

Key Communicators Webinar #2

Informing Final Project Reporting Products

Friday, August 27, 2021
11:00am-1:00pm

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.*



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 & Progress on Final Reporting Products
- Discussion: Port Profiles and Key Findings, Draft Webpages
- Looking Ahead: Integrating Feedback and Project Completion Timeline

Anticipated Outcomes

- Shared understanding of status of the project and our work conducted to date
- Clarity on draft final reporting products, further shaped and informed by Key Communicator guidance
- Awareness of the next steps, timeline, and final webinar to share project results

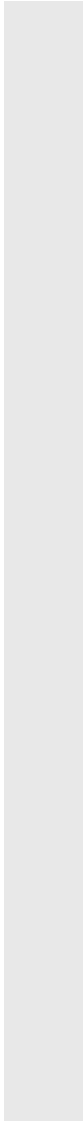

Anticipated Outputs

Feedback from today's discussion will be incorporated to inform the final products

- Final static report
- Updated website, Port Profiles, Key Findings

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 & Progress on Final Reporting Products

Strategic Earth Consulting

Overview of Final Reporting Products

- Final Static Report with Results
 - Key Findings, Port Profiles
 - Focus group summaries from each port group/region
 - Data analysis, including major findings
 - Spatial and fisheries data
- Website
 - Key Findings, Port Profiles
 - Focus group summaries from each port group/region
 - Fisheries Data Explorer, Spatial Data Viewer



Progress on Final Reporting Products

Strategic Earth



Discussion: Port Profiles and Key Findings

Humboldt State University

Port Profiles & Key Findings

Draft Reporting Products:

- Sample Port Profiles: Santa Barbara, Crescent City
- Sample Key Finding: COVID-19

Discussion Support Questions

- Is the information as presented informative? Interesting? Tone?
- Is the way the information is presented intuitive? What else do you wish you knew about the ports and/or key finding?
- Is there any information included that you would suggest removing?
- What visual assets would you suggest including?



Sample Website Pages

Ecotrust





Spatial Data Viewer, Fisheries Data Explorer

Ecotrust

Commercial Species in Spatial Data Viewer

Species Name

Black Rockfish
Bolina Group Rockfish
Brown Rockfish
Blue Rockfish
Black-Yellow Rockfish
California Scorpionfish
Cabezon
China Rockfish
Copper Rockfish
California Sheephead
Gopher Rockfish

Grass Rockfish
Kelp Greenling
Kelp Rockfish
Monkeyface
Prickleback
Olive Rockfish
Quillback Rockfish
Treefish Rockfish
Urchin
Lobster

CPFV
Spatial Data
Viewer

Species maps Summarized to CDFW 10' blocks

- Number of fish per block
- number of anglers per block

Discussion Support Questions

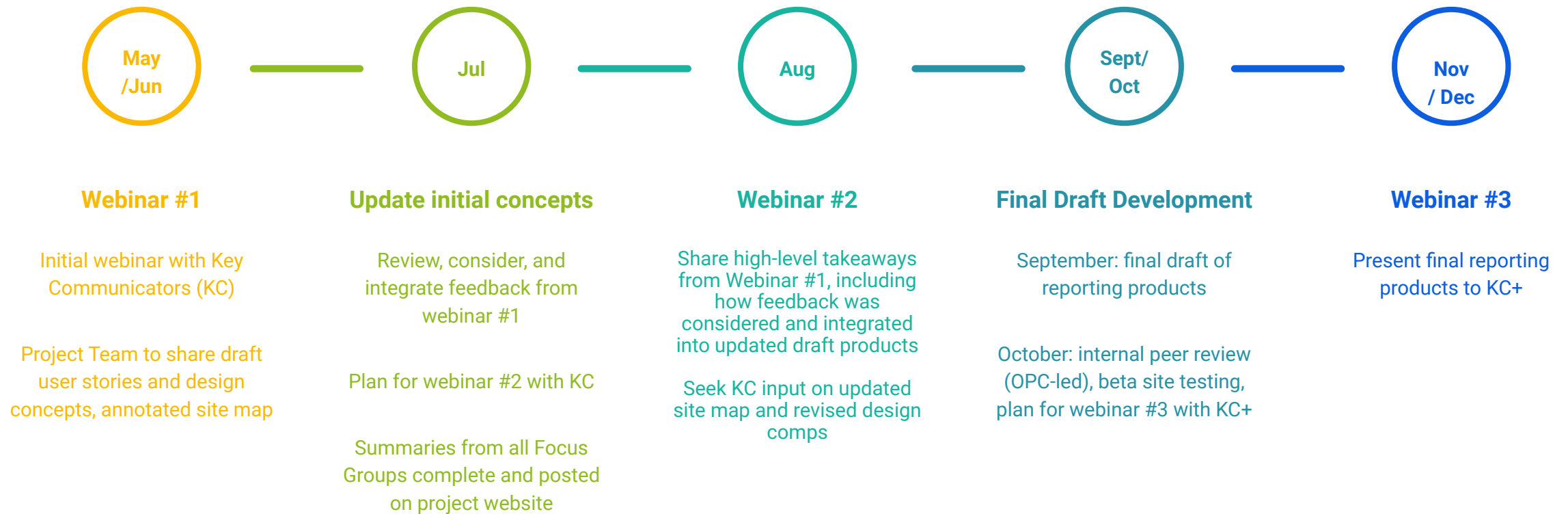
- What is resonating? What is missing or could be further developed? Is there anything included that could benefit from further clarification?
- Do you have additional guidance?



Looking Ahead: Integrating Feedback and Project Timeline

Strategic Earth Consulting

Anticipated Project Timeline



Anticipated Outputs

Feedback from today's discussion will be incorporated to inform the final products

- Final static report
- Updated website, Port Profiles, Key Findings

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 by **September 3, 2021**
- Reminder, participant stipends available

Project Team

For ongoing information on this project, please visit mpahumanuses.com or email the Project Team:

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Thank you!