

# Long-term Marine Protected Areas Socioeconomic Monitoring Program for Commercial and Commercial Passenger Fishing Vessel Fisheries in the State of California

## **Key Communicators Webinar #2** **Informing Final Project Reporting Products**

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

Zoom Conference (audio and visual): <https://us02web.zoom.us/j/2512219359>

Optional call-in details: (US)+1-669-900-6833 | Meeting ID: 251 221 9359

*We will be using a Zoom Conference for this call. Please join the call 5-10 minutes early to ensure you can call in/log on successfully. For more information visit <https://zoom.us/support/download>.*

*For troubleshooting support during the webinar, email Jon at [jbokoski@ecotrust.org](mailto:jbokoski@ecotrust.org).*

### **Webinar Goals**

- Gain guidance and expertise from webinar participants — 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.

### **Resources**

- [Draft Key Findings and Port Profiles](#): **Please review prior to the webinar**
- [Webinar #1 Key Takeaways Summary](#)
- [Slide deck](#)

### **Agenda**

#### **Welcome & Webinar Goals**

*Strategic Earth Consulting to help introduce project team and participants, walk through the webinar agenda, confirm anticipated outcomes and outputs.*

#### **Project Updates & Progress on Final Reporting Products**

*Strategic Earth to provide an overview of the project team's progress on final reporting products. Informed by the guidance received during Webinar #1, Ecotrust to walk through updates to the website design/approach, including sharing draft webpages.*

#### **Discussion: Port Profiles and Key Findings**

*Humboldt State University to walk through examples of two core components of the website, the Port Profiles and Key Findings pages. Informed by the prep work, invite Key Communicators to share their experiences regarding the approach, structure, and utility of the information presented.*

#### **Discussion Support Questions**

- *Is the information as presented informative? Interesting? Tone?*
- *Is the way the information is presented intuitive? For example, is summarizing at the strengths/challengings/MPA effects level for each port useful?*

- *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?*

### **Introduction: Spatial and Fisheries Data**

*Ecotrust to provide an overview of what is envisioned for the Spatial Data Viewer and Fisheries Data Explorer. As time allows, invite Key Communicators to provide initial feedback on the approach.*

### **Looking Ahead: Integrating Feedback and Project Timeline**

*Strategic Earth to provide an overview of working timelines, including final Key Communicator webinar and related topics.*

### **Adjourn**

#### **Confirmed Participants**

Alan Lovewell  
Amanda Van Diggelen  
Arielle Levine  
Carrie Pomeroy  
Chenchen Shen  
Dave Rudie  
Debbie Aseltine-Neilson  
John Glawson  
Kara Gonzales  
Kim Selkoe  
Madeleine Hall-Arber  
Michael Quill  
Mike Conroy  
Mike Esgro  
Richard Ogg  
Sara Worden  
Sherry Flumerfelt  
Steve Scheiblauber  
Steve Wertz

#### **Project Team Members**

David Pollard, Ecotrust  
Jocelyn Enevoldsen, Strategic Earth Consulting  
Jon Bonkoski, Ecotrust  
Kelly Sayce, Strategic Earth Consulting  
Laurie Richmond, Humboldt State University  
Rebekah Grmela, Good + Right  
Sam Cook, Humboldt State University