Program Goal:
Address human disturbance to breeding seabird colonies to enhance the recovery of seabird populations damaged by oil or other contaminant spills along the central California coast.
Common Murre

Pigeon Guillemot

Tuffed Puffin

Brandt’s Cormorant
Seabird populations are not safe yet:
Some species are still in decline

Disturbance comes from 3 main sources

1. Low flying aircraft

2. Close approaching boats, kayaks, personal watercraft

3. Humans on foot
Action Plan

- Education & Outreach
- Enforcement & Coordinated Management
- Monitoring
Monitoring Drives Enforcement / Coordinated Management
SPN Data leads to Special Closures
Implemented 2010 – North Central Coast MPAs

6 Special Closures

- Point Reyes
- Point Resistance
- Double Point
- Devil’s Slide Rock
- North Farallon Islands
- South East Farallon Island
Data Supported FAA Sectional Charts Update in 2012

Flight operations below 1000’ AGL over the designated areas within the Greater Farallones National Marine Sanctuary violate NOAA regulations (see 15 CFR 922).
Region-wide Coordination

- Coordinated Wildlife Disturbance Reporting

- Chapters Developed at
  - Channel Islands
  - Pt. Mugu to Point Sur
  - Bodega Head to Gualala
  - Trinidad

- Coordinated Enforcement of Wildlife Protection Laws
Disturbance data tells us where to focus outreach and education efforts (geographically and audience-wise).
Building Relationships with Stakeholders

I fly at or above 1,000 feet AGL for safety and wildlife. It's a good practice!
Presentations to Pilots: ‘Flying Seabird Safe’

Presentations:
Since 2007, 70 presentations to clubs & associations reached over 1400 pilots in person; in 2017 began presenting with FAA Safety Team
Outreach to Pilots: Events

18 Pilot Events Attended

- Dream Machines 2007 - 2018
- Experimental Aircraft Association Fly-ins
- Calpilots Airfest 2017
- Bay Flight 2018
Outreach to Pilots: Newsletters

Monthly E-Newsletter
- 588 pilots strong
- Open rates >25%
- Engaging content

Pilot Mailings
- 4401 sent
- Includes map of NOAA Overflight Zones
Outreach to Pilots: Materials

Poster Displays:
17 placed at airports throughout California
Outreach to Boaters

Signage:

Monterey Bay, Santa Cruz, Pillar Point, Bodega Bay, Moss Landing and Pt. Reyes to name a few

Events:

• Fishermen’s Festivals
• Sportsmen’s Expos
• Pacific Power and Sail

All Boaters & Kayakers
Steer Clear of Seabirds

Seabirds are highly susceptible to human disturbances. Vessels close to cliffs and offshore rocks can disrupt breeding activities and cause adults to permanently abandon their nests. Keep your distance from breeding and resting sites. Steer around rafts and feeding flocks of seabirds.

Follow these tips and help protect seabirds

• Avoid rocks, reefs, and islands where seabirds rest, feed and nest.
• Note bird behaviors such as head bobbing, calling, or fluttering. These are signs that you are too close.
• While fishing, keep all food and bait covered. Do not throw fishing line overboard, and use barbless hooks or artificial lures when possible.

This project is made possible by the Seabird Colony Protection Program and Gulf of the Farallones National Marine Sanctuary
For more information email California.seabirds@noaa.gov or visit our website http://farallones.noaa.gov/ecosystemprotection/seabirdprotect.html
For real-time viewing, visit the Common Murre camera at Devil’s Slide Rock: http://www.fws.gov/ibwagufuges/Murres/murrehome.html
Outreach to Boaters

- **Presentations:**
  Reached over **350 boaters** through **34 in-person presentations**

- **Products:**
  Distributed **thousands** of posters, tide books, and seabird aware brochures along the coast, including:
  Bolinas, Pt. Reyes, Tomales Bay, Bodega Bay, Stinson Beach, Half Moon Bay and Santa Cruz

- **Partnerships:**
  Regular outreach to the Coast Guard

- **Newsletter:**
  Monthly e-newsletter to **638 boaters**
Program Evaluation

- Ten year materials review including website
- Pilot and boater stakeholder interviews and focus groups
- Final report and a list of specific recommendations
Are we reaching our goals?
Yes, but there is more work to do.

In October 2018, we will:
- Evaluate disturbance trends since 2001
- Target problem locations
- Focus on audiences and outreach strategies
The Future
Emerging from A Program Evaluation

• Learning and communicating the right messages
• Identifying new ways to collect data
• Establishing the most effective and efficient ways to reach our target audience
The Future

We want to hear your ideas
Thanks to the Command & Luckenbach Natural Resource Trustee Councils