

MPA Human Uses Study: Key Communicator Feedback on Final Product Development - Summer/Fall 2021

Webinar	Topic Area	Feedback / Comment	Project Team Approach for Integration of Feedback (living document)
1	User stories: commercial	Nearshore fisheries hammered - In addition to MPAs and RCAs now have whale situation, 30x30, wind farms, RCA, MLPA // MPAs are far down on the list of threats - Wants a glimmer of hope that MPAs have some positive impact on fishing industry	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	User stories: Commercial fishermen more scientific data, studies, underwater photography, video (habitats) comparing inside and outside of MPAs // Want to know what is happening inside and outside MPAs // Do MPAs contain the intended habitats? // Is spillover real? // How are fish in MPAs are behaving? // Folks set a lot of gear on the borders of MPAs, is spillover real?	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	User stories: Commercial fishermen landings data by port group, like concept (of pick a port, pick a year, look at landings, look at revenue) but not seeing high enough resolution in the breakdown by year	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	User stories: Commercial fishermen Summary statement about fishermen's observations on performance of MPAs // read most of focus group summaries, seems like fishermen weren't observing spillover or increase in populations // "I want to hear from fishermen in their own voices about how MPAs are performing"*** Interest in audio clips of fishermen from focus groups - Let communities speak for themselves	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	Relationship between ocean conditions (upwelling, temp) and general production/effort. There will be a product like this in other long term monitoring projects // Central California Ocean Observation System Integrative analysis once individual projects have created their products // look at a time series of landings data and ocean events + special info on how harvest patterns have changed compared to biological and ecological data Ecological reports and other decadal review info will be available in Dec	Project Team to consider and integrate suggestion
1	Website: User stories - Charter boat owners / operators	If there is a rockfish fishery commercially? can we learn about recruitment and reproduction from the MPAs // ***"How does ecological monitoring data complement socioeconomic data?" Census of potential customers? Number of permit and license sales? Fuel consumption increase? Safety at sea, coast guard data, changes in accidents near and far from MPAs?	Project Team to consider and integrate suggestion
1	Website: User stories - Resource managers	Habitat // evidence for habitat changes as a result of MPAs? During the MLPA process heard from conservation that needed to repair damaged habitats	Project Team to consider and integrate suggestion
1	Website: User stories - Resource managers	Managers want ways to communicate data and trends to their network/the public, increase access to information // ***"I want easy understandable compelling ways to show trends over time to various audiences"	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	Interested in fleet dynamics - trawl fishery moves along, small boats left out	Project Team to consider and integrate suggestion

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1	Website: User stories - Researcher	<p>bigger picture work on MLMA evaluation and implementation // How can researchers engage with this information, and connect other projects and efforts that may complement this and add some different dimensions to it // How this can catalyze or enhance communication among researchers e.g. social scientists end up badgering people quite a bit // can this resource help us engage more effectively with audiences without over engaging and taking up too much stakeholder time How to connect different information resources // minimize need to pester stakeholders for information</p> <p>Concern (ethical/research quality) that people will take information out of context // Explain boundaries for appropriate uses of info (what research outputs can do, and what is not appropriate for these outputs)</p> <p>John Mellor - offering use of his boat to show researchers how things have changed over time // agree that you need to look at the big picture</p>	Project Team to consider and integrate suggestion
1	Website: User stories - Commercial fishermen	As a port representative in Santa Barbara // effort at the port level to get the city to invest in fishing infrastructure, helpful to put a dollar value on fish to increase investments. Economic activity determines Army Corps of Engineers funding // **** I want to see data on dollar values and economic activity to inform city investment and funding eligibility"	Project Team to consider and integrate suggestion
1	Website: User stories - Researcher	How long will website be available, updated, etc.?	Project Team to consider and integrate suggestion
2	Website	Why is there no plan to vet the focus group summaries with fishing communities? Could share with community and add feedback received, would increase credibility from stakeholder perspective. Ask: is anything missing? Not accurate? Possibly circulate a survey that groups can share? Need to clearly explain what info will be used for.	While there are no plans or capacity to share each port/port grouping summary with all local permitholders, the Project Team will consider how to receive feedback from website viewers. We will need to be mindful of how this feature continues to be monitored and responded to once the website is hosted by the state.
2	Website	Who's the audience for the website? Given value/impact of information, imagines folks will be interested in commenting/providing own input - what does this look like? How are we encouraging capability of providing insight and feedback (if not consideration yet, this should be)	
2	Website	When hover cursor over maps, does this highlight info, or need to scroll down page? Simplicity would be helpful, suggestions of pop-ups to help with site navigation	Thank you, updates will be made to website design
2	Website	Consider the priority of pages, move the MPA perceptions front and center as this will be the most important for fishermen	Thank you, updates will be made to website design
2	Website	Text seems small (line under Creativity seems small, so does quote), what do we want to highlight? Include more graphics/photos, similar to figures in focus group summaries	Thank you, updates will be made to website design
2	Participation / Website	Understand that the project team attempted to have Monterey fishermen participate, are there plans to be in touch with them? Would be helpful to indicate that this port/port grouping did not participate on the final website	The Project Team will work to update the website to identify those ports/port groupings that did not participate in a focus group conversation. Additionally, in the Fishing Community Engagement/Participation key finding, additional rationale for why certain ports chose to not participate will be included.
2	Website/Final reporting	During last webinar, conversation regarding demographics. Specifically, the lack of demo info included in reporting materials. Has there been progress on this (ie, age, time spent fishing pre/post MPAs) and incorporation into final products? This info will help with interpretation of MPA impacts (south compared to north, etc.)	Continue to hear the need for demographic information of those who participated in the FGs. This will be summarized by port as part of the final reporting. Additionally, the team is working on including longitudinal demographic information across all permitholders to look at shifts since 1992.
2	Website/Final reporting	MPA maps on website include federal MPAs, but other areas fishermen would consider MPAs (RCAs, CCAs) aren't. Why choose some to display rather than others (or all)?	The data layer comes from GIS archive from CDFW. The project team is updating spatial data piece and will note restricted areas beyond state MPAs.

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2	Website/Final reporting	Were focus group participants asked about confidence of future of commercial fishing in CA?	Yes, a list of all of the questions asked during the focus group is available in the Key Resources section of our website, see 'prep packets' for both commercial and CPFV focus groups. https://mpahumanuses.com/resources.html
1	Data Explorer: Audience Needs	California fisheries data explorer issues. We need to be able to see landings in lbs as well as value per species. Data errors for San Diego fisheries that I know about. I did find a way to get the landing per port by species, but there problems with species/landing methods, such as spot prawn landed by harpoon and diving.	Project Team to consider and integrate suggestion
1	Date explorer: Audience Needs	Wish we could look at CDFW landings data. Shortcoming example, nearshore finfish is broken into so many different fisheries, would love to aggregate all nearshore fisheries; Would like to be able to aggregate fisheries and have it split as it currently is	Project Team to consider and integrate suggestion
1	Data explorer: Audience Needs	Seasonal vs annual landings - for some spp (squid) managed on a seasonal basis so multiple ways of logging data. How capturing? Annually? Seasonally? Explore visualizing data differently i.e. Seasonally	Project Team to consider and integrate suggestion
1	Data explorer: Audience Needs	Can we look at recreational impact? Using recreational fishermen data?	Project Team to consider and integrate suggestion
1	Data explorer: Audience Needs	Data viewer is very helpful // Is there a way to take this data and embed it into our own websites?	Project Team to consider and integrate suggestion
1	Draft site map	Is the number of fishermen based on permit holders or commercial fishing licenses - and if the latter how do assign those to a specific fishery (since a CFL isn't fishery specific)?	The CDFW commercial landings data we analyze is summarized by who has made landings in a given port in a given year. If a permit holder didn't make landings they would not show up in our analyses of, for example, the number of active fishermen in a given port in a given year.
1	Draft site map	How do you calculate the number of fishermen? Does this include deckhands, etc.? Is there somewhere on the website that explains this? When can we share this website with others?	Yes, that is good feedback, we can add to the fisheries data explorer info tab. We have a module that pops up that provides definitions. We can clarify what we mean by number of fishermen there.
1	Draft site map	Would love data connections to be made across topics - social, economic, ecological, etc.	Project Team to consider and integrate suggestion
1	Spatial data: audience needs	Curious if in the final report there will be linkages between port summary data (well-being, perceptions, etc) and quantitative CDFW data featured on the website	Yes, to the extent possible, we will integrate qualitative focus group data and quantitative landings/logbook data to tell a more holistic story for each port community. Our hope is the various data sets will corroborate / support each other to communicate in both qualitative and quantitative data the change observed in the port communities across California.
1	Spatial data: Audience needs	Engage the issue of displaced effort, how it affects MPAs and health of the ecosystem. Will it be fine enough to show where the effort went to and show how displaced effort impacted ecosystem	The spatial data compiled in the project will provide information of how patterns of fishing pressure has changed over time. Integrating the data gathered in this project with ecological data is beyond the scope of our current project but is a priority for the state and so we will be providing the data gathered in this project to the integrative analyses lead by an NCEAS group that will bring together the human and biological researchers to explore what is possible. In our experience, a major hurdle is the mismatch in scale of data gathered. Ecological/biological data tends to be gathered at a much finer scale and fishing pressure data is often gathered at a much larger scale. This has been highlighted in the most recent MPA science recommendations as a key data gap to fill.
2	Spatial and Fisheries Data	How far back does the spatial data go? Does it include the Northern Channel Island process (prior to 2005)?	The modeled spatial data ranges from 2005 to 2020 and the tabular data from 1992 to 2020. We used this range of years for the spatial modeling because the Ecotrust data were initially collected starting in 2005 and this range provides a pre-MPA summary along with an estimation of activity since MPA implementation.
2	Spatial and Fisheries Data	How did the project team extrapolate CDFW's landings data which is at a scale of 100 square miles to the 1 square mile scale?	The project team developed a refactoring value from the Ecotrust survey data gathered during MPA planning and implementation process. This value was used to redistribute the total pounds caught within a 100 square mile area to 1 square mile blocks.
2	Spatial and Fisheries Data	Recommend included sea urchin logbook data, as well as focus on the near shore fisheries that have been most affected by MPAs (lobster, nearshore, sea urchin) and group these together spatially. Could be helpful to have umbrella of all CA fisheries and then drill into details os specific fisheries	Our data sharing agreement with CDFW was focused on the commercial landings across all species and fisheries. We did not request the urchin dive logbooks, so developing the the urchin spatial information for this analysis is not feasible at this late stage of our study. Part of our recommendations includes gathering better source data like the urchin logbooks to do future comparative analyses.

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2	Spatial and Fisheries Data	Since MPA implementation, there has been an 80% drop in sea urchin landings due to lack of kelp, warm water blob, El Nino, kelp wipeout affects urchin bc no food, etc. Currently, purple urchins are not harvestable. During the MPA planning process, fishermen brought up point that culling would be a positive for urchin/kelp populations, told by scientists not to worry about this. How will this be considered in the final reporting?	The final website will consider spatial and demographics data to illustrate shifts in landings over time. Urchin landings from 2005-2020 will be included in the spatial dataset and the project team is currently working to update the Data Explorer to be responsive to these questions/needs.
1	Port profile: audience needs, 30x30	30x30; this kind of fine scale reporting allows nuance in how MPAs are crafted // aggressive or blind conservation // use this data to expand conservation in an intentional way that support socio economic and ecological outcomes for fishery participants "Don't keep using hammers, when you could be using finer scale tools to protect habitat at large"	Yes, fine scale reporting on fisheries data can benefit many initiatives to both conservation marine resources and help fishing communities thrive. We hope our data can be utilized to support informed decision-making to balance conservation and human uses and economic resilience.
1	Port profile: partnership	We're also developing port profiles for an MLMA-related project. Might be good to connect these.	The project team is very excited about the possibility of working to integrate work from this project with other state fisheries social science projects such as those connected to the MLMA. We plan to keep in communication with the leaders of these other projects to seek areas for collaboration and integration of the findings.
1	Port profile: audience needs, 30x30	Need to use different process than MLPA to get at 30x30 goals; Attempting to summarize comments from focus groups discussions // summaries rang true of what i know but, summarizing is still tricky (overinflate or suggest all opinion)	The project team attempted to develop a robust approach to the recruitment of participants in the focus group conversations. We developed this as a methodology to gain a snapshot of the conditions and perceptions of fishermen in the ports across California while also trying to reduce the burden and time commitment from fishermen. We sought to include participants that represented the diversity of fisheries, age groups, and types of fishermen. Additionally, we asked participants to speak to the conditions and perceptions across their whole port. Detailed information on the focus group design and recruitment process can be found here in Appendix C on page 22.
1	Port profile: audience needs / collaboration	Comment illustrates the disconnect between diverse researchers, esp. social scientists, who don't seem to know what each other is doing. If this website is hosted for the long-term, it would be an extraordinary resource if there was a summary of funded research initiatives with sufficient details to facilitate interaction. Might also address some of the issues of stakeholder burnout. Suggestion for researchers and the agencies to improve communicating between MLPA and MLMA related work.	We wholeheartedly agree that more integration across fisheries social science efforts in California would help find synergies, leverage shared resources, and bolster how social science is integrated into better understanding and managing the human dimensions of marine resources. More integration is needed across fisheries social science. A challenge to maintaining a regular working groups tends to be the capacity to be responsible for organizing such gathering. If people find our project website useful it could be updated to serve as a sort of California human uses one stop shop for information/data. That might be a bit getting ahead of ourselves but centralizing access to information and serving it up in an engaging format I think is a common goal we have heard across stakeholders.
2	Port Profile	How many people participated in the Santa Barbara focus group? How many commercial fishermen in SB total? Will there be vetting to see if these are representative of port as a whole? Need to make it clear the focus group conversations may not be reflective of the entire local fleet.	The project's recruitment process was co-created in partnership with Key Communicators in early 2020. Considerations for participation were based on available lists of permit holders operating out of each port/port grouping, guidance offered by one or more port liaisons (fishermen or industry leaders who are well-versed in fishing participation within their local port), and existing relationships held by the Project Team. In Santa Barbara, for example, this included working with the Commercial Fishermen of Santa Barbara (CFSB). While there is not the intention to vet the summaries with each port, the Project Team will consider how to receive input from fishermen not involved in a focus group discussion who may feel perspectives are missing from the information captured.
2	Port Profile	Would like to have the number of participants in each focus group included in the port profiles. Suggestion to include an opportunity to provide input/comments if there are other perspectives by fishermen out of a given port.	While included in the summaries themselves, the Project Team will include the number of focus group participants within each port profile, together with a link to the recruitment process document. The Project Team sought the support and guidance from fishing leadership up and down the state to help get information out to their peers and solicit participation in the focus group conversations. To have this and any project like it be successful, there is a need for additional support from fishermen, researchers, managers and others working in these port communities to help inspire and promote participation and involvement.

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2	Port Profile	During pilot, fishermen didn't realize the potential impact of this project. Individuals have been cautious to participate based on lack of trust, schedules, etc. Concerns that the makeup of certain focus groups are not reflective of the port. Can this be reflected in the port profiles?	Active attention was placed on engaging fishermen and others in the design of this project, including the process to recruit participants. This involved an initial webinar with Key Communicators, as well as a pilot focus group where real-time feedback was received on the focus group process and our approach was subsequently updated to reflect this feedback. We also appreciate that a lot has changed over the past 1.5 years. With the upcoming 10-year management review of the MPA Program and the Governor's 30x30 Initiative, in addition to other pressures facing fishing communities, there is an increasing need for useful and accurate human dimensions data and information. We welcome continued feedback on how projects like this can be most helpful to fishermen, decision-makers, and researchers.
2	Port Profile	Based on the changing political conditions fishermen find themselves in and now with a better understanding the connections to this project and the Decadal Management Review, wondering if the focus group conversations (i.e., information shared by fishermen) would have been different knowing what we do now?	The risks to participate in the focus group discussions were identified at the start of each conversation, including the uncertainty with how the information collected would be used to inform adaptive management of the MPA Network. The project was designed to monitor human dimensions at a statewide scale, while also considering port-specific information. We also intentionally avoided 1-on-1 interviews - based on feedback from Key Communicators - to try to reduce burnout from fishermen who are regularly requested to engage in these time-intensive activities. Our hope is that MPA views will come through final products to accurately convey concerns and strength, which will be useful for both fishermen and managers.
2	Port Profile	Were focus group participants asked about confidence of future of commercial fishing in CA?	Yes, a list of all of the questions asked during the focus group is available in the Key Resources section of our website, see 'prep packets' for both commercial and CPFV focus groups. https://mpahumanuses.com/resources.html
1	Key findings / themes across state: COVID-19	- COVID impacts linked to demographics? E.g., In less densely populated regions unable to sell direct to consumer	The project team has begun a preliminary analysis of the results from the responses to questions related to the impacts from COVID-19. You can see a presentation of these preliminary findings here . We hope to do follow-up analyses to explore how perceptions of COVID-19 impacts in California may be linked to demographic and geographic factors.
1	Key findings / themes across state: infrastructure	- General sense from fishing communities across the coast who feel OPC is putting lots of money into research/academia // Coastal Conservancy used to fund infrastructure projects - less resources invested in infrastructure by OPC // requesting more balanced allocation of resources to city council supported infrastructure projects	The OPC welcomes this type of feedback and direction from stakeholders. Specifically, in the OPC's recent 2020-25 strategic plan there is a section on the 'blue economy'. The Fish and Game Commission is another decision-making body involved in gathering information fishing community needs/priorities in relation to changing ocean conditions. AB 125 has allocated funding to the secure, resilient, sustainable, and equitable food and farming system is essential for the economic and social well-being of the people of California. A participant highlighted this as a possible resource for infrastructure funding/resources.
1	Key findings / themes across state: infrastructure	AB 125 if passed would generate \$ to SCC for infrastructure Info collected in study about infrastructure will also show the need up and down the coast for infrastructure - could be used to advocate for funding	See line 40
2	Key finding	Recommend the MPA perspectives are front and center, followed by well-being. This is an MPA project, so key findings should be focused on MPAs. Matter of priority, understanding how this info will be used in 10-year review. There is good information in well-being sections, hope that suggestions/recommendations will be considered by managers and decision makers. Suggest the well-being perspectives be put into the context of MPA impacts.	The COVID-19 key finding was shared as an example of one of the key findings planned for the final reporting. Additional anticipated Key Findings to be included on the website/final report: Regional comparison of MPA outcomes Comparison of well-being across port-based fishing communities Fishing community engagement/participation COVID-19 impacts on fishing communities Spatial and fisheries data analyses CPFV (will consider the above 5 themes/findings) The Project Team will consider sharing an additional draft key finding - perhaps the Regional Comparison of MPA Outcomes - with the Key Communicators when available.