

# Key Communicators Webinar #1

## Informing Final Project Reporting Products

Thursday, May 27, 2021  
9:30am-12:00pm

Hosted by Ecotrust, Humboldt State University, and  
Strategic Earth Consulting

# Zoom Screenshare Set-up

- Zoom Conference (audio and visual):  
<https://zoom.us/j/2512219359>
- Optional call-in details:  
(US) +1 669-900-6833 | Code: 2512219359
- *For troubleshooting support during the webinar, email Jon at [jbonkoski@ecotrust.org](mailto:jbonkoski@ecotrust.org).*



# Introductions

## Webinar Goals

- To gain guidance and expertise from fishermen, researchers, and managers on the design, utility, and accessibility of draft final reporting products.
- Provide the opportunity for webinar participants to help ensure that fishermen's port community well-being perspectives and available spatial information is effectively communicated and available to help evaluate the performance of California's marine protected area (MPA) network.

# Webinar Agenda

- Welcome & Webinar Goals
- Project Updates & Initial vision for Final Reporting Products
- Discussion: User Stories & Inspirational Concepts
- Discussion: Annotated Site Map
- Looking Ahead: Integrating Feedback and Project Timeline

## Anticipated Outcomes

- Shared understanding of status of the project and our work conducted to date
- Clarity on our envisioned final reporting products, further shaped and informed by Key Communicator guidance
- Awareness of the next steps, timeline, and additional opportunities for Key Communicator's to co-design reporting products

# Anticipated Outputs

Feedback from today's discussion will be incorporated to inform the products that will be shared during the next webinar:

- High-level takeaways from the discussion and integration into the final products
- Updated site map
- Refined design comps, focused on functionality

# Webinar Agreements

- Listen to build mutual understanding
- Be patient when listening to others, do not interrupt
- Openly discuss issues with others, who hold diverse views, respect differences
- Explore ideas with curiosity and creativity
- Speak openly and honestly, keep comments concise and focused
- A collaborative and respectful spirit of learning and brainstorming is encouraged
- Speak from your own perspective, avoid personal attacks or speaking on behalf of other use groups
- Address any concerns about the discussion/meeting with the facilitators





# Project Updates & Initial Vision for Final Reporting Products

Jocelyn Enevoldsen  
Strategic Earth Consulting

# Continuing Research/ Data Collection Activities

- Complete Focus Groups
  - Commercial - 18 port groups
  - CPFV - 5 regional groups
- Compile existing socioeconomic fisheries data
  - CDFW commercial landings data (1992-2020)
  - CDFW CPFV logbook data (1992-2020)
  - Interview-based spatial fishing data (gathered as stated value)
    - Ecotrust Pre-MPA spatial fishing data (2006-2009)
    - Ecotrust Post-MPA spatial fishing data (2010-2013)
- Regular email updates to Key Communicators and coordination with other statewide MPA monitoring projects

# Final Reporting Products


- Final Static Report with Results
  - Summary of focus group responses across the state
  - Focus group summaries from each port group/region (many available now)
  - Data analysis, including major findings
  - Statewide profile
- Website where anyone can interact with data and other information from the project
- High-level, statewide cross-themed findings from across focus groups



# Discussion: User Stories & Inspiration Concepts

Sarah Cline & David Pollard  
Ecotrust





# Discussion: Annotated Site Map

Cheryl Chen  
Ecotrust



Annotated  
Site  
Map

# Spatial Data Viewer

Jon Bonkoski  
Ecotrust

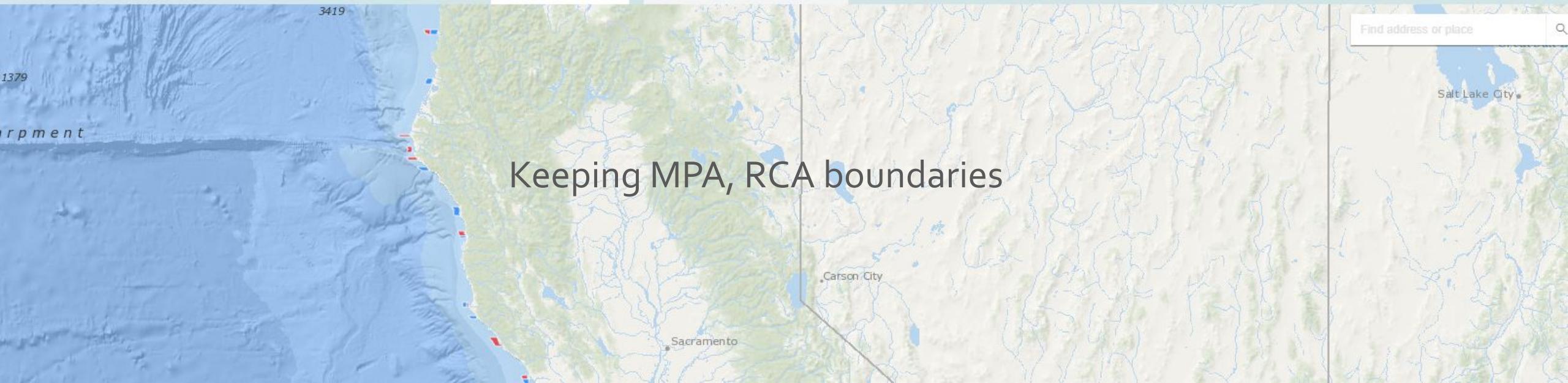
## California Marine Protected Areas Maps

View all Marine Protected Areas on an interactive map.

View and download maps of Marine Protected Areas by region.

All MPAs Map

MPAs by Region Maps



# Fisheries Mapped by Port Group

Select Fishery

California Halibut  
BOTTOM TRAWL



Select Data

Gross Revenue



1992

1992

2018

Move to spatial data viewer and refresh with improved functionality



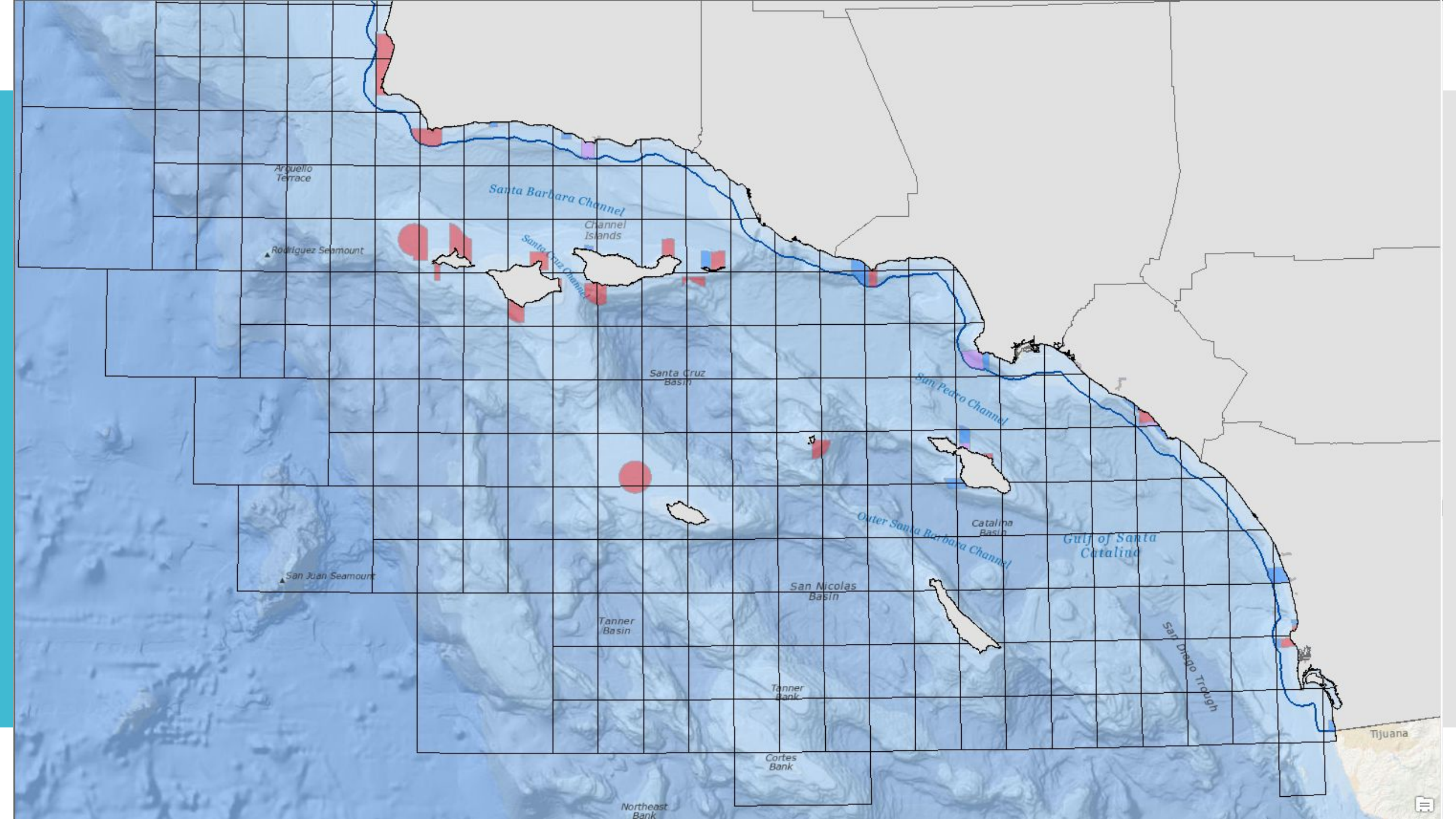


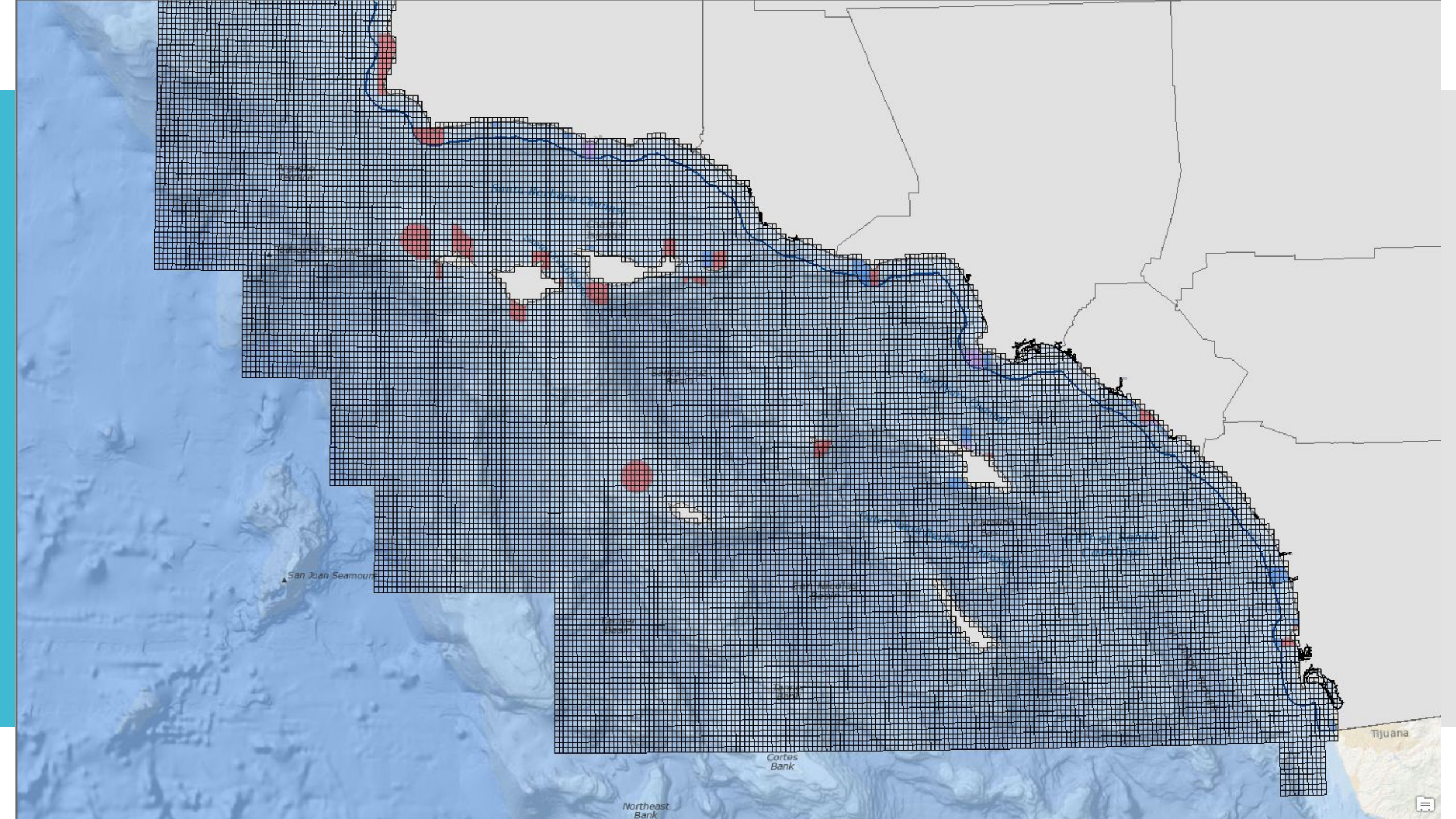
# Map updates

An animated time series data set of the 1x1 nm species layers, 2005-2020

Modeled data developed by Ecotrust

Provides a year-on-year summary of commercial and CPFV fishing at a scale that enables meaningful comparative analysis





pre-MPA,  
Arguello Terrace  
2005-2010

24 species:  
*Black Rockfish, Black-Blue Group Rockfish, Black-Yellow Rockfish, Blue Rockfish, Bolina Group Rockfish, Brown Rockfish, Cabezon, Calico Rockfish, California Scorpionfish, California Sheephead, China Rockfish, Copper (Whitebelly) Rockfish, Copper Rockfish, Deep Nearshore Group Rockfish, Gopher Group Rockfish, Gopher Rockfish, Grass Rockfish, Kelp Greenling, Kelp Rockfish, Monkeyface Prickleback, Nearshore Group Rockfish, Olive Rockfish, Quillback Rockfish, Rock Greenling, Treefish Rockfish.*

Rodriguez Seamount

San Juan Seamount

Santa Barbara Channel  
Channel

Santa Cruz Basin

San Pedro Channel

Outer Santa Barbara Channel  
Catalina Basin

Gulf of Santa Catalina

San Nicolas Basin

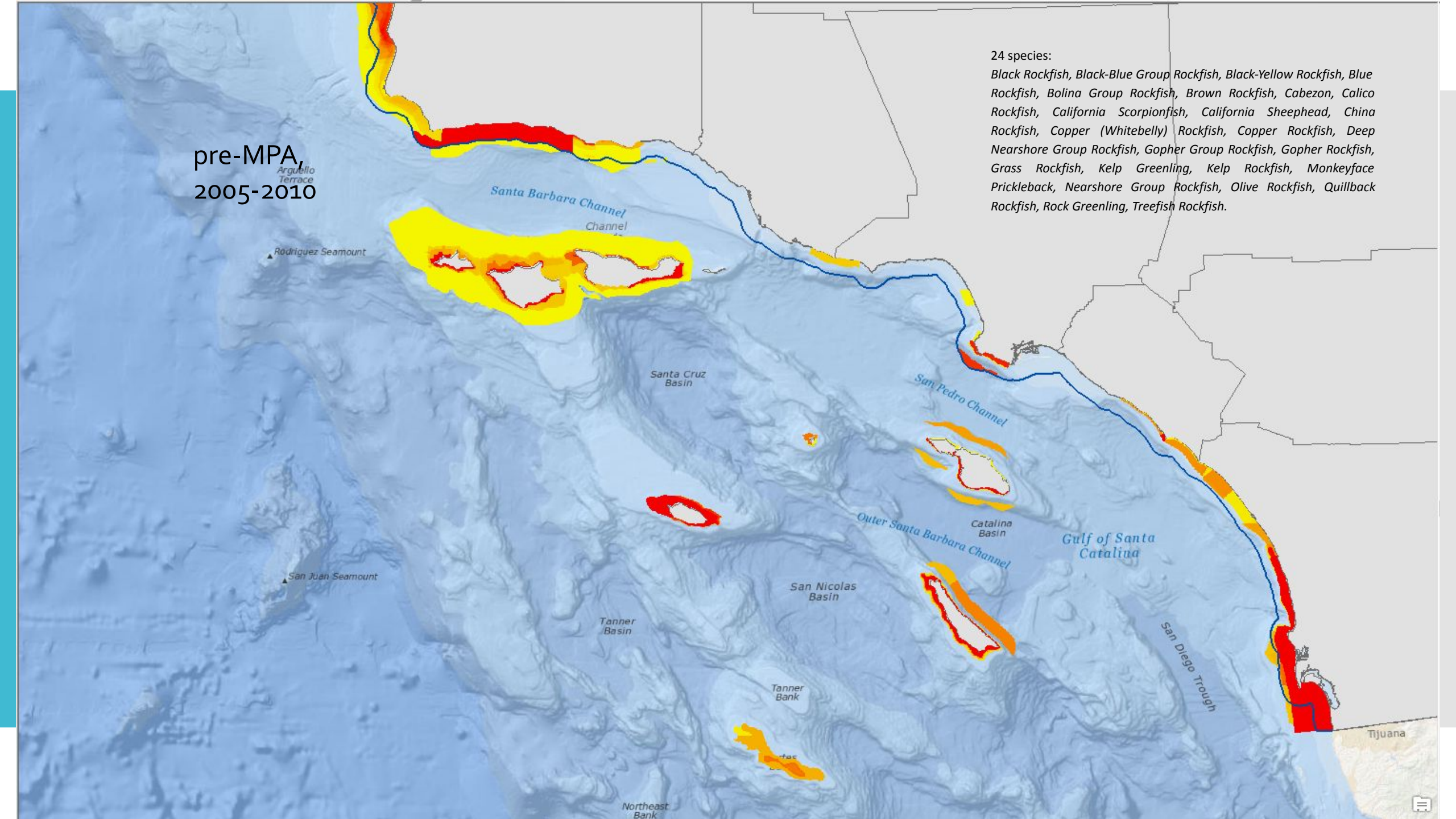
Tanner Basin

Tanner Bank

San Diego Trough

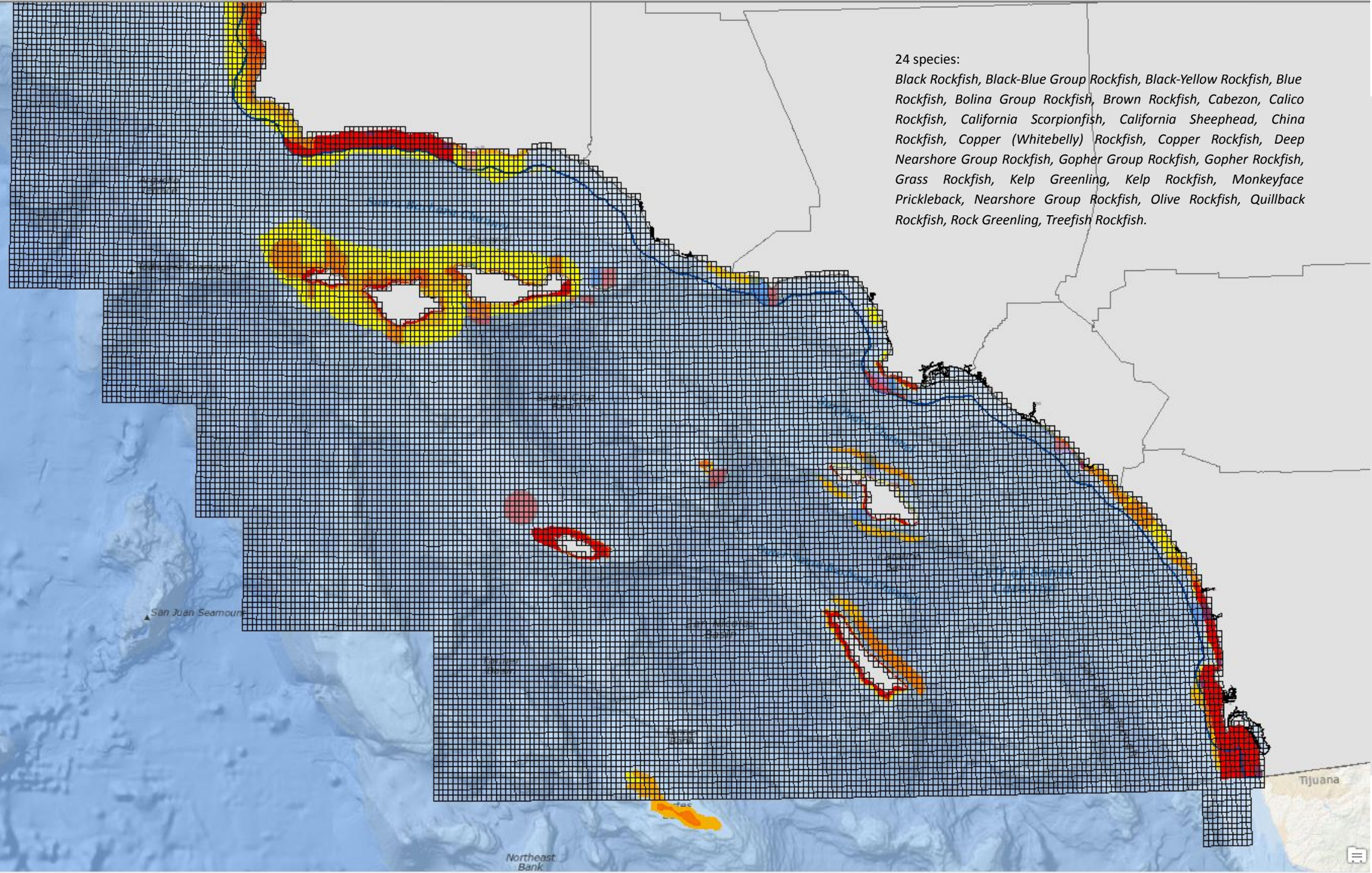
Northeast Bank

Tijuana



24 species:

*Black Rockfish, Black-Blue Group Rockfish, Black-Yellow Rockfish, Blue Rockfish, Bolina Group Rockfish, Brown Rockfish, Cabezon, Calico Rockfish, California Scorpionfish, California Sheephead, China Rockfish, Copper (Whitebelly) Rockfish, Copper Rockfish, Deep Nearshore Group Rockfish, Gopher Group Rockfish, Gopher Rockfish, Grass Rockfish, Kelp Greenling, Kelp Rockfish, Monkeyface Prickleback, Nearshore Group Rockfish, Olive Rockfish, Quillback Rockfish, Rock Greenling, Treefish Rockfish.*



2014

California Sheephead

Arguello Terrace

Rodriguez Seamount

Santa Barbara Channel

Santa Cruz Basin

San Juan Seamount

San Pedro Channel

Gulf of Santa Catalina

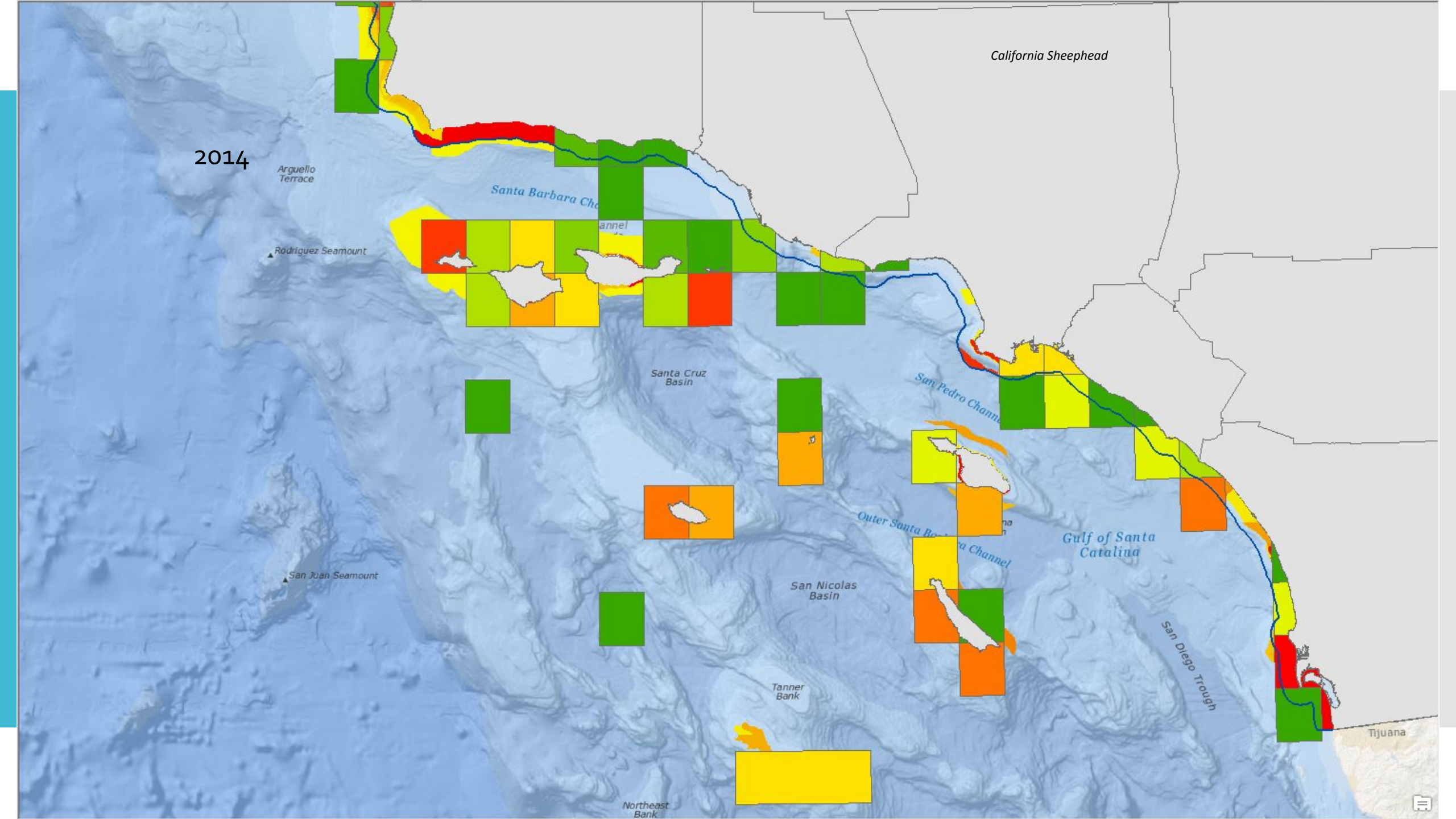
San Nicolas Basin

Tanner Bank

San Diego Trough

Northeast Bank

Tijuana



California Sheephead

2014

Arguello Terrace

Rodriguez Seamount

Santa Barbara Channel Channel

Santa Cruz Basin

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Tanner Basin

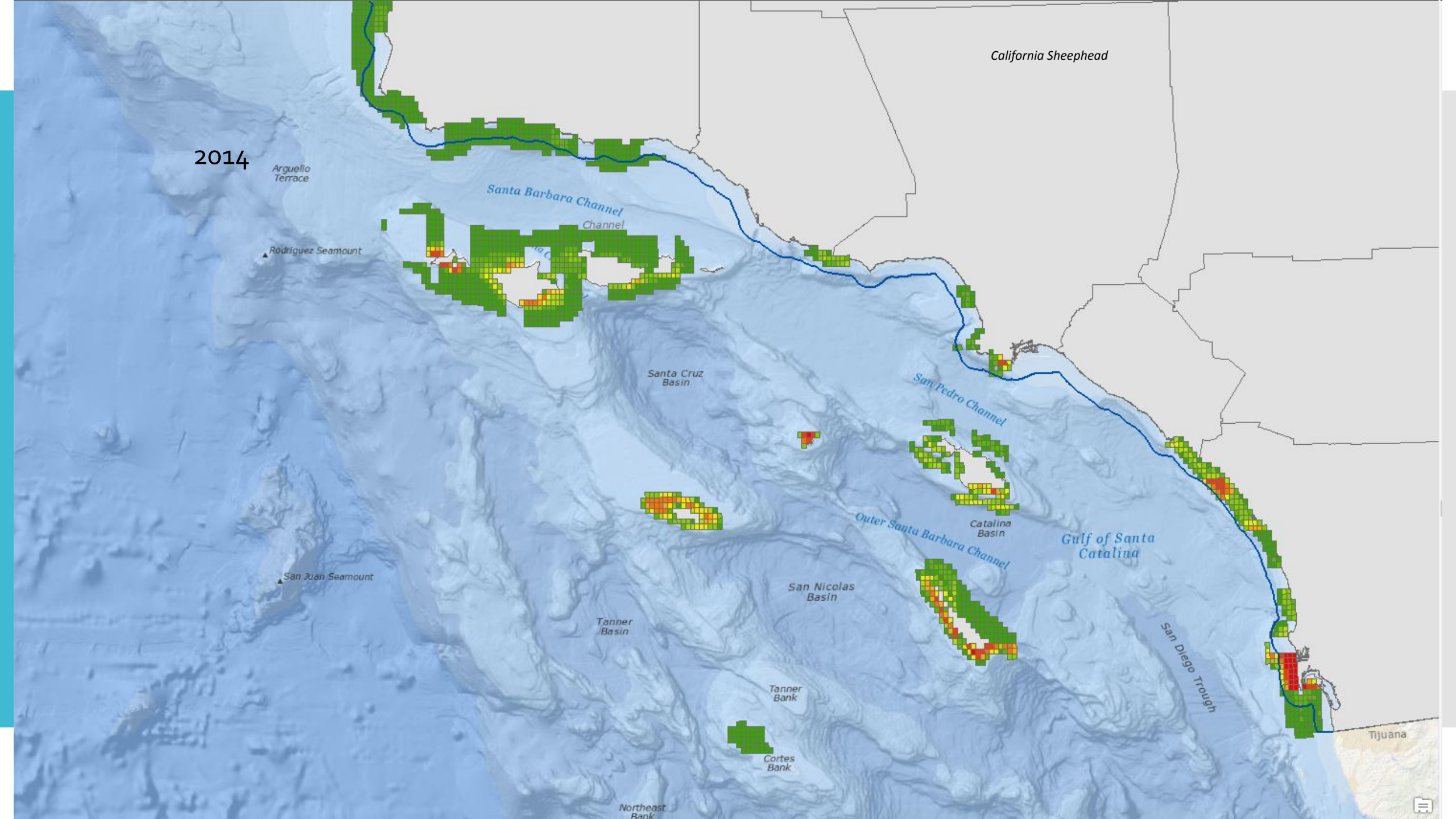
San Diego Trough

Tanner Bank

Cortes Bank

Northeast Bank

Tijuana



2005

California Sheephead

Arguello Terrace

Rodriguez Seamount

San Juan Seamount

Santa Barbara Channel Channel

Santa Cruz Basin

Tanner Basin

San Nicolas Basin

Tanner Bank

Cortes Bank

Northeast Bank

San Pedro Channel

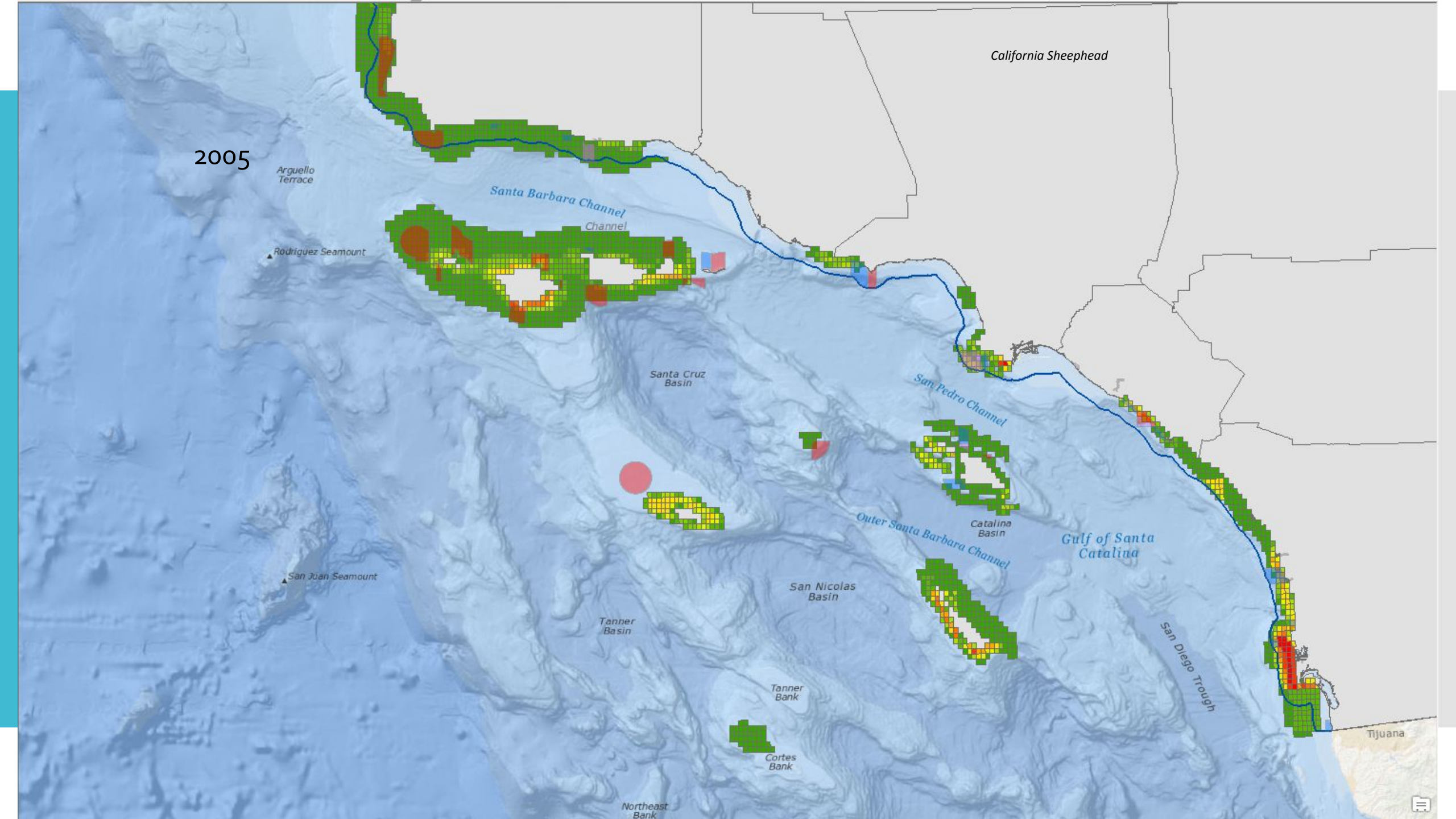
Catalina Basin

Outer Santa Barbara Channel

Gulf of Santa Catalina

San Diego Trough

Tijuana





2006

California Sheephead

Arguello Terrace

Rodriguez Seamount

Santa Barbara Channel Channel

Santa Cruz Basin

San Pedro Channel

San Juan Seamount

Outer Santa Barbara Channel

Catalina Basin  
Gulf of Santa Catalina

Tanner Basin

San Nicolas Basin

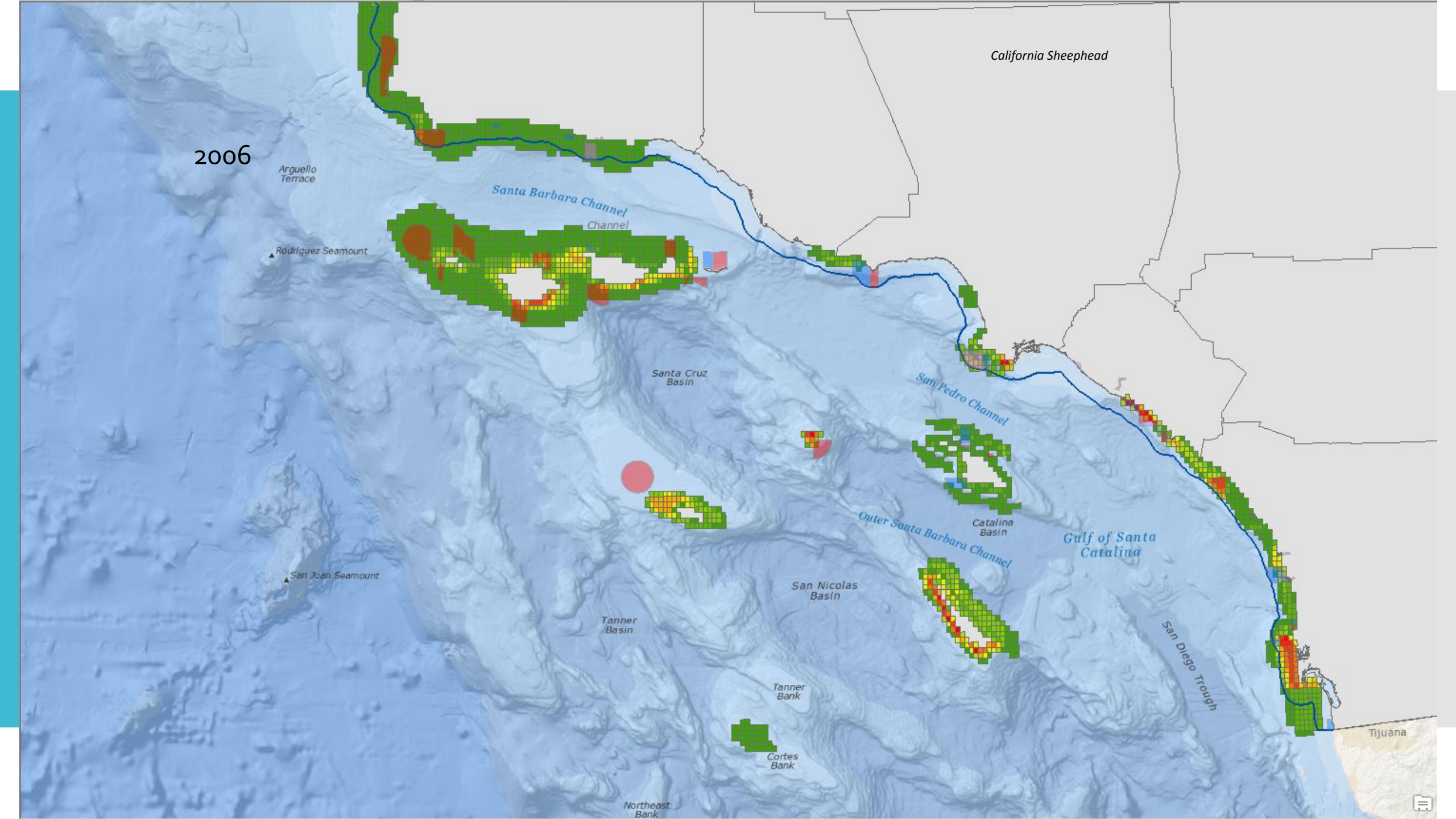
San Diego Trough

Tanner Bank

Cortes Bank

Northeast Bank

Tijuana



2007

California Sheephead

Arguello Terrace

Rodriguez Seamount

San Juan Seamount

Santa Barbara Channel  
Channel

Santa Cruz Basin

Tanner Basin

Northeast Bank

San Nicolas Basin

Tanner Bank

Cortes Bank

San Pedro Channel

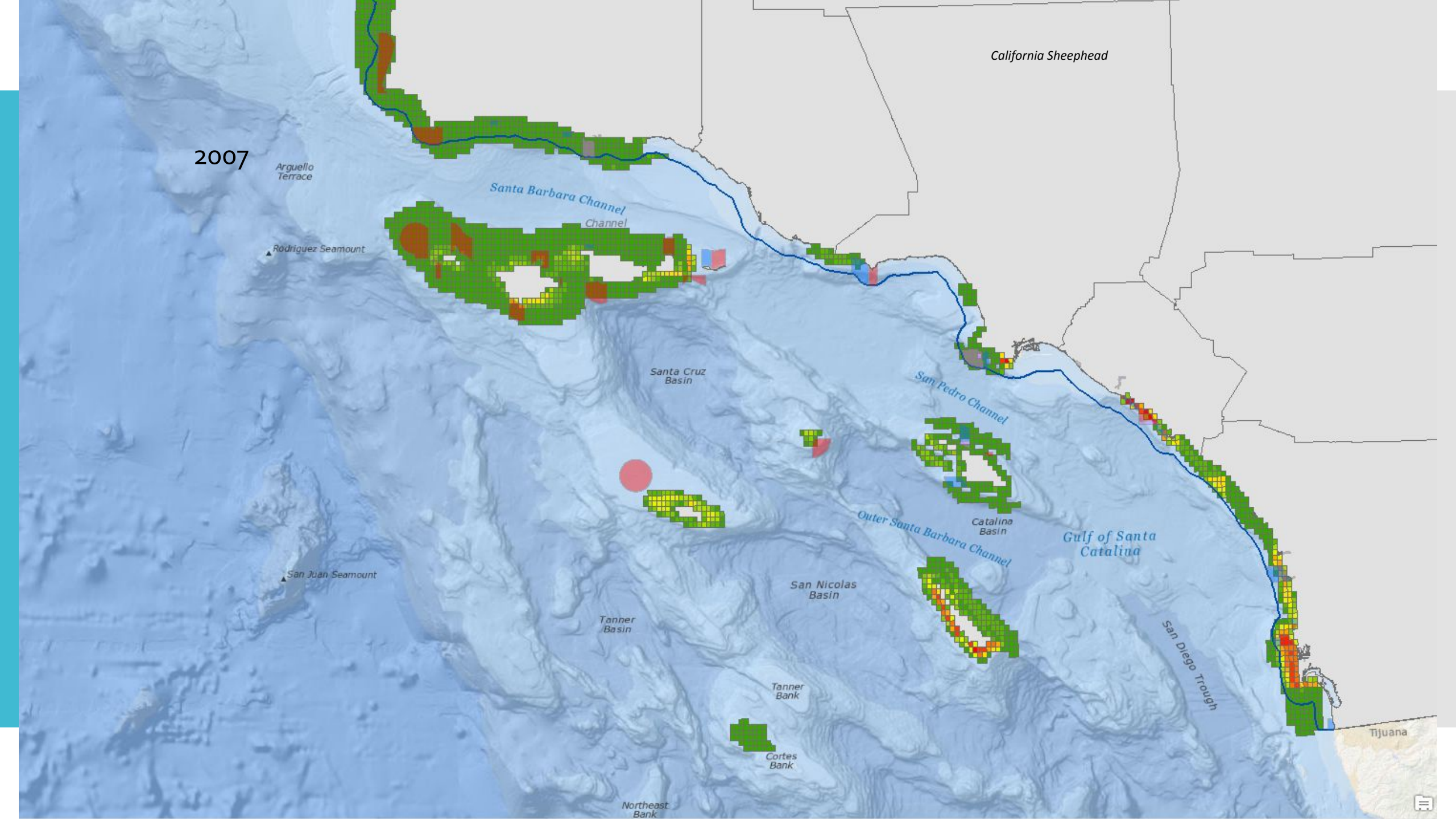
Outer Santa Barbara Channel

Catalina Basin

Gulf of Santa Catalina

San Diego Trough

Tijuana



2008

California Sheephead

Arguello Terrace

Rodriguez Seamount

Santa Barbara Channel  
Channel

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San Pedro Channel

San Juan Seamount

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Gulf of Santa Catalina

Catalina Basin

San Nicolas Basin

Tanner Basin

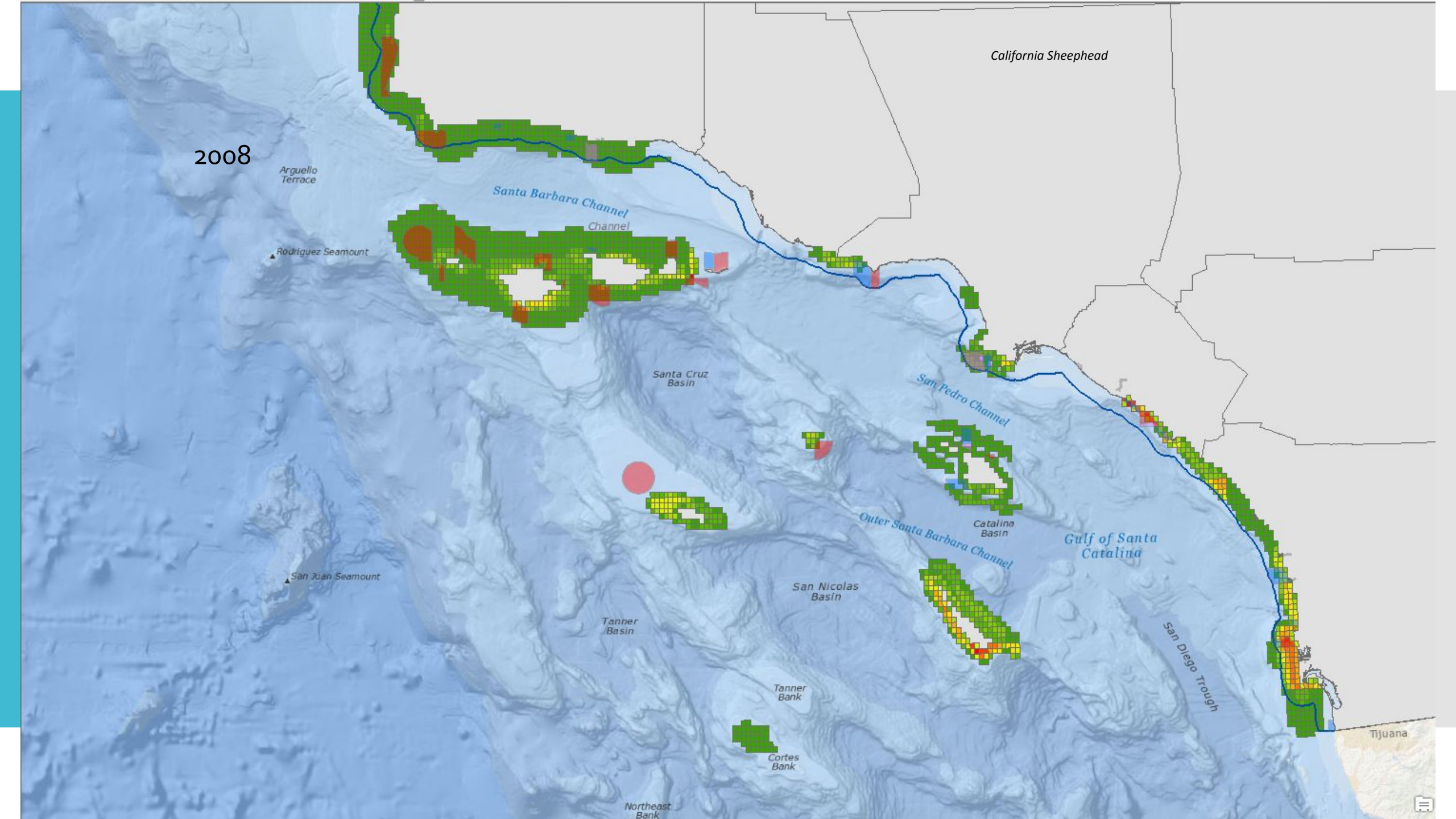
San Diego Trough

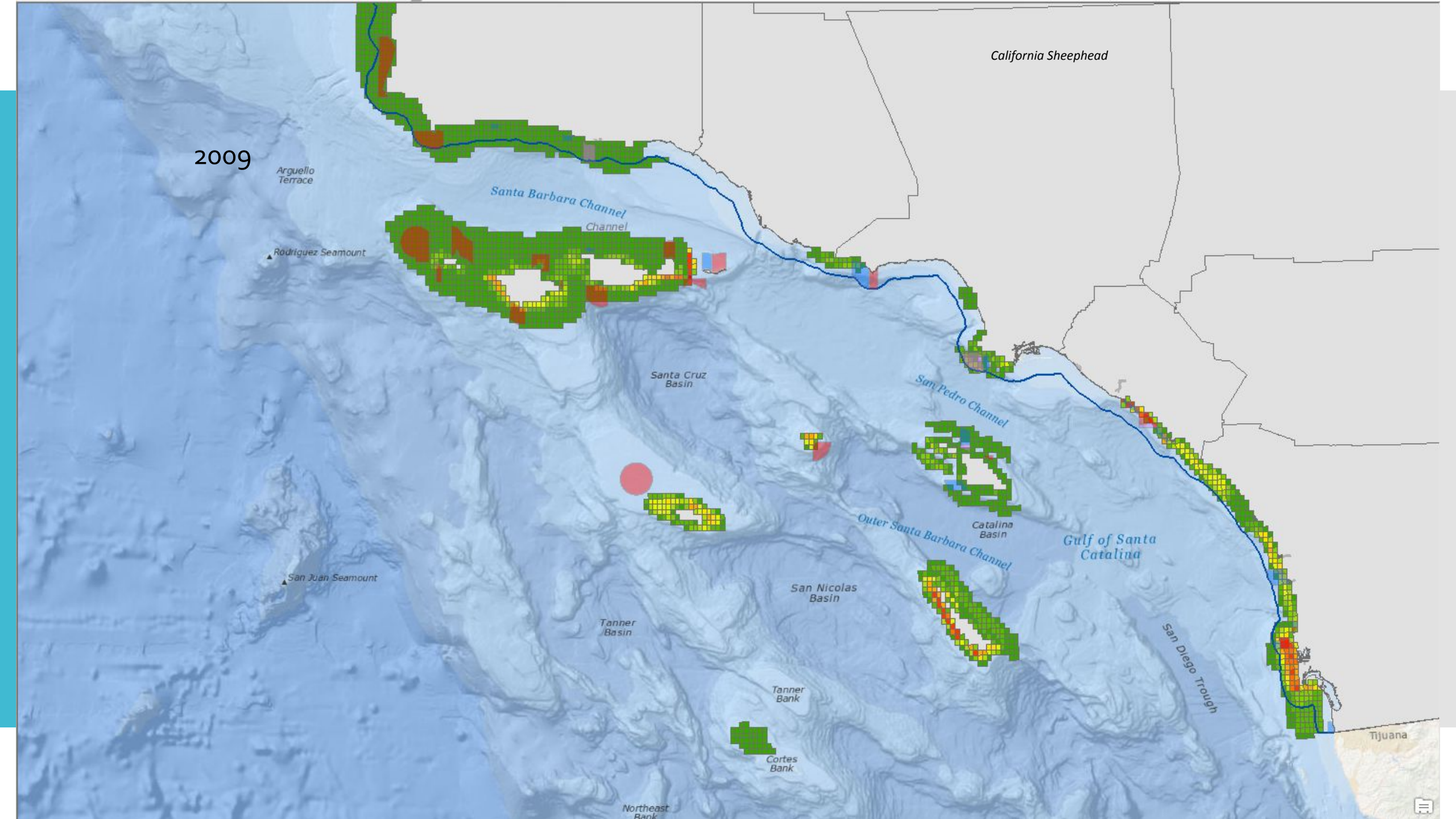
Tanner Bank

Cortes Bank

Northeast Bank

Tijuana





2009

California Sheephead

Arguello Terrace

Santa Barbara Channel

Rodriguez Seamount

Santa Cruz Basin

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Gulf of Santa Catalina

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San Diego Trough

Tanner Basin

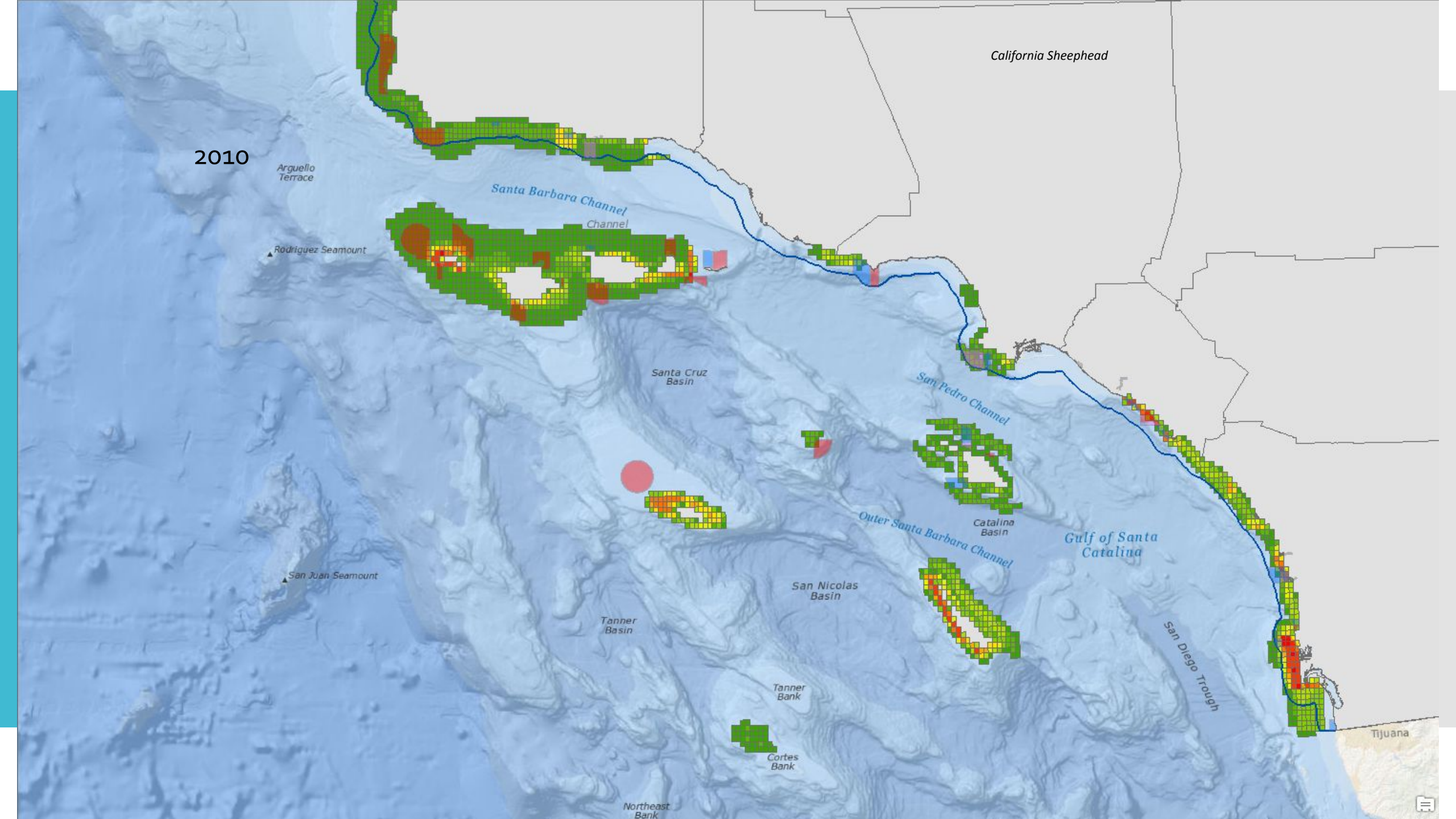
Tanner Bank

Cortes Bank

Northeast Bank

Tijuana





Annotated  
Site  
Map

# Well-being and MPA Index Creation Methods

## Question topic

Marine resource health – present

Marine resource health – future concerns

Access to harvestable resources

Income from fishing

Markets

Infrastructure

Labor/new participants

Job satisfaction

Social relationships – internal

Social relationships – external

MPA ecological outcomes

MPA livelihood outcomes

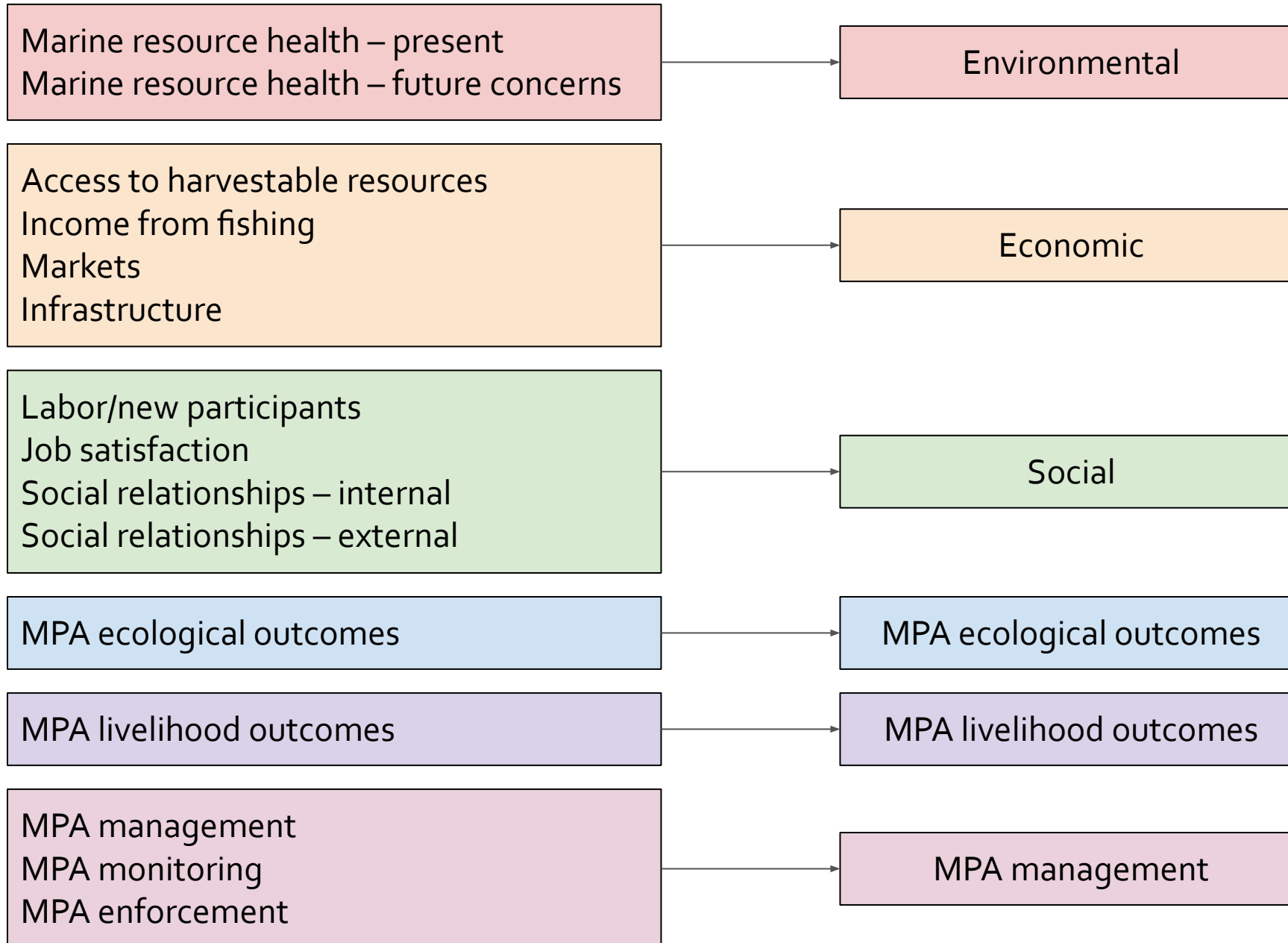
MPA management

MPA monitoring

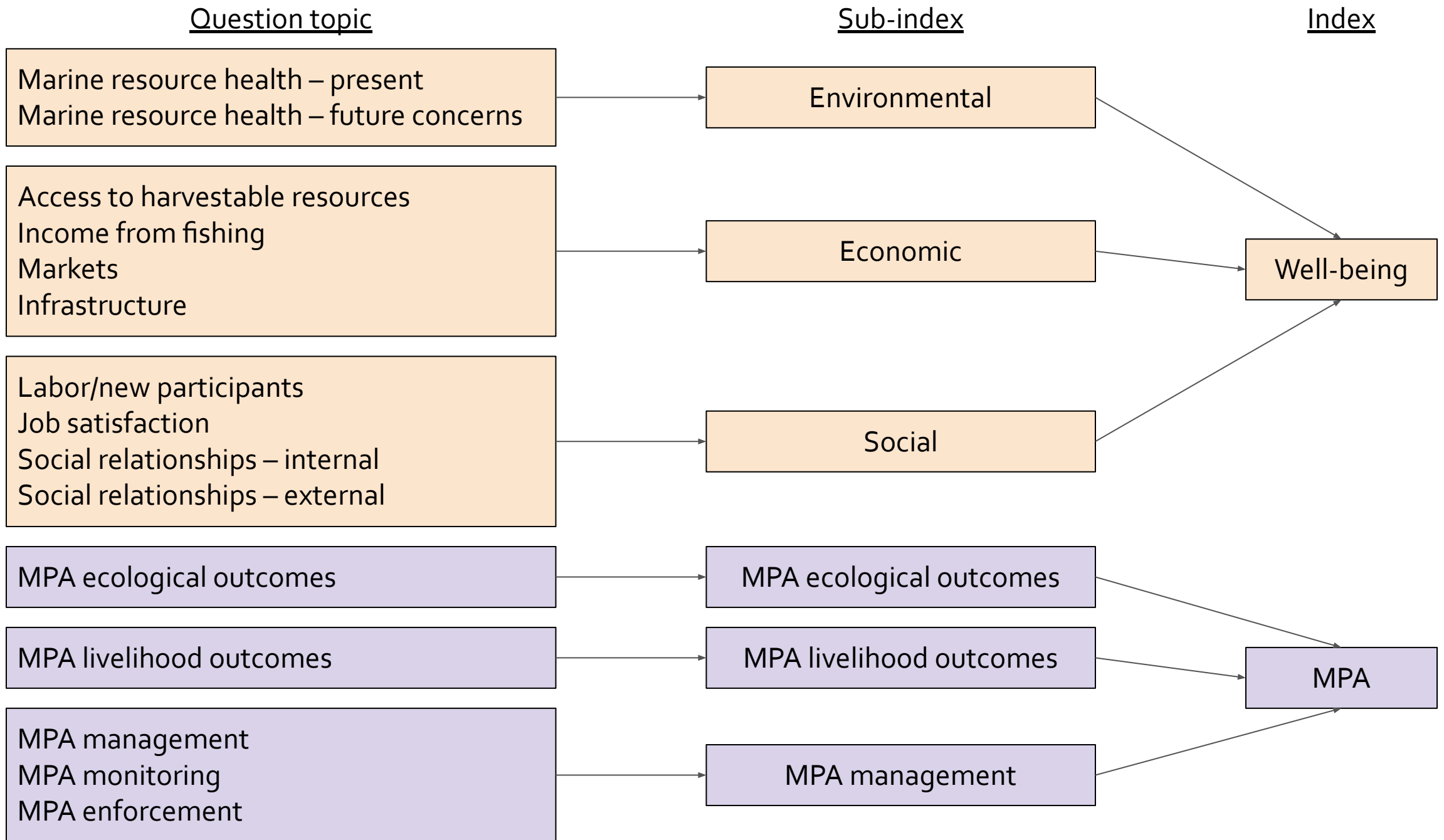
MPA enforcement

Question topic

Sub-index

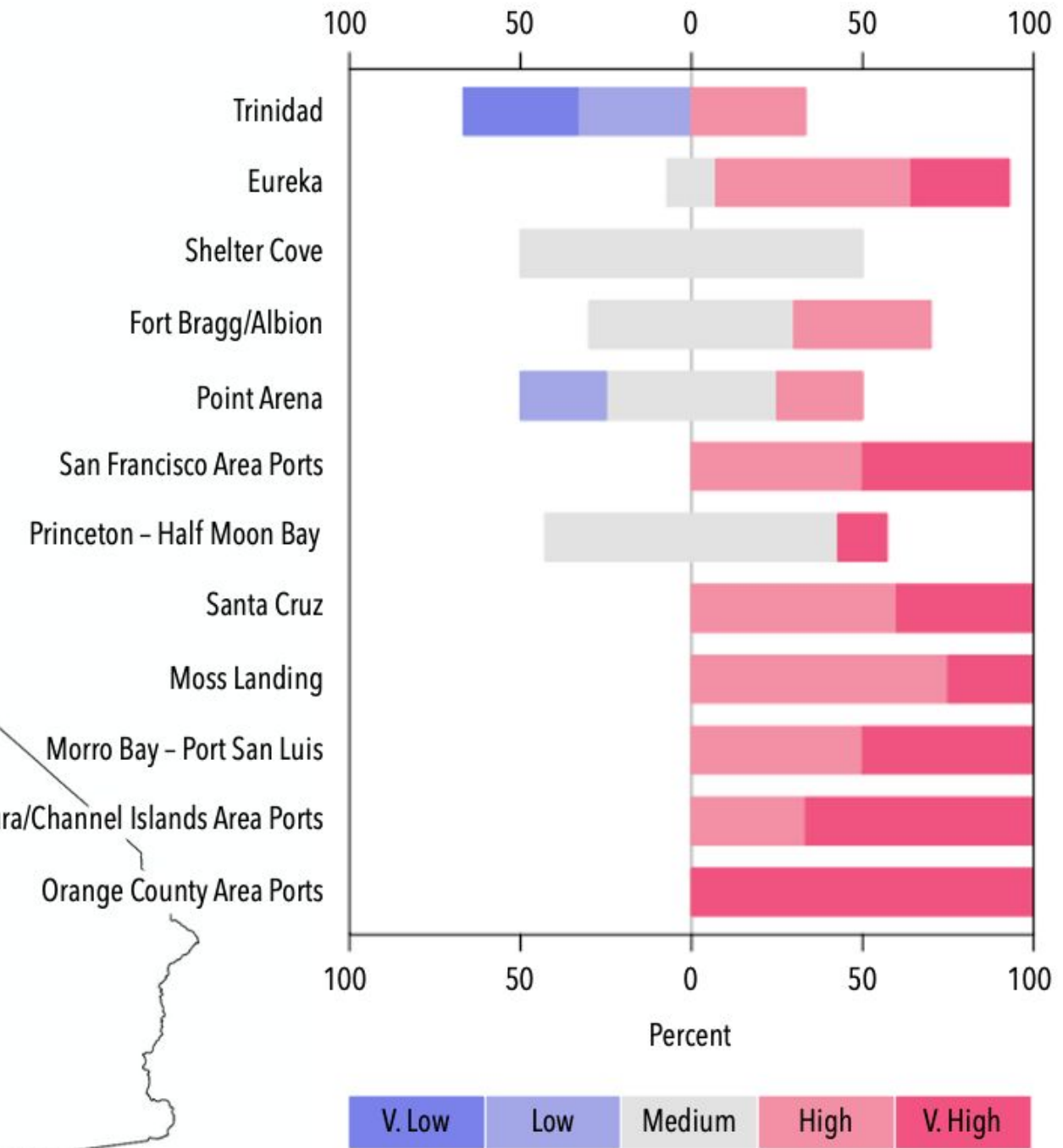
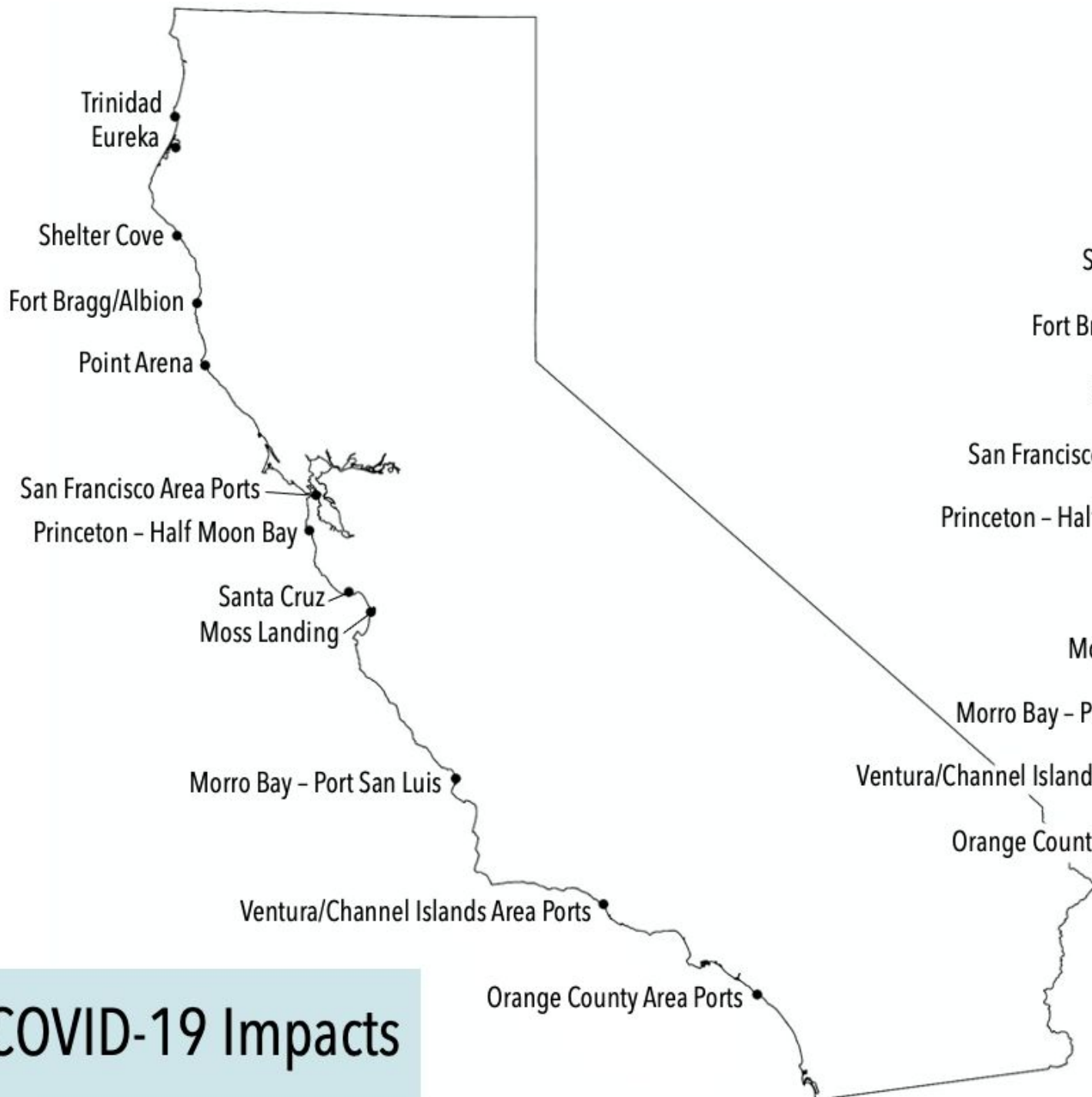






Annotated  
Site  
Map

Key Findings/Themes  
Example:  
COVID-19 Impacts



# COVID-19 Impacts

Ports across California have experienced the pandemic unevenly

Fisheries suffered a loss of overseas markets

Fishermen have relied on an array of creative adaptation strategies

Long-term impacts remain to be seen

## Key Insights

"When rock cod season opened up, people weren't going into town or going to grocery stores. They wanted to stay home. All I had to do was text a few people, and we would have our orders before we even went fishing."

*-Shelter Cove commercial fisherman*

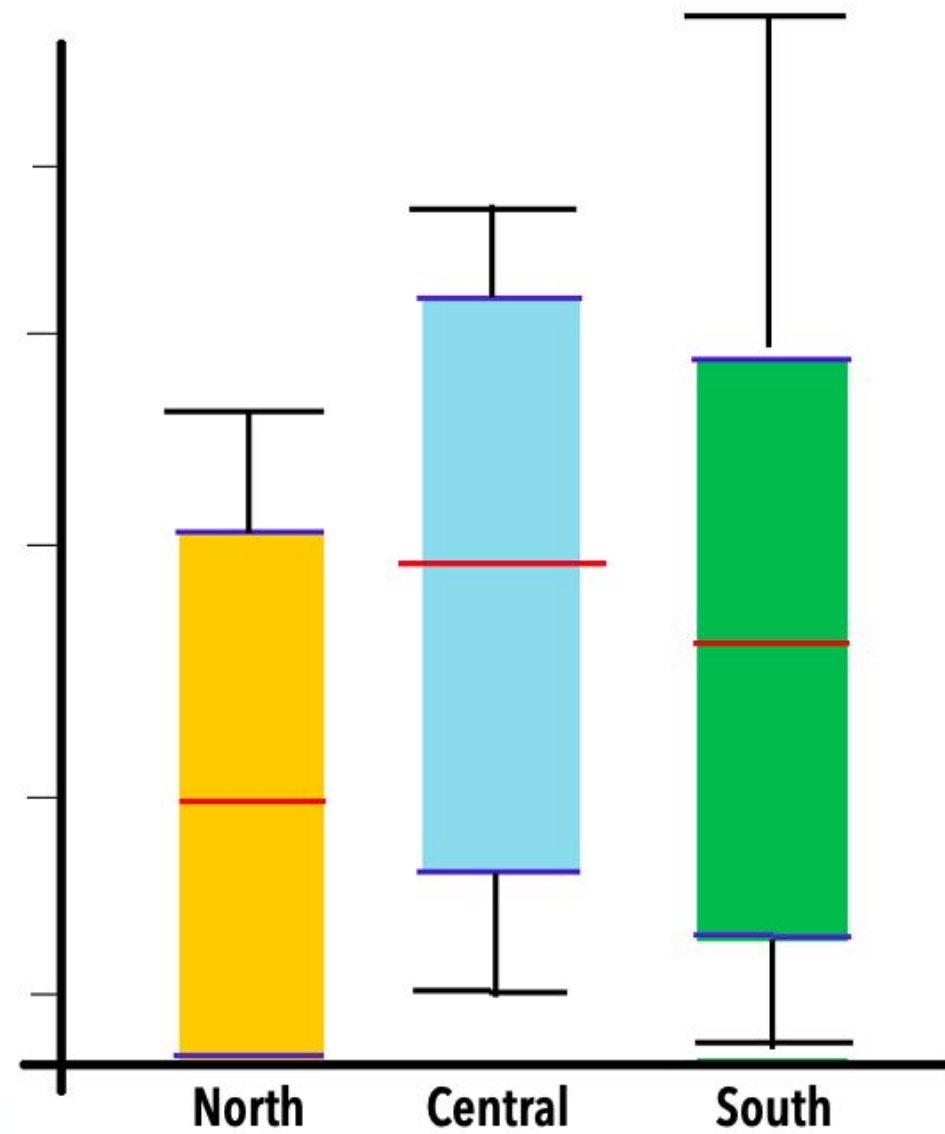
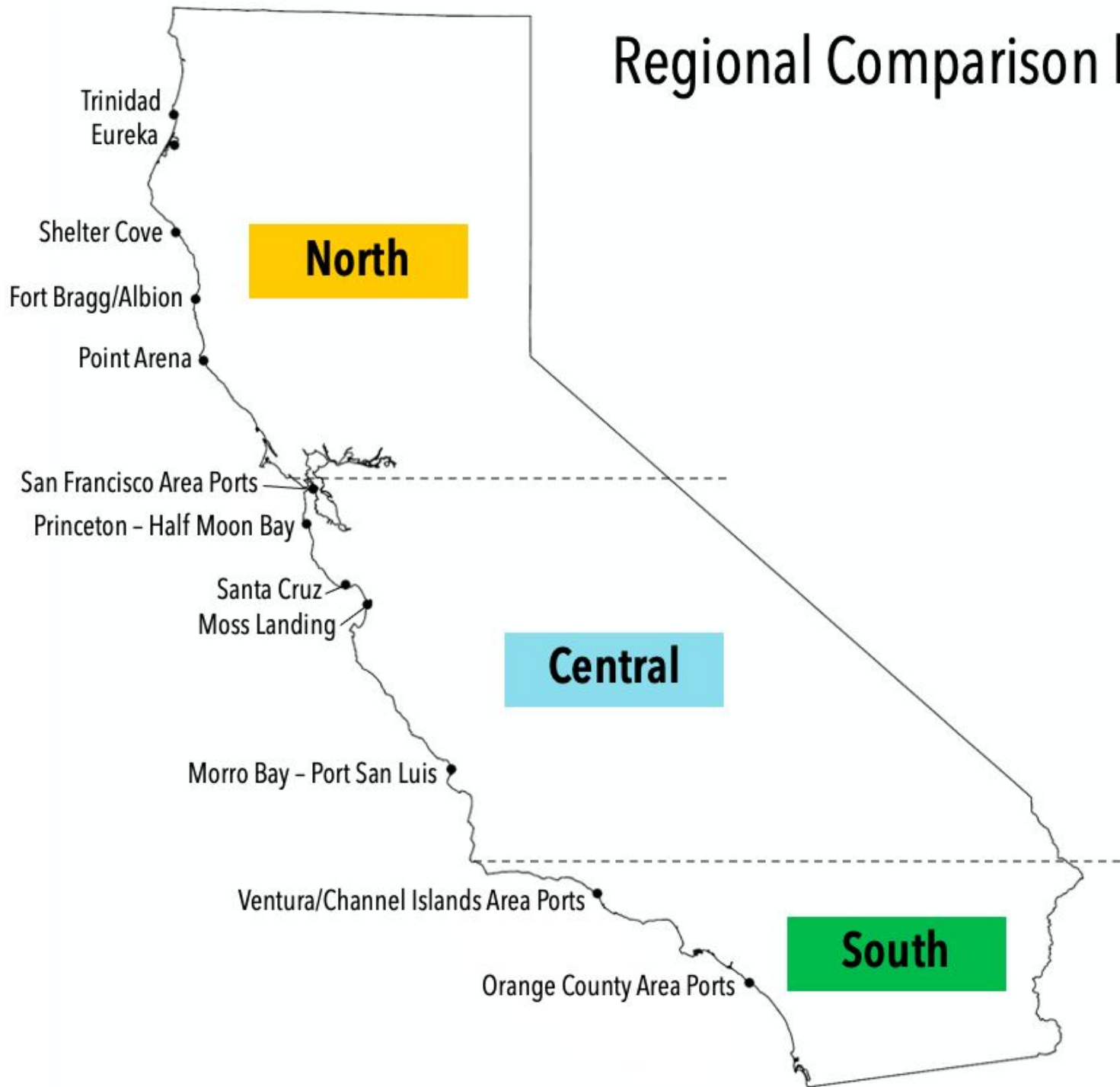
"We did an online store and added a bunch of product that we were getting from other fishermen, which was around the same time that the supermarkets were emptying out and people didn't want to go shopping. So the option to pull up and have a box full of seafood handed to them was super appealing."

*-Santa Barbara commercial fisherman*

"I have an Instagram page, and I don't like people or social media. Now I'm trying to sell direct to consumer. We adapted - we're fishermen, you have to or you go out of business."

*-San Diego area commercial fisherman*

# Regional Comparison by Question: Hypothetical Visual

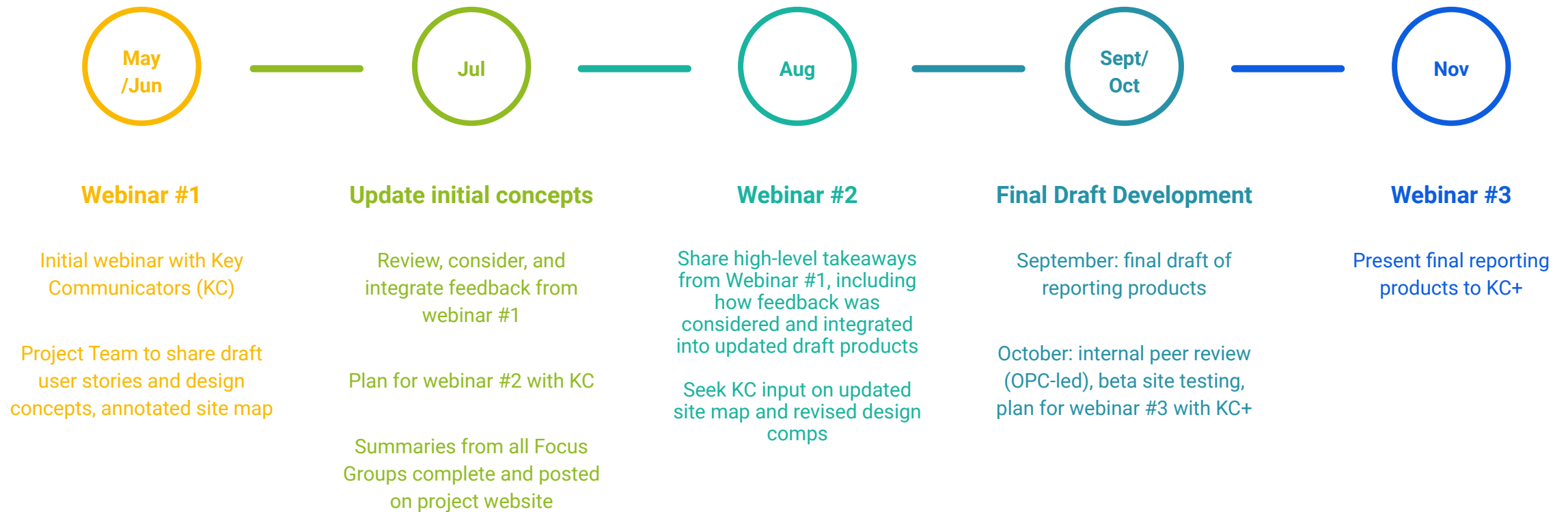




# Looking Ahead: Integrating Feedback and Project Timeline

Kelly Sayce  
Strategic Earth

# Anticipated Project Timeline



## Anticipated Outputs

- High-level takeaways from the discussion and integration into the final products
- Updated site map
- Refined design comps, focused on functionality



## Looking Ahead

- Next steps email will be circulated with any informational requests from today's discussion
  - Contact information/liaisons for question raised outside project scope
- Opportunity to provide additional input/feedback via email (or phone) by June 15
- Reminder, participant stipends available

## Project Team

For ongoing information on this project, please visit [mpahumanuses.com](http://mpahumanuses.com) or email the Project Team:

Jon Bonkoski, [jbonkoski@ecotrust.org](mailto:jbonkoski@ecotrust.org)

Cheryl Chen, [cheryl.ty.chen@gmail.com](mailto:cheryl.ty.chen@gmail.com)

Laurie Richmond, [laurie.richmond@humboldt.edu](mailto:laurie.richmond@humboldt.edu)

Kelly Sayce, [kelly@strategicearth.com](mailto:kelly@strategicearth.com)

Thank you!