

Marine Life Protection Act Initiative
Summary of Public Outreach and Education Efforts in the
MLPA South Coast Study Region
December 3, 2009

Key Documents Developed

Strategy for stakeholder participation

- Presented in September 2008 to task force; approved December 2008

Informational brochure

- Distributed initial 7,000 copies; re-ordered and distributed an additional 5,000 copies
- Developed and distributed Spanish version

South Coast News

- Electronic newsletter distributed via the MLPA Initiative list server
- Ten issues focused on timely issues, including two special Q&A issues

Informational poster (English and Spanish)

Informational flyers

- Translated into Chinese, Cambodian, Russian, Vietnamese and Spanish

Guidelines for Providing Effective Public Comment

- Helped frame public comment period
- Tailored to specific meetings

New user webpage

- Developed materials for new users; introduction to the MLPA and MLPA Initiative

Outreach Tools

MLPA Initiative list server with approximately 3,000 individuals and groups

Seven public open houses to introduce the MLPA and MLPA Initiative (Summer 2008 with approximately 500 attendees)

- Held in Santa Barbara, Oxnard, Santa Monica, Huntington Beach, Carlsbad, San Diego and Catalina

Eight public open houses to receive public input on the Round 2 draft marine protected area proposals (Summer 2009 with approximately 1000 attendees)

- San Diego, Carlsbad, Laguna, San Pedro, Marina Del Rey, Oxnard, Santa Barbara and Catalina

Outreach to California Tribes

- Provided information and opportunities for tribal involvement via public presentations, South Coast Tribal Forum, tribal MLPA South Coast Regional Stakeholder Group member outreach

Public mixers and roundtable discussions

- Offered opportunities for the public to interact with MLPA South Coast Regional Stakeholder Group members and MLPA Initiative staff

Field trips

- Numerous field trips throughout study region designed to orient staff, MLPA South Coast Regional Stakeholder Group and MLPA Blue Ribbon Task Force members with local community and resources

Key communicators, approximately 600 individuals

- Leaders in the community with access to large number of constituents
- Assisted with broadcasting information to a high volume of public
- Helped to facilitate effective public comment at all meetings

New media

- Facebook, YouTube, Twitter, MySpace

South Coast Regional Stakeholder Group

- Provided SCRSG with materials and support to assist their outreach efforts

Public presentations

- Presentations to community groups

Targeted outreach to local municipalities