

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

## ***Key Communicators Webinar #1 Informing Final Project Reporting Products*** **Thursday, May 27, 2021 | 9:30am-12:00pm**

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 user stories and draft inspiration concepts](#)
- [Draft annotated site map](#)
- [Project website](#), specifically the Data Viewer tab/page
- [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 & Initial Vision for Final Reporting Products**

*Strategic Earth to provide an overview of the project's progress and outline the project team's ideas on final reporting products as a starting place for discussions with Key Communicators.*

#### **Discussion: User Stories & Inspiration Concepts**

*Ecotrust to share initial user stories and learn from webinar participants the information and access needs, interests, and priorities of anticipated users of the project website. Review and discuss the draft look/feel boards designed to capture the visual themes of the final reporting products.*

#### **Guiding Questions**

- *User stories: Have we captured the primary audiences / 'website users' you envision using the final website?*

- *Inspiration concepts: What do you like or dislike about the visual themes included here? Do you have suggestions or other inspiration examples to share?*

### **Discussion: Draft Site Map**

*Ecotrust and Humboldt State University to walk through the anticipated sections/pages of the project website, including the envisioned approach to integrate social, economic, and ecological information across the platform. Envision discussing each section/page with webinar participants in an iterative approach.*

### *Guiding Questions*

- *For each section: What is resonating? What is missing or could be further developed? Is there anything included that could benefit from further clarification?*
- *Do you have guidance on the best way to address data gaps (e.g., port communities unable to participate in focus group discussions, etc.)?*

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

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

### **Next Steps & Adjourn**

#### Confirmed Participants

Alan Lovewell, Real Good Fish, Fishing Industry

**Amanda Van Diggelen, California Department of Fish and Wildlife**

**Arielle Levine, San Diego State University**

Cameron Cribben, Commercial Fishing

**Carrie Pomeroy, University of California Santa Cruz**

**Chen Chen Shen, California Department of Fish and Wildlife**

**Chris Voss, Commercial Fishing**

**Dave Rudie, Catalina Offshore**

**Debbie Aseline-Neilsen, California Department of Fish and Wildlife**

**Diane Pleschner-Steele, California Wetfish Producers Association**

**Dick Ogg, Commercial Fishing**

**Jeff Kaseman, Commercial Fishing**

John Clawson, Commercial Fishing and CPFV owner/operator

**John Mellor, Commercial Fishing**

**Kara Gonzales, California Department of Fish and Wildlife**

Kim Selkoe, Commercial Fishermen of Santa Barbara

**Lindsay Bonito, Ocean Protection Council**

**Madeleine Hall-Arber, Anthropologist and former MIT Sea Grant**

**Mike Conroy, PCFFA**

**Mike Esgro, Ocean Protection Council**

**Nathan Benett, University of British Columbia Institute for Ocean and Fisheries**

**Sherry Flumerfelt, Monterey Bay Fisheries Trust**

**Steve Scheiblauber, Monterey Bay Fisheries Trust, former Monterey Harbor Master**

**Steve Wertz, California Department of Fish and Wildlife**

#### Project Team Members

**Avery Kaplan, Strategic Earth**

**Cheryl Chen, Ecotrust**

**David Pollard, Ecotrust**

**Heldáy de la Cruz, Ecotrust**

**Jocelyn Enevoldsen, Strategic Earth Consulting**

**Jon Bonkoski, Ecotrust**

**Kelly Sayce, Strategic Earth Consulting**

**Laurie Richmond, Humboldt State University**

**Rachelle Fisher, Strategic Earth Consulting**

**Sam Cook, Humboldt State University**

**Sarah Cline, Ecotrust**