

MPA Human Uses: Participant recruitment and selection process

This appendix describes the project team's proposed approach for recruiting participation of commercial fishermen and Commercial Fishing Passenger Vessel (CPFV) owners/operators in a series of small group discussions. The process design has been developed with an aim to develop focus groups that are representative of the unique demographics of each port, port group, or region.

Group Composition

Feedback shared by Key Communicators has illustrated the need for each focus group to be reflective of the diverse demographics that exist within each port/port group. Since this is a state project linked to nearshore MPAs, we will limit participants to those who participate in at least one state water fishery.

Based on CDFW data, demographic criteria the project team is considering includes:

- Occupation (e.g., seeking commercial fishing and CPFV operators)
- Age Gender
- Year experience fishing in CA (before/after MPA implementation)
- Type and number of fisheries of participation
- Scale of operation (e.g., ex-vessel revenue, CPFV trips)

Finally, in selecting participants we will consider three additional factors. First their ability to participate effectively and productively in a focus group conversation. Second, their access to sufficient technology to participate in a virtual focus group. And third, their ability to consider the state of their fishing community beyond their own individual experience. The goal of the conversation will be to get fishermen to discuss the state of their port or fishing community as a whole.

Group Size

- Focus groups, commercial & CPFV (online): 4-10

Screening Process

Once we have a draft list of invitees we will reach out to participants to screen them for possible participation.

- Determine their willingness and availability to participate
- Determine their access to appropriate technology for virtual participation
- Determine if they need a zoom/technology training prior to the focus group
- Determine their ideal mode of communication related to the project: phone, text, or email.

Approach to Developing a Participant List in Each Port or Region

- Port Demographic Profiles
 - We will use the CDFW landings data to develop demographic distributions and profiles of each port based on the criteria listed in group composition above (e.g. ex-vessel value, fisheries of participation, age)
 - These demographic profiles can be compared to focus group invitees list to ensure appropriate representation and completeness
- Project Team (PT) Contacts
 - PT has significant experience working with California's fishing communities and their own contact lists to consider for recruitment to focus groups

- PT will use existing contact lists to develop a list of potential invitees and identify key communicators or liaisons within each port to work with
- Port Liaisons (PLs)
 - Utilize local liaisons (minimum of 2) within each port who are known to be leaders, ideally across fisheries
 - These individuals can act as point-people within each port to solicit participation based on identified criteria, share list with PT
 - PLs can nominate, and in some cases recruit participants
- Draft Invitee List
 - Develop a draft invitee list based on suggestions from PT, PLs, and CDFW data
 - Compare the demographics of the invitee list with the demographic profile of the port and determine if any key groups or sectors are missing; any missing demographics will be noted in our final reporting
 - If needed, add additional invitees to the list to make up for any missing demographic groups - these individuals could be determined by PL or PT suggestions or by reviewing the CDFW data.
- Final Invitee List
 - Finalize an invitee list that includes wide representation from major demographic groups
 - Reach out to invitees and determine availability
 - Fill in additional invitees with similar demographics for those who are not able or willing to attend
 - Invite at least two participants more than the minimum number, as it is possible that issues will arise and not all will be able to make it on the day

Recruiting Process

- Once an invitee list has been developed, the PT will reach out to invitees individually to communicate more information about the project and determine their interest and availability
 - PLs may assist with initial contact to some invitees, but PT will follow-up shortly after with personalized emails and phone calls/text messages to provide more information
- PT members will use a combination of phone calls and emails to reach out to invitees and communicate information about the project. Information to be shared with all invitees include:
 - Background
 - The purpose of the study
 - Who wants the information, who is sponsoring the study
 - What they will do with the information
 - Who we want to hear from
 - Why the study is important
 - Selection process
 - How focus group participants are being solicited
 - How you got that person's name
 - Why you are inviting them
 - What will be done with results; who will benefit from the study
 - How they might benefit from participating (what is the incentive for participating?)
 - Procedure
 - Dates of groups

- Process for confirming participation
- Whether to leave phone messages
- Focus Group Process and Information
 - Answers to frequently asked questions
 - Focus group question list
 - List of invitees
 - Consent form
- Follow-up
 - Personalized follow-up email (date/time)
 - Reminder phone calls or texts (date/time)
- Contact
 - Contact information for questions

Compensation

Commercial Fishermen

- \$175 per fisherman (\$275 for pilot port participants)

CPFV Fishermen

- \$175 per fisherman