

California Department of Fish and Wildlife
Marine Protected Area Outreach Quick Reference Guide for Partners
Fall 2014

This Marine Protected Area (MPA) Outreach Quick Reference Guide is being provided by California Department of Fish and Wildlife¹ (CDFW) to organizations partnering in MPA outreach for your use. This Quick Reference Guide is also posted at our MPA Outreach Partnerships page, at www.dfg.ca.gov/marine/MPA/partnerships.asp. A more detailed partner's guide, including examples and templates, is being developed and anticipated to be released late this year. The detailed guide will also be posted at the partnerships page. Questions on further details not covered here can be directed to CDFW staff at AskMPA@wildlife.ca.gov, or see our MPA Management Contacts sheet on page 3.







Overview

CDFW encourages partners to continue contributing to meeting MPA outreach needs using your particular areas of expertise. Through our work with outreach partners, CDFW has learned some important lessons about maximizing product benefits by avoiding mistakes that can compromise accuracy or enforcement effectiveness. Such mistakes can undermine the perceived public value of your products. CDFW has used those lessons to create the following basic guidelines to assist you in producing materials that are accurate, as well as consistent with other outreach products statewide. Guidelines are listed in alphabetical order.

CDFW now has a formal MPA product review process to support the review of external outreach products and encourages its use. While CDFW will provide additional guidance through this partner product review process, meeting the standards outlined in this document will expedite CDFW review and approval of your products. Guidelines listed below outline initial content and display criteria that will assist you in the creation of your MPA-related materials, and help you in advance of the CDFW review process.

General Format and Content Fundamentals

- **Boundaries and Coordinates:**
 - Use exact boundary coordinates. Do NOT round!
 - In written text, boundary descriptions must include descriptive text from regulations (e.g., references to mean high tide line and/or 3-mile offshore boundary).
- **Color Schemes:** CDFW colors are standardized for all designated areas. For a detailed table of standardized CMYK, RGB, Lab, HSB, and Web color coding, please visit www.dfg.ca.gov/marine/mpa/quickreference.asp.

Type of Protected Area	Designation Color
State Marine Reserve (SMR)	
No Take State Marine Conservation Area (SMCA-No Take)	
State Marine Conservation Area (SMCA)	
SMCA/State Marine Park (SMP) (dual designation)	
State Marine Recreational Management Area (SMRMA)	
Special Closures	

- **Color Shading:** Filled solid color is preferred. If solid fill is not used, display boundary outlines in the assigned color for each MPA or designated area.

1- The Department of Fish and Game (DFG) underwent a name change on January 1, 2013 to the California Department of Fish and Wildlife (CDFW). Existing web addresses using “dfg” are still functional and will automatically redirect to the new URL when it is changed (anticipated ~2014).

- **Disclaimers:** The presence or absence of disclaimers regarding maps and regulations often plays a role in enforcement court cases. Therefore, the following standard disclaimers are provided to insert on maps or near MPA regulations:
 - **Map disclaimer:** “Maps not to be used for navigation”.
 - **MPA regulations disclaimer:** “This document does not replace the official regulatory language found in California Code of Regulations, Title 14, Section 632” (Note: This is particularly important to place near tables providing MPA allowed uses).
- **Maps:**
 - **Color Scheme:** Use colors for each MPA type as defined above.
 - **Coverage:** Include all MPAs and special closures within the geographic extent shown on the map.
 - **GIS Layer Source:** CDFW has KML files for your use in mapping program, at www.dfg.ca.gov/marine/GIS/downloads.asp.
 - **Landmarks:** Display of landmarks, such as city/beach names, roads, parking lots, named rocks, lighthouses, or buoys, is encouraged so long as MPA boundary coordinates are included.
 - **MPA Names:** Include full name for each MPA, including designation.
- **Regulations (Permitted/Prohibited Uses):** Use of verbatim regulations text from California Code of Regulations (CCR), Title 14 Section 632 is preferred. However, including regulatory text is optional. If your product does not state the regulations, then a reference to the CDFW site for regulations must be included.
 - **Defining Terms:** Include regulatory definitions for “Take,” “Pelagic Finfish,” and “Coastal Pelagic Species” where these terms are used in regulation where possible.
 - **Introducing Regulations:** Use “Take of all living marine resources is prohibited EXCEPT:” (delete “living” for reserves).
 - **Other Regulated Activities:** Additional MPA provisions such as activities permitted by other agencies, or provisions for tribal take in specific MPAs, do not need to be listed verbatim. In lieu of verbatim, include a general reference to these regulations and where to obtain them.
 - **Recreational and Commercial Fishing Regulations:** Include both, regardless of target audience (preferred). If only one or the other is presented, clearly indicate that more restrictions apply (e.g., If only recreational fishing regulations are presented, state that “Other commercial allowances or restrictions apply”).
- **Statistics:** CDFW holds the most up-to-date statistics about MPAs in the network. Please visit www.dfg.ca.gov/marine/MPA/statistics.asp to confirm that your information is current.
- **Website Links:** Please include CDFW’s website link www.dfg.ca.gov/marine/MPA (Example text: “For complete regulations and boundaries, www.dfg.ca.gov/marine/MPA”).
 - Other useful links: MPA Mobile website (www.dfg.ca.gov/m/MPA); Ocean Fishing Regulations (www.dfg.ca.gov/marine/regulations.asp); Email (AskMPA@wildlife.ca.gov); CalTIP at 1-888-334-CalTIP (1-888-334-2258).
 - Quick Response (QR) Code for CDFW Mobile MPA website is available from CDFW.

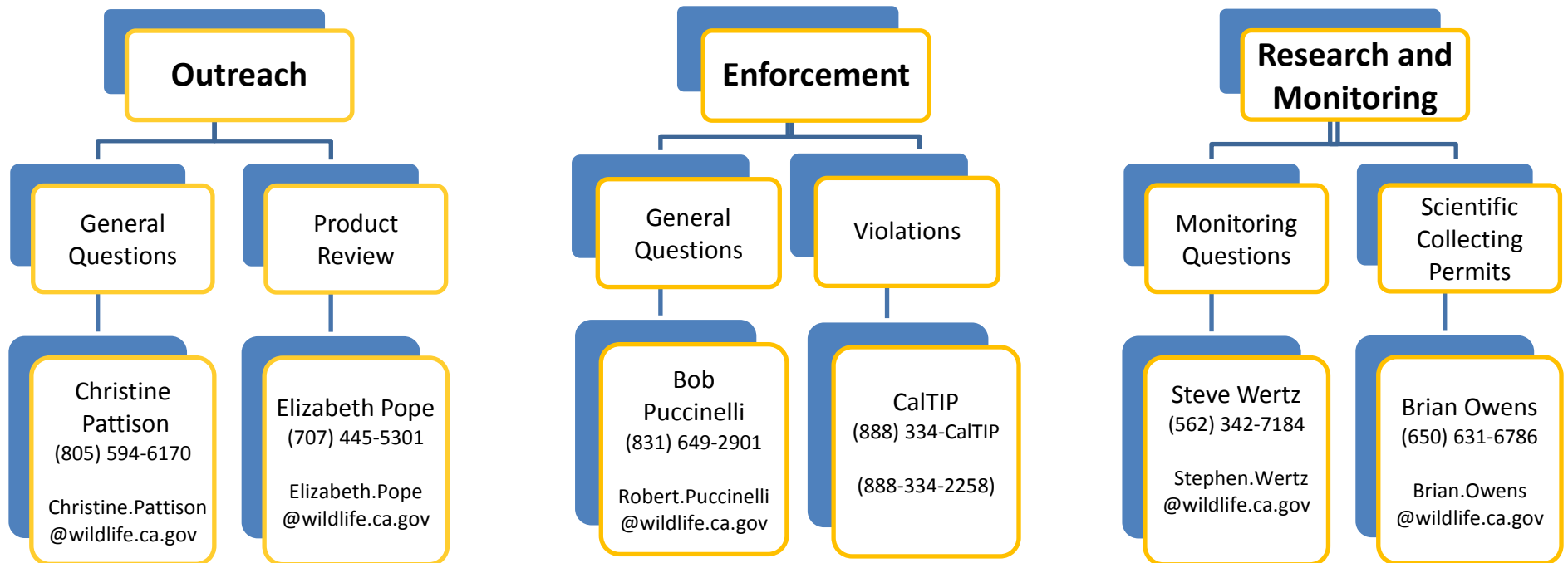


Applying these guidelines will assist your organization in providing MPA outreach materials that are accurate, up-to-date, and supports compliance and enforcement. CDFW is proud to partner with you to inform local communities about California’s MPAs.



California Department of Fish and Wildlife

2014 Marine Protected Areas Contacts



General questions: AskMPA@wildlife.ca.gov

Website: www.dfg.ca.gov/marine/MPA



CDFW MPA Outreach Product Review Structure

