



CORDELL BANK, GULF OF THE FARALLONES AND MONTEREY BAY  
NATIONAL MARINE SANCTUARIES  
**JOINT MANAGEMENT PLAN REVIEW**

**COMMUNITY OUTREACH – FINAL DRAFT ACTION PLAN**  
May 20, 2003

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***Please Note:** The CBNMS, GFNMS, MBNMS, and the Sanctuary Advisory Councils have tasked the management plan working groups with development of draft action plans that characterize the issue or problem and identify strategies and activities that address the issue. The working groups will develop these strategies and activities as they meet over the next several months. With this goal in mind, the progress of the group, the decisions, areas of agreement will be outlined in a progressively developed action plan identifying draft goals, issue characterizations, and strategies and activities. Members of the group as well as other interested parties should look to this draft action plan as it develops as a way of tracking the group's progress and decisions.*

**Background:**

Under the National Marine Sanctuary Program (NMSP), each sanctuary in the system conducts education and outreach activities to build broad public awareness about the existence and purpose of our nation's marine sanctuaries. The NMSP recognizes that a well-informed local, regional, and national constituency greatly enhances the ability of the sanctuaries to protect their cultural and natural resources. Therefore, outreach activities should provide local and state governments, businesses, non-governmental organizations, constituent groups, and the general public with the information necessary to be effective partners in the stewardship of sanctuary resources.

The current education/outreach programs at Cordell Bank, Gulf of the Farallones, and Monterey Bay National Marine Sanctuaries are very different in terms of their involvement with the public and the staff resources to carry out those activities. Each site develops an annual plan, with varying emphasis on schools, constituent groups and/or specific resource issues, community events and fairs, publications, and volunteer efforts. Key messages include: the purpose of the National Marine Sanctuary Program; the benefits of having sanctuary status; regulations and programs associated with each sanctuary; and emergency response contacts. Each site also uses a mix of staff, volunteers, constituent groups, and friends groups to develop and implement these programs.

**Problem Statement:**

Because of limited resources generally, each site has primarily focused on a select number of audiences within a limited geographic area. As a result, there are several areas where a broad-based public understanding needs to be enhanced. For example, there appears to be a lack of understanding and/or confusion about:

- The unique situation of having three sanctuaries contiguously located in north-central California,
- How these three sanctuaries together can work with other organizations to enhance regional outreach efforts regarding marine ecosystems,
- How individuals and groups can engage effectively with the Sanctuary Program and best protect sanctuary resources, and

- How businesses, constituent groups, agencies, elected officials and others can provide informed input into decisions regarding sanctuary management and further enhance community awareness of the Sanctuaries.

**Goal:**

A coordinated, collaborative regional community outreach strategy will build awareness throughout north-central California, and beyond, about: the existence and purpose of the three Sanctuaries and the national program; why their existence is relevant to people; the economic and intrinsic value of the three Sanctuaries to coastal and inland communities beyond such direct industries as fishing and ecotourism; how these three Sanctuaries are working with constituent groups; and how individuals and groups can be engaged in helping the Sanctuaries accomplish their resource protection, research, and education goals.

This plan identifies appropriate regional audiences and topics, regional outreach strategies, and marketing and media exposure efforts that effectively highlight specific program activities across all three sites as well as the national system. It is also designed complement each site-specific program and to be flexible enough to incorporate new strategies and topics over time.

**Evolutionary Nature of This Plan:**

Over time, the messages included in the appendix of this plan may change; new issues may arise while others fall away. Each of the individual action plans in this management plan will also generate its own set of messages to be communicated to various audiences. Therefore, the strategies and activities serve as protocols, or methodologies, for how NMSP staff will develop and deliver those messages as well for how audiences and their needs will be identified.

**Strategies – The Stewardship Circle:** *Insert graphics depicting the Circle*

The Stewardship Circle represents the continuous cycle of ocean and coastal outreach, education, and stewardship. The Circle expands awareness, knowledge, changed attitudes, and ultimately changed behaviors, rippling further and further throughout the community as more people become involved. By providing information on ocean and coastal resources, and stewardship opportunities, the Circle sparks the imagination and encourages people to have a personal, heart-felt relationship with the sea, regardless of their geographic location. The Circle is the basis of three strategies that may be tailored to the specific needs and interests of a given audience and may be delivered by members of that audience:

*Outreach* provides audiences with sanctuary-related information and materials that promote ocean and coastal stewardship, personal safety, and a healthy, sustainable economy.

*Education* provides a fundamental scientific understanding, knowledge, training, or professional development on topics relevant to the world's atmosphere, climate, oceans and coastal ecosystems, and resource protection.

*Stewardship* is a personal sense of responsibility to take informed action and make caring choices, at home or work, which promote and protect the health of our coasts and oceans.

## STRATEGY X-CO.1 OCEAN/COASTAL OUTREACH

Outreach provides audiences with sanctuary-related information and materials based on NOAA's science, products, and services that promote ocean and coastal stewardship, personal safety, and a healthy, sustainable economy. These audiences may be: north-central California coastal residents; people who live and work in inland California communities that regularly visit the ocean, such as divers, kayakers, tidepoolers, etc.; those who make their living within the ocean environment, like fishermen, maritime shipping companies, etc.; or people who live outside California that care about the ocean even though they may never visit. These, and others, are important voices in the protection and stewardship of the oceans.

**Outcome:** To raise general awareness of marine ecosystems, individual sanctuaries and the Sanctuary Program, and to inspire stewardship of ocean and coastal resources.

### Potential story lines:

- What are national marine sanctuaries? The north-central California area is one marine protected region, within three of the nation's 13 national marine sanctuaries.
- How do they relate to, support, and differ from other programs and marine organizations?
- What are their special characteristics and benefits? What is the biological, historic and cultural significance?
- What have we done successfully and what challenges still confront us in these Sanctuaries?
- Why should I care? How do I benefit from the Sanctuary?
- What can I do? How can I help or get involved? How can all users become involved in protecting and promoting the health of Sanctuary resources?

**Activity A: *Develop or strengthen coordinated outreach programs and opportunities.*** Each site conducts outreach programs and activities based on the needs of the site. There are often times when all three sites could consolidate staff or financial resources to develop joint outreach efforts, such as public service announcements, issue-specific workshops and brochures (e.g., tide pool etiquette), docent programs, signage, learning centers, or exhibits and displays at community events. Additionally, the three sites can increase their "reach" on messages by partnering with their non-profit "friends groups". A coordinated outreach effort will:

- Compile and prioritize outreach needs from all three management plans, including site-specific and cross-cutting action plans
- Assess existing site programs for shared implementation or expansion based on priorities
- Provide information on existing volunteer opportunities, factoring in cultural differences (assess ways of reaching different cultures)
- Provide timely background/context regarding priority issues on website(s)
- Develop shared outreach materials/products/programs based on established priorities that inspire stewardship by supporting and acknowledging behaviors that protect ocean/coastal resources (e.g., "A Guide to Your National Marine Sanctuaries" field guide with wildlife

viewing with information on all three Sanctuaries, broad public service announcements on why these three Sanctuaries are here?)

- Coordinate and collaborate on Sanctuary-sponsored signage, visitor center displays, etc.
- Explore non-traditional forms of outreach (e.g., “product recognition” in films that are shot at the Sanctuaries, hotel table-top cards or lobby kiosks)
- Share community outreach approaches, goals, etc., between the three sites, with interested SAC members, and between the sites and non-profit partners
- Conduct annual retreats/meetings as a coordinated group to evaluate effectiveness of previous outreach programs, identify new issues, programs and products (brochures, exhibits, signs, etc), opportunities, and joint implementation

*Potential Partners:*

SAC members from all three Sanctuaries/working groups  
Farallones Marine Sanctuary Association  
Monterey Bay Sanctuary Foundation  
National Marine Sanctuary Foundation  
Channel Islands National Marine Sanctuary  
Channel Islands Sanctuary Foundation/Association  
NOAA Enforcement

*Timeline:*

- *Assess other action plans and existing programs:* Begin in Summer 2003
- *Evaluate ability of existing programs for delivering messages:* Winter 2003/2004
- *Product development:* Initiate in Winter 2003/2004 based on assessment of action plans and existing programs; on-going thereafter
- *Annual retreat:* Each spring (in preparation for annual operating plans)
- *Develop new collaborative approaches:* On-going

*Possible Measurement Elements:*

- Identify the “target” audience(s) for measurement results – NOAA management, state and local elected officials, Congress, etc.
- Use the NOS “tracking” website to provide information on website usage
- Changes in number of: volunteers, foundation memberships, website “hits”
- Survey key contacts for “opinion poll” regarding Sanctuaries’ relationship with communities
- Partner with the American Marketing Association and marketing graduate schools to conduct a “market” survey (this could also be used as a volunteer opportunity)

***Activity B: Develop and implement a joint media (print, radio, TV, internet, etc.) plan to deliver messages that relate to all three Sanctuaries.*** The media can be an effective means of delivering information if staff is trained in how to provide that information to them. Each medium has a preferred way of receiving information for stories, so the appropriate mechanism and amount of information must be provided. This can be aided by periodic briefings with individual reporters with whom a relationship has been established, meeting with “editorial

boards” of reporters and editorial staff at larger newspapers, and by keeping website background and context material current and relevant. The joint media plan will address how the sites will:

- Designate a media/public affairs point of contact for each site
- Consult with each other to identify and develop goals and key messages for joint media efforts based on the three management plans
- Collaboratively establish relationships with key local reporters whose territories overlap more than one Sanctuary
- Conduct periodic joint briefings for reporters/editors on cross-cutting issues
- Provide specific information on the three sanctuaries for the context of specific issues
- Assess the effectiveness of joint and site-specific media coverage in presenting information

*Potential Partners:*

Traditional and electronic media, both coastal and inland, including local weekly papers  
Community access TV stations

*Timeline:*

- *Designate media/public affairs contacts at each site:* Spring 2003
- *Media training for staff:* Spring/Summer 2003 and annually thereafter
- *Develop and implement joint media plan:* Within 6 months of the first training and semi-annually thereafter

***Activity C: Identify and partner on external programs to incorporate our messages in their efforts.*** There are many existing outreach programs targeting various groups that may value, influence, or impact the resources of the three sites. Public agencies like water pollution control and solid waste agencies, local parks and recreation departments, as well as local Chambers of Commerce and others often have limited funding and staff available to carry out these efforts. User groups whose members are widely dispersed may also be effective partners: Trade associations for shipping and commercial/recreational fishing, dive clubs, boating groups etc., may have magazines, newsletters, websites where Sanctuary-related messages can be delivered. Local school districts and area colleges offer marine sciences curricula or may have community service requirements.

Through partnerships, this broad network can be accessed to incorporate sanctuary-related messages into other outreach programs. In return, the Sanctuaries may be able to provide “seed” funding, make available images and other graphics, and integrate appropriate coastal messages from other organizations.

- Identify and prioritize messages and audiences (e.g. groups that impact Sanctuary resources), based on the three management plans, that may be appropriate for delivery by partners; previous communications plans may be helpful (i.e., Year of the Oceans)
- Determine potential partners with existing outreach programs and create a database of contacts and the type(s) of outreach tools and messages they have

- Identify non-traditional outreach efforts (faith-based groups, service groups, chambers of commerce, etc.) and explore partnership opportunities
- Prioritize potential partners, aligning similar groups, based on their “reach” and the context of messages
- Create joint outreach tools that deliver integrated messages with partners, including museum exhibits, visitor center displays, maps in visitor guides, roving docent programs
- Develop issue-specific outreach to groups already involved with Sanctuary issues (such as user groups, non-governmental organizations, etc), coordinate on new opportunities to integrate and facilitate outreach in their programs, and maintain ongoing relationships
- Identify and share information on appropriate funding opportunities for the three Sanctuaries, our non-profit partners/friends groups and for other partners in outreach from: other federal/state/local agencies (EPA, NPS, state and local resource agencies, etc); private industry and foundations; and venture capitalists that fund environmental philanthropy

*Potential Partners:*

Our own teams (research, water quality, resource protection, enforcement)

USGC, NPS, other federal agencies

California State Parks, other state agencies

Cities, local parks/recreation departments

Local agencies with pollution prevention programs (Water pollution control, solid waste control)

Chambers of commerce

Trade associations for shipping, fishing, tourism, etc.

Dive clubs/shops, kayak clubs/shops, spot abalone divers, other recreational groups

Natural history museums

Institutions with community service requirements/marine sciences (high schools, colleges)

*Timeline:*

- *Create database of outreach partners and programs:* Summer 2003
- *Identify audiences and messages:* On-going
- *Develop joint outreach tools:* On-going

***Activity D: Create and implement an interactive electronic “clearinghouse” for broader and deeper outreach and educational information and contacts.*** This clearinghouse could be integrated into the existing websites for the three Sanctuaries, or be a shared site similar to the “joint plan” website, and would include different levels of information (e.g. current issues, success stories, stewardship guides, list of personal actions, scientific/policy reports, etc.). It would be marketed to a wide range of individuals, groups, entities with a medium and a proven ability to affect opinion (e.g. media, educational & research institutions, advisory councils, volunteers, advocacy organizations, faith-based groups, governmental organizations, etc). The key underlying message would be that the protection and long-term health of our ocean sanctuaries depends on how we conduct our everyday activities.

- Assess information needs by working with community leaders and decision makers to create framework and content



- Identify and develop clearinghouse web concept and plan, including whether a shared website or existing websites will be used
- Identify and pursue funding (staff, design, maintenance, etc)
- Identify appropriate related sites and create links
- Develop and implement a promotional strategy

*Potential Partners:*

NMSP Communications Branch

California Coastal Commission

Those partners identified throughout this action plan

*Timeline:*

- *Assess existing websites vs. shared website for suitability:* Begin in year one
- *Develop clearinghouse plan:* Begin in year two

## STRATEGY X-CO.2 OCEAN/COASTAL EDUCATION

Our joint ocean and coastal education efforts provide a fundamental scientific understanding, knowledge, training, or professional development to a particular audience on topics relevant to the world's atmosphere, climate, oceans and coastal ecosystems, and resource protection. There are many possible audiences, such as students, teachers, state and local agencies, community leaders, and the general public. Sanctuary-related educational activities are based on NOAA science; systematic in design with clear goals, objectives and measurable outcomes; aligned, where appropriate, with state or national education standards; and designed to facilitate evaluation by a third party.

**Outcome:** To build knowledge and support caring actions and attitudes regarding marine ecosystems and the Sanctuaries.

**Activity A: Evaluate existing site-specific education programs and products for collaboration and shared implementation.** Currently, GFNMS/FMSA and MBNMS/MBSF have a wide variety of site-specific education programs being implemented; CBNMS is exploring how best to establish its education program and already coordinates with GFNMS/FMSA on some outreach. There are many opportunities to share development, implementation, and marketing of these as well as expanding certain programs and materials to reflect all three Sanctuaries. The upcoming action plans from other working groups may also identify education efforts that could be shared or expanded, and opportunities regularly arise that can be discussed for how they can be coordinated, co-developed, and promoted across the sites.

- Compile and prioritize education needs from all three management plans, including site-specific and cross-cutting action plans
- Assess existing site programs for shared implementation or expansion based on priorities
- Conduct annual planning discussions/retreats to select priority education efforts to jointly pursue and evaluate previous efforts, along with quarterly “check-ins” to explore emerging opportunities
- Create an online database for the three contiguous sanctuaries to access teacher mailing/email information to advertise for upcoming educational opportunities
- Select a region-wide lecture series theme each year, from management plan priorities, upon which each site’s program can be based, market jointly, co-sponsor as appropriate
- Explore the expansion of symposia beyond research presenters and audience to include teachers/students and student presenters; coordinate selection of topics based on management plan priorities
- Create a “branded” look, using NMSP templates, and “boiler-plate” language for brochures to educate users (divers including abalone divers, kayakers, boaters, wildlife watching, etc) so that the look is similar across all three sites, with appropriate differences added
- Identify, develop and conduct coordinated trainings among NMSP and partner volunteer programs
- Provide volunteer exchange opportunities



- Identify and promote internships with marine-related businesses (i.e., resource assessment firms, whale watching and related businesses)

*Potential Partners:*

West Coast Education Liaison  
State/local volunteer programs  
Bay Area Sea Kayakers (BASK)  
High school/college classes doing coastal monitoring  
National Science Foundation, other federal agencies (esp. for funding)  
Local NGO's/non-profits  
Association of Monterey Bay Area Governments, Association of (SF) Bay Area Governments

*Timeline:*

- *Assess other action plans and existing programs:* Begin in Summer 2003
- *Product "branding":* Initiate in Winter 2003/2004 based on assessment of action plans and existing programs; on-going thereafter
- *Annual retreat:* Each spring (in preparation for annual operating plans)
- *Lecture series:* Beginning of each fiscal year starting in year one, select series theme
- *Symposia:* MBNMS/AMBAG Symposium is held each March; GFNMS/CBNMS Symposium bi-annually
- *Team OCEAN:* By the end of year three, evaluate which programs are appropriate for inclusion in this framework.

**Activity B: Increase multi-cultural/multi-lingual efforts in all three Sanctuaries.** The MERITO Program at MBNMS is experiencing significant success within the Hispanic community. Starting with one school, it is now expanding to include adults and to train teachers to replicate the curriculum in their own classrooms and soon may be self-sustaining. The Channel Islands National Marine Sanctuary (CINMS) is currently working with MBNMS to evaluate the possible expansion of MERITO to the south. There is a large Hispanic community throughout the entire area of the three Sanctuaries, so expansion of MERITO to GFNMS and CBNMS will be explored. Needs assessments to determine other multi-cultural, socio-economic, or multi-lingual communities (Vietnamese, Chinese, Portuguese, Italian, etc.) and their interests will be beneficial in designing new education efforts.

*Potential Partners:*

Multi-cultural community leaders  
Bilingual school programs  
Local NGO's/non-profits

*Timeline:*

- *Needs Assessments:* Conduct during first three years to determine appropriate communities to partner with, what topics to address, and develop implementation plans accordingly

**Activity C: Identify new education programs to develop jointly.** In addition to expanding

current programs, new educational opportunities exist for collaboration and cooperation. As noted above, the upcoming action plans from other working groups may identify new education efforts that could be developed jointly, and area-wide programs may tie into national ones.

- Identify and prioritize education needs and audiences (e.g. groups that impact Sanctuary resources), based on the three management plans, that may be appropriate for collaboration and shared implementation
- Explore the possibility of jointly implementing such efforts as:
  - Teacher workshops: The 2003 LiMPETS West Coast Workshop for teachers is a good model upon which to pattern future workshops designed for high school and college level science teachers. Possible topics may include the annual remote operating vehicle (ROV) competition (partnering with MATE and the national competition) and how to incorporate it into the classroom; a regional approach to the Teacher-at-Sea program, providing a link with local research cruises; or preparing teachers (and their students) to participate and present in symposia.
  - Partnering on Teacher Workshops: Many marine organizations also provide teacher trainings: Moss Landing Marine Lab, MATE, MBARI, etc. It may be appropriate for the Sanctuaries to develop partnerships with these groups to organize, promote, or expand existing efforts.
  - Volunteer Naturalist Corps program, similar to CINMS (Channel Islands), that could educate volunteers to interpret the Sanctuaries at various venues; community events, school fairs/oceans weeks, on the water (may need to conduct a feasibility study especially for this), etc., as part of Team OCEAN
  - Certification Training program for professional naturalists, similar to SBNMS (Stellwagen Bank). This program would provide different levels of certification to paid naturalist staff working on private whale watching boats, recreational fishing boats, etc., based on levels of training and years of experience. Specific training on Sanctuary-related issues could be provided as well, perhaps using highly experienced researchers and naturalists as instructors. This would be an effective marketing tool for businesses to attract customers, supporting the Sanctuaries while promoting a sustainable economy.
  - Natural history guides on the birds, mega-fauna of the Sanctuaries may evolve from these and other programs

*Potential Partners:*

Other National Marine Sanctuaries (esp. Channel Islands, Olympic Coast and Stellwagen Bank)  
Elkhorn Slough National Estuarine Research Reserve  
State/local volunteer naturalist programs  
MATE  
MBARI  
Moss Landing Marine Lab  
Universities, and Sea Grant institutions  
Eco-tourism businesses such as dive and kayak shops, whale-watching companies  
Local non-governmental organizations/non-profits

*Timeline:*

- *Teacher Workshops (expanding the success of the LiMPETS Teachers' Workshop):* Summer 2004, conduct needs assessment with teachers to identify regional and/or West Coast workshop topic for FY 2005. If appropriate, within 6 months, develop and implement workshop. Evaluate effectiveness and scheduling interval for future joint workshops.
- *Volunteer Naturalist Corps:* During year two, explore options as well as feasibility across the three sites for implementing such a program. During year three, select preferred option and implement.
- *Certification Program:* By the end of year four, evaluate the feasibility and options for such a program. During year five, develop and implement if appropriate.

## STRATEGY X-CO.3 CREATING OCEAN/COASTAL STEWARDS

Marine Sanctuary stewardship is a personal sense of responsibility to take informed action and make caring choices, at home or work, which promote and protect the health of our coasts and oceans. A steward develops attitudes, motivations, and commitments that are reflected in informed decisions and responsible actions. Stewards can be individuals, members of groups, or entities that influence others' opinions and actions about the oceans. Stewardship can be demonstrated through a variety of means, including:

- Volunteer for an organized stewardship program,
- Take personal action to protect our ocean sanctuaries,
- Provide informed public input into decisions regarding the Sanctuaries, and
- Inform others regarding marine ecosystems and the Sanctuary Program.

Similar to the audiences for outreach, ocean and coastal stewards may be: north-central California coastal residents; people who live and work in inland California communities that regularly visit the ocean; those who make their living within the ocean environment; or people who care about the ocean even though they may never visit.

Outcome: To facilitate active stewardship of our sanctuaries by individual citizens.

***Activity A: Create, maintain and promote volunteer programs that foster coastal and ocean stewardship.*** Formal volunteer programs provide opportunities for stewardship as well as expanding resource protection, education, and outreach capabilities of the Sanctuaries. These programs may be directly affiliated with a site, such as Beach Watch, Beach COMBERS, SEALS, and Team OCEAN Kayakers. They may be under the auspices of a non-profit partner, state/local agency, etc., like Save Our Shores, Bay Net, Friends of the Elephant Seals, Fitzgerald Marine Reserve, and California State Parks.

- Identify and prioritize opportunities for volunteer programs based on the three management plans, that may be appropriate for collaboration and shared implementation
- Using LiMPETS as a model, explore integrating NMSP-sponsored volunteer programs into a region-wide Team OCEAN program to share training, protocols, data management (e.g., through SiMON), funding, promotion, etc. Links could also be made to programs managed by other organizations.
- Identify/provide funding to support and expand partner-run volunteer programs and training efforts throughout the north-central California coast
- Identify, develop and conduct coordinated trainings among NMSP and partner volunteer programs; include marine labs as instructors
- Provide volunteer exchange opportunities
- Use the media, both coastal and inland markets, to acknowledge volunteer efforts and promote involvement



*Potential Partners:*

NOAA's Team OCEAN  
Elkhorn Slough National Estuarine Research Reserve  
Farallones Marine Sanctuary Association  
Monterey Bay Sanctuary Foundation  
Bay Net, Save Our Shores, other non-governmental organizations  
California State Parks, other state/local resource agencies  
Friends of Fitzgerald Marine Reserve  
High school service learning programs

*Timeline:* Begin in year two

***Activity B: Create alternative ways to inspire coastal and ocean stewardship.*** Many people have a personal connection with the ocean and coastal environment who may not be interested, or able, to participate in formal volunteer efforts. Cultural or language differences may also affect people's perception of stewardship. For example, Native American populations, among others, have a spiritual connection with the ocean that respects the ocean's life and health. The three Sanctuaries will work together to identify and implement alternative forms of stewardship.

- Inventory existing non-traditional stewardship activities and partners at these three sites and at sanctuaries throughout the NMSP
- Develop a pilot program, or stewardship campaign, based on inventory and management plan priorities
- Publicize non-traditional forms of stewardship as well as "volunteer of the year"

*Potential Partners:*

Faith-based groups  
Multi-cultural groups  
Bilingual school programs  
After-school programs  
Art, dance and music programs  
Service organizations

*Timeline:* Begin in year two

***Activity C: Identify and partner on external programs to incorporate our stewardship messages in their efforts.*** There are many groups that may value, influence, or impact the resources of the three sites. User groups whose members are widely dispersed may also be effective partners: Trade associations for shipping and commercial/recreational fishing, dive clubs, boating groups etc., may have magazines, newsletters, websites where Sanctuary-related stewardship information can be delivered.



- Identify and prioritize messages and audiences (e.g. groups that impact Sanctuary resources), based on the three management plans, that may be appropriate for delivery by partners; previous communications plans may be helpful (i.e., Year of the Oceans)
- Determine potential partners and create a database of contacts
- Prioritize potential partners, aligning similar groups, based on their “reach” and the content of messages
- Develop issue-specific stewardship information to groups already involved with Sanctuary issues (such as user groups, non-governmental organizations, etc), coordinate on new opportunities, and maintain ongoing relationships
- Identify other stewardship groups (faith-based groups, service groups, chambers of commerce, etc.) and explore partnerships for ocean and coastal stewardship
- Identify and share information on appropriate funding opportunities for the three Sanctuaries, our non-profit partners/friends groups and for other partners from: other federal/state/local agencies (EPA, NPS, state and local resource agencies, etc); private industry and foundations; and venture capitalists that fund environmental philanthropy

*Potential Partners:*

Our own teams (research, water quality, resource protection, enforcement)  
USGC, NPS, other federal agencies  
California State Parks, other state agencies  
Cities, local parks/recreation departments, and local agencies mandated to have pollution prevention programs (Water pollution control, solid waste control)  
County Sheriffs’ departments, city police  
Chambers of commerce  
Trade associations for shipping, fishing, tourism, etc.  
Dive clubs, kayak clubs, other recreational groups  
Natural history museums  
Institutions that have community service requirements (high schools, colleges)  
Service organizations

*Timeline:*

- *Create database of outreach partners and programs:* Summer 2003
- *Identify audiences and messages:* On-going
- *Develop joint outreach tools:* On-going

## APPENDIX - Messages for the Stewardship Circle

The following are core messages about the NMSP that should form the backbone of all communication and outreach efforts:

### Message: NOAA manages a system of 13 national marine sanctuaries

- Sanctuaries are unique ocean and Great Lakes areas that have special ecological, cultural, scientific, esthetic, historical, or recreational qualities.
- Sanctuaries are specifically designed to maintain for future generations the animals, plants, cultural artifacts, and environmental quality of these underwater treasures.
- NOAA's National Marine Sanctuary Program is empowered by Congress through the National Marine Sanctuaries Act to serve as trustees for America's Ocean Treasures
- The National Marine Sanctuary Program seeks to facilitate all uses of sanctuary resources that are compatible with the primary objective of resource protection.
- The National Marine Sanctuaries Act calls for the establishment of areas of the marine environment which have special conservation, recreational, ecological, historical, cultural, archeological, scientific, educational, or aesthetic qualities.

### Message: The National Marine Sanctuary Program conducts science and education activities and works with the public to manage and protect these ocean treasures.

- Public participation, combined with the best science available, is important for effective sanctuary management.
- Sanctuaries are living classrooms where people can see, touch, and learn about the nation's ocean and Great Lakes environments.
- Science helps determine how different human and natural factors affect the health of marine ecosystems.
- Long-term monitoring programs help managers identify and respond to changes in marine ecosystems.
- Our economy and our enjoyment of the oceans' beauty depends on all of us learning more about the marine world than we know today.

### Message: The National Marine Sanctuary Program promotes long-term conservation while allowing for compatible commercial and recreational activities

- The National Marine Sanctuary Program promotes the long-term conservation of America's natural heritage.
- The National Marine Sanctuary Program seeks to protect ecosystems and marine life. This helps to allow sustainable use of these resources over the long-term.
- Sanctuaries are places the public can participate in a wide variety of recreational and commercial activities, including swimming, wildlife watching, diving, boating, and fishing as long as the activities are compatible with resource protection.

### Message: Sanctuaries help preserve our Nation's natural and cultural treasures for future generations.

- Sanctuaries belong to all of us, their future is in our hands.

- We all own something precious, sanctuaries are part of our national heritage.
- Sanctuaries attempts to ensure that special places are left as undisturbed by human impacts as possible so that future generations can enjoy the environment in the same natural state we can today.
- Sanctuaries help to protect habitats that provide food, shelter, and nursery areas for over 1,500 fish species, marine mammals, birds, and other unique marine life.
- The National Marine Sanctuary Program enhances our understanding of our maritime heritage by partnering with native cultures and protecting historic shipwrecks and prehistoric sites.
- Studying and preserving shipwrecks helps us understand the history of our nation and of other cultures.

**Message: Sanctuaries are an investment in our future.**

- The National Marine Sanctuary Program works with local communities to protect marine ecosystems that support their livelihoods
- Sanctuaries help contribute to healthy coastal economies.
- Our Nation's economic security depends on wise stewardship of our marine resources.
- The National Marine Sanctuary Program seeks to balance the needs of today while ensuring healthy resources are available to support coastal communities in the future.
- Coastal tourism generated over \$1.4 trillion in economic activity in 2001, making it one of the largest industries in the United States.
- Approximately 89 million Americans vacation and recreate along the U.S. coast annually
- Coastal economies depend on healthy marine ecosystems

**Frequently Asked Questions:**

What is a national marine sanctuary? Our national marine sanctuaries embrace part of our collective riches as a nation. Within their protected waters, giant humpback whales breed and calve their young, temperate reefs flourish, and shipwrecks tell stories of our maritime history. Sanctuary habitats include beautiful rocky reefs, lush kelp forests, whale migrations corridors, spectacular deep-sea canyons, and underwater archaeological sites. Our nation's sanctuaries can provide a safe habitat for species close to extinction or protect historically significant shipwrecks. Ranging in size from less than one square mile to over 5,300 square miles, each sanctuary is a unique place needing special protections. Natural classrooms, cherished recreational spots, and valuable commercial industries—marine sanctuaries represent many things to many people.

What is the National Marine Sanctuary System? A 13-site system of thirteen underwater protected areas, encompassing over 18,000 square miles of marine and Great Lakes waters from Washington State to the Florida Keys, and from Lake Huron to American Samoa. Sanctuaries were established for their national ecological, cultural, and/or recreational significance.

What is the National Marine Sanctuary Program? The National Marine Sanctuary Program serves as the trustee for a system of thirteen underwater protected areas, encompassing 18,000



square miles of marine and Great Lakes waters from Washington State to the Florida Keys, and from Lake Huron to American Samoa. The National Oceanic and Atmospheric Administration's (NOAA) Ocean Service has managed national marine sanctuaries since passage of the National Marine Sanctuaries Act in 1972. Protecting sanctuary resources requires a great deal of planning, management, and cooperation between federal, state, and local officials, and the public. The National Marine Sanctuary Program works cooperatively with its partners and the public to balance enjoyment and use with long-term conservation. Increasing public awareness of our marine heritage, scientific research, monitoring, exploration, educational programs, and outreach are just a few of the ways the National Marine Sanctuary Program fulfills its mission to the American people. The Program's staff is ever mindful of their responsibility to protect America's ocean treasures for this and future generations.

How does a sanctuary get established? Under the 1972 Marine Protection, Research and Sanctuaries Act, the Secretary of the Department of Commerce is authorized to designate discrete areas of the marine environment as national marine sanctuaries to promote comprehensive management of their special conservation, recreational, ecological, historical, research, educational, or aesthetic resources. The U.S. Congress can also designate national marine sanctuaries.

How did these three sanctuaries get established (these three sanctuaries protect x number of endangered species, cultural resources-diversity of habitats, wildlife etc.)?

Cordell Bank NMS, designated in 1989, encompasses 526 square miles of open ocean off Point Reyes. Cordell Bank is a submerged island that reaches within 120 feet of the ocean surface. The upwelling of nutrient rich ocean waters and the bank's topography create one of the most biologically productive areas in North America – a lush feeding ground for fish, marine mammals, and seabirds. Its depth, currents, and distance from the mainland have kept this remote and productive part of the California sea floor a mystery to most of the public.

Gulf of the Farallones NMS is located adjacent to 138 miles of the California coast west of the San Francisco Bay area. It was designated in 1981 and encompasses 1,255 square miles. The Gulf of the Farallones is rich in marine resources, including spawning grounds and nursery areas for commercially valuable species, at least 36 species of marine mammals, and 15 species of breeding seabirds. One-fifth of California's harbor seals breed within the Sanctuary, and the Farallon Islands are home to the largest concentration of breeding seabirds in the contiguous United States. The Sanctuary also includes the coastline up to the mean high tide, protecting a number of accessible lagoons, estuaries, bays, and beaches.

Monterey Bay NMS stretches along 276 miles of the central California coast and encompasses 5,328 square miles of coastal and ocean waters. It was designated in 1992 and contains many diverse biological communities, including sandy bottom and rocky outcrop habitats, the nation's largest expanse of kelp forests, one of the deepest underwater canyons in North America, and a vast open ocean habitat. Nutrients from two upwelling centers fuel an abundance of life, from

tiny plankton to huge blue whales. This diversity of habitats and marine life has made the Sanctuary a national focus for marine research and educational programs.

Why is it important to have a sanctuary? Why are sanctuaries important to coastal communities?

The primary role of a sanctuary is to protect its ecosystem's natural and cultural features while allowing people to use and enjoy the ocean in a sustainable way. Sanctuary waters provide a secure habitat for species close to extinction and protect historically significant shipwrecks and artifacts. Sanctuaries serve as natural classrooms and laboratories for schoolchildren and researchers alike to promote understanding and stewardship of our oceans. They often are cherished recreational spots for sport fishing and diving and support commercial industries such as tourism, fishing and kelp harvesting.

What is an ecosystem? An ecosystem is the community of animals and plants and the environment with which it is interrelated. Within a sanctuary, the ecosystem includes all the living organisms, the ocean and its currents, the sea floor and shoreline, and the air and wind above. It may also include the freshwater watersheds that flow into the Sanctuary and that are the spawning grounds for salmon and other fish species.

What are marine resources and why must they be protected? (Living and cultural) The term "marine resources" broadly defines the living marine resources (plants and animals), the water and currents, and the ocean floor and shoreline with a sanctuary. It also includes the historical and cultural resources within a sanctuary, from shipwrecks and lighthouses to archaeological sites and the cultural history of native communities. Sanctuaries are established to protect areas that encompass unique or significant natural and cultural features.

How does a sanctuary protect marine life? Sanctuary managers rely on a variety of mechanisms to understand and protect the sanctuary's living and historical resources. The National Marine Sanctuaries Act, along with site-specific legislation and regulations, provides the legal framework outlining the activities that are allowed or prohibited. The sanctuaries implement a permit system to regulate and oversee potentially harmful activities in sanctuaries. This may be enhanced by the adoption of state and other federal laws and regulations. Another important tool is "interpretive enforcement", emphasizing education about responsible behavior as a proactive method to prevent harmful resource impacts from occurring in the first place.

Don't other federal/state/local agencies already do this? Local, state and federal agencies may have overlapping regulations or other management authorities aimed at protecting specific marine resources. However, no other federal agency is directly mandated to comprehensively conserve and manage special areas of the marine environment like the National Marine Sanctuary Program. Each agency may focus on different aspects or different resources, but generally their goals are consistent with protection and sustainable development of these marine areas. Coordination and cooperation among the responsible government agencies are key to successful sanctuary management.