photo</b>	<i>California Marine Sanctuary Foundation</i>
<b>Document designed by Amanda Van Diggelen, CDFW, Marine Region</b>	