

MPA Human Uses: Commercial Focus Group Outputs, Monterey

The purpose of this document is to describe outreach efforts and outcomes regarding ports/regions where focus groups were not convened.

Overview of Outreach Efforts

- Project Team members contacted commercial fishing community leaders and fishing industry partners (collectively referred to here as ‘port liaisons’) who have historically engaged in management and research efforts to discuss study purpose/goals and seek guidance about individuals to invite to focus group conversations. Port liaisons included both existing and new contacts of Project Team members.
- Port liaisons recommended the Project Team hold a combined focus group for the ports of Santa Cruz and Monterey, due to their overlapping fishing grounds, similar socioeconomic conditions, and small community size. This was an update to our originally planned approach to hold three separate focus groups in Monterey Bay (Santa Cruz, Moss Landing, Monterey).
- Fishing industry partners from the Monterey Bay Fisheries Trust (MBFT) were also consulted for their guidance. An MBFT employee shared information about the study in the MBFT newsletter and via the MBFT Facebook page.
- Project Team members made phone calls to the individuals suggested by port liaisons. *For more information about the recruitment process, see recruitment selection criteria [here](#), p.22.*

Overview of Outreach Outcomes

- Project Team members made contact with seven commercial fishermen operating out of the Port of Monterey and invited their participation in a combined Santa Cruz/Monterey focus group conversation.
- Two individuals from Monterey agreed to participate, however, one individual did not attend due to technical difficulties and one individual did not attend and did not provide an explanation for their absence.
 - Of the five Monterey commercial fishermen who were invited but declined to participate, several reasons were provided regarding their decisions. Some felt burned by the MPA implementation process and did not trust how the information they shared would be used by researchers or decision makers. Others referenced strained relationships within the port (i.e., ongoing tense political climate between commercial fishermen and the MBFT due to trawler advocacy/activity, and other tense relationships between commercial fishermen and external groups, including CDFW, FGC, and researchers).
- The focus group conversation planned for Monterey/Santa Cruz consisted of five Santa Cruz commercial fishermen and no Monterey commercial fishermen.
- An additional Monterey Bay area focus group was conducted with four Moss Landing commercial fishing community members.

Additional Resources

- For more information, visit the project website (<https://mpahumanuses.com/>), where focus group summaries are available for Santa Cruz ([here](#)) and Moss Landing ([here](#)).
- For further questions, please contact hello@strategicearth.com.