

**California Marine Life Protection Act Initiative
Regional Stakeholder Multi-Interest Work Group Activity
June 2005**

The Central Coast Regional Stakeholder Group (CCRSG) or subgroups of the CCRSG will develop a preliminary set of regional goals and objectives for discussion and review at the July CCRSG meeting. The aim is then to finalize this preliminary set of goals and objectives by early August. Ultimately the regional goals and objectives will:

- Provide the regional vision for the central coast to guide the CCRSG's work
- Link the central coast region to the statewide goals and objectives of the MLPA
- Guide the development of regional MPA alternatives,
- Form the basis for evaluating how existing MPAs are contributing to regional goals and objectives.
- Guide the development of MPA-specific goals and objectives that contribute to regional goals and objectives

Activities and Timetable Related to Developing Goals and Objectives

Activity	Timetable
1) Discuss process for developing regional goals and objectives	June 9, 2005 CCRSG meeting
2) Identify working group members and meeting times	June 9, 2005 CCRSG meeting
3) Meet to discuss regional context and threats and develop a preliminary set of goals and objectives	Two or three working group meetings before July 7, 2005
4) Present and discuss preliminary goals and objectives; develop draft goals and objectives	July 7, 2005 CCRSG meeting
5) Revise and finalize goals and objectives	August 11, 2005

Potential CCRSG Goals and Objectives Working Group

Due to the importance of the regional goals and objectives to the entire central coast process, it is essential that they be developed through a participatory process that incorporates the desires and needs of a broad range of stakeholders. A multi-interest working group could be established to develop draft goals and objectives for consideration by the full CCSG. The MLPA team will assist with this process. Project facilitators are also available to assist with this effort.

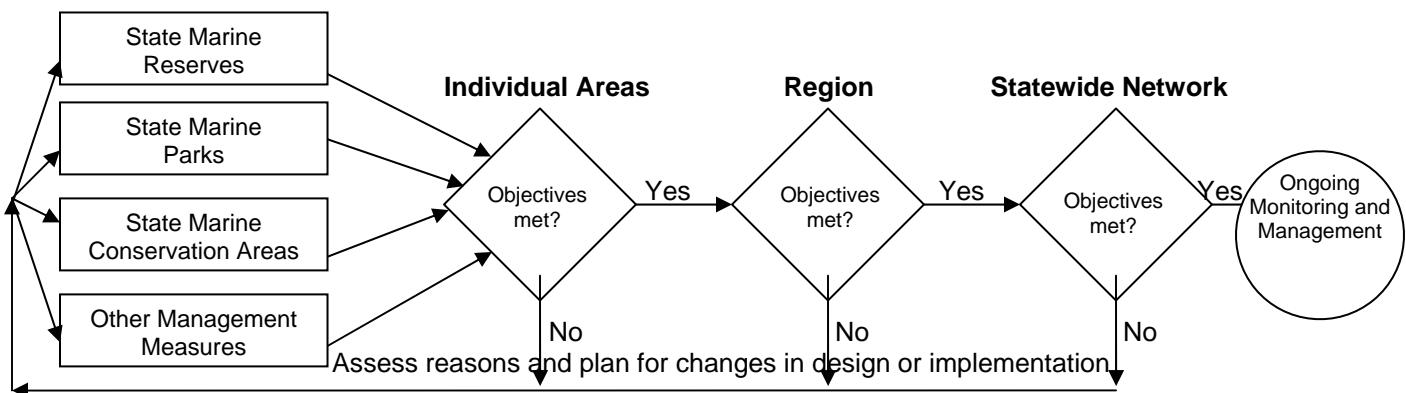
Existing Goals and Objectives to Draw Upon

There are multiple sources of existing goals and objectives that can be reviewed and incorporated as appropriate. These include:

- 1) General goals and objectives from the Marine Life Protection Act
- 2) General objectives of the state MPA classification system (Marine Managed Areas Improvement Act)
- 3) Goals related to MPAs from the Fish and Game Code and California Code of Regulations, Title 14
- 4) Goals of the Monterey Bay National Marine Sanctuary Special Marine Protected Areas Working Group
- 5) Goals and objectives of other regional MPA working groups (Channel Islands, Great Barrier Reef, Florida Keys, etc.)
- 5) Common goals and objectives of MPAs summarized in literature sources (e.g., Pomeroy et al, 2004 and many others).

Flow Chart

The flowchart depicts the review process to determine if individual, regional, and MLPA goals and objectives are being met by the various types of MPAs and other management measures.



Developing Regional Goals and Objectives

The Central Coast Regional Stakeholder working group is tasked with developing regional goals and objectives for the Central Coast Project. The following is a brief overview of goals and objectives.

What are Goals?

A **goal** is a “broad statement of what the regional MPAs are ultimately trying to achieve” (Pomeroy et al. 2004). A useful goal is:

- brief and clearly defines the long-term vision that will result from effective implementation and management of the MPAs
- a broad mission statement
- simple to understand and communicate

What are Objectives?

An **objective** is a “more specific measurable statement of what must be accomplished to attain a related goal” (Pomeroy et al. 2004). A useful objective is:

- specific and easily understood
- measurable
- realistically achievable
- defined by a time period

What are Indicators?

An indicator is a unit of information measured over time to document changes in specific attributes of the MPA(s). The indicators provide a way to gauge whether the goals and objectives of the MPAs are being achieved. Appropriate indicators are selected after the goals and objectives are identified. Indicators are linked to specific objectives and are integral to the monitoring and adaptive management process.

Why are Goals and Objective so Important?

Goals and objectives provide a regional vision and should be developed with an understanding of the regional context and threats to marine resources. Appropriately developed goals and objectives improve the likelihood of MPAs being successfully managed and help ensure that MPAs are contributing to a regional vision of how we want our marine resources to be in the future.

A Few Examples of Common Goals and Objectives for MPAs

Goals and objectives can be categorized as biophysical, socioeconomic, or governance and a few examples are provided below (from Pomeroy et al. 2004). A range of types of goals and objectives should be used.

Category	Example Goals	Example Objectives
Biophysical	Sustain or protect marine resources	<ul style="list-style-type: none"> • Restore or maintain populations of target species at desired levels • Improve or sustain catch yields in areas adjacent to MPAs
Biophysical	Protect habitats	<ul style="list-style-type: none"> • Restore or maintain habitat quality and/or quantity • Minimize or eliminate threats or impacts inside MPAs
Socioeconomic	Enhance or maintain livelihoods	<ul style="list-style-type: none"> • Improve economic status of resource users • Maintain local access to markets and supply of marine products
Socioeconomic	Enhanced or maintain non-monetary benefits to society	<ul style="list-style-type: none"> • Enhance or maintain aesthetic values • Enhance or maintain recreational opportunities • Enhance or maintain ecological services values
Governance	Maintain effective management structures and strategies	<ul style="list-style-type: none"> • Implement effective management plan • Ensure periodic monitoring, evaluation, and effective adaptation of management plan
Governance	Enhance management plan compliance by resource users	<ul style="list-style-type: none"> • Improve surveillance and monitoring of coastal areas • Increase user participation in monitoring and enforcement

References Cited

Pomeroy, R.S., J.E.Parks, and L.M. Watson, 2004. *How is your MPA doing? A guidebook of natural and social indicators for evaluating marine protected area management effectiveness*. IUCN, Gland Switzerland and Cambridge, UK, 216p.