



# Marine Region Outreach & Communications

*19 April 2019*

*Presented to:*

**MBNMS SAC**

*Presented by:*

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Marine Outreach Supervisor,  
Marine Region





# Who We Work With

## Internal

- LED, OGC, LRB, Fisheries Branch, Admin, Leg Office, OCEO

## State

- Resources Agency, OPC, CCC, SLC, CEC, SWRCB, RWQCB, CDPH, OEHHA, Local Govt's

## Federal

- NMFS, USFWS, NMS, USACE, USEPA

## Tribes and Tribal Communities

## Other States

## Academic community

## Stakeholders

- Consumptive, NGOs, Non-Consumptive





# How We Communicate

- Internal
  - Weekly managers meetings
  - Monthly Project Reports
  - Project and Program Meetings
  - Brown Bag Webinars
- External
  - Marine Management News Blog
  - Marine Listserv
  - Program webpages
  - Annual Reports
    - Year in Review
    - By-the-Numbers
    - California Commercial Landings
  - Stakeholder workgroups and meetings
  - Extensive direct communication



### Marine Region: Area, Staff, and Funding

- The Marine Region encompasses approximately 5,767 square statute miles of state waters, including San Francisco Bay and San Pablo Bay to the Carquinez Bridge.
- As of December 31, 2017 there were 129 permanent and 91 temporary staff positions within the Marine Region.
- For the 2016-2017 fiscal year, the Marine Region's total annual budget was \$20,459,723.

### 2017 Commercial Fishing

Weight and Ex-Vessel Value of California Commercial Landings in 2017		
Port Area	Pounds	Value
Eureka	14,945,906	\$19,573,832
Fort Bragg	5,327,587	\$9,704,027
Bodega Bay	3,509,742	\$13,527,036
San Francisco	14,161,565	\$26,218,208
Monterey	24,260,110	\$13,265,493
Morro Bay	4,873,325	\$8,830,375
Santa Barbara	94,983,169	\$65,760,724
Los Angeles	43,554,835	\$29,197,248
San Diego	2,246,751	\$10,071,731
<b>Total</b>	<b>207,862,990</b>	<b>\$196,148,674</b>

Total Number of Licensed Commercial Vessels and License Fees for April 2017 - March 2018		
	Number Sold	Revenue
Resident Vessel	2,777	\$991,891
Non-Resident Vessel	336	\$120,062
Passenger Fishing Vessel	502	\$179,233
<b>Total</b>	<b>3,615</b>	<b>\$1,291,186</b>
Resident License	5,407	\$742,569
Non-Resident License	1,142	\$156,814
<b>Total</b>	<b>6,549</b>	<b>\$899,383</b>

CDFW Marine Region - 2017 By the Numbers

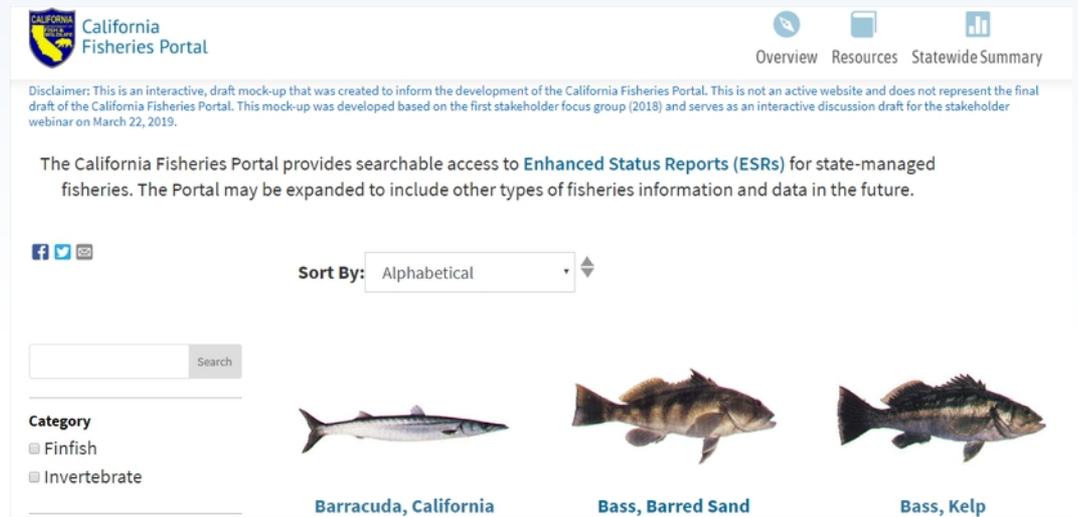


## MARINE REGION 2018 YEAR IN REVIEW



# Going Electronic...ish

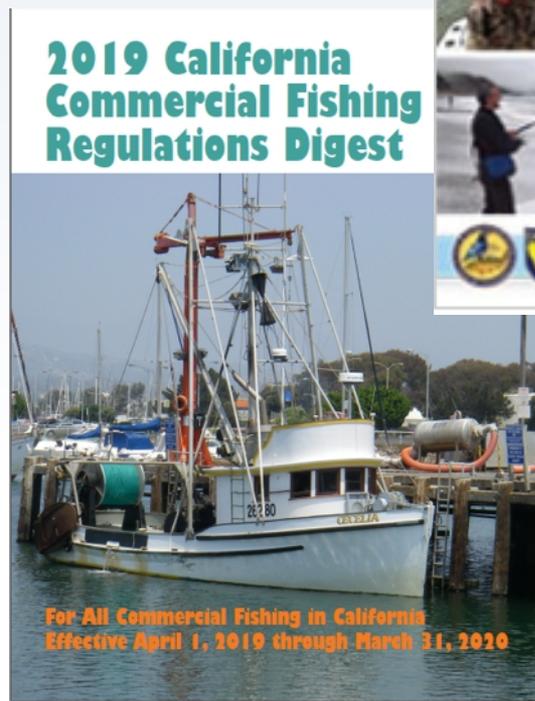
- Marine Log System (MLS)
  - Centralize all log data
  - CPFV log entry
- Marine Landing Data System (MLDS)
  - Centralize landing data
  - E-tix platform
- Data Portal
  - In Process





# Going Electronic..ish

- Online Versions of Popular Publications
  - Ocean Sportfishing Regulations
  - Ocean Sport Supplement
  - Commercial Fishing Digest
- New Publications
  - Individual Marine Protected Areas
  - Marine Region Outreach Guide (in development)





# Web Revamp

A screenshot of the California Department of Fish and Wildlife website. The page features a blue header with the "CA.GOV" logo on the left and the department name on the right. A search bar is in the top right corner. Below the header is a navigation menu with "Home", "Fishing", "Licenses & Permits", and "Explore". The main content area shows a "Marine Region" section with a photograph of a coastline. Overlaid on the screenshot are several 3D-rendered construction elements: a white 3D figure wearing a yellow hard hat and sitting at a laptop; an orange and white traffic cone; and two yellow signs on black and yellow striped posts that read "WEBSITE" and "UNDER CONSTRUCTION".

CA.GOV

CALIFORNIA DEPARTMENT OF FISH & WILDLIFE

California Department of Fish and Wildlife

Search

Home Fishing Licenses & Permits Explore

Home | Regions | Marine Region

Marine Region

*to border and three nautical miles out to sea*

Ocean Fishing

Management and Research

Marine Region Web Updates



# Outreach Staffing

- Senior Supervisor
  - In Pelagic Fisheries and Ecosystem Program
  - Shared with Highly Migratory Species and Ecosystem Management
- Research Writer
- Environmental Scientist
  - HIRING NOW!
- Interpreter II
  - Refilling Vacancy, Summer/Fall 2019



Questions?