

# Key Communicators Webinar to Guide the Design of a Draft Port Community Well-being Tool and Focus Group Discussions

Friday, January 31, 2020  
10:00am-12:00pm

Hosted by Ecotrust, Humboldt State University, and  
Strategic Earth Consulting

# Zoom Screenshare Set-up

- Zoom Conference (audio and visual):  
<https://zoom.us/j/422653256>
- Optional call-in details:  
(US) +1 646-876-9923 | Code: 422653256
- *For troubleshooting support during the webinar, email Jon at [jbonkoski@ecotrust.org](mailto:jbonkoski@ecotrust.org).*



# Introductions

## Webinar Goal

To gain guidance and expertise from fishermen, researchers, and managers on the design of a draft 'Port Community Well-being Assessment Tool' and related on-the-ground focus group discussions to help evaluate the performance of California's marine protected area (MPA) network.

# Webinar Agenda

- Welcome & Webinar Goals
- Introduction to the Well-being Assessment Tool Draft
- Participants Review of the Well-being Assessment Tool
- Looking Ahead, Integrating Feedback and Focus Group Planning
- Next Steps & Adjourn

## Anticipated Outcomes

- Shared understanding of the purpose, value, and/or utility of the draft tool to assess port community health
- Clear pathway for the Project Team to refine the tool based on Key Communicator feedback
- Updated process design for focus group discussions based on Key Communicator feedback

# Anticipated Outputs

- Key themes summary
- Updated assessment tool
- Updated focus group process design
- Updates to Project Team website

# Webinar Agreements

- Listen to build mutual understanding
- Be patient when listening to others, do not interrupt
- Openly discuss issues with others, who hold diverse views, respect differences
- Explore ideas with curiosity and creativity
- Speak openly and honestly, keep comments concise and focused
- A collaborative and respectful spirit of learning and brainstorming is encouraged
- Address any concerns about the discussion/meeting with the facilitators





# Introduction to the Draft Well-being Assessment Tool

Laurie Richmond  
Humboldt State University

## Why Quantitative and Qualitative Focus Groups?

- Financial and logistical considerations, statewide scale
- Fishermen as experts
- Rich contextual information
  - Compliment landings and spatial data analysis
- Opportunity for group deliberations for potentially more robust results
- Ability to compare across space and time

Assessment  
Goal: Port  
Community  
Well-being in  
the Context of  
MPA Network

- Understanding community context important for understanding MPA outcomes
- Intention for information gathered to be relevant beyond MPA assessment
  - Fisheries management (state and federal)
  - Fishing community sustainability planning
  - Ecosystem modelling/assessment

# Proposed Process Design

- Commercial and CPFV conversations in 24 ports or port-groups
- Commercial Focus Group Discussions
  - 1/2 day, 8-20 participants
  - Goal, involve diverse participation
- CPFV Informal Discussions
  - 1-2 hours, 2-4 participants
- Recruiting and Selecting Participants
  - Stipend available

# Target Port Communities for Focus Group Discussions - Summer 2020

1. Crescent City (2)\*
2. Trinidad
3. Eureka (6)
4. Shelter Cove
5. Fort Bragg (4)
6. Albion
7. Point Arena
8. Bodega Bay (8)
9. Bolinas (3)
10. San Francisco Area Ports (27)
11. Princeton - Half Moon Bay (2)
12. Santa Cruz
13. Moss Landing
14. Monterey/Big Sur Coast (4)
15. Morro Bay (2)
16. Avila-Port San Luis (2)
17. Santa Barbara (5)
18. Ventura
19. Port Hueneme - Oxnard (2)
20. Los Angeles/Long Beach Area Ports (14)
21. Orange County Area Ports (4)
22. Dana Point
23. Oceanside
24. San Diego Ports (8)

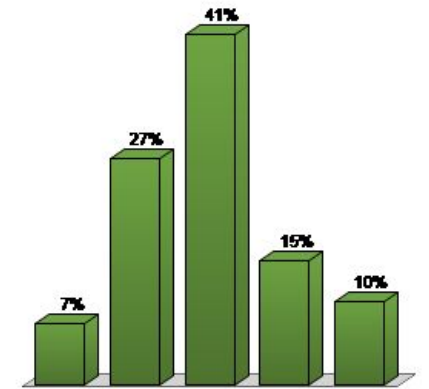
\* Indicates the number of ports included in port groupings

# Definition of Port Community

- Based on the Magnuson-Stevens Act (16 U.S.C. § 1801 et seq.) definition of a fishing community:
  - Community that is substantially dependent on or substantially engaged in the harvest or processing of fishery resources to meet social and economic needs and includes fishing vessel owners, operators, and crew and United States fish processors that are based in such community
- Will focus only on commercial fishermen and CPFV owner/operators

# Proposed Process Design

- Stepped approach to gathering information
  - Participants given a clicker, rank answers to question
  - Initial responses displayed, engage in conversation
  - Following discussion, use clickers to re-rank question, see if responses have changed
- Focus groups recorded and transcribed (internal use only)
- CPFV: no clickers, notes only



# Survey Questions: Well-being

- Marine resource health - present (ENV)
- Marine resource health - future (ENV)
- Access to to marine resources (ECON)
- Income and ability to support livelihoods (ECON)
- Quality of markets for selling catch (ECON)
- State of infrastructure to support fishing (ECON)
- Ability to recruit and retain new participants (SOC)
- Job satisfaction (SOC)
- Social capital, relationships, cohesion within the community (SOC)
- Strength of port/community relationships with external groups (SOC)
- Attachment to place\* (SOC)
- Supportive environment\* (SOC)
- Key concerns/things would like managers to know

\*potential questions that may need to be removed for time



# Survey Questions: MPA Outcomes

- Ecological outcomes/marine resource health
- Satisfaction with monitoring
- Livelihood outcomes/effects on income from fishing
- Effects, impacts, outcomes from MPAs overall (qualitative)
- Which MPAs have had the largest effects
- Satisfaction with management of the MPA network
- Satisfaction with enforcement
- Comments or concerns about MPAs and their management overall (qualitative)

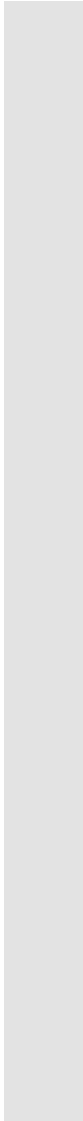
# Proposed Analyses

## Quantitative

- Develop an MPA Outcomes Score for each port community
- Develop environmental, economic, and social well-being scores
  - ENV = 2 questions
  - ECON = 4 questions
  - SOC = 6 questions
- Develop an overall well-being score for each port community by combining ENV, ECON, SOC scores (each weighted evenly)

## Qualitative

- Transcribe focus groups
- Analyze for key themes



# Review & Discussion Draft Well-being Assessment Tool

# Process Design - Focus Groups & Clickers

- Can you provide any feedback on the process design overall: on the use of focus groups with clickers to gather quantitative and qualitative data about the nature of commercial and CPFV fishing port-communities?
- Do you think the protocol will work and provide reliable, usable information about fishing community well-being in the context of MPA formation?
- Do you think that fishermen would be interested in and able to engage in this type of process?
- Do you have suggestions for improving this design to encourage participation?

## Process Design - Selecting Participants

- Can you provide some thoughts or feedback about how we determine who should be invited to the commercial focus groups and the CPFV conversations?
  - Process for recruiting/selecting participants?
  - Consider all fisheries or just near-shore (state water fisheries)?
- In past MPA studies we have limited our scope to near-shore fishermen who would be most affected by MPAs. Given the well-being focus, should we broaden it to include all types of commercial fishermen in a given port (i.e. include trawlers, tuna fishermen, and others)?

# Assessment Tool Questions

- Can you provide specific comments or feedback on the questions in the draft commercial and CPFV tools? Are the questions clear and understandable?
- What do you think of the proposed order of the questions starting with well-being and moving to MPA specific?

# Assessment Tool Questions - Well-being

- Do you think that the questions related to port community well-being (ENV-WB, SOC-WB, ECON-WB) are sufficient for capturing the important aspects of fishing community well-being?
- If we had to remove questions for time considerations which questions do you think are less important?

# Assessment Tool Questions - MPA Outcomes/ Perceptions

- Do you think the questions in the commercial and CPFV tools labeled “MPA” are sufficient for assessing the major outcomes, impacts, and perceptions of the MPA network?
- Are there important factors/questions not included?
- Are there questions you would remove?



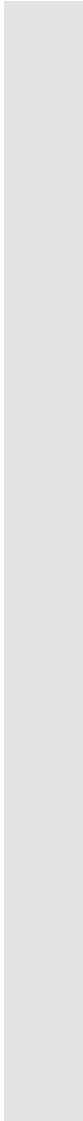
# Data Analysis

- What do you think of the proposed analysis methods, particularly the proposal to develop MPA outcomes/perceptions and Well-being indices for each commercial port community?
- How about the proposal to develop the well-being indicators by bundling questions into environmental, social, and economic categories and weighting each three of those categories equally?
- Any suggestions for how we might analyze the data or additional experts we should consult?



# Looking Ahead, Integrating Feedback & Focus Group Planning

Cheryl Chen and Jon Bonkoski  
Ecotrust

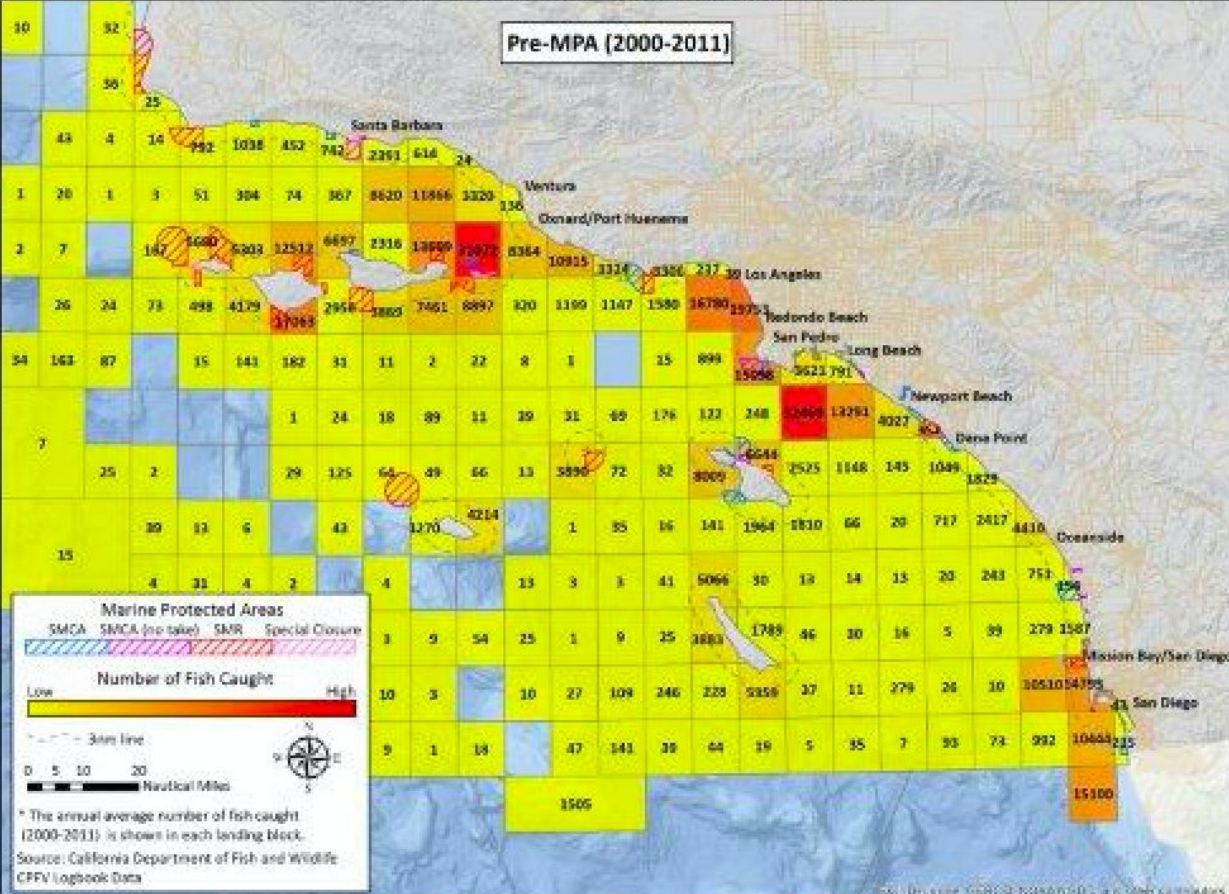


# Compile Statewide Spatial and Economic Baseline

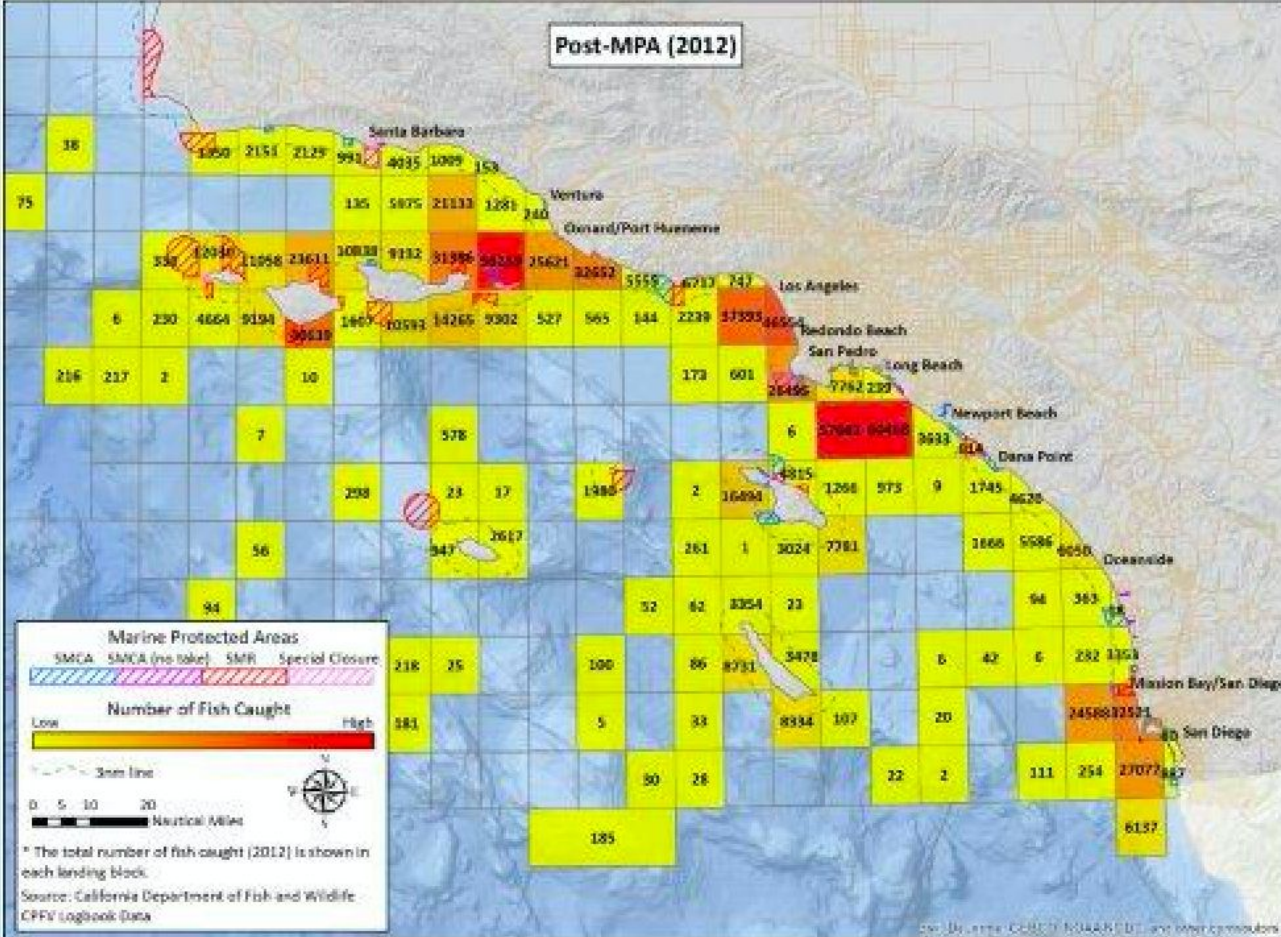
- Interview-based spatial fishing data (gathered as stated value). Extrapolated to represent spatial patterns of port—fishery gross revenue. Summarized to 1 x 1 nm blocks.
  - Ecotrust Pre-MPA spatial fishing data (2006- 2009)
  - Ecotrust Post-MPA spatial fishing data (2010-2013)
- CDFW commercial landings data (1992-2020)
  - Revenue
  - Pounds landed
  - Number of fishermen
  - Number of trips
- CDFW CPFV logbook data (1992-2020: spatially referenced 10 x 10 nm)
  - Number of fish caught by species
  - Number of anglers/boats

### California South Coast Commercial Passenger Fishing Vessel Landing Blocks All Ports – Number of Fish Caught – Rockfish

Pre-MPA (2000-2011)



Post-MPA (2012)



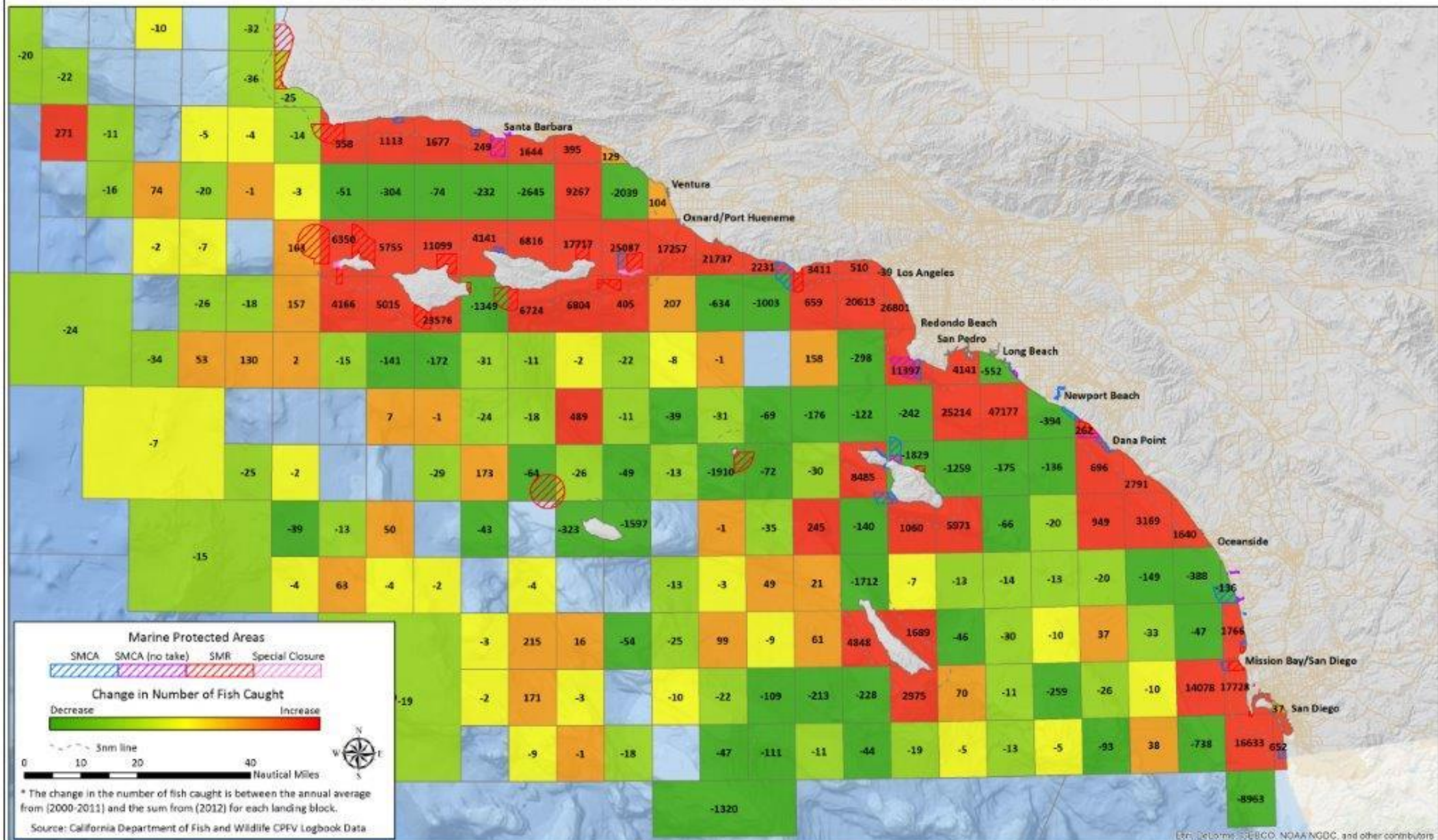
FINAL MAP PRODUCT

AUGUST 7, 2014

FINAL MAP PRODUCT

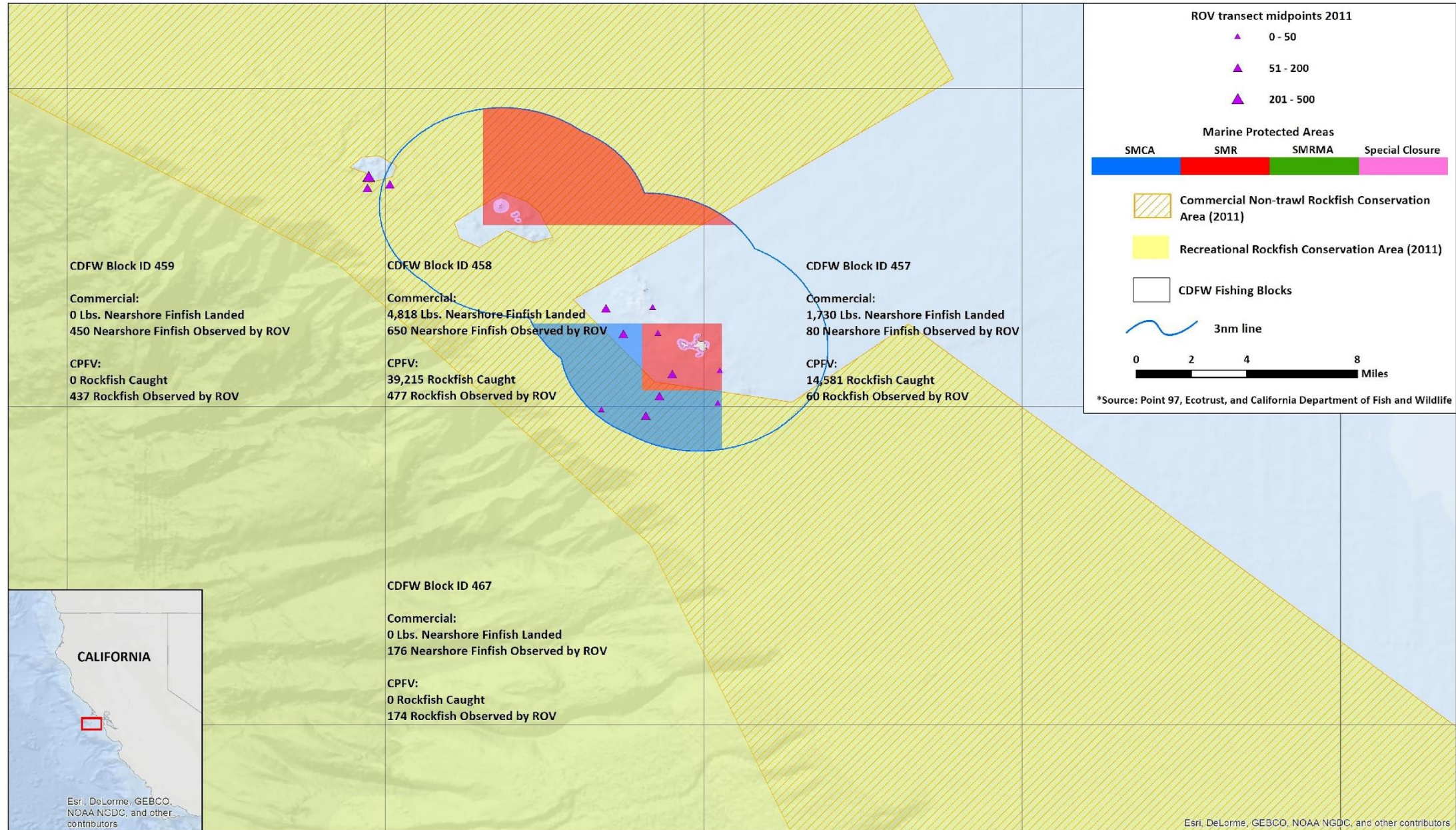


# California South Coast Commercial Passenger Fishing Vessel Landing Blocks – Spatial Change Analysis\* Pre MPA (2000-2011) to Post MPA (2012) – All Ports – Number of Fish Caught – Rockfish



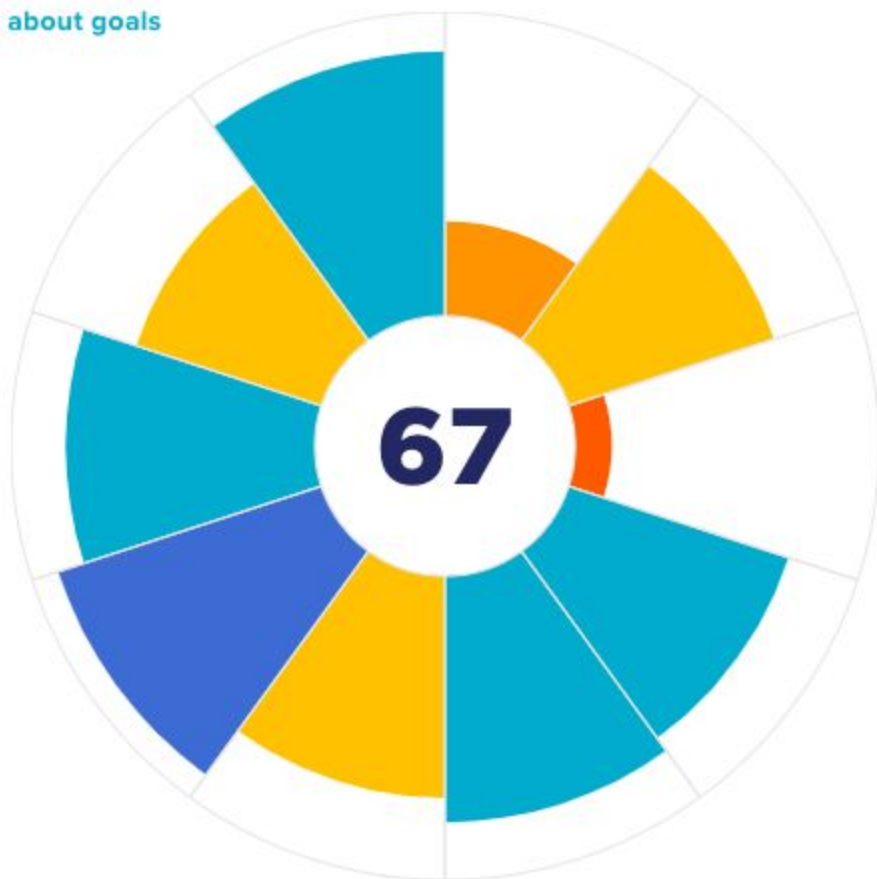


# California North Central Coast Integrative Analysis - Nearshore Finfish/Rockfish - Post MPA (2011)



Click on a goal to learn how it is calculated

[Learn more about goals](#)



- 31 FOOD PROVISION
- 71 ARTISANAL FISHING OPPORTUNITIES
- 12 NATURAL PRODUCTS
- 76 CARBON STORAGE
- 81 COASTAL PROTECTION
- 73 COASTAL LIVELIHOODS & ECONOMIES
- 91 TOURISM & RECREATION
- 82 SENSE OF PLACE
- 64 CLEAN WATERS
- 87 BIODIVERSITY



<http://tools.oceanspaces.org/fisheriesdataexplorer/>

# Fisheries Data Explorer





# Communication Tool

- Any suggestions or ideas for what would be the most effective way to communicate findings from the work to fishermen, agencies, managers, academics, and the general public?
- What are thoughts about our ideas to develop web-based tools? Anything you would like to see included?



# Focus Group Planning

Kelly Sayce  
Strategic Earth Consulting



# Process Design

## **Stage 1: Initial Scoping and Planning**

**June 2019-May 2020**

- Develop draft well-being assessment tool and design focus group meetings

## **Stage 2: Port Community Engagement**

**June-September/October 2020**

- On-the-ground engagement with fishermen, conduct assessment via focus group discussions (commercial) and cups of tea (CPFV)

Stage 1: June 2019 - May 2020	2019		2020			
Component/Task	Q3	Q4	Q1	Q2	Q3	Q4
<b>Stage 1: Development of Port Community Well-being Tool</b>						
<b>Internal Team Coordination</b>						
Project Team coordination						
Coordination with CDFW/OPC						
<b>Develop Draft Well-being Tool</b>						
Create draft tool, review and update internally						
Submit draft tool for first IRB review						
<b>Request &amp; Receive Input on Draft Tool</b>						
Identify experts to review tool						
Outreach to 8-10 fishing leaders, researchers, and agency leads for initial scoping						
Submit draft tool for IRB Review						
<b>Plan and convene webinar to request feedback on draft tool</b>						
Update tool based on reviewer input						
<b>Pilot Testing of Tool</b>						
Coordinate and conduct pilot focus group using tool						
Assess effectiveness of tool and finalize						
<b>Focus Group Planning</b>						
Develop master contact list						
Outreach to 8-10 fishing leaders, researchers, and agency leads for initial scoping						
Focus group design and coordination						
Conduct focus groups (Stage 2)						

# Adjourn

For ongoing information on this project, please visit [mpahumanuses.com](http://mpahumanuses.com) or email the Project Team:

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