SAC CHALLENGE
DIVING SEAT

BY:
BRIAN NELSON – PRIMARY
KEITH ROOTSAERT - ALTERNATE

4-19-19 MOSS LANDING, CA
CONDUIT TO CONSTITUENTS

• BI-MONTHLY NEWSLETTER
• YEARLY DIVER POLL – MEASURING OUR EFFORTS
• DIVE STORE HANDOUTS
• SPEAKING EVENTS
• DISCUSSIONS WITH DIVERS
• ENGAGING WITH OTHER SANCTUARY SEATS
• ADVISING SANCTUARY LEADERSHIP
BI-MONTHLY NEWSLETTER

Monterey Bay National Marine Sanctuary Advisory Council
Diver Newsletter

In This Issue
- Emergency Regulation for Urchin Barren Studies
- Tree Ring Coral
- Coral Restoration
- 2019 SAC Meeting Schedule
- Choctaw Shipwreck
- Marine Art - BEFF Check
- Sanctuary Foundation
- Hyperbaric Chamber Funding

• APRIL 2015 – 1,987, 35% OPEN, 3% CLICK
• FEB 2019 – 3,044, 29.5% OPEN, 8.8% CLICK
• 62% DESKTOP; 38% MOBILE
YEARLY DIVER POLL

- YEARLY SNAPSHOT
- TRENDS
- REVIEW WRITTEN COMMENTS
- SPECIAL TOPICS
# MEASURING OUR EFFORTS

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
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<tbody>
<tr>
<td>Friend or colleague</td>
<td></td>
<td></td>
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<td>45.4%</td>
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<td>Email communication</td>
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<td>16</td>
<td>16.1%</td>
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<td>Diving Instructor</td>
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<td>22</td>
<td>22.2%</td>
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<td>Through another organization</td>
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<td>Dive store</td>
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<td>Internet search (google, yahoo, etc.)</td>
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<td>Social media site (Facebook, LinkedIn, etc.)</td>
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<td>Other (View all)</td>
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<td><strong>Totals</strong></td>
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In your opinion has the level of communication and presence of representation increased or decreased in the last few years?

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<td>Increased</td>
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<td>Decreased</td>
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<td><strong>Totals</strong></td>
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<td>99</td>
<td>100%</td>
</tr>
</tbody>
</table>

View comments (17)
DIVE CENTERS AND STORE OWNERS

- DIVER EDUCATION STARTS HERE
- USING DIVER EDUCATION AS A STEPPING STONE TO INTRODUCING WHAT AND WHERE IS THE MONTEREY BAY NATION MARINE SANCTUARY
- DIVER CLEAN UP VOLUNTEERS
- DIVE TRAINING AGENCY SUPPORT – PROJECT AWARE
SPEAKING EVENTS

• DIVE CLUBS
• PUBLIC FORUM
• GOVERNMENTAL AUTHORITIES
• DIVING NON-GOVERNMENT ORGANIZATIONS
DISCUSSIONS WITH DIVERS

- DIVE CLUBS
- DIVER GATHERINGS FOR EDUCATION & SOCIAL EVENTS
- SOCIAL MEDIA
- DIVERS DIVING
DISCUSSIONS WITH DIVERS
DISCUSSIONS WITH DIVERS
DISCUSSIONS WITH DIVERS
DISCUSSIONS WITH DIVERS
ENGAGING WITH OTHER SANCTUARY SEATS

- BI-MONTHLY SAC MEETINGS – WE BOTH ATTEND ALL MEETINGS
- RAP
- NEWSLETTERS FOR RECREATION/TOURISM AND RECREATIONAL FISHING
- SEAT APPLICATION REVIEWS
- AT-LARGE - BOEM OFFSHORE WIND POWER
- AG – URCHIN FERTILIZER
- COLLEGE – URCHINOMICS (URCHIN REHABILITATION)
- CDFW – COLLABORATIVE FISHERIES RESEARCH
ADVISING SANCTUARY LEADERSHIP

- EXECUTIVE COUNCIL
- REVIEW DIVING POLL WITH SUPERINTENDENT
- SEAT APPLICATION REVIEWS
- PRESENTATIONS BEFORE THE SAC
- DIVING PROJECTS IN THE SANCTUARY
- URCHIN REMOVAL / KELP RESTORATION
- ARTIFICIAL REEF

Sanctuary Advisory Council Resolution
Monterey Bay National Marine Sanctuary

Monterey Bay NMS Advisory Council recommends M8NMS staff coordinate

DENIED
THANK YOU

CONDUIT INFO

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