

# California Marine Life Protection Act Initiative Blue Ribbon Task Force

## MEMORANDUM

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**To: Statewide Interests Group**  
**From: Michael DeLapa, Central Coast Project Manager**  
**Subject: Status Report on Central Coast Project  
May 1 through July 15, 2005**  
**Date: July 20, 2005**

### Summary

The Central Coast Project is proceeding on schedule and within budget to accomplish our goal of developing alternative proposals for MPAs along the central coast by early 2006. Over the past two months, the MLPA Initiative team has accomplished many substantive, procedural, and process tasks, including:

- Establishment and organization of the Central Coast Regional Stakeholder Group (CCRSG) to solicit stakeholder and public input
- Collection and synthesis of a significant body of complex scientific, socioeconomic, and policy information
- Establishment of a professional team of scientists, planners, consultants, DFG professionals, and support staff to manage the central coast planning process

### Key Accomplishments

#### ***MPA Planning - Process***

- Established CCRSG with 32 members and 23 alternates representing diverse consumptive and non-consumptive interest groups throughout the study region
- Established nine member Central Coast Science Sub-Team for the Central Coast Project, including two lead scientists, two alternate lead scientists, and two graduate students to assist the CCRSG
- Adopted ground rules for CCRSG (June 8-9)
- Held productive two day meetings of CCRSG in Monterey (June 8-9) and Morro Bay (July 7-8)
- Established three work teams of CCRSG members, science sub-team, and MLPA staff for Regional Goals/Objectives, Mapping, and Information Scoping (Socioeconomic Data)

***MPA Planning - Project Management, Operations and Communications***

- Established detailed work plan and project schedule
- Scheduled monthly regional stakeholder meetings between June and December 2005, rotating meeting locations between the Monterey Bay and Morro Bay areas
- Initiated web site redesign to accommodate needs of Central Coast Project and future regional planning efforts
- Developed web form and process to manage information requests
- Established contracting and expense procedures with Resources Legacy Fund Foundation to facilitate hiring and operations
- Conducted weekly teleconference calls to coordinate the MLPA Initiative team

***MPA Planning - Product Development***

- Adopted regional goals for the Central Coast Project (July 7-8)
- Produced a draft regional profile for the central coast (July 7-8)
- Launched prototype MLPA web-based GIS system (<http://maps.msi.ucsb.edu/mlpa>)
- Loaded GIS system with 40+ data layers, including jurisdictional boundaries, ecological information, and socioeconomic data

***MPA Planning - Research***

- Initiated a contract with Dr. Astrid Sholtz for fishery data collection and analysis utilizing OceanMap and the development of a shared database to house and share data
- Initiated a contract with I.M. Systems Group to provide expert services to develop data visualization tools for the central coast MPA planning process
- Initiated contract through NOAA with Dr. Chris LaFranchi to collect data on non-consumptive uses (diving, surfing, kayaking, etc.)

***Organizational Development and Staffing***

- Established Central Coast MLPA I-team composed of MLPA Initiative staff and consultants and Department of Fish and Game staff; defined roles and responsibilities and established productive working relationship among I-team members
- Hired principal planner (Dr. Mary Gleason) and central coast operations and communications manager (Rita Bunzel)
- Retained strategic planning consultant (Don Maruska) and Outreach Coordinator (Kirk Sturm); retained facilitation firm (CONCUR, Inc.)

**Important Next Steps**

- General agreement on SMART (simple, measurable, ) regional objectives
- Completion of central coast regional profile
- Assessment of existing MPAs against regional goals and objectives
- Identification of potential MPA locations

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- Development of specific objectives for individual MPAs
- Development of alternative proposals of MPAs
- Completion of comprehensive management plan

cc: Phil Isenberg  
MLPA Initiative team members