

**California Marine Life Protection Act Initiative**  
**Contractors to the MLPA Initiative and Scopes of Work**  
*Revised July 24, 2009*

A memorandum of understanding (MOU) created the Marine Life Protection Act (MLPA) Initiative, a public-private partnership among the California Resources Agency, California Department of Fish and Game, and Resources Legacy Fund Foundation (RLFF) designed to help the State of California implement the MLPA. RLFF has agreed to fund professional services to achieve the objectives of the MOU.

At its December 17, 2008 meeting, the MLPA Blue Ribbon Task Force requested a summary of the various contractors conducting work on behalf of the MLPA Initiative, including scopes of work to provide detail about the products and services being delivered.

This document includes the names of current MLPA Initiative contractors (listed alphabetically), the names of any professional staff associated with the contract, and scope of work language as excerpted from the full contracts; boiler plate contract language has been omitted (i.e., reimbursement of expenses, dispute resolution). Unless otherwise specified, the contractors funded by RLFF report to MLPA Initiative Executive Director Ken Wiseman for matters pertaining to services and work products, and to RLFF Program Analyst Robin Jenkins for compensation and reimbursement, consistent with the budget adopted by the MLPA Blue Ribbon Task Force and under direction of the executive director.

Not included in this document are the over 80 travel reimbursement contracts for members of the MLPA Blue Ribbon Task Force, Master Plan Science Advisory Team and South Coast Regional Stakeholder Group, which are made on an individual basis for those requesting reimbursement for travel expenses to participate in MLPA Initiative meetings.

In addition to the contractors identified in this document, the California Department of Fish and Game has directly committed 14 staff (and others on an intermittent basis) and the California Department of Parks and Recreation has directly committed two staff to the MLPA Initiative process. These state employees are part of the team of staff and contractors involved in the day-to-day work of the MLPA Initiative, but report to their supervisors at the respective departments.

## CONTENTS

AGP Video, Inc. - Meeting Documentation Services	4
AGP Video, Inc. - Meeting Taping and Document Management System	5
California Department of Fish and Game – Program Manager, Melissa Miller-Henson	7
Channel Islands National Marine Sanctuary, NOAA – Operations Manager, Sean Hastings	9
CONCUR, Inc. - Co-Facilitators and Administrative Assistant	10
Conner, Darci - Marine Planner	11
DG & Associates, Inc. - Logistics Coordinator	12
Ecotrust - Integrating Socioeconomic Data with Models	13
Ecotrust - Fisheries Values and Uses Project- North Coast	15
Fox, Evan W. - Principal Planner	22
Hansen, Max - Editor and Layout Designer	23
Kearns & West, Inc. - Co-Facilitator	24
Miller, Seth H. - Science Advisory Team Assistant	25
Monié, Dominique - Marine Planner	26
Pacific States Marine Fisheries Commission	27
Padilla, Amy – Office Manager	28
Strategic Earth Solutions - Public Outreach and Education Coordinator	29
Strategic Ocean Solutions - Media Relations Liaison	31
The Nature Conservancy - Senior Advisor, Mary Gleason	32
Townsend, Sara - Policy Analyst	33
University of California, Davis - Population Modeling	34
University of California, Santa Barbara – South Coast Science and Planning Advisor, Satie Airame	35
University of California, Santa Barbara – Flow, Fish, and Fishing (F3) Optimization Model, Chris Costello	36
University of California, Santa Barbara – Marine Map Director/GIS Manager and Associated Staff, Will McClintock	37
University of California, Santa Barbara – Marine Map Decision Support Tool, Will McClintock	39
University of California, Santa Cruz – Science Advisory Team Assistant, Emily Saarman	41
Wiseman, Ken - Executive Director	42

**Contractor: AGP Video, Inc.**

**Staff: Steve Mathieu, Chief Executive Officer and Nancy Castle, Co-Owner**

**MLPA Initiative Role: Meeting Documentation**

***Professional Services***

Contractor shall provide the following services for meetings of the MLPA Blue Ribbon Task Force, Master Plan Science Advisory Team, South Coast Regional Stakeholder Group, and California Fish and Game Commission as directed by the MLPA Initiative program manager:

1. Basic media presentation
  - a) Session documentation.
    - i) Multiple cameras, live-edit of session proceedings recorded in multiple formats for review, storage and DVD duplication, and for simultaneous web-streaming and web-archive.
    - ii) Generate audio for CD and web distribution.
    - iii) Distribution of proceedings to CAL-SPAN and the SLO-SPAN network of government access channels and other cable systems.
  - b) Advance day set-up to prepare for meetings or workshops.
  - c) Presentation system provisions include LCD/digital document camera projector(s), screen(s), laptop computer(s), and power strips as requested per session.
  - d) Audio system provisions include AGP Video house sound system, including an adequate number of microphones for participants, speakers and amplification.
2. Internet integration services
  - a) On-site compression of video signal and uploading to a simultaneous webcasting host for distribution over the Internet.
  - b) Live streaming of audio and/or video signal for interactive conferencing of select meetings as specified by MLP AI staff.
  - c) Uploading and archiving of meeting proceedings to SLO-SPAN and other websites.
3. Post-meeting distribution of proceedings, as requested
  - a) If requested, post-meeting generation and copying of proceedings in MediaMinutesDVD format to be mailed to a maximum of 65 addresses as specified by the MLPA Initiative Program Manager.
  - b) If requested, post-meeting generation and copying of proceedings in regular DVD format to be mailed to a maximum of 65 addresses as specified by the MLPA Initiative Program Manager.

**Contractor: AGP Video, Inc.**

**Staff: Steve Mathieu, Chief Executive Officer and Nancy Castle, Co-Owner**

**MLPA Initiative Role: Meeting Taping and Document Management System**

***Professional Services***

1. Contractor will provide a software package to be used by the California Marine Life Protection Act (MLPA) Initiative for the management of documents, generation of agendas and meeting materials that will link to archived videos. This MinuteTraQ software package is developed by the New York State based company, IQM2. Contractor will sign a software license agreement with IQM2, and with this agreement, establish that this license is exclusively for use by the MLPA Initiative. This software package includes a server component that will be externally hosted by contractor and IQM2 for use by the MLPA Initiative.
2. Contractor will provide unlimited copies of the client-side software for use by all designees of the MLPA Initiative. This software is a downloadable Windows application component necessary to integrate with the hosting software element.
3. Contractor will provide on-site personnel for ten (10) to fifteen (15) days (dates to be determined in cooperation with the MLPA Initiative executive director) for the purposes of requirements analysis and training of key MLPA Initiative "power users" as designated by the MLPA Initiative executive director. The primary person will be a training technician from IQM2, intimately knowledgeable of the entire software package and skilled at providing orientation in the use of the product suite. Contractor will also have a technician on-site to establish an initial and ongoing primary line of support.
4. Contractor will provide three (3) months of factory direct unlimited remote training and technical support by the software development company, IQM2. This service will begin concurrent with the start of the on-site training specified in Item 3, and will be available to the MLPA Initiative users designated by the MLPA Initiative executive director.
5. Contractor will provide unlimited technical support from its trained technicians after the three (3) month period provided by IQM2 as well as maintenance and hosting, for the remainder of the Professional Services Period.
6. The use of the software package will be for all elements of the MLPA Initiative, including the MLPA Initiative team of staff and contractors (I-Team), the MLPA Blue Ribbon Task Force (BRTF), including BRTF joint meetings with the California Fish and Game Commission, the MLPA Master Plan Science Advisory Team (SAT), the regional stakeholder groups (RSGs), the MLPA Statewide Interest Group (SIG), MLPA public workshops, or any additional defined meeting groups with proper vendor notification.
7. Upon conclusion of the MLPA Initiative process, identified to be 2011 in the latest memorandum of understanding among the public and private signatories, if alternative hosting solutions have not been implemented, contractor will maintain storage of the data, providing complete access to all documents and video, until such time as an adequate alternative can be negotiated.
8. Terms of use are limited to the MLPA Initiative. Use of this software package as licensed to contractor for use by the MLPA Initiative is not transferable to any other agency or entity.

***Point of Contact***

Contractor will work at the direction of the MLPA Initiative executive director for matters pertaining to services and work products. For matters pertaining to compensation and reimbursement associated with this agreement, contractor will report to RLFF Program Analyst Robin Jenkins.

**Contractor: California Department of Fish and Game**  
**Staff: Melissa Miller-Henson (on assignment to the MLPA Blue Ribbon Task Force)**  
**MLPA Initiative Role: Program Manager**

***Position Summary***

The program manager is responsible for working with the executive director and other staff to recruit, engage and manage the experts, technicians, consultants and other private contractors to assist with the work of the task force. The program manager will provide planning, management and coordination support to the work of the task force with the MLPA Master Plan Science Advisory Team (SAT), statewide and regional stakeholder groups, and the staff and consultants working on the MLPA Initiative. The program manager will oversee administrative, logistics and media relations staff and contractors, and will coordinate a communications and outreach plan with the California Department of Fish and Game. The program manager will be selected by and will work directly with the executive director.

***Position Details***

1. The program manager advises and assists the MLPA Initiative executive director in initiating, formulating, and implementing policies and procedures necessary to meet the objectives of the MLPA Initiative, and in ensuring that the task force presents a sound set of recommendations for MPAs along the south coast to the California Fish and Game Commission.
2. The program manager serves with the executive director as principal staff to the task force, facilitates the work of the stakeholder groups, provides planning guidance to the group of staff and consultants known as the MLPA I-Team, and serves on the steering committee.
3. The program manager will work with the executive director to recruit, engage and manage the experts, technicians, consultants and other private contractors to assist with the work of the task force, the SAT, and statewide and regional stakeholder groups by:
  - a. Working with the executive director to identify willing and qualified candidates who can provide expert and other technical assistance to accomplish the objectives of the task force, as well as recruiting and screening those candidates by skill and availability in consultation with the executive director.
  - b. Recommend which candidates the executive director should retain via contracts to fill capacity needs identified by the task force or its staff and work with RLFF to draft the recommended terms of and execute the proposed contracts.
  - c. Oversee the execution of all administrative matters related to the management of the executed contracts, including processing invoices and progress reports, monitoring contract status, initiating amendments, extensions and new contracts as appropriate, maintaining records, reports and correspondence relating to contract activities, and coordinating with RLFF as necessary.
4. The program manager will oversee an external communications and outreach plan for achieving the objectives of the MLPA Initiative, by:

- a. Ensuring a sound plan for stakeholder participation in the MLPA Initiative and specifically for the South Coast Project, and overseeing implementation of the plan as approved and directed by the task force.
  - b. Subject to the approval by the task force, overseeing the development and implementation of a plan for communicating the meetings, minutes, activities, works-in-progress and accomplishments of the task force, SAT, and the South Coast Project, including an Internet-based source of information to stakeholders and the general public, and a media and press strategy.
  - c. Acting as the primary spokesperson to news media and the public for the MLPA Initiative; providing oversight for MLPA Initiative communications and outreach between appropriate professional staff or contractors and the public and media.
5. The program manager will coordinate with the DFG's public information officer to provide assistance as needed with handling responses to contacts and inquiries from stakeholders and the general public related to the MLPA Initiative, task force, stakeholder groups, and SAT.
6. The program manager will assist the executive director as otherwise needed to carry out the objectives of the Initiative, including:
- a. Overseeing coordination of the activities and logistics of the task force, SAT and regional stakeholder groups, including travel and meeting locations.
  - b. Helping prepare and oversee editing of meeting materials, reports and other documents for the task force, SAT and stakeholder groups.

**Contractor: Channel Islands National Marine Sanctuary, National Oceanic and Atmospheric Administration**

**Staff: Sean Hastings, Resource Protection Coordinator (on assignment to the MLPAI)**

**MLPA Initiative Role: Operations Manager**

***Professional Services***

Contractor shall act as operations manager for the MLPA Initiative under the direction of the MLPA Initiative executive director. Specific job duties include:

- Manage the MLPA Initiative Phase 3 Year 1 budget and ensure resources are applied to maximum effectiveness, and develop spending plans for identified funding. Identify future or emerging budget needs.
- Work with MLPA Initiative core staff to plan and execute contracts, including developing scopes of work, contract oversight and modifications, approving payment of invoices, conducting performance evaluations and coordinating with Resources Legacy Fund Foundation.
- Provide lead oversight for assignment of responsibilities for MLPA Initiative staff to ensure tasks are being performed and deliverables are produced.
- Oversee document development and management standards.
- Assists the executive director in developing policies and procedures and resolving internal or external disputes.

***Time Commitment and Schedule***

Up to 30 hours per week, over a 15 month period.



**Contractor: CONCUR, Inc.**

**Staff: Dr. Scott McCreary., Principal Facilitator; Becky Tuden, Associate Facilitator; and Amy LeBlanc, Assistant**

**MLPA Initiative Role: Co-Facilitators and Administrative Assistant**

### ***Professional Services***

Contractor shall provide professional services to plan, prepare for, facilitate and debrief 18 days (nine, two-day meetings) of MLPA Initiative Phase 3 South Coast Regional Stakeholder Group (SCRSG) meetings, and up to five conference calls of the MLPA Statewide Interests Group (SIG). Tasks include:

- Assist in drafting, review, and revision of agendas and supporting materials for SCRSG meetings and SIG conference calls, convene preparatory SCRSG meeting teleconferences, and develop structure of SCRSG meetings and SIG conference calls;
- Prepare for, convene, and facilitate nine, two-day SCRSG meetings in various locations along the MLPA South Coast Study Region, and up to five conference calls of the SIG; and
- Review, revise, finalize, and distribute meeting summaries for SCRSG meetings and SIG conference calls; prepare summaries for web posting; and debrief results with MLPA Initiative executive director and staff.

The fees provided under this scope of work cover only the facilitation tasks listed above. Performance of any task outside of this scope of work may be initiated only upon the approval of the MLPA Initiative executive director and, upon documented approval, shall be billed in a separate invoice and payable only upon availability of alternative funding sources.

### ***Deliverables and Due Dates or Milestones***

Agendas and materials for all SCRSG meetings and SIG conference calls; and interim analytical summaries (key outcomes memoranda) for all SCRSG meetings and SIG conference calls, as well as additional recommendations provided verbally and in writing to the MLPA Initiative team.

**Contractor: Darci Conner**  
**MLPA Initiative Role: Marine Planner**

***Professional Services***

Contractor shall provide assistant marine planner services, working directly with the MLPA Initiative Principal Planner to provide information and support to all aspects of the MLPA Initiative Phase 3 South Coast and North Coast Project planning effort. Tasks include:

- Work with state and federal agencies, academic institutions, and stakeholder groups to assemble ecological, socioeconomic, and other baseline data in a regional profile and in Geographic Information System (“GIS”) format for marine protected areas (“MPA”) planning;
- Assist the principal planner and other project staff to provide planning and input for public outreach activities, and analyze and present information to both the MLPA South Coast and North Coast Regional Stakeholder Group, Master Plan Science Advisory Team, and MLPA Blue Ribbon Task Force;
- Assist the Principal Planner and other staff to support the Regional Stakeholder Group in developing alternative MPA proposals, and the Science Advisory Team in the scientific evaluation of alternative MPA proposals;
- Provide planning input for the MLPA Initiative process by participating in conference calls, meetings, and review of documents; and
- Work with MLPA staff in developing planning documents, such as a regional profile, evaluation of existing MPAs, science and policy memoranda, and presentation and evaluation of alternative MPA proposals.

**Contractor: DG & Associates, Inc.**

**Staff: Delbra Gibbs**

**MLPA Initiative Role: Logistics Coordinator**

***Professional Services***

1. Management of Meeting Logistics
  - a. Direct and manage all pre- and post-meeting logistics for Phase 3 of the MLPA Initiative; and
  - b. At the direction of the MLPA Initiative Program Manager, travel up to seven days within the appropriate study region each month to coordinate on-site logistics of the meeting or workshop.
2. Meeting and Workshop Planning
  - a. Identify meeting facilities throughout the appropriate Phase 3 study region in order to secure meeting space to accommodate the following:
    - i. MLPA Initiative Blue Ribbon Task Force;
    - ii. MLPA Initiative South Coast and North Coast Regional Stakeholder Groups;
    - iii. MLPA Master Plan Science Advisory Team;
    - iv. MLPA Initiative Statewide Interests Group;
    - v. Joint MLPA Initiative Blue Ribbon Task Force and California Fish and Game Commission;
    - vi. Public workshops; and
    - vii. Open houses.
  - b. Review and negotiate facility use contracts;
  - c. Negotiate all service contractor agreements for onsite services to include: catering; audio/visual services; shuttle service; parking permits; and hotel sleeping room blocks;
  - d. Book travel, and arrange for drayage/freight, when applicable;
  - e. Coordinate credit card authorization and/or direct billing with RLFF to cover cost of meeting rooms, catered meals, and deposits, and immediately upon conclusion of meetings, provide RLFF with invoices that document the charges, and provide RLFF with supplemental invoices within a two week period following each meeting; and
  - f. Consult with the facility/catering manager to handle all on-site issues pertaining to meetings.
3. Briefing Materials for Meetings
  - a. Assist with production, duplication, and distribution of briefing materials for each meeting; and
  - b. Assist in producing additional handouts and presentation materials on-site, as needed.

**Contractor: Ecotrust**

**Staff: Mike Mertens, Director of Spatial Analysis and GIS Manager**

**MLPA Initiative Role: Integrating Socioeconomic Data with Models**

***Professional Services***

Contractor shall work as part of the EDOM modeling team—consisting of Dr. Loo Botsford and team from the University of California, Davis (UC Davis); MLPA Initiative staff; and a working group from Ecotrust headed by Mike Mertens—to integrate population and economic modeling being developed by UC Davis to evaluate proposed marine protected area (MPA) networks into socioeconomic data being compiled by Ecotrust under Agreement # 2008-004M; develop tools to help interested parties interpret the socioeconomic data; and provide on-going analytical support. Tasks include:

*Task 1. Supporting modeling efforts*

Contractor will work with University of California, Santa Barbara (UCSB) modelers to develop a plan for incorporating socioeconomic inputs into the EDOM fleet sub-model. Contractor will prepare socioeconomic data (once the data are finalized under Agreement # 2008-0004M) as well as work with the UCSB modeling team in assisting in the parameterization of fishing fleet model.

Task 1.1 – Meet with EDOM modeling team;

Task 1.2 - Format data for integration into EDOM model;

Task 1.3 - System testing and validation;

Task 1.4 - Evaluation of model results subsequent to data integration; and

Task 1.5 - Document recommendations on how integration is best accomplished.

*Task 2. Interpretation of fisheries specific data*

To increase the usability of the socioeconomic data for the end user, contractor will develop recommendations on how Marxan could be used to help synthesize fisheries data for stakeholders, evaluating potential tradeoffs between commercial and recreational “hotspots.” Contractor will analyze and present the information such that it can be incorporated into existing decision-support tools and database developed for the MLPA Initiative process, affording managers and stakeholders the ability to design and assess the potential impacts of MPA network alternatives.

Task 2.1 - Prepare data for integration into Marxan;

Task 2.2 - Parameterize and calibrate model;

Task 2.3 - Interpret results; and

Task 2.4 - Document and present results.

*Task 3. On-going analytical support*

Contractor will provide on-going analytical support, including modifications to above recommendations as well as other analytical support related to the modeling efforts or interpretation of fisheries data.

Task 3.1 Running analysis subsequent to changes in guidelines or proposals; and

Task 3.2 - Document and present results.

***Timeline***

Tasks are dependent on completion of socioeconomic data collection and analysis being conducted under Agreement # 2008-0004M. Data is estimated to be delivered to the MLPA Initiative in early December 2008. Contractor will complete Tasks 1 and 2, subsequent work for both integration of socioeconomic data into the EDOM model and Marxan interpretation of multiple fisheries, by the end of February 2009. Task 3, on-going support, will continue through the end of the MLPA South Coast Project area completion, expected to be October 2009.

**Contractor: Ecotrust**

**Staff: Charles Steinback, Senior GIS Analyst; Mike Mertens, Director of Spatial Analysis; and Astrid Scholz, Vice President Knowledge Systems**

**MLPA Initiative Role: Fisheries Values and Uses Project**

***Professional Services***

Ecotrust shall compile knowledge from recreational and commercial fishermen to create a comprehensive picture of fishing patterns in Northern California in support of the MLPA Initiative North Coast Study Region (“NCSR”). Specific activities include:

*Component 1—Outreach and Education*

1. Meet with select fishing community members from the NCSR to solicit their suggestions and ideas for improving the project.
2. Identify key individuals from the different fishing fleets of interest (to be identified with Department staff).
3. Hold meetings with NCSR fishing groups and partners to discuss and clarify what data is being collected, why it is being collected, and how it will be used in the MLPA Initiative process.
4. Distribute documents that clearly describe the purpose of the project, including: the consent form each fisherman will be asked to sign before their data can be used; and protocol for handling and aggregating data.

*Component 2—Fleet Stratification and Sampling Design: Commercial Fleet*

1. Work with Department staff and regional experts to define the region’s fisheries in terms of how they are managed.
  - a. Differentiate in terms of practices and/or species (group)-gear configurations, focusing on the following fisheries: Dungeness crab (trap); salmon (troll); nearshore fishery (hook & line); deep nearshore fishery (hook & line); sablefish (longline); sablefish (trap); urchin (dive); shrimp (trap); and hagfish (trap).
  - b. Use geographic groups or subgroups as a means of classifying participants and supporting representative sampling. Geographic groups include: Fort Bragg (includes Albion); Eureka (includes Trinidad, Fields Landing and Shelter Cove); and Crescent City.
  - c. Identify proportion of in-region landings made by fishermen residing there, elsewhere in the state, and out of state through landing receipts provided by the Department.
2. Once the groupings have been defined, stratify the sample population of fishermen and later evaluate their fishing effort in the region by linking their grounds to landing receipts to ensure that the sample is representative in terms of percentage of fishermen participating in a fishery.
3. Based on the sample population within the fishery groupings and geographic groups or subgroups, use criteria that are consistent with representing:
  - a. At least 50% of the total landings and/or ex-vessel revenue from 2000-2008, and compare that to most recent years of activity, 2006-2008.
  - b. At least 5 fishermen, except in cases where the sample population is fewer than 5.

4. Conduct an estimated 200 interviews in the NCSR to satisfy the criteria outlined above. Estimate to be confirmed or revised once the region's fisheries are defined in terms of how they are managed.
5. Using the criteria listed above, clearly document and present results that describe how the sample was defined and what the final classifications represent in terms of:
  - a. Total number of fishermen.
  - b. Criteria for selection (i.e. how much did they need to land to be associated with a fishery group?).
  - c. How many fishermen engage in multiple fisheries.
  - d. Whether there are fishermen that are not captured because they are missing from the landing receipts or have inadequate contact information.
  - e. What their association is with the ports in the region (landing vs. home).

#### *Component 3—Fleet Stratification and Sampling Design: Recreational Fleet*

To address differing values of fishing grounds between different recreational user groups, stratify the recreational fishing fleet according to user type and geographical region or access areas. An initial phase of the research will determine the recreational consumptive population and an appropriate classification scheme that will provide useful information for stakeholders and decision makers. At a minimum the following primary user types shall be assessed:

- a. Kayak and human powered vessels.
- b. Motor powered private vessels.
- c. Commercial Passenger Fishing Vessels (including "6-packs").
- d. Diving.

Due to the unknown size of the recreational fishing community within the NCSR, the first phase of this research shall be to accurately design a sampling scheme that is representative of the identified user classes and at the same time feasible to conduct under possible time and budgetary constraints.

#### *Component 4—Data Collection: Commercial Fleet*

After introductory meetings have been conducted with representatives of the fishing community, field staff shall begin contacting fishermen to set up interviews using one-on-one or small group formats. Field staff will use Open OceanMap to collect shapes representing participants' fishing grounds and other non-spatial attributes, including demographics, basic operations (gear types, crew size/composition, operating costs and revenues), and other descriptive characteristics. Every measure shall be taken to ensure and protect the confidentiality of the information provided by fishermen. This includes new functions in Open OceanMap, obtaining consent of individual participants, and collection and analysis protocols that mask all names and identifying characteristics of an individual's fishing grounds. Up to seven local and regional graduate students may be recruited to serve as field staff for the summer of 2009, and one on-site field staff coordinator will serve as a liaison between Ecotrust staff located in Portland and the field staff.

1. All interviews will follow a shared protocol for each fishery the interviewee participates in:
  - a. Using electronic nautical charts of the area, fishermen are to be asked to identify all areas that are of critical economic importance over their cumulative fishing experience, and to rank these using a weighted percentage—an imaginary "bag of 100 pennies" that they distribute over the fishing grounds.

- b. All spatial information shall be collected on a fixed spatial scale, ideally to correspond with those of other maps and GIS layers used by stakeholders to delineate MPA alternatives.
  - c. Non-spatial information pertaining to demographics and basic operations shall also be collected.
  - d. Additional indicators shall be used to help further define how the participants interpret the question of ranking areas that are of economic importance to them:
    - o How far they travel to an area to fish.
    - o The type of vessel and gear used.
    - o Percentage of household income derived from fishing.
2. To address concerns regarding the protection of a participant's confidentiality during and after the interview, Open OceanMap shall be customized so that once the last shape of the fishing grounds has been captured:
- a. The shapefile is immediately compressed using a password protected zip file.
  - b. The original shapefile will be deleted and the secure zip file will be submitted to Ecotrust staff.
  - c. Ecotrust staff will be the only ones that will have password access to the files.
  - d. Users will not be allowed to add existing or previously created data to Open OceanMap.

#### *Component 5—Data Collection: Recreational Fleet*

Data collection for the recreational fleet shall be similar to that of the commercial fleet. The basic interview structure shall be identical in terms of questions asked, however, in many cases it is assumed that face-to-face interviews will not be possible, except for Commercial Passenger Fishing Vessel ("CPFV") captains. This assumption is based on the geographic distribution of users (dispersed over a large area) and the sheer number of interviews required to meet a reasonable and defensible sample size. Due to these factors, a combination of both in-person interviews and the use of a remote (web-based) data collection instrument shall be used. The web-based tool allows for interviewees to enter shapes into the system via the Internet while talking to the interviewer over the telephone. An openLayers front end shall be used that allows for entry of data through an on-line, interactive mapping interface. Data shall be stored within a feature server on Ecotrust server infrastructure and eventually exported as a shapefile to be included in the quality assurance/quality control and data analysis processes to facilitate the interviewing process and allow for a broader interview process than otherwise possible. The web-based data collection tool may be updated through a collaborative process with the University of California, Santa Barbara, established through a separate contractual arrangement with RLFF in support of the MLPA Initiative to develop the MarineMap decision support tool, to make the user interaction more user friendly and the quality assurance/quality control process more efficient.

#### *Component 6—Quality Assurance/Quality Control*

1. Modify secure web-based application to facilitate the verification of recreational data as well as commercial data to allow each participant to log-in and verify that their shapes and information are accurate, along with the final characterization of the fishing grounds to which he/she contributed.



- a. Those without access to the Internet will be sent hard copies of their information to verify and provide comment (must provide consent).
  - b. Submit final data products to the MLPA Initiative to be used in the stakeholder MPA design and evaluation process.
2. Conduct follow-up meetings with participants and fishing community in each of the ports to verify results.

#### *Component 7—Analysis and Evaluation of the Commercial Fishing Grounds*

1. Process participants' raw shapefiles using automated analytical programs created in Phase 1 and Phase 2 of the MLPA Initiative to generate raster datasets of the fishing grounds.
2. Evaluate measure of weighting through the proportion of in-sample ex-vessel landings (both by landing port and by fishery).
3. Summarize data in aggregate form, displaying the relative value based on in-sample landings or a crude measure of spatial distribution of gross value for each fishery as they were defined in Component 2.
4. Evaluate the fishing grounds based on the stratification of the sampled population to determine if results influence or change the fishing footprint. Results shall be used to inform the MLPA Initiative process on the potential impacts to different geographical groups and sectors of the fleet.
5. Stratify the sample population within a fishery based on the following individual criteria or a combination of:
  - a. Landings and/or ex-vessel revenues associated with the region (i.e., "highliners" vs. everybody else).
  - b. Vessel size.
  - c. Home port vs. landing port.
6. Use and document additional information collected in the interviews to further define the stated importance of the participants' fishing grounds by:
  - a. Demographics.
  - b. Basic operational costs.
  - c. How far they travel to an area to fish.
  - d. Vessel and gear type.
  - e. Percentage of household income derived from fishing, and the proportion attributed to each fishery in which they participate.

#### *Component 8—Analysis and Evaluation of the Recreational Fishing Grounds*

Methods used to create the weighted surface of the recreational fishing grounds shall be identical to that used for the commercial fisheries, except that the analysis shall be done using only stated importance values from the interviews instead of by ex-vessel values for the fishery landings.

#### *Component 9—Socioeconomic Impact Analysis: Commercial Fleet*

Estimate the "worst-case scenario" or maximum potential economic impact to the commercial fishery sector by combining data generated in this study with other information readily available from other sources to allow stakeholders, the Science Advisory Team ("SAT"), Task Force, Fish and Game Commission, and MLPA Initiative staff to generate first order estimates of the economic impacts of proposed MPA alternatives.

1. Generate a baseline estimate using gross fishing revenues from the landing receipts in the region, 2000-2008.
2. Scale gross base case revenues by factors that represent the share of the costs in gross revenues.
3. Apply the methods used in the North-Central Coast Study Region and South Coast Study Region to compute and compare net economic values for the various MPA package alternatives using weighted stated importance indices from the fishing grounds.
4. Use primary net revenue losses in conjunction (“multiplier effect”) with estimated secondary and tertiary effects like net benefits/costs to supporting businesses and consumption service industries to determine total community impacts.
5. Determine induced impacts based on the spending of net benefits in the community. The sum of the local expenditures that the fishermen (i.e. vessel owner and crew) generate in their community.

#### *Component 10—Socioeconomic Impact Analysis: Recreational Fleet*

Because detailed economic information pertaining to the recreational fleet is not readily available (e.g. landing receipts), the impact of the various MPA proposals on recreational fisheries shall not be weighted by any sort of value (in-study landings), but rather, using only stated importance values from the interviews.

#### *Component 11—When the Data can be Used by the Stakeholders*

Field work shall have begun by May 2009, with the goal of completing interviews by August/September 2009. After the data has been reviewed by the participants and the fishing community, final data products shall be delivered to MLPA Initiative staff for use by the regional stakeholder group, pending any unforeseen problems. The start and end dates will be adjusted in consultation with the MLPA Initiative staff to suit the NCSR timeline and the progress of the education and outreach efforts.

#### *Component 12—Customize and Automate Outputs to the Needs of the Users*

In consultation with MLPA Initiative staff, examine multiple ways in which the data generated from the study could be interpreted and used in the design and evaluation of potential MPA network alternatives. Data shall be integrated into existing tools (MarineMap) in order support stakeholder deliberations, and to generate customized and automated reports. For stakeholder deliberations, results shall be presented in summarized tables that will describe in detail the following measures for both individual MPAs and entire network packages:

1. Stated importance in terms of value, effort, and area.
2. Maximum potential economic impact.
3. Number of fisheries.

The aim of these outputs is to help inform stakeholders as they begin siting the placement of their MPAs, and also to inform the SAT, BRTF, and MLPA Initiative staff when evaluating the potential socioeconomic effects of the alternative MPA network proposals through the support of Department staff. Possible examples include:

1. Quantify specific impacts to individual fishermen, select fleets, and ports.
2. Used as a multi-cost layer in MARXAN (Possingham, 2002) or MARXAN with Zones, that can help inform the optimization of solutions where sites are selected to maximize the

conservation of physical and biological features and minimize costs to consumptive and non-consumptive users (socio-economic).

3. Support and possibly validate the modeling work done by SAT parallel modeling group, specifically the work being done by Chris Costello, University of California, Santa Barbara, on behalf of the MLPA Initiative.

To protect the confidentiality of individual participants and the fishing community and sufficiently support the MLPA Initiative process, Contractor shall work with the Department and MLPA Initiative staff to integrate datasets into MarineMap and advise them on how and what can be used in the stakeholder process.

*Component 13—Documentation\Dissemination of Methods and Results*

All methods and final results pertaining to the project will be clearly documented and submitted to the MLPA Initiative. Additionally, multiple manuscripts will be prepared and submitted to peer-reviewed scientific journals.

*Deliverables*

Deliverables are broken into three main sections:

1. Spatial datasets and maps depicting areas of relative importance for both recreational and commercial fishers. Metadata describing the bounds of uncertainty and appropriateness of use shall accompany these geospatial products. The geospatial products delivered to the MLPA Initiative shall include aggregate maps of relative importance for each fishery and user group, aggregated from original source data so as to preserve confidentiality and the single interview scale. Aggregate maps with a spatial resolution of 250 - 100 meters will be the primary product deliverable, however, it may be determined that due to confidentiality issues, coarser resolution products may be preferable. Geospatial data will be provided only to the MLPA NCSR regional stakeholder group, SAT, and MLPA Initiative staff, and shall not be made available to the general public.
2. Reports:
  - a. Report documenting statistical sampling methodology to estimate areas of relative importance for both recreational and commercial fishermen delivered to MLPA Initiative staff, NCRS regional stakeholder group, SAT, and BRTF.
  - b. A report documenting MPA evaluation methods and results submitted to the MLPA Initiative SAT for review and implementation.
  - c. Presentation of research results to MLPA Initiative regional stakeholder group, SAT, and the Task Force.
  - d. Article submitted to peer-reviewed journal describing research methods and results.
3. An analysis of MPA siting alternatives for various recreational user types and commercial fisheries to help inform stakeholders and decision makers in the decision making process. It is anticipated that this type of information will be used in near real-time (via MarineMap) within the construct of the MLPA Initiative SAT and MLPA NCSR regional stakeholder group.

Due to the often sensitive nature of spatial fishing information, data (i.e., individual responses, high resolution aggregated data) will not be made available to the public. All individual responses shall be kept confidential.

**Contractor: Evan W. Fox**  
**MLPA Initiative Role: Principal Planner**

***Professional Services***

Contractor shall provide principal planning services to the MLPA Initiative Phase 3 effort to support the development of alternative designs of networks of marine protected areas (“MPAs”) in the South Coast and North Coast Study Regions. Tasks include:

- Provide planning and science support to both the South Coast and North Coast Regional Stakeholder Group, Blue Ribbon Task Force, and Science Advisory Team;
- Work with state and federal agencies, academic institutions, consultants, and interest groups to assemble readily available ecological, socioeconomic, and other baseline data needed for MPA planning;
- Participate in South Coast and North Coast Regional Stakeholder Group, Blue Ribbon Task Force, and Science Advisory Team meetings;
- Work with MLPA Initiative staff and consultants on development of planning documents, such as a regional profile, MPA profiles, and an alternative MPA network design and management plan;
- Provide expertise to address planning and related comments from the public; and
- Provide other technical planning support as necessary.

**Contractor: Max Hansen**  
**MLPA Initiative Role: Editor and Layout Designer**

***Professional Services***

Contractor shall work at the direction of the MLPA Initiative Program Manager to provide editing and layout design of documents to be used in the MLPA Initiative's public meeting process, in addition to specified internal documents. Tasks include:

- A. Ensuring documents conform to both proper English grammar, spelling, and usage, and to the *MLPA Initiative Style Guide*;
- B. Ensuring documents conform with the formatting elements of the *MLPA Initiative Style Guide*;
- C. Performing all editing, design layout, and formatting tasks within two work days of receiving each document;
- D. Uploading each final document to the MLPA Initiative's MinuteTraQ system, a SharePoint site, or a File Transfer Protocol ("FTP") site at the direction of the MLPA Initiative Program Manager; and
- E. Performing two special projects during February 2009 on a full-time basis: revising the Draft Regional Profile for the South Coast Study Region; and updating the *MLPA Initiative Style Guide*.

**Contractor: Kearns & West, Inc.**  
**Staff: Eric Poncelet, Director/Senior Mediator**  
**MLPA Initiative Role: Co-Facilitator**

***Professional Services***

The primary focus of this scope of work is facilitation of six work sessions and eight meetings of the MLPA Initiative Phase 3 South Coast Regional Stakeholder Group (SCRSG) to develop alternative marine protected area (MPA) proposals in the MLPA Initiative South Coast Study Region. Contractor shall play a lead role in facilitating SCRSG work sessions 1 through 6, and collaborate with MLPA Initiative contractor CONCUR, Inc. in SCRSG meetings 4 through 8.

Key facilitation tasks include:

- Strategic planning for SCRSG meetings;
- Preparation of SCRSG meeting and work session agendas, and review of supporting materials;
- Facilitation of SCRSG meetings, work sessions, and work group meetings;
- Work in collaboration with CONCUR, Inc. to prepare SCRSG meetings Key Outcomes Memoranda; and
- Participation in training courses pertinent to facilitation.

This scope of work also includes non-facilitation tasks, to be initiated only upon the approval of the MLPA Initiative executive director and, upon approval by the executive director, should be billed in a separate invoice. Key non-facilitation tasks may include:

- Assist in recruitment of SCRSG members;
- Participate in public outreach and education work team efforts;
- Participate in preparation of regional goals and objectives; and
- Participate in project timeline efforts.

***Deliverables and Due Dates or Milestones***

- Agendas and materials for SCRSG work sessions and meetings; and
- Interim analytical summaries, as appropriate, for all meetings, as well as debriefing recommendations provided verbally and in writing to MLPA Initiative staff.

**Contractor: Seth H. Miller**  
**MLPA Initiative Role: SAT Assistant**

***Professional Services***

Contractor shall provide scientific support to the MLPA South Coast Science Advisory Team (“SAT”), and when named, the North Coast SAT, under the direction of the MLPA Initiative Principal Planner and/or Executive Director. Specific duties include:

- Support MLPA Master Plan Science Advisory Team Meetings: attend all SAT meetings and help provide administrative support. This requires traveling to day-long meetings (potentially a two-day meeting), helping prepare and distribute meeting materials, recording meeting notes, and following up on action items after each meeting.
- Conduct literature research on key topics related to marine protected areas (“MPAs”) and the applicable MLPA Initiative Study Region: compile questions and assist in drafting written responses to scientific questions arising during the MLPA Initiative process. This will require conducting literature research and writing on various topics.
- Assist in evaluating alternative proposals for MPAs: support the SAT and MLPA Initiative staff in evaluating alternative MPA proposals in an iterative process of evaluation and refinement.



**Contractor: Dominique Monié**  
**MLPA Initiative Role: Marine Planner**

***Professional Services***

Contractor shall provide marine planner services, working directly with the MLPA Initiative Principal Planner to provide information and support to all aspects of the MLPA South Coast and initial North Coast Project planning effort. Tasks include:

- Work with state and federal agencies, academic institutions, non-governmental organizations, and stakeholder groups to assemble ecological, socioeconomic, and other baseline data in a regional profile and in GIS format for marine protected areas (“MPAs”) planning;
- Assist the Principal Planner and other project staff to analyze and present information to both the MLPA South Coast or North Coast Regional Stakeholder Group, Master Plan Science Advisory Team, and MLPA Blue Ribbon Task Force;
- Assist the Principal Planner and other staff to support both the MLPA South Coast or North Coast Regional Stakeholder Group in developing alternative MPA proposals, and the Science Advisory Team in the scientific evaluation of alternative MPA proposals;
- Provide planning input for the MLPA Initiative process by participating in conference calls, meetings, and review of documents; and
- Work with MLPA Initiative staff in developing planning documents, such as a regional profile, evaluation of existing MPAs, and presentation and evaluation of alternative MPA proposals.

**Contractor: Pacific States Marine Fisheries Commission**  
**Staff: Chad Miller, Laura McGarvie, Gina Schmidt**  
**MLPA Initiative Role: Geographic Information Systems support**

***Professional Services***

Under the direction of the MLPA Initiative Executive Director and/or Principal Planner, Contractor shall provide Geographic Information Systems (“GIS”) support to the MLPA Initiative on behalf of the California Department of Fish and Game (“CDFG”). Duties include, but are not limited to:

- A. Development of geospatial products, including South Coast Regional Stakeholder Group marine protected area (“MPA”) proposals; South Coast Regional Profile datasets; Tribal Use datasets; and Goal 3 Analysis tool reports;
- B. Data creation and compilation, including verification that the MLPA GIS database and corresponding MarineMap Decision Support Tool includes the most current GIS data layers and accurate metadata;
- C. Creation and refinement of tools, including but not limited to the Goal 3 Analysis tool, to streamline the MLPA Initiative design process using Python scripting, ArcGIS model builder, and MS Access; and
- D. General GIS support for CDFG Marine Region staff, as available.

**Contractor: Amy Padilla, Office Manager**

**MLPA Initiative Role: Office Management and Administrative Support**

***Professional Services***

Under the direction of the MLPA Executive Director and Program Manager, the Contractor is responsible for a variety of clerical and administrative office support duties involving the administration of the MLPA Initiative. Tasks include:

- Maintain and schedule meetings and activities;
- Make travel arrangements and process travel claims;
- Prepare and review correspondence for the Executive Director;
- Maintain a correspondence control file and computer log to ensure deadlines and due dates are met;
- Receive, screen, and direct visitors and telephone calls;
- Oversee print copy mailings to constituents and various MLPA Initiative groups;
- Lead the work of the MLPA office assistant and temporary help;
- Oversee all office operations;
- Assist MLPA Initiative staff by solving administrative problems and establishing and implementing procedures;
- Conduct special studies and research, and prepare administrative reports;
- Assist in the implementation of new policies and procedures;
- Cooperate with other agencies, groups, and individuals in connection with the coordination of activities pertaining to the MLPA Initiative process;
- Coordinate requests regarding correspondence, policy statements, and reports as needed by the MLPA Initiative staff;
- Represent MLPA Initiative staff at conferences, meetings, and legislative hearings; and
- Assist the MLPA Initiative Team with preparation, and dissemination of work product including reports, policy analyses, and correspondence.

**Contractor: Strategic Earth Solutions**

**Staff: Kelly Sayce, Outreach and Education Coordinator and Dr. Craig Shuman,  
Consultant**

**MLPA Initiative Role: Public Outreach and Education Coordinators**

### ***Professional Services***

Contractor shall provide public outreach and education coordinator services to the MLPA Initiative Phase 3 South Coast Project marine protected area (“MPA”) design process by planning, developing and implementing an outreach and education plan, relying primarily on coordination with other organizations that are conducting stakeholder outreach and public education related to the MLPA Initiative.

#### ***1. MLPA Initiative Meetings***

- Assist MLPA Initiative staff to plan and implement public meetings, including: preparing and distributing materials, recording attendance, arranging services, delivering meeting supplies, and acting as the onsite contact for facility management, staff and attendees; and
- Assist MLPA Initiative staff to plan and implement up to six public workshops, anticipated to be conducted in spring 2009.

#### ***2. South Coast Tribal Summit***

Work in coordination with MLPA Initiative contractor SWCA Environmental Consultants to:

- Conduct outreach regarding the MLPA Initiative process to all tribal groups within the MLPA South Coast Study Region, including Chumash, Luiseno, Juaneno, Gabrielino and Kumeyaay;
- Develop and strengthen relationships with tribal representatives to increase participation in the MLPA Initiative process;
- Develop, coordinate and implement the South Coast Tribal Summit during the period covering November 2008 to February 2009, including: Coordinate schedules, roles, and responsibilities; liaison among MLPA Initiative staff, SWCA Environmental Consultants, and the work team assigned to conduct the tribal summit; play an active role in soliciting tribal participation; coordinate all tribal summit logistics, including materials development, site selection and coordination, participants’ travel and accommodations, and onsite logistics; and draft and communicate tribal summit findings to MLPA Initiative staff and the MLPA South Coast Regional Stakeholder Group.

#### ***3. Information Dissemination***

- Develop, write and edit outreach materials, including: Coordinate preparation and distribution of an electronic newsletter; complete development and dissemination of an outreach brochure; complete development and implementation of modifications to the MLPA Initiative website and new-user webpage within established guidelines, including regular postings of outreach materials; develop and distribute Key Communicators update on a regular basis, expected to occur approximately twice a month, to a list of

recipients developed in coordination with MLPA Initiative staff; and continue to develop and revise existing outreach materials, including non-English language documents.

- Maintain communication with internal and external groups involved in outreach related to the MLPA Initiative, including the MLPA South Coast Regional Stakeholder Group; Statewide Interests Group; Key Communicators; a bilingual work group established by the MLPA Initiative; aquarium educators; the California Fisheries Coalition's Fisherman's Information Network; and the conservation community.
- Respond to general inquiries from members of the public related to the MLPA Initiative Phase 3 South Coast Project; and
- Coordinate with community partners to disseminate educational outreach materials in support of the MLPA Initiative, and attend a maximum of one event per month to directly engage in outreach activities.

#### *4. MLPA Initiative Staff Coordination*

- Lead public educational outreach coordination of work team dedicated to this effort, and organize and facilitate weekly conference calls with work team;
- Participate in weekly MLPA Initiative staff communications meetings;
- Assist in coaching MLPA Initiative staff and others identified by MLPA Initiative in effective communication with the public and to develop quality presentations; and
- Assist in identifying negative or threatening issues or inquiries and develop strategic and timely responses.

**Contractor: Strategic Ocean Solutions**  
**Staff: Annelore “Annie” Reisewitz**  
**MLPA Initiative Role: Media Relations Liaison**

***Professional Services***

Contractor shall provide media relations liaison services in support of the MLPA Initiative by developing, implementing and regularly analyzing a strategic, comprehensive and diversified media relations program, and by providing strategic communications advice to MLPA Initiative staff and project participants. Specific tasks include:

- Analyze local, regional and national print, broadcast and online media coverage for trends that could influence media relations opportunities and challenges;
- Proactively assess day-to-day media environment and utilize opportunities that are available for increased exposure, including identifying and utilizing free advertising space and time as available to promote the MLPA Initiative;
- Identify negative or threatening media issues or inquiries and exhibit leadership in developing strategic and timely responses;
- Develop and maintain mutually productive working relationships with key local, regional, statewide and national reporters and journalists, as well as representatives from new media/online sources and multi-cultural publications;
- Create, develop and place MLPA Initiative updates in key target media from start to finish; including developing news releases, media advisories, news tips and other materials for the news media;
- Exercise professional judgment in determining priorities for incoming media requests;
- Provide strategic media relations counsel and preparation to MLPA Initiative leadership regarding interviews and potential interview opportunities;
- Assist in coaching target staff and project participants in effective communication with the media and the public to improve the quality of presentations;
- Prepare talking points and news releases for MLPA Initiative staff;
- If time permits, in consultation with other MLPA Initiative staff and contractors, help prepare and edit publications for internal and external audiences, including electronic newsletters; and
- If time and funding permits, assess effectiveness of media plan in supporting MLPA Initiative objectives, by designing, administering and analyzing the results of various assessment tools (such as surveys, focus groups, and personal interviews).

**Contractor: The Nature Conservancy**  
**Staff: Mary Gleason, Chief Marine Scientist**  
**MLPA Initiative Role: Senior Advisor**

***Professional Services***

- Provide science and planning advice to Marine Life Protection Act (MLPA) Initiative staff (I-Team), including principal planner, during pre-planning and planning phases of the MLPA South Coast Project. This advisory role will be for priority issues and is provided on an “as-available” basis given Gleason’s other responsibilities. Attend weekly I-Team conference calls, as available, to remain current with the process. Provide quality control review of key documents (e.g. regional profile).
- Provide strategic advice to the I-Team regarding facilitation and planning guidance to the MLPA South Coast Regional Stakeholder Group (SCRSG). Provide facilitation/planning expertise at a few SCRSG meetings or work sessions at key junctures in the marine protected area (MPA) planning process.
- Provide science and planning advice to the MLPA Blue Ribbon Task Force (BRTF) members during key meetings or on an “on-call” basis, as needed. Provide strategic advice at key junctures in the MPA planning process at a few BRTF meetings.

Any additional technical services beyond those described above which task force wishes to have Gleason provide, they must first be discussed with and approved by Contractor (through Rebecca Shaw, Contractor’s associate state director for conservation), prior to being initiated.

***Time Commitment and Schedule***

Up to 20% time, averaged over a six month period. It is anticipated that Gleason’s time commitment will be minimal (5-10%) during the pre-planning phase and more involved (15-20%) at key phases of the process, especially during MPA proposal design and evaluation, and identification of the preferred alternative by the BRTF.

**Contractor: Sara Townsend**  
**MLPA Initiative Role: Policy Analyst**

***Professional Services***

Contractor will provide professional support and program coordination for the MLPA Initiative Executive Director and Program Manager (“Core Staff”), or other staff as requested. Specific tasks include:

- Finding, assembling, assessing and organizing information used in decision making by the Core Staff or the MLPA Blue Ribbon Task Force (“Task Force”);
- Organizing and preparing for formal and informal meetings, including preparation of agendas, developing materials related to an agenda, participation in specified meetings, and recording decisions and action items;
- Tracking the progress of internal staff products, activities of MLPA Initiative team members, and document management;
- Completing follow-up required to implement decisions and action items of the Core Staff or the Task Force, including drafting follow-up communications regarding decisions, making personal contacts required to assemble requested information, and organizing efforts to move forward specific action items;
- Assisting the MLPA Initiative Program Manager in responding to inquiries from stakeholders and members of the public; and
- Independently undertaking and completing research on topics of use to the MLPA Initiative, including providing reports usable by decision makers.

***Deliverables and Due Dates or Milestones***

Contractor will produce specific deliverables and meet due dates and milestones as directed by the Core Staff.



**Contractor: University of California, Davis**

**Staff: Dr. Loo Botsford, Dr. Will White, Elizabeth Moffitt and Dr. Doug Fischer**

**MLPA Initiative Role: UC Davis Population Model**

***Professional Services***

Contractor will provide population modeling support for scientific recommendations by the MLPA Master Plan Science Advisory Team (SAT) and the MLPA Blue Ribbon Task Force (BRTF) for the MLPA Initiative marine protected area (MPA)-design effort currently underway in the MLPA South Coast Study Region. Tasks include:

- Formulate population models to calculate the response of certain commercially and recreationally fished species affected by proposed MPA plans:
  - Calculations will represent the projected effects of each plan on conservation goals and fishery yield;
  - Models will be based on geographic information system (GIS) representations of habitat and MPA plans, species information drawn from stock assessments and scientific literature, and larval dispersal information estimated by the University of California, Santa Barbara (UCSB) modeling group working for the MLPA Initiative.
- Supply model rasters containing geographical, habitat, and regulatory information to modeling teams working for, and identified by, the MLPA Initiative;
- Attend meetings of the SAT to present results, when appropriate; and
- Contribute to written reports produced by the UCSB modeling group.

***Deliverables and Due Dates or Milestones***

- Model raster containing information on habitat, MPA location, and regulatory information after receipt of initial MLPA South Coast Study Region MPA proposals, to be shared with UCSB modeling group and the MLPA Initiative;
- Updated raster and comparison of proposed MPA plans in the initial MLPA South Coast Study Region MPA proposals, revised proposals, and the final proposal adopted by the BRTF:
  - Assessments at each stage will present spatial distributions of the populations and fishery yields, as well as summary statistics; and
- A final summary report in collaboration with the UCSB modeling group.

**Contractor: University of California, Santa Barbara**  
**Staff: Dr. Satie Airamé, Policy Coordinator, Marine Science Institute**  
**MLPA Initiative Role: South Coast Science and Planning Advisor**

***Professional Services***

The University of California, Santa Barbara (contractor) shall provide the services of Satie Airamé as a South Coast Science and Planning Advisor to the MLPA Initiative. If Ms. Airamé becomes unavailable, contractor shall provide a suitable replacement after consultation with the MLPA Initiative executive director.

The advisor shall work closely with the MLPA Initiative senior advisor and the principal planner to: support the work of the MLPA Initiative South Coast Project planning team; serve as the MLPA Initiative liaison to the MLPA Master Plan Science Advisory Team (SAT); facilitate the incorporation of key information relevant to marine protected area (MPA) planning within the MLPA Initiative South Coast Study Region; facilitate the communication of science data among the SAT, MLPA Blue Ribbon Task Force (BRTF), and South Coast Regional Stakeholder Group (SCRSG); and work in coordination with the California Department of Fish and Game to communicate results of the Channel Islands MPA monitoring program. Tasks are as follows:

- *MLPA Initiative Staff Support.* Participate in weekly MLPA Initiative and geographic information system (GIS)/planning team conference calls and other activities as required. Work closely with the MLPA Initiative senior advisor to provide guidance to the MLPA Initiative principal planner and other MLPA Initiative staff.
- *Meeting Support.* Work closely with the MLPA Initiative senior advisor, principal planner and other staff to provide strategy and conduct BRTF, SAT and SCRSG meetings, focusing primarily on support for the SAT. Provide support as necessary for the BRTF and SCRSG meetings to facilitate communication and increase the flow of scientific information between the SAT and the BRTF and SCRSG.
- *Science Communication.* Facilitate the communication of science data among the SAT, BRTF and SCRSG, including: working with SAT members on presentations; evaluation documents; and other materials. Facilitate the incorporation of data and results from the Channel Islands Five Year Review process, and communicate this information to the BRTF, SAT and SCRSG. Make presentations to the BRTF and SCRSG regarding activities of the SAT and other science or planning-related topics, as required.
- *SAT Support.* Support the SAT as the MLPA Initiative liaison. Work with the MLPA Initiative principal planner and the SAT co-leads in drafting agendas for SAT meetings. Support the SAT and MLPA Initiative staff in the evaluation of MPA proposals. Work with SAT and SAT support staff in crafting and reviewing responses to SAT science questions.
- *SCRSG Support.* Work with the MLPA Initiative principal planner and others as identified to facilitate incorporation of data sources relevant to the MLPA Initiative South Coast Project planning process. Work with the MLPA Initiative principal planner and other contracted marine planners in drafting, reviewing and revising the south coast regional profile. Provide planning expertise to support the SCRSG in developing MPA proposals.
- *BRTF Support.* Provide science and planning advice to the BRTF, as required.

**Contractor: University of California, Santa Barbara**

**Staff: Dr. Chris Costello**

**MLPA Initiative Role: Flow, Fish, and Fishing (F3) Optimization Model**

***Professional Services***

Contractor will provide scientific modeling services to support scientific recommendations by the MLPA Science Advisory Team (“SAT”) and the MLPA Blue Ribbon Task Force (“BRTF”) for the MLPA Initiative marine protected area (“MPA”)-design effort currently underway in the South Coast Study Region. Tasks include:

- Continued development of a pilot “Flow, Fish, and Fishing” (“F3”) two-dimensional optimization modeling tool to be made available to the MLPA Initiative for planning purposes by September 30, 2009. The tool shall include:
  - incorporation of scientific innovations as suggested by the South Coast Regional Stakeholder Group (SCRSG);
  - accurate and flexible representation of larval dispersal within an MPA;
  - incorporation of data from the South Coast Study Region, including habitat, existing reserves, and spatial effort;
  - a statistical method for linking spatial effort data, as collected by Ecotrust or other organizations for the MLPA Initiative, to fleet model parameterization;
  - more realistic representation of the fleet model; and
  - incorporation of a water quality module if endorsed by the SCRSG.

***Deliverables and Due Dates or Milestones***

- F3 two-dimensional optimization modeling tool for use by the MLPA Initiative MPA-design planning process. Due date: September 30, 2009.

**Contractor: University of California, Santa Barbara**

**Staff: Dr. Will McClintock, Project Scientist**

**MLPA Initiative Role: MarineMap Director / GIS Manager and Associated DSS Staff**

***Professional Services***

This agreement is a continuation of Agreement 2008-0035M and supports University of California, Santa Barbara staff that provide support to the MLPA Initiative by hosting the MarineMap Decision Support System (DSS) and providing geographic information system (GIS) and technical assistance. Dr. Will McClintock, technical director; GIS manager; GIS analyst; cartographer; and technical assistant will perform the following tasks:

*Technical Director*

- Provide project leadership;
- Systems architectural design and administration;
- Database development;
- Internet map service development; and
- Decision support tool management.

*GIS Manager*

- Direct GIS staff, including GIS Analyst and Cartographer, in the production of maps and analytical reports; and
- Liaison between MLPA Initiative staff and GIS team.

*GIS Analyst*

- Provide additional GIS analytical support and programming as directed by the Technical Director for the DSS; and
- Attend MLPA Initiative meetings to provide GIS support, as needed.

*Cartographer*

- Create maps for MLPA Initiative study region regional profile and MPA proposals;
- Attend MLPA Initiative meetings to provide GIS support, as needed.

*Technical Assistant*

- Provide Web-based tool development support and database support.

Purchase of the following to be housed at UCSB for use by the state (inclusive of items specified in original Agreement 2008-0035M):

- Three (3) replacement servers and backup power;
- Four (4) workstations;
- Five (5) replacement hard drives for servers;
- Workstation software;
- Backup power supplies for server;

- ESRI license renewals;
- Yosemite backup software support contract renewal;
  - GoToMeeting annual license renewal; and
  - GoToWebinar annual license renewal.

*Deliverables*

- Quarterly conference calls (January 2009, April 2009, July 2009, October 2009) with Mike Weber, representing RLFF, regarding DSS status.
- An interim report containing a narrative and financial update on or before March 31, 2009; and a final report on or before December 31, 2009, deliverable to both RLFF and the MLPA Initiative executive director.

**Contractor: University of California, Santa Barbara**  
**Staff: Dr. Will McClintock, Project Scientist**  
**MLPA Initiative Role: MarineMap Decision Support Tool**

***Professional Services***

The University of California, Santa Barbara (contractor or UCSB) shall subcontract with and coordinate efforts with Farallon Geographics, Ecotrust, and as yet unnamed subcontractors to complete development of the proposed decision support system (DSS) first described in Agreement #2008-0019M. The total amount for all primary and subcontracts is not to exceed the amount specified in paragraph 4 of the Agreement.

Tasks and deliverables are as follows:

- Configure production server systems, including two dual quad-core systems and attached 1.4 TB RAID 10 array. This will support the entire decision support system, except for ArcSDE, which will be installed on an existing server. UCSB is the lead. Available October 7, 2008.
- Implement final database schema that will store the spatial data collected by the system. This database will also support the mapping and visualization capabilities of the system. Deliverable is a database. Farallon Geographics is the lead. Available October 31, 2008.
- Implement MLPA Master Plan Science Advisory Team (SAT) analytical process to be integrated into the web-based DSS, including the user interface, underlying analyses and outputs report generation (maps, graphs, tables, etc.). Ecotrust is the lead. Deliverable is a set of stored procedures in the database. Available October 31, 2008, but will continue to be adapted to the specification identified by the SAT throughout term of the Agreement.
- Develop and implement business logic (functional algorithms which handle information exchange between a database and a user interface) for SAT analyses based on proposed software stack, system design, and database schema. Deliverable is web code. Ecotrust is the lead. Available October 31, 2008 but will be continuously modified to meet the specification of the SAT throughout term of the Agreement.
- Mapping application. UCSB will collaborate with Ecotrust and Farallon Geographics to implement the new mapping application. This will include finalizing Ajax libraries, configuring GeoServer for GeoRSS/database integration/OGC (WMS, WFS, KML) geodata integration, map tile creation for all layers used in the SAT analysis, implementing OpenLayers (the map visualization platform) incorporating these new mapping components into the graphical user interface, adding support for GeoRSS, and deploying the application. Deliverable is computer code. Farallon Geographics is the lead. Available October 31, 2008.
- Discussion forum and Wiki. UCSB, in collaboration with subcontractor Farallon Geographics to develop the spatially enabled discussion forum which includes sharing map views, posting reports (i.e., sharing results of analyses), allowing file uploads, and a Wiki for packages or individual MPAs. Although the basic system architecture was developed in the first phase of the project, no code was written. Deliverable is computer code. UCSB is the lead. Available December 31, 2008.

- Provide data extraction, transformation, and loading (ETL) procedures to better support remote data capture and procedures for data check-in / check-out. Deliverable is an updated workflow document and FME procedures. Farallon Geographics is the lead. Available November 31, 2008.
- Full documentation for the implementation and administration of the application, including systems architecture, software stack and database. Deliverable is a document. Ecotrust is the lead, available. Available January 31, 2009.
- Ongoing improvements to interface, SAT analytical functions, Wiki and discussion forums in response to needs expressed by stakeholders, SAT, task force and MLPA Initiative staff. Completed by March 1, 2009.

***Deliverables and Due Dates or Milestones***

In addition to deliverables described above, progress reports to the MLPA Initiative executive director on December 31, 2008, March 1, 2009, December 31, 2009, and December 31, 2010.

**Contractor: University of California, Santa Cruz**  
**Staff: Emily Saarman, PISCO Policy Coordinator**  
**MLPA Initiative Role: SAT Assistant**

***Professional Services***

Contractor shall provide RLFF the professional services of its employee, Emily Saarman, on a half-time basis, to provide scientific support to the MLPA Master Plan Science Advisory Team (SAT) including organization and coordination of some staff activities in support of the SAT and providing technical support, such as:

- Background research related to such issues as identifying species likely to benefit from marine protected areas (MPAs) and levels of protection;
- GIS and mapping support;
- MPA proposal evaluations, including further developing and refining methods of evaluation; and
- Design and development of SAT presentations for MLPA regional stakeholder groups, the MLPA Blue Ribbon Task Force, and the California Fish and Game Commission.

If the services of Emily Saarman become unavailable, Contractor shall provide an alternate employee to support the SAT, upon approval of the MLPA Executive Director.

***Point of Contact***

Contractor will work at the direction of SAT Co-Chair Mark Carr for matters pertaining to services and work products.



**Contractor: Ken Wiseman**  
**MLPA Initiative Title: Executive Director**

***Professional Services***

1. Contractor will be responsible for supporting the MLPA Blue Ribbon Task Force as described in the MOU for the MLPA Initiative. Those activities include:
  - a. Developing a work plan, budget and required staffing levels in consultation with the MLPA Initiative program manager, for presentation and approval by the task force.
  - b. Managing the meetings, workshops, and other activities of the task force, to ensure that the task force accomplishes its objectives, including the preparation of briefing materials and draft recommendations necessary for the task force to accomplish the goals of those meetings, workshops and activities.
  - c. Overseeing the preparation of documents to enable the task force's review of the south coast alternative marine protection area (MPA) proposals.
  - d. Developing a process to secure the delivery of the task force's recommendation for alternative MPAs along the south coast for the MLPA Initiative as described in the MOU.
  - e. Overseeing the development and implementation of an outreach plan designed to make the work of the task force public and transparent, to inform the general public of the activities of the task force, and to include the participation and contributions from stakeholders and the general public in the work of the task force as directed by the chair.
  - f. Working to ensure commitment to a timely and effective implementation of the California Fish and Game Commission's decision on an MPA proposal for the second phase of the MLPA process on the north central coast (Point Arena to Pigeon Point).
  - g. Identifying significant policy issues that require resolution by the task force, and preparing the task force to resolve those policy issues.
2. Contractor will provide executive management of the MLPA Initiative, by:
  - a. Ensuring that the task force is prepared to accomplish the objectives of the MOU.
  - b. Directly supervising MLPA Initiative staff.
  - c. Pursuant to the adopted work plan and budget, making recommendations to RLFF for retaining all other contractors needed for the task force, and overseeing the work of those contractors.
  - d. Managing the budget by initiating requests for expenditures to RLFF that are necessary for the task force to achieve its objectives as developed in the adopted work plan and budget, within the current funding description of available funds provided by RLFF.
  - e. Together with the chair of the task force, reporting to RLFF on the actual and anticipated expenditures, and making recommendations as appropriate for contracts, contract amendments, and augmentations to the funding description.

3. Contractor will be responsible for ensuring coordination and communication of the task force's work with key state and federal agencies.