

ACTION of the
Greater Farallones National Marine Sanctuary (GNFMS) Advisory Council (SAC)

To forward recommendations on recreation and tourism to the sanctuary superintendent

On August 25, 2021, the council's Recreation and Tourism Subcommittee presented recommendations on outreach strategies, messaging, and goals for engaging sanctuary visitors to the full council for consideration. The council reviewed and voted unanimously to forward the attached recommendations as edited during the meeting to the sanctuary superintendent for consideration. The council disbanded this subcommittee during the August 25th meeting.

The council requests these recommendations be shared with county and state parks and other coastal land managers in the affected areas.

Attachments: List of Recommendations

cc:

Maria Brown, Superintendent, Greater Farallones National Marine Sanctuary

This resolution was passed with majority vote by a quorum of voting members at a public meeting on August 25, 2021 held via Google Meet. SAC discussion regarding this resolution can be found in Meeting Highlights documentation at https://farallones.noaa.gov/manage/sac_meetings.html.

The council is an advisory body to the sanctuary superintendent. The opinions and findings of this letter/publication do not necessarily reflect the position of the sanctuary and the National Oceanic and Atmospheric Administration.

The subcommittee on Recreation and Tourism established in May 2020 was tasked to review the 2016 recreation and tourism marketing plan. To that end the subcommittee met four times virtually to complete this task. The following is a summary of its conclusions.

Primarily the focus of the discussions were, **(1)** the goals and objectives of the plan and **(2)** the means of outreach used by the Sanctuary.

1. The goals and objectives of the plan is to increase the awareness of the public to the Sanctuary in three complementary ways:

WHERE: "You (the public) know that you are in the Sanctuary",

WHAT: "You know the purpose of the Sanctuary" and

HOW: "You are determined to practice stewardship toward the Sanctuary"

These demands however are a tall order unless they are effectively communicated with the threefold responsibility incumbent on any visitor:

Responsibility to the Sanctuary through STEWARDSHIP¹,

Responsibility to local inhabitants through RESPECT and

Responsibility to themselves and others through SAFE & ETHICAL BEHAVIOR

2. To support these goals and objectives the Sanctuary needs to reach out to the potential visitors and educate them on these responsibilities through in person or virtual ways and, especially in sensitive areas like tide pools, by providing a list of recommended behaviors. (Toolkit?)

At present and notwithstanding the COVID crisis this outreach effort is handled through

- The Visitor Center
- Events like Shark Week, Fisherman in the Classroom
- Soirees which focus on specific topics
- On-line presence and presentations "An Afternoon at the Lagoon"
- School Visits and Information dispersal
- Others ...?

¹ "There is a strong link between stewardship and environmentalism. What does it mean for humans 'to take care of the world'? Environmental stewardship is typically thought of as entailing reducing human impacts into the natural world. However, philosopher Neil Paul Cummins claims that humans have a special stewardship role on the planet because through their technology humans are able to save life from otherwise certain elimination. This is a modern-day interpretation of Noah's Ark, the cornerstone of human stewardship being technological protection and regulation" (Wikipedia)

However, we suggest that the Sanctuary could optimize the efficacy of their communication channels by exploring other modalities to reach out to potential visitors by:

a. Collaborating more closely with the tourism industry.

For instance, the Chamber of Commerce or San Francisco Travel / Visitor Centers both inland and coastal, Board of Tourism for counties bordering the Sanctuary (Sonoma, Marin, San Francisco, and San Mateo) which all produce numerous publications that could simultaneously incorporate promotion and stewardship of Sanctuary.

b. Implementing a dynamic on line presence by

- i. Identifying and interacting with on line followers
- ii. Engaging in controlled twitter conversations highlighting relevant oceanic events on the web as they happen (e.g. upwelling, algal blooms, migrations ... from whales to butterflies)
- iii. Frequently updating images on the website to remain relevant and up to date
- iv. Developing & participating in more digital forums for discussions on ocean related topics (for example the recent social audio conversation Francesca hosted on Club House that featured Superintendent Maria Brown, GFNMS)
- v. Broadcasting significant research (e.g., Nautilus surveys)
- vi. Updating and/or changing page content to remain up to date
- vii. Improving, updating & increasing Sanctuary identification & stewardship signage especially on the Northern border (Bodega head to Mendocino)
- viii. Encourage the SAC members to contribute to a blog, shared on public platform, on how to interact with the Sanctuary: there are personal experiences (i.e. favorite places) and wrap in conversation and stewardship messages people (followers?) can take away –.

c. Formalizing and implementing the concept of “Ambassadors”

Identify and train potential “ambassadors” to alert their “clients” to the existence of the Sanctuary and to the main components of its mission with the purpose of making it a personal conversation which can lead to specific examples that would provide a single compelling story which could incite the “clients” to seek more information and want to take part in preserving Sanctuary resources.

- i. Example of “Ambassadors”: California Academy of Science, SF Zoo, Marine Mammal Center, Fisherman’s Wharf, Beach Watch Volunteers, Marine Debris Volunteers, Golden Gate Raptor Volunteers, Fort Ross interpreters, Tourist Boats (e.g. Red and White Fleet), Kayak Trip Leaders, Dive Instructors and active freedivers, Naturalists, Christmas Bird Count leaders, etc.
- ii. Examples of Clients: Visitors of Tourist Office, of National Parks, of Maritime Museum, beachgoers, Kayakers etc.
- iii. Examples of stories: migrations (birds, whales, elephant seals, pelicans & the other two amigos), marine debris, fishing, MPA’s, National Marine Sanctuary system,

Commercial Navigation, Currents, Upwelling, Golden Gate Biosphere Reserve, Collaboration with International efforts (e.g. Antarctica Marine Protected Area, Paris Climate Accord), ways to be a Steward of the Sanctuary (Beach cleanup, leave no trace ...) etc.

In addition, the subcommittee recommended the following:²

- Reconsider the title of the document “Marketing Plan” to better reflect that its purpose is Promotion, Awareness of Sanctuary Purposes, and the importance of Sanctuary Resources and Stewardship
- Include entities that need to be counted in the list of potential users of the Sanctuary: fisherwomen, Freedivers, & drone operators.
- Identify Non-profit Organizations (preferably with membership) that are involved with coastal stewardship to provide them with information about the Sanctuary and ways to be apart of stewarding the Sanctuary.
- Increase communication with external organizations/people involved in and/or promoting tourism and recreation in the Sanctuary
- Encourage responsible enjoyment of visitors and/or participants in recreational activities in the Sanctuary.
- Reduce impact to the Sanctuary through Marketing and Outreach that encourages Stewardship Activities (e.g., reduce impact from debris through beach cleanups)

Finally, the subcommittee suggests rewording the goal of the tourism plan as follows:

People who participate in Recreation and/or Tourism within the Sanctuary

- Are aware that they are in a Sanctuary
 - Know the purpose of the Sanctuary
 - Understand that it is a public resource that we are all responsible for, which means that:
1. Environmentally the activity has a low impact on natural resources, particularly in protected areas. It minimizes damage to the environment (flora, fauna, habitats, water, living marine resources, energy use, contamination, etc.) and ideally tries to benefit the environment.
 2. Socially and culturally the activity does not harm the social structure or culture of the community where it is located. Instead, it respects local cultures and traditions. It involves stakeholders (individuals, communities, tour operators, government institutions) in all phases of planning, development, and monitoring, and educates stakeholders about their roles.
 3. Economically it contributes to the wellbeing of the community, generating sustainable and equitable income for local communities and as many other stakeholders as possible. It benefits owners, employees, and neighbors over the long term.

The council also recommends that the sanctuary:

- Address safety concerns for sanctuary visitors in outreach to the public.
- Create multi-lingual interpretation materials for the public.

The council requests these recommendations be shared with county and state parks and other coastal land managers in the affected areas.

Thank You for Your Attention.

² The first pass edits on the marketing plan are recorded on a copy available on a Google drive that could be accessed by SAC members

NON-GOVERNMENT SEATS

Commercial Fishing

Barbara Emley (Secretary)/Primary

Sarah Bates/Alternate

Community-at-Large San Francisco/San Mateo

Joe Fitting/Primary

Kris Lannin Liang/Alternate

Community-at-Large Marin

Dominique Richard (Chair)/Primary

George Clyde/Alternate

Community at-Large Mendocino/Sonoma

Cea Higgins/Primary

Nancy Trissel/Alternate

Conservation

Richard Charter/Primary

Bruce Bowser/Primary

Francesca Koe/Alternate

Kathi George/Alternate

Education

Bibit Traut/Primary

Mary Miller/Alternate

Maritime Activities - Commercial

John Berge/Primary

Julian Rose/Alternate

Maritime Activities - Recreation

Abby Mohan (Vice Chair)/Primary

Joshua Russo/Alternate

Research

John Largier/Primary

Jaime Jahncke/Alternate

Youth

Ezra Bergson-Michelson/Primary

Owen Youngquist/Alternate

GOVERNMENT SEATS

California Department of Natural Resources

Mark Gold/Primary

Michael Esagro/Alternate

National Marine Fisheries Service

Jennifer Boyce/Primary

Vacant/Alternate

National Park Service

Craig Kenkel/Primary

Ben Becker/Alternate

U.S. Coast Guard

LT Chris Bell/Primary

LT Lelea Lingo/Alternate

U.S. Fish and Wildlife Service

Chris Barr/Primary

Gerry McChesney/Alternate

Channel Islands National Marine Sanctuary

Chris Mobley/Primary

Mike Murray/Alternate

Monterey Bay National Marine Sanctuary

Lisa Wooninck/Primary

Dawn Hayes/Alternate

SANCTUARY SUPERINTENDENT

Maria Brown, Superintendent

Brian Johnson, Deputy Superintendent

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