

**SCOPE OF WORK – PHASE VI
SEABIRD PROTECTION NETWORK
POINT SUR TO POINT MUGU CHAPTER
COMPONENT 3: INFORMATION AND OUTREACH**

**SOUTHERN MONTEREY, SAN LUIS OBISPO, SANTA BARBARA,
AND VENTURA COUNTIES**

**TO IMPLEMENT THE TORCH/PLATFORM IRENE TRUSTEE COUNCIL SEABIRD
COLONY ENHANCEMENT PROGRAM, COMPONENT 3: INFORMATION AND
OUTREACH**

Strategy

This component has marshalled scientific, technical, educational, and media resources from many agencies and public sources to develop a system of outreach to people and media for educators and law enforcement officers concerning seabird protection. The leadership for this work is under the auspices of the California Department of Parks and Recreation. As applicable, the Information and Outreach Working Group coordinator incorporates and shares existing Network information and outreach materials with communications partners across the program area covered by the Point Sur to Point Mugu SPN. The performance period of this award begins May 1, 2018 for an 18-month period.

In Phase VI, funding will be directly transferred from the Department of the Interior Natural Resource Damage Assessment Fund to State Parks, rather than routing the funding through the Bureau of Land Management or the U.S. Fish and Wildlife Service, as has been done previously. In Phase VI, the Information and Outreach Working Group will work increasingly with specialists from the NOAA agencies active within this SPN chapter area.

In response to findings about seabird disturbances in the program area, the California Department of Parks and Recreation will emphasize once again its outreach effort at Shell Beach. Phase VI will expand specific outreach to local kayaking groups. Shell Beach area will be important for direct outreach efforts and for testing the efficacy of that outreach. In Phase VI, the California Department of Parks and Recreation will include outreach efforts in at least one state park in Santa Barbara County.

Information and Outreach Tasks in Phase VI

The California Department of Parks and Recreation will be involved in the following tasks:

- Lead and coordinate the Information and Outreach Working Group.
- Lead Shell Beach Elementary School Seabird Citizen Science and Poster activities.
- Obtain advice from government agencies and other experts in regard to messages and media appropriate to reaching targeted groups of ocean and coast users.
- Convene an Information and Outreach Working Group meeting at least once annually by itself and at least once annually with the entire Network team (i.e. Law

Enforcement, Information and Outreach, Biological and Human Disturbance Monitoring components).

- Coordinate with the SPN staff at the Greater Farallones National Marine Sanctuary on joint outreach products and newsletters.
- Assess information from the Network's other chapters to guide development of information and outreach concerning seabirds for targeted ocean and coastal users in the program area.
- Update and implement the South Central Coast Information and Outreach Plan for the Program Area to targeted groups in response to the baseline analysis of seabird populations and human disturbances, using advice from the SPN, the Working Group, and the Trustee Council.
- Identify concerns and issues of partner agencies and stakeholders through at least one regional workshop designed to expand and refine seabird protection measures to avert human disturbances.
- Represent the SPN at five outreach events involving target audiences of ocean and coastal users focusing specifically on the Shell Beach area, Estero Bluffs State Park and Montaña de Oro State Park, and including at least one outreach event at a State Park in Santa Barbara County.
- Expand outreach to major coastal urban centers of Santa Barbara and Ventura counties, with the goal of broadening community-based contacts and support for monitoring, coordinating law enforcement, and focusing information and outreach about seabirds to target recreation and commercial audiences.
- Reach out to four user groups (power boat operators, human-powered boat operators, shore-based fishermen, and land-based visitors with pets) to inform them of impacts to seabird colonies, especially during the nesting season, and develop jointly with communications and media partners information in tourism, recreation, and commerce for outreach to their respective peers about ways to avoid impacting seabirds adversely.
- Work with policymakers in county, local, and city government agencies to develop appropriate informational media and outreach campaigns.
- Contribute to crafting ordinances designed to halt human disturbances at seabird nesting colonies and roosting sites, especially at Shell Beach, Estero Bluffs and Montaña de Oro.
- Train statewide CDPR staff and volunteers, and partner agency staff and volunteers to conduct community seabird outreach.
- Continue efforts to engage student volunteers from Cal Poly, San Luis Obispo, who have an interest in wildlife and natural resource management.
- Continue the kayak volunteer program in Morro Bay and expand the program to Shell Beach for 2018 breeding season.
- Provide a minimum of six land-based mobile outreach programs at focal colonies during breeding season.
- Oversee, as needed, the maintenance of the Seabird Protection Network website.
- Contribute to the SPN Facebook page managed by the SPN Greater Farallones National Marine Sanctuary staff.

- Ensure disturbance reports are submitted online to the Seabird Protection Network. Work with the entire Network team (i.e., Law Enforcement, Information and Outreach, Biological and Human Disturbance Monitoring components) in refining the protocol for receiving disturbance reports, and determining the proper venue to have the disturbance addressed through either outreach or law enforcement action.
- Seek grants, marketing opportunities, and funding partnerships with groups such as San Luis Obispo Marine Protected Areas Collaborative, San Luis Obispo County Improvement District, Central Coast State Parks Association, Morro Bay Harbor Department, and the California Marine Sanctuary Foundation.
- Continue implementation of ideas proposed at the Seabird Awareness Workshop in April 2015 and ideas proposed at the Central California Coast Wildlife Disturbance Symposiums.
- Prioritize with the Information and Outreach Working Group new content for Phase VI Seabird Awareness Workshops.
- Produce various signs and exhibits for one indoor and two outdoor displays to be placed throughout the chapter network area.
- A semi-annual report and an annual report will be prepared and submitted by California State Parks to the Torch Trustee Council. Reports will be sent to Jennifer Gold and Daniel Schrimsher. The Torch Trustee Council will have time to review and provide comments which will then be incorporated into the final reports submitted by California State Parks.
- Timely updates as requested by Torch Trustee Council will be provided by California State Parks. California State Parks will participate in Trustee Council calls if requested.

Table 2: Phase VI Information and Outreach Budget

Budget Item	Project Component	Unit Cost	Units	Quantity	Cost
CDPR Information and Outreach Coordinator	Oversight of 24 tasks for Phase VI	\$3,601	month	12	\$43,212.00
CDPR Park Interpretive Specialist(s)	Public contact, visitor outreach, and volunteer coordination	\$1,376	month	12	\$16,512.00
Total Labor *					\$59,724.00
SUBTOTAL					\$59,724.00
CDPR Overhead		16.00%			\$11,377.00
TOTAL					\$71,101.00

*Includes fringe benefits and indirect costs