



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

COMMUNITY OUTREACH – Scoping Meeting Comments

List of Community Outreach Related Issues Raised at Scoping Meeting and in Writing

COMMUNITY OUTREACH:

Issues:

- More community communication is needed. (All)
- Sanctuary is doing a good job with the management plan review process, in reaching out to the public to get input. (MB)
- Concerned about erosion in public support for the Sanctuary. (MB)
- Appreciates regional approach to scoping process, to capture local issues. (All)

Suggested Strategies and Tools:

- Sanctuaries should increase general awareness of their programs, as well as education about issues such as water quality. (All)
- Increased sharing of information with the public and other agencies.
- Sanctuary should market itself more, and should work collaboratively with local businesses, for outreach. (All)
- Sanctuary should increase outreach to general public. (All)
- Sanctuary messages need to be short, simple and positive. (All)
- Conduct more outreach through restaurants, industry posters, airports and public libraries. (All)
- Sanctuary should conduct more outreach to bring diverse user groups together. (All)
- Sanctuary should concentrate on community relation efforts in order to optimize the education program. (All)
- Increase outreach to civic organizations, volunteer groups, and local neighborhood establishments. (All)
- Sanctuary should better promote, package, and distribute accomplished products. (All)
- Sanctuary should extend education and outreach to inland areas. (All)
- Sanctuary should conduct outreach on the effects of marine mammal populations on fishery resources. (All)
- Sanctuary should publish a handout regarding respectful viewing of marine wildlife at sea or on land such as “Guidelines for Responsible Whale Watching”. (All)
- Sanctuary should establish an interpretive center in the Cambria region for the 800,000 plus tourists that visit the area each year. Involve the business and tourism sectors in establishing this visitor center. (MB)
- Sanctuary should utilize existing interpretive centers (Hearst Castle), for education and outreach, by setting up exhibits or video documentaries. (MB)
- Concerned about over-harvesting of intertidal invertebrates, by certain ethnic communities. Sanctuary should do outreach to these communities to help address this issue. (MB)
- MBNMS should build visitor centers, and consider co-locating with other visitor centers. Fitzgerald Marine Reserve would be an ideal location. (MB)
- Sanctuaries should do a better job in distributing educational materials to Fitzgerald Marine Reserve and other recreational sites. (All)
- Great GIS/Ed materials coming out of CINMS; duplicate for northern Sanctuaries. (All)
- Sanctuary should investigate increasing nation-wide education and outreach efforts. (All)
- Sanctuary should identify regional contacts for communities. (All)
- Sell apparel/gear to advertise. (All)
- Need a MBNMS license plate. (MB)
- The Sanctuary needs to be clear in informing the public, on management plan review activities, so they can get involved and influence any major decisions. (All)

- Sanctuary should involve community, to arrive at solutions. (All)
- Sanctuary should attempt to increase a sense of personal responsibility among the public, for resource protection. (All)
- Sanctuary should increase its attention of the San Mateo Coast. The San Mateo Coast does not get much overall attention from MBNMS (in terms of regulations, education etc.). (MB)
- Increase education, outreach and media exposure for the JMPR process. (All)
- Would like to see more outreach to communities and schools as part of the extension and development of the Beach Watch Program. This would increase awareness and perhaps draw in more volunteers and donations. (GF)
- Consider lowering the minimum age for Beach Watch volunteers to draw in more participants. (GF)
- Sanctuary needs to work on linking people “living” in the Sanctuary. More comprehensive/interactive outreach. (All)
- Acknowledge that harbors are the access corridors to the Sanctuary for commerce, education, research, and law enforcement. (MB)
- Increase knowledge of volunteer efforts within the region. (MB)
- Develop visitor centers in each county. (MB)
- GFNMS should expand the publication of the Adopt-A-Beach program so that all schools and major businesses in the San Francisco Bay Area get notifications about the program and its benefits. (GF)
- Results of Beach Watch and similar projects should be more widely publicized, through press releases to newspapers and television. (All)
- GFNMS should work with chamber of commerce to offer educational seminars to adults. (GF)
- Expand sanctuary lecture series and make it more accessible to the public. (GF)
- SEALS programs should continue in GFNMS. (GF)

EDUCATION:

Issues:

- Scenic trail could be better equipped with interpreters and signage. (MB)
- Appreciates Sanctuary Currents Symposium and education program. (MB)
- Provide leadership for regional marine education through effective connections with education community.

Suggested Strategies and Tools:

- More education and outreach in general. (All)
- Focus on ongoing education of user groups about the Sanctuary. (All)
- More multicultural education programs. (All)
- Provide leadership for regional marine education through effective connections with education community. (All)
- The Sanctuary needs to educate people about kelp life cycles and natural processes. (MB/GF)
- The Sanctuary should try to write more articles for the local papers. (MB)
- More education (kiosks) must occur surrounding tide pool issues, and the impacts that occur from extraction of organisms. Kiosks that distribute brochures should be placed strategically at tide pool locations. (All)
- Utilize a Sanctuary-wide network of volunteers for public education. (All)
- Educate the public on why the Sanctuary was created. (MB)
- Develop a Sanctuary visitor center in Santa Cruz County, as well as implement the Sanctuary scenic trail in Santa Cruz County. (MB)
- Develop a visitor center in the City of Monterey. (MB)
- The Sanctuary needs more education staff and an increase in the budget. (All)
- More support for existing non-profit educational programs such as clean boating. (MB)
- More outreach and education about what people can do to help. (All)
- More education about sustainability and the balance of ecosystems. (All)
- More education on the environmental impacts related to population growth. (All)
- Improve educational material on website regarding regulated and prohibited activities. (All)
- Sanctuary should conduct a study on the effectiveness of education vs. regulation in changing behaviors. (All)
- Increase public support for the Sanctuary through more education.

- Increase education of schoolchildren. (All)
- More K-12 educational materials for classroom curricula, including audio/visual, and Internet. (All)
- Utilize all available outlets for education, including public access cable. (All)
- More education of politicians and elected officials. (All)
- More interpretive displays. (All)
- Increase education on resource protection issues and specific regulations. (All)
- Focus on educating communities/groups that are not currently involved with the Sanctuary. (All)
- Sanctuary should educate people who live inland, about how their actions can affect the ocean. (All)
- Utilize models and hands on exhibits for education throughout Sanctuary area. (All)
- Investigate the possibility of hosting a series of regularly scheduled presentations in Cambria and other areas on any subjects related to the ocean environment. (MB)
- Sanctuary/NOAA should support Sea Lab Monterey Bay, and make it a model program for all sanctuaries. (All)
- Expand the Team Ocean program. (MB)
- Hold workshops that bring people together to discuss common objectives. (All)
- Sanctuaries should increase resources for developing programs in schools, to educate about ecosystems, and interconnectedness between human and biological communities. (All)
- Sanctuaries should develop better educational programs in schools to equip children with the knowledge to address issues. (All)
- Sanctuaries should increase education that relates specifically to consequences of actions, and what people can do to help. (All)
- Sanctuaries should use more on-site educational tools like visitor centers and signage. (All)
- Need public education regarding gas use and drilling connection. (All)
- Sanctuaries should encourage more marine biology education at the high school level. This education should include more technical programs such as shoreline monitoring. (All)
- Sanctuaries should support academic/science competitions e.g. "National Ocean Science Bowl". (All)
- Maintain GFNMS, MBNMS, and CBNMS education programs, but improve funding and staff (especially GFNMS). (All)
- Sanctuaries should encourage increased marine biology education opportunities to average or disadvantaged high school students, as well as more in-class guest speakers on marine related topics. (All)
- Sanctuaries should hold more public forums on research within the sanctuaries. (All)
- Sanctuaries should conduct more watershed education. (All)
- Public Education-lots of people with different skills-need to reach out to them and get them involved. Example –artist. (All)
- Continue use of political figures for message delivery. (All)
- Need signs on Coast Highway. When crossing boundary lines, cite stats: population of species, area, etc. (MB/GF)
- A Team Ocean kayak team (minimum of 2 person) should be stationed in Monterey, Elkhorn Slough, and Santa Cruz. A study should be done to assess the need for additional teams at San Simeon and Half Moon Bay. (MB)
- Not happy with Sanctuary education program's lack of focus on fishing. Sanctuary should emphasize positive aspects of fishing (food, jobs, recreation). (MB)
- Develop and implement a regional education plan. (MB)
- Sanctuary should develop a network of regional interpretive facilities to convey Sanctuary messages. Would provide a hub of marine education and send visitors to partners, and provide a tangible location for information dissemination.
- Reduce threats through resource issue education. (All)
- Sanctuary should infuse current scientific information in education programs. (All)
- Increase public awareness and educate the public about current research. (All)
- Articulate and educate the public about the meaning of the concept "Sanctuary." Also help the public understand the various meanings of conservation, protection, and preservation, and maybe have a simpler set of definitions. (All)
- Define more clearly as well the concept "stewardship" which is used in various documents (local and NOAA) - how does this relate to conservation, protection and preservation. (All)

- In general, I think we need to be clearer and more consistent on our uses of some terms, and try to educate the public about them. (All)
- Sanctuary should put out a newsletter that could be included in local newspapers. Would be geared towards informing readers about what is going on in the National Marine Sanctuaries, what they can do to help, giving opportunity to discuss concerns with the public. (For sample newsletter see “The water Down Under” in the comment letters). (All)
- GFNMS educational efforts should focus on: endangered marine mammals, fishing, pollution, and a new visitor center. (GF)
- Estuary Action Challenge program (EAC) should be expanded to educate all students in middle schools and high schools all over the bay area. Local chambers of commerce in all major cities of the SF Bay Area should conduct training programs to educate adults on the same material covered by EAC. (GF)
- Utilize high school and college in Northern California to do specific research projects on items of concern to Sanctuary. (GF)
- Educate the California Legislature and Federal Government about accomplishments and issues of concern to sanctuary. (All)
- Posted regulations at marinas. (MB, GF)
- Offshore sanctuaries should use technology to bring the sanctuary to the public. (GF, CB)
- Adopt program like FKNMS’ school education program (ensures every schoolchild in FK visits the FKNMS). (GF, MB)
- Need education for private landowners to protect wildlife. (MB, GF)
- Continue Beach Watch. (GF)
- Agriculture plan/ outreach extended to Sonoma County. (GF)

PARTNERSHIPS WITH AGENCIES:

Issues:

- Need a better means of coordinating and working with other agencies to develop solutions and notify local businesses and the public, including posting of access points when sewage spills occur. (All)
- The positive accomplishments of the Sanctuary Program should be actively supported and lauded by the City of Monterey. The creation of Sanctuary-related signage along the recreation trail is an example of a way the City could actively support the Sanctuary educational goal. (MB)
- State rights more important than federal. (All)
- Fishery management agencies should work more cooperatively together on issues. (All)
- Concerned because CDFG Sea Otter Game Refuge regulations overlap with Sanctuary regulations. Evaluate whether both agencies should be required to regulate or protect this area. (MB)
- MBNMS needs to be more accommodating of management styles and priorities of other agencies. (MB)
- More cooperation should occur between the State and Federal governments in setting up marine reserves. (All)
- The Sanctuary should support watershed groups –Sanctuary won’t come to meetings and won’t fund watershed group projects. (MB)
- Need to clarify which agencies have jurisdiction over tide pools, and life in tide pools. This is currently not clear and there appears to be a lot of overlap between agencies. (MB/GF)
- The Ag and Rural Plans need to have more flexibility in how they are carried out by different agencies. (MB)
- Need better coordination/ interaction with San Francisco Bay/ Delta (pollution, invasive species). Melting of government bodies to oversee water issues. (MB/GF)

Suggested Strategies and Tools:

- Update MOA with State incorporate NPS Plan, Oceans Plan, Storm Water, BTTP, Consolidated THS, and TMDL Programs. (MB)
- Sanctuary should attend quarterly Blue Circle meetings (of all watershed groups).
- Use US Environmental Protection Agency authority to enforce environmental regulations within the Sanctuary. (All)
- The Sanctuary should be involved in Ricketts underwater park and the State Marine Life Protection Act process. (MB)

- Better coordination must occur between the Sanctuary and Asilomar State Park, especially in addressing impacts to rocky intertidal habitat. (MB)
- Sanctuary should give input to the City of Salinas on the update of its general plan. (MB)
- Work more with other agencies to achieve a goal of watershed protection. (All)
- Regulatory jurisdiction needs to be streamlined– making for better collaboration and less confusion about overlapping regulations. (All)
- Sanctuary should help cities and municipalities obtain funding for infrastructure and urban runoff and water quality improvement efforts. (MB)
- Work with local jurisdictions to remove impediments in streams and preserve habitats. (MB/GF)
- MBNMS should continue working as a key participant in the Big Sur multi-agency council and the Coast Hwy Management Plan (CHMP). (MB)
- More collaboration with state and local regulatory agencies on sewage discharge. (All)
- Continue involving State in management plan issues. (All)
- More interaction with the California Coastal Commission. (All)
- Sanctuary should provide advice to city planners on how to address the problems of storm drains, sewage treatment plants. (MB)
- Sanctuary should coordinate better with other agencies and landowners regarding management of waterways. (MB)
- Sanctuary should better coordinate with other local agencies, specifically Morro Bay National Estuary. (MB)
- More cooperation and collaboration with existing regulatory agencies should occur, not more regulations. Sanctuary should examine current interactions and explore ways to improve coordination. (MB/GF)
- Sanctuary could provide information and advice concerning marine ecosystems, to other government agencies and the public, to facilitate sounder resource management decisions. (All)
- Continue current degree of communication and cooperation with other resource management agencies. (MB)
- Increase communications among all regulatory agencies. (All)
- Increase partnerships with the regional water quality boards. (All)
- Sanctuary should serve as a neutral facilitator in issues involving overlapping jurisdictions. (MB)
- More coordination/collaboration and active problem solving among agencies, to address the issue of sediment management. (MB/GF)
- Sanctuary should be involved in the state Coastal Sediment Management Working Group. (MB)
- In cases where multiple agencies overlap in their jurisdictions, more Memoranda Of Understanding (MOU) are needed. MOU should determine a lead agency to oversee natural resource issues. (All)
- Sanctuary should increase collaboration with other agencies regarding wastewater treatment and water purification systems. MBNMS should take primary role in this collaboration, and should develop model education and implementation Programs. (MB)
- Sanctuary should work collaboratively with BLM, which is also in planning for its California Coastal National Monument. This is a great opportunity to work collaboratively. (MB/GF)
- Sanctuaries should increase cooperation with other agencies, especially regarding estuaries. (All)
- Sanctuaries should examine the overlapping regulatory structure and investigate ways to streamline the process. (All)
- Sanctuaries should become mandatory members of the Coastal Commission. (All)
- Sanctuaries need to ensure that planning commissions are aware of their regulations. (All)
- Sanctuaries should work in tandem with other agencies to enforce water quality regulations. (All)
- Sanctuaries should coordinate with other agencies to create one joint interpretive center, rather than 1 center for each agency. (All)
- Coordinate master planning efforts and share data with USFWS regarding refuge mgmt plans. (All)
- Work with State Water Resources Control Board on coordination and encourage survey of resources through monitoring – S.W.A.M.P. Program. (All)
- Sanctuary should discuss with USACOE to make improvements to harbors and improve technology for dredging. (MB)
- Need stronger MOUs to tie all jurisdictions together. Need to have all agencies work together. (All)
- Require the city and County of San Francisco public works departments to comply with Sanctuary standards so that waters off Ocean Beach can be included in the Sanctuary. (MB)



- Expand out joint management plan model to other agencies. (All)
- Sanctuary should work closely with the California Department of Fish and Game, Pacific Fisheries Management Council, fishermen, divers, conservationists, and the public to establish marine reserves within Sanctuary waters. (All)
- AMBAG (and MBNMS) should convene a staff level local governments and affected special districts liaison group (similar to Urban Runoff Task Force), to address upcoming MBNMS programs/projects. The purpose of the group would be to assist Sanctuary in early identification of issues affecting local governments. (MB)
- MBNMS should utilize the local elected officials forum provided through the AMBAG Board of Directors to obtain policy input on all sanctuary issues affecting local governments. (MB)
- MBNMS should contract with AMBAG to develop and maintain an ongoing local government liaison and outreach program. (MB)
- Explore opportunities for collaboration between MBNMS and Morro Bay National Estuary Program, perhaps regarding research, public education, or resource management. (MB)
- Sanctuaries should engage as a full and active partner in the MLPA and PFMC MPA efforts, which should include roles in decision making, providing assistance such as scientific research, socioeconomic data collection, resource protection recommendations, stakeholder outreach and involvement, monitoring and enforcement, but not to defer to marine reserve processes under the jurisdiction of other agencies. (All)
- Sanctuaries should improve coordination among themselves. (All)
- MBNMS, CBNMS, and GFNMS should be working closely with relevant state and federal agencies, to ensure that marine reserves and other MPAs provide adequate protection of marine biodiversity and habitat within the sanctuaries' boundaries. (All)
- Sanctuary should integrate with the statewide study on state waters that will be initiated in 2003.
- New Management plan needs to consider updating the MOU on the Water Quality Protection Program and integrate with the state wide WQ program. (MB)
- New management plan should reflect a closer collaboration between sanctuary and Elkhorn Slough NERR. Issues to address collaboratively include tidal scour, invasive species, recreational use of the slough, and water quality issues. (MB)
- Sanctuary should develop a comprehensive plan to educate, encourage support of, and coordinate activities with all local governments and community organizations. Plan would address such topics as water quality, urban runoff, catch-basin improvements, street sweeping, best restaurant practices, posting for beach closures, Zone 5 practices, and sewage spills. (MB)
- Sanctuary Program should support the State's Marine Life Management Act, by coordinating input to management plans from research institutions around the bay. (All)
- Existing cooperative relationships and management activities should be described in detail, to help the public better understand the significant degree and complex nature of joint management activities in sanctuaries. (All)
- Update of management plan should include a renegotiation of the Memorandum of Understanding (MOU) between various State and Federal agencies. The MOU should reflect the *Plan for California's Nonpoint Source Pollution Control Program* that has received federal approval since Sanctuary designation. (All)
- Sanctuaries should work with local jurisdictions, county health departments, regional water quality control boards, and other agencies to study nearshore water quality. (GF, MB)
- Better coordination between sanctuaries and Coast Guards/Navy/Commercial planes during breeding season on Farallones Islands. (GF)

PARTNERSHIPS WITH COMMUNITY GROUPS:

Issues:

Suggested Strategies and Tools:

- More partnerships with businesses that use or cause impacts to the Sanctuary. (All)
- Sanctuary should work more closely with ports and harbors to identify reasonable prudent approaches to dredging, that allow for safe operation of those ports with minimal impacts to Sanctuary resources. (MB)
- Should work collaboratively with the City of Salinas, and environmental groups regarding water quality in creeks that flow into the Sanctuary. (MB)

- Work with local communities on habitat restoration projects. (MB/GF)
- Increase public involvement. (All)
- Sanctuary should work collaboratively with diverse user groups, to reach consensus on issues. (All)
- Sanctuary should be more proactive with the tourism industry in future years. (All)
- The Sanctuary should work more closely with, and utilize the business and tourism sector. (All)
- There needs to be better collaboration and communication between the Sanctuary, Hearst Castle, and visitors regarding opportunities to see the elephant seals. (MB)
- Sanctuary should work with harbors and marinas, on a program promoting alternatives to toxic bottom paints. (MB)
- Maintain collaboration between Farm Bureaus and MBNMS. The Sanctuary now works effectively with the coalition of farm bureaus in reducing siltation and transport of pollutants. The MBNMS had added staff to work with this coalition, and there is concern that we will lose this staff if the MBNMS boundary moves south to the county line. (MB)
- Continue working in collaboration with the agriculture industry, utilizing a non-regulatory approach. (MB)
- Collaboration between the staffs of MBNMS and Fitzgerald Marine Reserve should be improved. (MB)
- Sanctuary needs to partner with local organizations to educate the public. Need resources to make happen on a larger scale (higher priority). (All)
- Santa Cruz County Office of Ed needs to be better linked to Sanctuary. (MB)
- Terrwiliger Nature Center and Audubon Canyon Ranch Visitor are developed as pilot programs, perhaps they can share information, create partnerships. (MB)
- Sanctuary should be the leader of all regional groups/institutions. (All)
- Sanctuaries should work with Chambers of Commerce and hotels, in educating the public. (All)
- Input from local users is overshadowed by academic input. Sanctuary should involve and work directly with local users and those that would be regulated. (All)
- Encourage more local involvement with Sanctuary. (All)
- Sanctuary should work more with volunteers. (All)
- JMPR needs to include a thorough re-visitation of the Sanctuary's commitments to the original communities of interest that supported the formation of the Sanctuary (i.e., agriculture, fishing, harbors etc.). (All)
- Sanctuary needs to be more accommodating of the needs of Big Sur residents. (MB)
- Big Sur residents are not currently threatened by MBNMS, things should continue to be this way. (MB)
- Surfrider has had positive experience working and communicating with the MBNMS. (MB)
- Sanctuaries should develop more full their working relationships with affected stakeholders. Potential cooperative studies that could aid in protection of sanctuary resources include fisheries stock assessments, impacts of commercial fishing and particular gear types to the wildlife and habitat of the sanctuary, impacts of permitted discharges into sanctuary waters, and effectiveness of habitat restoration efforts. (All)
- MBNMS should actively support practices, which will ensure the continuance of the goals of the Monterey Bay Salmon and Trout Project (STEP), and should recognize STEPs' unique productive work. (MB)
- Participate in regional/national science and resource management initiatives.
- Participate in regional cabled observatory development. (MB)
- Coordinate regional research and monitoring – add value to existing programs and help avoid duplicative efforts. (MB)
- NMSP should support the continued development of the Monterey Bay Citizen Watershed Monitoring Network, as well as specific programs such as First Flush, Urban Watch, and Snapshot Day. (MB)
- The sanctuary should work with the Steinhart Aquarium. (GF)
- Surfrider is interested in working at Ocean Beach with the Sanctuary. (GF, MB)