### **Marine Life Protection Act Initiative**



# A Strategy for Public Participation in the MLPA North Coast Study Region

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## **Outreach Goals**

- Ensure quality public participation in developing recommendations the MLPA Blue Ribbon Taask Force (BRTF) delivers to the California Fish and Game Commission
- Gain wider public understanding of the Marine Life Protection Act (MLPA) and MLPA Initiative
- Ensure MLPA Initiative information is accessible to underrepresented constituencies



## **Public Participation Opportunities**

- Attend MLPA meetings
- Provide verbal and/or written comments
- Participate in public open houses, workshops, informational presentations
- Become a member of the MLPA North Coast Regional Stakeholder Group
- Develop an external MPA array
- · Assist with joint fact-finding
- · Become an MLPA key communicator



## **Outreach Tools for the North Coast**

- MLPA website <u>www.dfg.ca.gov/mlpa</u>
- Internet-based technologies
  - E-newsletter, North Coast News
  - MarineMap
  - Informational videos
  - Social networking technologies
- Support materials
  - Informational brochure, fliers, poster
  - Guide to developing external arrays
  - Guide to providing public comment
- Distribute materials, documents and information
  - Key communicators
  - Community centers



#### **North Coast Activities to Date**

- Open houses in July 2009; ~350 attendees
- Tribal informational session in August along with continued tribal outreach
- Informational workshops and presentations

  - Workshop I September 29
    Workshop II October 27, 28 & 29
    Workshop III November 17
    Presentations to Friends of the Dunes, HERC
- Initial outreach to community groups
- Media coverage
  - Over 101 media hits from print, radio and online sources



#### **Questions? Comments?**

