

California Marine Life Protection Act Initiative

Summary of MLPA Initiative Public Outreach and Education Activities

October 31, 2008

The information presented here is a summary of MLPA Initiative public outreach and education activities for the period of September 9 to October 31, 2008.

Presentations and Outreach to the Public and Stakeholder Groups

- Dana Point Ocean Institute – Coastal Cleanup Day festival, September 20, 2008
- San Diego Association of Governments, Shoreline Preservation Work Team, October 2, 2008
- Thank You Ocean podcast, October 6, 2008 (<http://www.thankyouocean.org/podcast/>)
- Catalina Island – Avalon City Hall, October 8, 2008
- Cabrillo Marine Aquarium, COSEE-West, October 18, 2008
- Redondo Beach, King Harbor – Clean Waterfront Redondo, October 22, 2008
- 2008 H2O Conference – Long Beach, October 28 – 30, 2008

Community Festivals and Events (where the MLPA Initiative had a presence)

- Baja Splash - September 6 & 7, Aquarium of the Pacific (Hispanic outreach)
- Moompetam - September 20 & 21, Aquarium of the Pacific (Tribal outreach)
- Southeast Asian Day - October 4, Aquarium of the Pacific (Asian outreach)
- Autumn Sea Fair - October 19, Cabrillo Marine Aquarium
- Santa Barbara Harbor and Seafood Festival, October 14, 2008
- Santa Barbara Film Festival, October 22 – 24, 2008

Outreach Materials

- The first issue of the *MLPA Initiative South Coast News* was distributed to the MLPA Initiative email listserv and Key Communicators on October 22, 2008. The newsletter provides highlights from past meetings of MLPA Initiative groups (i.e., the task force, regional stakeholder group, and science advisory team), documents available for public comment, upcoming meetings and events, answers to frequently asked questions, and opportunities for stakeholders and the public to get involved. The newsletter was well received and will continue to be produced and distributed on a regular basis.
- Website updates are highlighted in the attached document, *Summary of Changes to the MLPA Website*

Bilingual Outreach

A bilingual work team has been divided into different groups, representing a diverse array of bilingual stakeholders (conservation, recreational fishing, media, education (formal – Sea Grant, informal – Aquarium of the Pacific/Cabrillo Marine Aquarium). The team has met twice via conference call and will continue to meet at monthly intervals to focus on emerging needs related to bilingual outreach.

A fact sheet created in partnership with the bilingual work team has been translated into five languages (Cambodian, Chinese, Korean, Spanish and Vietnamese). Translations were

provided by the California Department of Fish and Game and a professional translation service. Costs for translation by the professional service were partially underwritten by the Long Beach Aquarium of the Pacific, Reef Check Foundation, and Surfrider Foundation. These fact sheets were distributed to 55 print, radio, and television media outlets prior to the first meeting of the regional stakeholder group.

Key Communicators

The Key Communicators consist of over 600 individuals and organizations representing a broad array of interests in the MLPA South Coast Study Region. This group has received frequent updates (about eight have gone out since July – averaging approximately two per month) pertaining to upcoming MLPA Initiative public events, meetings, and documents for comment. In many cases, the Key Communicators have forwarded the information to their respective communication networks, further assisting MLPA outreach and education efforts.

California Marine Life Protection Act Initiative Summary of Changes to the MLPA Website October 31, 2008

This document outlines the types of major edits and changes to the Marine Life Protection Act (MLPA) website (www.dfg.ca.gov/mlpa) since initiating the MLPA South Coast Study Region.

March 2008

- Updated MLPA general frequently asked questions
- Updated MPA literature page <http://www.dfg.ca.gov/mlpa/science1.asp>
- Added commonly used acronyms to the "Definitions" page to become a new "Definitions and Acronyms" page <http://www.dfg.ca.gov/mlpa/defs.asp>

April 2008

- Updated general MLPA contact information
- New MLPA process update <http://www.dfg.ca.gov/mlpa/pdfs/update2007.pdf>

May 2008

- Navigation bar changes: New "Existing State MPAs" header with two sub-links, and a new "Introduction to the MLPA" link under the "General Information" header
- Home page <http://www.dfg.ca.gov/mlpa/index.asp>: significant improvement through addition of content and revised "Popular Resources" box
- Contact Us page <http://www.dfg.ca.gov/mlpa/contact.asp> reorganized to list email contact information first
- Removed old "First Phase/Second Phase" nomenclature throughout the website and replaced with study region names as headers
- Added "Introduction to the MLPA" page <http://www.dfg.ca.gov/mlpa/introduction.asp>
- Master Plan page <http://www.dfg.ca.gov/mlpa/masterplan.asp>: Background information text added

June 2008

- Updated information and text to the BRTF page <http://www.dfg.ca.gov/mlpa/brtf.asp>
- Updated information and text to the Opportunities for Public Involvement page <http://www.dfg.ca.gov/mlpa/publicinvolvement.asp>
- Updated information and text to the Science Advisory Team page <http://www.dfg.ca.gov/mlpa/mpsat.asp>
- Updated information and text to the Statewide Interests Group page <http://www.dfg.ca.gov/mlpa/statewide.asp>
- Updated information and text to the Central Coast Study Region home page <http://www.dfg.ca.gov/mlpa/phase1.asp>
- Updated information and text to the MLPA Summary <http://www.dfg.ca.gov/mlpa/background.asp>

July - September 2008

- New homepage design, navigation bar and study region page designs finalized

October 2008

- Posted South Coast Study Region Regional Profile
http://www.dfg.ca.gov/mlpa/documents_sc.asp
- Updated south coast study region homepage <http://www.dfg.ca.gov/mlpa/scproject.asp>

November 2008

- New MLPA website up and running. The new website will incorporate a true homepage that will provide general MLPA overview information, an updated navigation bar system, and prominent links to individual study regions where all study region-specific information will be housed. There will also be a new Introduction to the MLPA page designed for those new to the MLPA process. The overall feel for the MLPA homepage and study region-specific pages will be from the more general to the more specific and aims to increase the ease of use, flow and consistency of information found on all MLPA web pages. Detailed postings to the web pages will continue to be updated and maintained as needed.