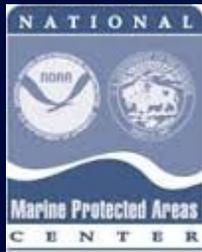


10 April 2014

A Presentation through:  
NOAA National MPA Center  
OpenChannels.org

Ecosystem-Based Management (EBM) Tools  
Network

# Engaging Communities in MPAs: Concepts and Strategies from Current Practice



Presented by:  
Matt Ferris-Smith  
Samantha Miller  
Joe Otts  
Michelle Zilinskas

# Project scope

- 1) Gather information about effective approaches to community engagement in MPA planning and management in the U.S.
- 2) Share gathered information with both MPA managers and community members

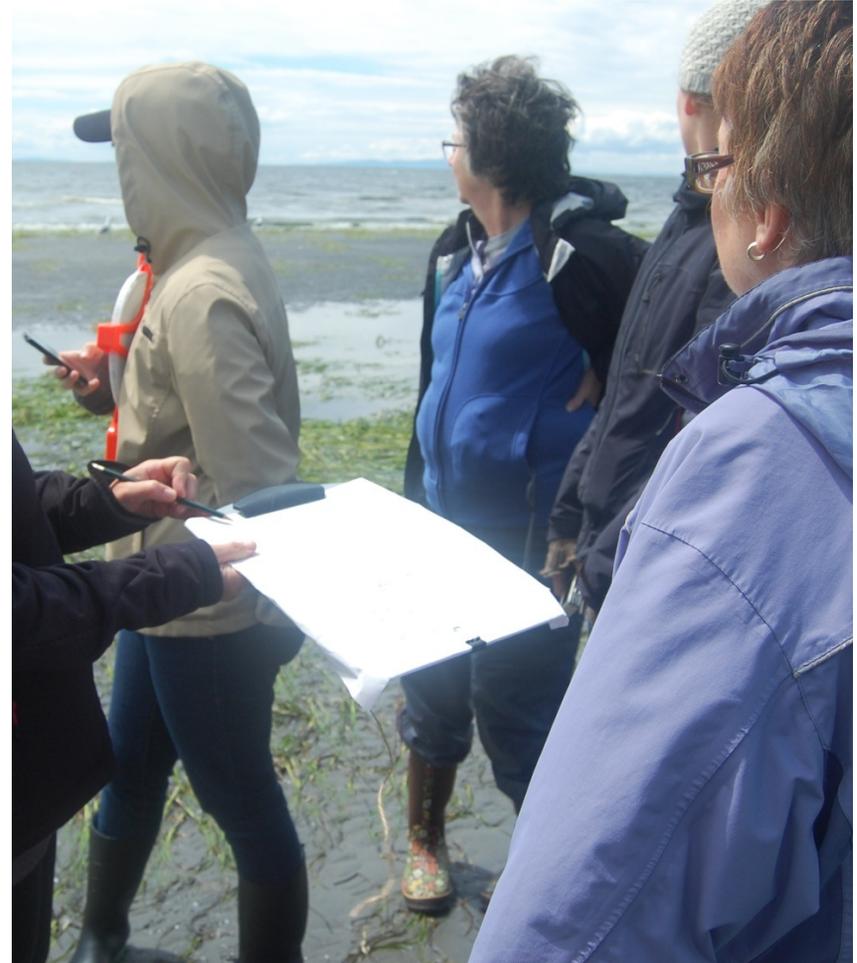


Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



# Project definitions

## “MPAs”

*areas where natural and/or cultural resources are given greater protection than the surrounding waters*

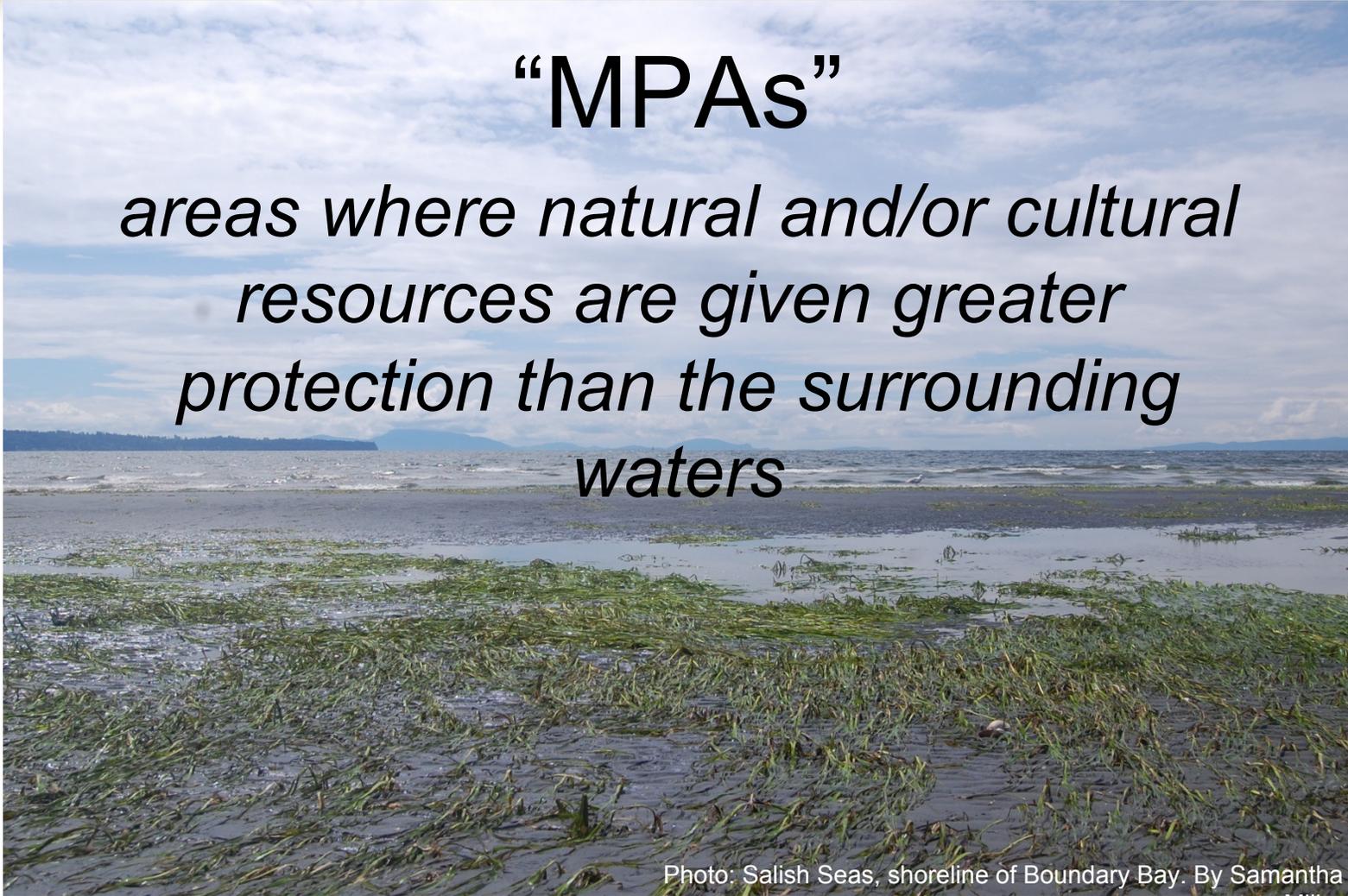


Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



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# Project definitions

## “Managers”

*those employed by and working with an MPA—both managers and staff*



Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



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# Project definitions

**“Community Members”**  
*those residing in close geographic  
proximity to an MPA*



Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



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# Methods overview

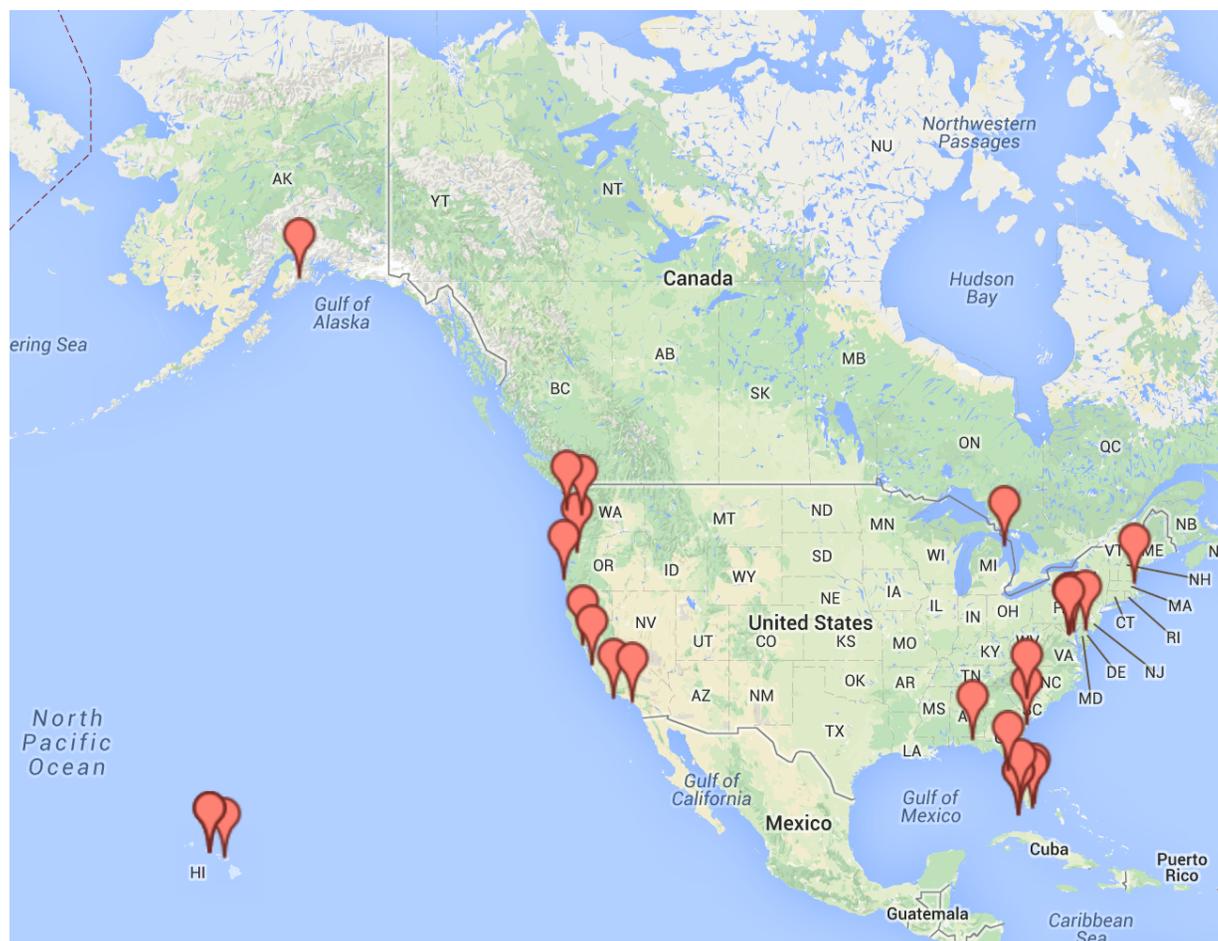
- Literature review
- 61 interviews
  - 40 managers
  - 21 community members
- Final report
  - Challenges to engagement
  - Key principles
  - Examples of engagement objectives & strategies
  - Recommendations & advice



Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



# Locations of interviewees and MPA sites



# Methods overview

- Literature review
- 61 interviews
  - 40 managers
  - 21 community members
- **Final report**
  - Challenges to engagement
  - Key principles
  - Examples of engagement objectives & strategies
  - Recommendations & advice



Photo: Salish Seas, shoreline of Boundary Bay. By Samantha Miller



# Challenges to community engagement

Challenge categories:

I. Communication

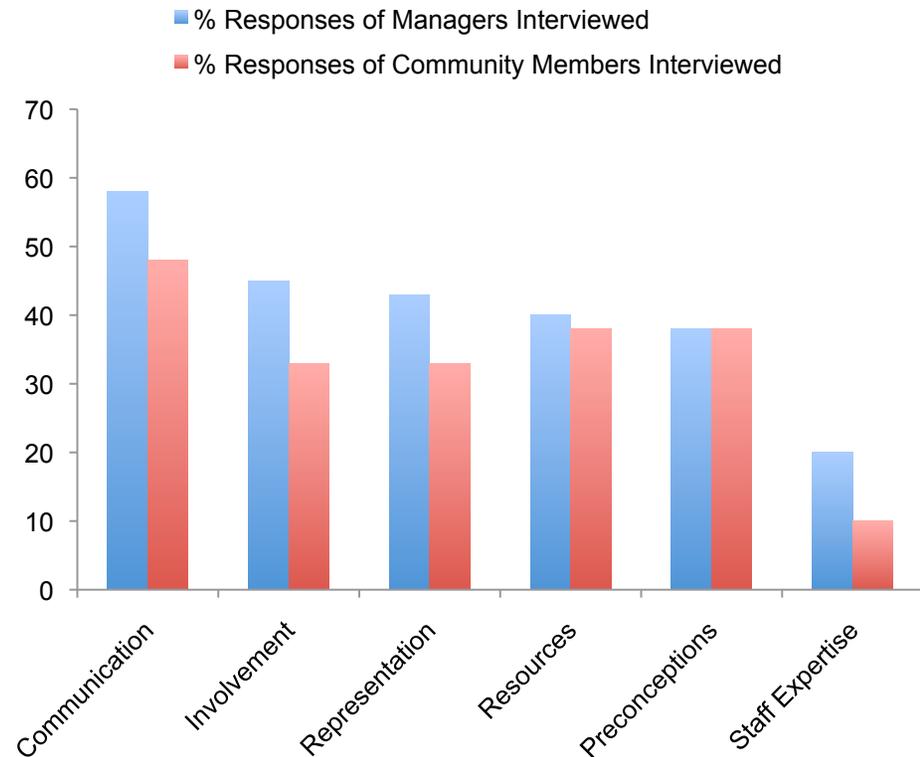
II. Involvement

III. Representation

IV. Resources

V. Preconceptions

VI. Staff expertise



**Fig. 1:** Percentages of responses from MPA managers and community members interviewed for each of the six common categories of challenges to community engagement



# Challenge: Communication

- Generating awareness
- Communicating rules and regulations
- Sharing complex information
- Language barriers

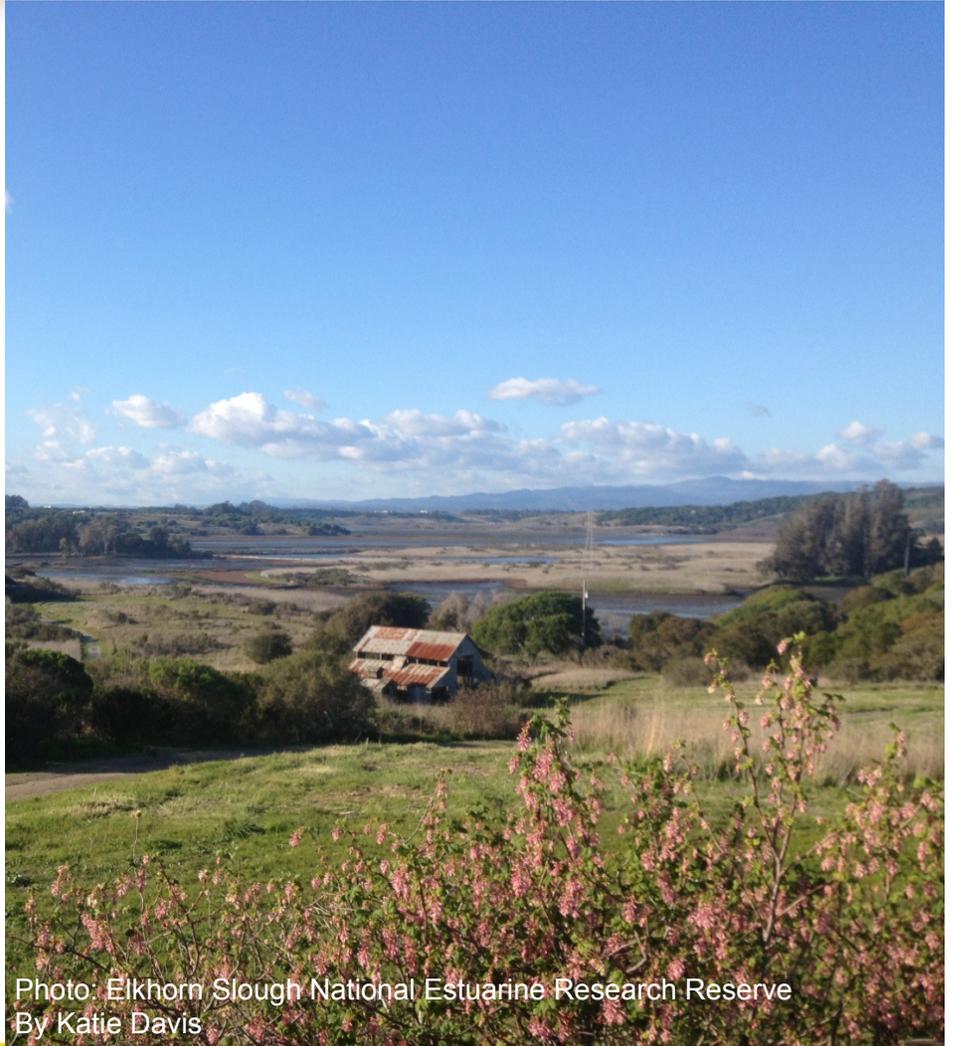


Photo: Elkhorn Slough National Estuarine Research Reserve  
By Katie Davis



# Challenge: Involvement

- Lack of interest in participating
- Making it worthwhile
- Work/life balance
- Conflict-motivated engagement



Photo: Salish Seas, Gulf Islands National Park Reserve, Canada  
By Samantha Miller



# Challenge: Representation

- Diverse & dispersed communities
- Incorporating diverse perspectives
- Ensuring representation



Photo: Salish Seas, shores of Boundary Bay  
By Samantha Miller



# Challenge: Resources

- Funding limitations
- Time limitations

*“It all costs money.”*

- Staff member at Channel Islands National Marine Sanctuary

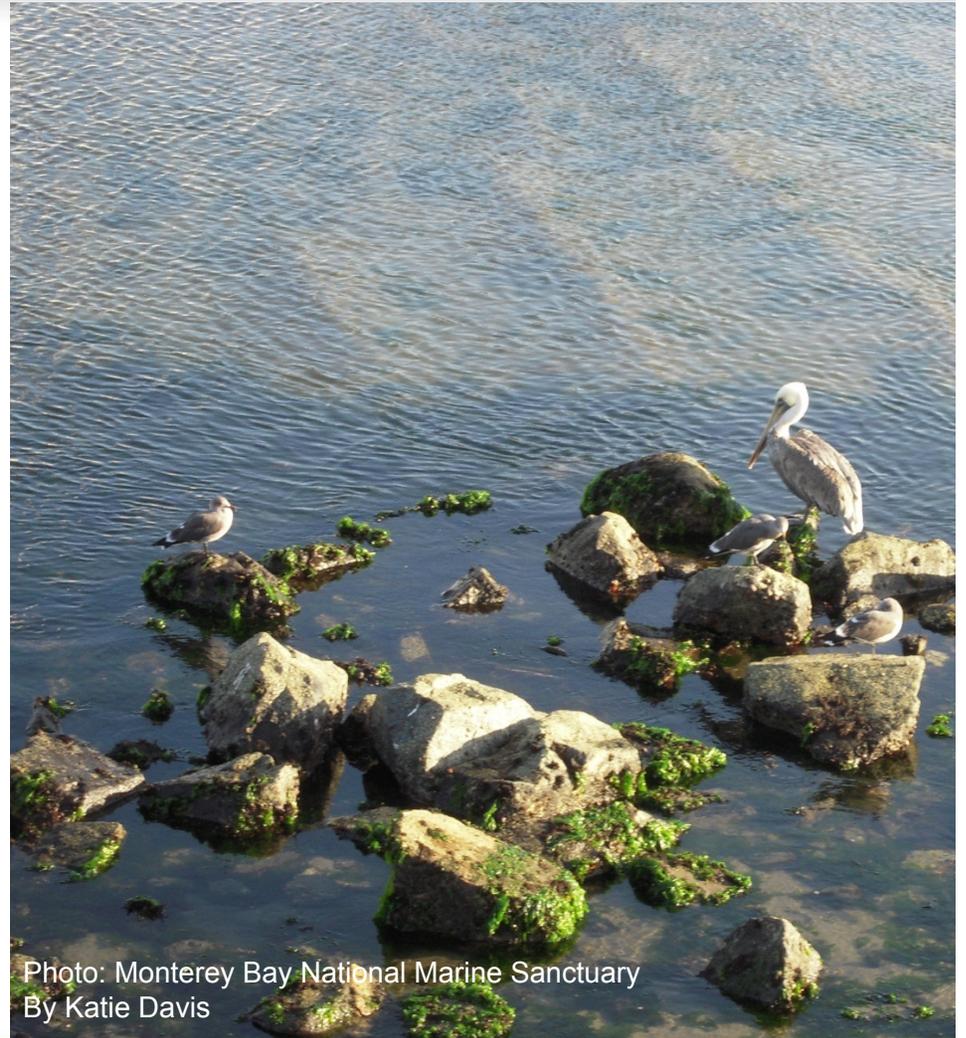


Photo: Monterey Bay National Marine Sanctuary  
By Katie Davis



# Challenge: Preconceptions

- Distrust of government
- Inaccurate expectations
- Misinformation



Photo: Stellwagen Bank National Marine Sanctuary  
By Samantha Miller



# Challenge: Staff expertise

- Need for additional skills of facilitation and communication

*“We were definitely too technical...we were not trained in outreach and communication.”*

- Staff member at Biscayne National Park



Photo: Hawaiian Islands Humpback Whale National Marine Sanctuary  
By Katie Davis



# Key principles for effective practice

- Be proactive and start early
- Be clear about purposes and terms
- Make it worthwhile
- Be responsive
- Be inclusive
- Build on common needs and goals
- Recognize that it all begins with relationships



# Key principle: Be proactive and start early

- Built trust to mitigate future conflict
- Set expectations



Photo by Katie Davis

*“It’s not enough to say, ‘Come [to the sanctuary] and I’ll tell you how you can help me.’ We go to their meetings and say, ‘How can we help you?’”*

- Staff member at Thunder Bay National Marine Sanctuary



# Key principle: Be clear about purposes and terms

- Communicate the MPA's mission
- Clarify terminology

*“If everybody understands what you're talking about, all of a sudden a lot of it becomes less fearful.”*

- Community member involved in Channel Islands National Marine Sanctuary



Photo: Rookery Bay National Estuarine Research Reserve  
By Joe Otts



# Key principle: Make it worthwhile

Understand, validate, and respond to the community's concerns

*“People have to feel like they’re contributing... [Some view consultation as] you coming to them to get comments that aren’t necessarily going to get incorporated.”*

- Staff member at Department of Fisheries and Oceans Canada



Photo: Chincoteague National Wildlife Refuge. By Michelle Zilinskas



# Key principle: Be responsive

- Do more than “check the box”
- Provide feedback



Photo: Puuhonua o Honaunau National Historical Park. By Katie Davis



# Key principle: Be inclusive

- Cast a wide net
- Connect with resource users



Prince William Sound, Alaska Photo Courtesy NOAA



# Key principle: Build on common needs and goals

- Boost pride in a place using a common history
- Partner up to share resources



Photo: Thunder Bay National Marine Sanctuary, courtesy of NOAA

*“There are such limited resources here for everybody, [that] you have to partner to get anything done.”*

- Staff member at Thunder Bay National Marine Sanctuary

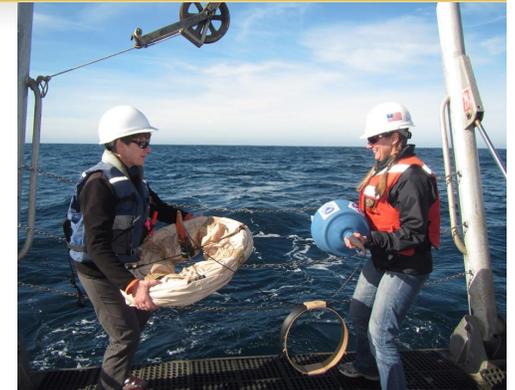


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# Key principle: Recognize that it all begins with relationships

*“If it's a relationship where you only show up at the door when you have an issue and you need something, it's not really a relationship.”*

- Manager at Cape Hatteras National Seashore



Photos: Upper left: Channel Islands NMS; Lower left: Papahānaumokuākea Marine National Monument; Upper right: Channel Islands NMS (all courtesy of National Marine Sanctuaries Facebook page); Lower right: Humpback Whale NMS, courtesy of NOAA



# Six objectives for MPA community engagement

1. Increase awareness and raise the visibility of the MPA
2. Enhance understanding of the MPA's purpose and resources
3. Sustain formal and informal communication and collaboration
4. Encourage stewardship behaviors within communities that benefit the MPA
5. Enable others to help advance MPA objectives
6. Instill community ownership and pride in the MPA



# Six objectives for MPA community engagement

*“There’s no perfect way to do this.”*

*—Oregon State University researcher*

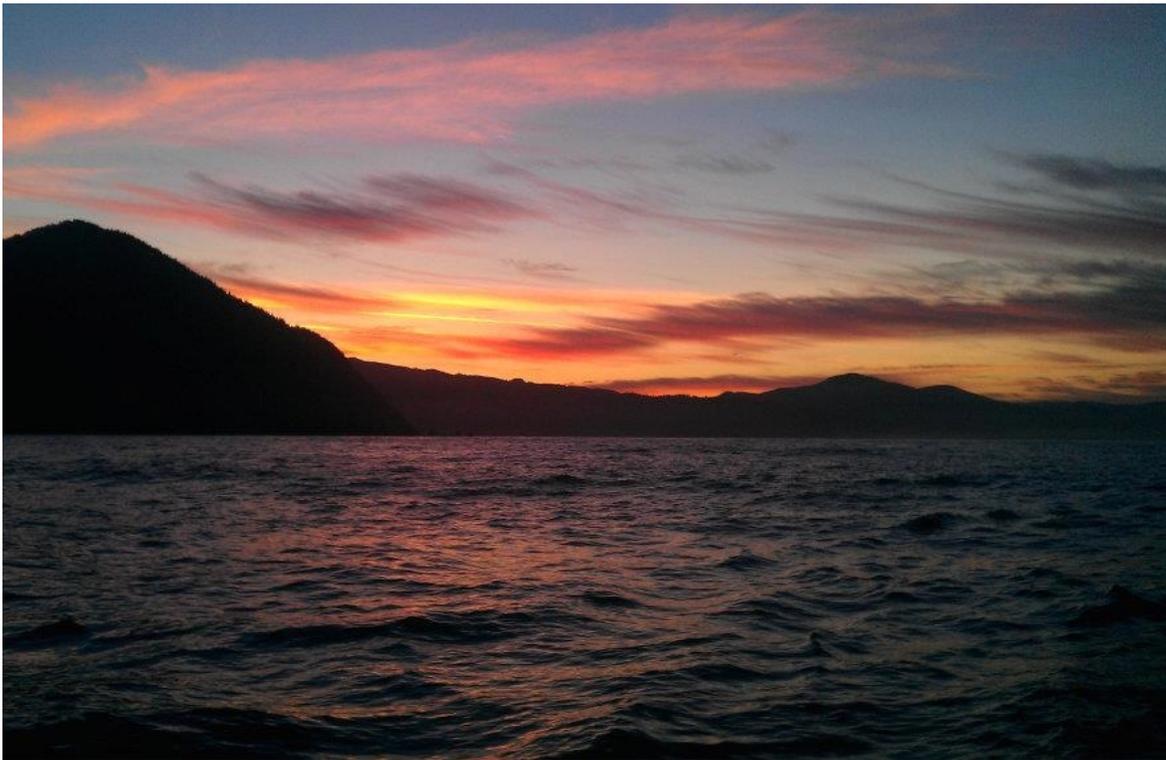
*“I would never preach that a different place should wholeheartedly adopt the Channel Islands recipe. It just doesn’t work that way.”*

*—Staff member at Channel Islands National Marine Sanctuary*



# Objective 1: Increase awareness and raise the visibility of the MPA

Novel signage, such as adopt-a-highway



Redfish Rocks Marine Reserve, Oregon  
Photos courtesy of Redfish Rocks Community Team Facebook page



# Objective 1: Increase awareness and raise the visibility of the MPA

## Social media: Easy to scale



Monterey Bay National Marine Sanctuary  
March 13



Monterey Bay National Marine Sanctuary shared a link.  
March 26

Hmmm... what's all the gorgeous blue in the background -- Monterey Bay National Marine Sanctuary!



California's Central Coast - My Playground  
[www.grindtv.com](http://www.grindtv.com)

The Central Coast of California, I could argue, is one of the most beautiful places on earth. And while

Like · Comment · Share

3

31 people like this.



Write a comment...



Safarina Maluki Wow! Beautiful trip through the Central Coast and the Monterey Peninsula!

Like · Reply · March 27 at 6:43pm

Students from Highland Elementary School in Seaside joined Sanctuary staff for a fun MERITO field trip to the rocky coast! Some favorite animals they identified included large green anemones, colorful seastars and even a staghorn sculpin. What a beautiful day at the tide pools! — at Point Pinos Lighthouse.



Photos courtesy of Monterey Bay NMS Facebook page



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# Objective 1: Increase awareness and raise the visibility of the MPA

Provide useful, branded services, such as weather info

The screenshot shows the interface of the Channel Islands National Marine Sanctuary Internet Weather Kiosk. At the top, the title reads "CHANNEL ISLANDS NATIONAL MARINE SANCTUARY INTERNET WEATHER KIOSK". To the right of the title are links for "Kiosk Locations" and "CINMS Home", along with logos for the National Weather Service, NOAA, and the National Marine Sanctuaries Channel Islands. A vertical menu on the left lists various weather services: FORECASTS & WARNINGS, WIND MODELS, SATELLITE IMAGES, WEATHER BUOYS, SWELL MODELS, RADAR, SURF & JETSTREAMS, and TIDES & CURRENTS. The main content area features a welcome message: "Welcome to the Channel Islands National Marine Sanctuary Internet Weather Kiosk." Below this, a paragraph states: "The weather kiosk features real-time online weather updates and practical information about effects of weather on ocean conditions in the Santa Barbara channel and Channel Islands National Marine Sanctuary. By presenting real-time weather updates, the weather kiosk also serves as safety tool for recreational." A second paragraph follows: "When you click on any of the following links you will be leaving the CINMS website. You may wish to review the privacy notice on those sites since their information collection practices may be different than ours." On the right side of the interface, there is a satellite weather map of the Channel Islands region and a photograph of a yellow flower.

<http://channelislands.noaa.gov/news/kiosk.html>

# Objective 2: Enhance understanding of the MPA's purpose and resources

## Go into communities



A lionfish captured at Biscayne NP has been put on

Biscayne National Park at the Miami International Boat

Show

Photos courtesy of Biscayne National Park Facebook Page



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# Objective 2: Enhance understanding of the MPA's purpose and resources

Provide  
incentives

## LANDSCAPING WORKSHOPS OFFERED AT ROOKERY BAY

Category: Press Releases

Published: 17 July 2012

NAPLES, FL (July 18, 2012) - The Rookery Bay Environmental Learning Center, 300 Tower Road, hosts three landscaping classes presented by the Rookery Bay National Estuarine Research Reserve's Coastal



Photo courtesy of Rookery Bay National Estuarine Research Reserve Facebook

Students work to become certified master naturalists at Rookery Bay National Estuarine Research Reserve



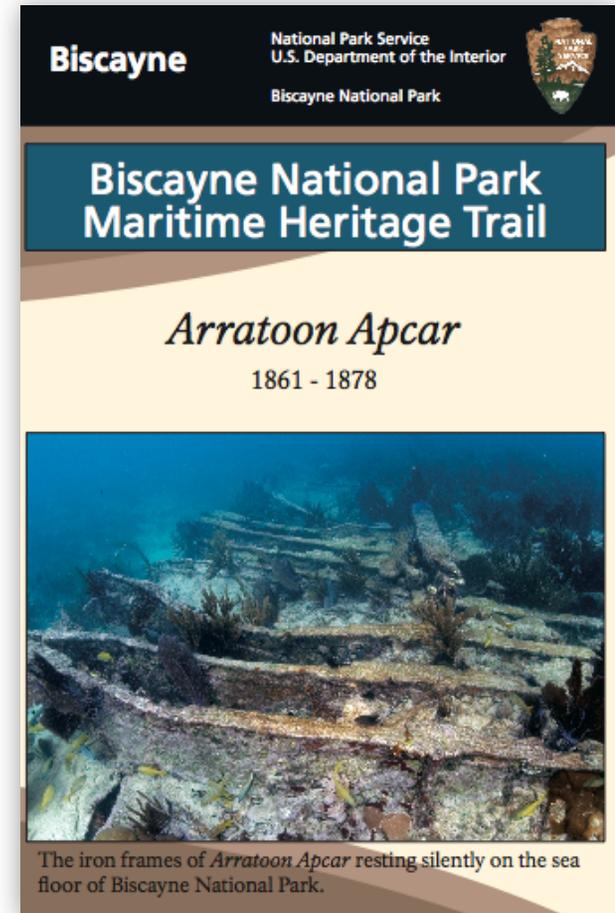
SCHOOL OF NATURAL RESOURCES AND ENVIRONMENT  
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# Objective 2: Enhance understanding of the MPA's purpose and resources

## Offer experiential activities



Divers explore the Arratoon Apcar, a shipwreck on the Maritime Heritage Trail at Biscayne National Park. A brochure includes a map with the location of the site.



Photos courtesy of Biscayne National Park

# Objective 3: Sustain formal and informal communication and collaboration

## Advisory councils



Photo by Joe Otts

A sanctuary advisory council meeting at Florida Keys National Marine Sanctuary.



# Objective 3: Sustain formal and informal communication and collaboration

## Casual gatherings

### SAC Coffee & Lunch Dates

February 19 Coffee 8:30am  
April 16 Lunch 12:00pm  
June 18 Coffee 8:30am  
August 20 Lunch 12:00pm  
October 15 Coffee 8:30am

SAC coffees and lunches are held at the Sanctuary office.  
We will provide the coffee, but for the lunches it's b.y.o.l.

Coffee and lunch dates are posted online at Thunder Bay NMS.  
Participants might choose to drink "Shipwreck Soda," produced at a local business.



Photo courtesy of  
Thunder Bay National Marine Sanctuary Facebook page

# Objective 3: Sustain formal and informal communication and collaboration

## Online tools

*“I can draw something and you can say, ouch, that doesn't work for the squid guys. How about we do it here? And I could say, that looks OK, but that's all goat pasture —there's no real good habitat there.”*

*—Staff member at Channel Islands National Marine Sanctuary*



Santa Rosa Island at Channel Islands National Park

Photo courtesy of Channel Islands National Park Facebook page



# Six objectives for MPA community engagement

1. Increase awareness and raise the visibility of the MPA
2. Enhance understanding of the MPA's purpose and resources
3. Sustain formal and informal communication and collaboration
4. Encourage stewardship behaviors within communities that benefit the MPA
5. Enable others to help advance MPA objectives
6. Instill community ownership and pride in the MPA



## Objective 4: Encourage stewardship behaviors within communities that benefit the MPA

- Encourages community members to take responsibility for the health of their MPA
- Engages community members in behavior that is conducive to meeting that responsibility
- Ideally, by virtue of the community members' own leadership, encourages others to take up that responsibility as well



# Objective 4: Encourage stewardship behaviors within communities that benefit the MPA

## NOAA's Blue Star Program

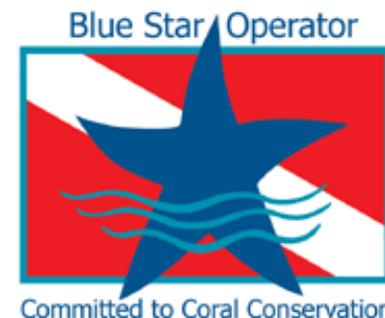


Blue Star-certified Dive Boat Operators in Florida Keys

Photo courtesy of NOAA

*"I do everything I can to push Blue Star, because then we know that we've got well-trained operators taking people out there"*

- Blue Star-certified dive boat captain in the Florida Keys



# Objective 4: Encourage stewardship behaviors within communities that benefit the MPA

## Hawaii's Makai Watch Program



Above and right: Makai Watch volunteers  
Photos courtesy of Hawaii Coral Reef Strategy



# Objective 4: Encourage stewardship behaviors within communities that benefit the MPA

## NOAA's Marine Debris Program



Participants in NOAA's Marine Debris Program  
Photo courtesy of NOAA

*"It's just getting community members involved in not just the marine reserve, but also a stewardship ethic... and then people have a sense of ownership."*

– MPA manager in Redfish Rocks Marine Reserve



# Objective 5: Enable others to help advance MPA objectives

Two components:

- 1) Building relationships with outside parties – embodied by “partnerships”
- 2) Training outside parties – embodied by citizen science



# Objective 5: Enable others to help advance MPA objectives

## Partnerships example: Friends of Rookery Bay



Chamber of Commerce event at the Environmental Learning Center Rookery Bay National Estuarine Research Reserve  
Photo Courtesy of the Greater Naples Chamber of Commerce

*“You engage the community in building [a] vision, and then you go out and start getting corporate sponsors and individuals that are interested in helping tell that story.”*

– MPA manager at Rookery Bay National Estuarine Research Reserve

# Objective 5: Enable others to help advance MPA objectives

## Citizen Science Example: Citizen Archaeologists at Monitor National Marine Sanctuary

*“Now that our archaeologists have trained them, we know that the quality of what we’re getting back is good... And this gives them that something more. It engages them and they’re engaged with our office and with our archaeologists and divers, and then we have a better relationship.”*

– MPA staff member at Monitor National Marine Sanctuary



Divers exploring the wreckage of the USS Monitor  
Photo Courtesy of NOAA



## Objective 6: Instill community ownership and pride in the MPA

- Making the MPA a part of the community's culture and identity
- Breaking through the geographical barrier that separates the MPA and the community
- Embedding the MPA in the community and vice versa



# Objective 6: Instill community ownership and pride in the MPA

## Michigan Catch-and-Cook



Left, middle and below: Michigan's Catch and Cook program "farm-to-table"  
Photos courtesy of Michigan Department of Agriculture



# Objective 6: Instill community ownership and pride in the MPA

## Fresh 45°

FRESH 45° presents:  
**TEEN NIGHT**  
at Northern Lights Arena  
Dec. 28th 7pm-9pm  
FREE Admission & Skate Rental  
Concessions Stand: Open  
Broomball, Octoball, & Games  
Ages: 13-18  
Live DJ!  
SPONSORED BY: Alpena Boosters Club

Logos: Northern Lights Arena, Alpena Michigan, Alpena Club Boosters

*“Our group is called ‘Fresh 45, like fresh water and the 45<sup>th</sup> parallel [where Alpena is located]. We’re trying to create events for teens and then highlight things that we already have here.”*

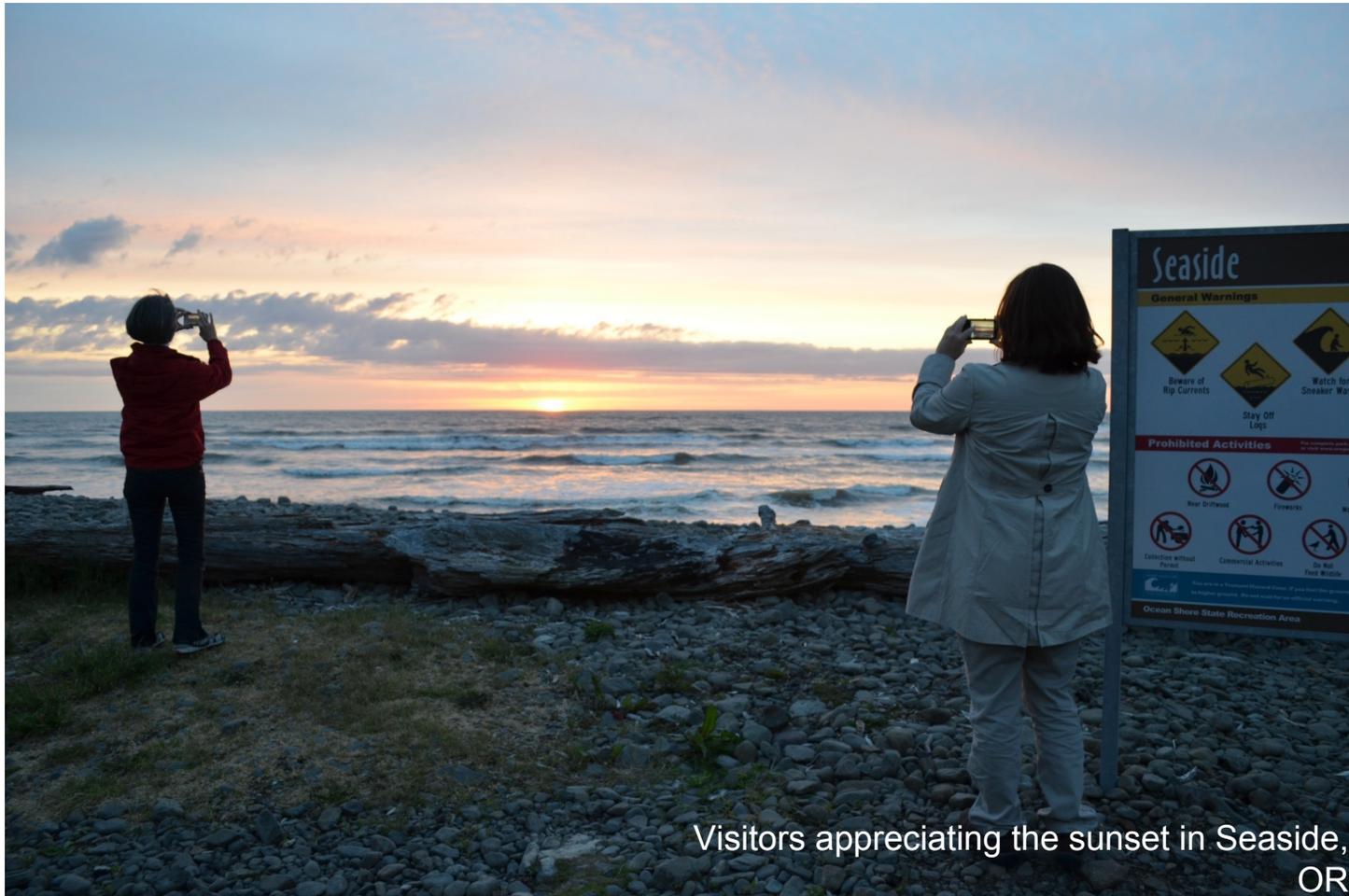
– Alpena High School senior

**GLOW DANCE**  
The new teen club:  
**FRESH 45°**  
Bay Urban Fitness  
August 16th 7:30pm-10:30pm  
@ Bay Urban Fitness  
\$5 Entry Fee \$2 Refreshments  
Ages: 14-18  
Contact Jay Dutcher for more information

Logos: Alpena Michigan, NOAA, Bay Urban Fitness

Left and above: Fresh 45° Facebook fliers advertising upcoming events  
Photos courtesy of Facebook

# In closing...



Visitors appreciating the sunset in Seaside,  
OR

# Thanks to the interviewees!

Sarah Allen  
Elsa Alvear  
Leo Asuncion  
Ben Becker  
Chris Bergh  
Sarah Biegel  
Shauna Bingham  
Robert Brock  
Billy Causey  
Malia Chow  
Jessica Coakley  
Kevin Conley  
Flaxen Conway  
Mimi D'Iorio

Jeff Gray  
Karen Grimmer  
Sean Hastings  
Lou Hinds  
Laure Katz  
Susan Langley  
Chuck Lawson  
Gary Lytton  
Petra MacGowan  
Victor Mastone  
Cliff McCreedy  
Vanessa McDonough  
Rob Mitchell

Sean Morton  
Kyle Murphy  
Benjamin Pister  
Tyson Rasor  
Shannon Ricles  
Joe Schumacker  
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Tabitha Stadler  
Paul Ticco  
Barclay Trimble  
Charlie Wahle  
Anne Walton  
Chuck Wiesen  
Bret Wolfe

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## Clients:

Lauren Wenzel (Acting Director, National Marine Protected Areas Center)

Ellen Brody (Great Lakes Regional Coordinator, NOAA)

## Advisor:

Dr. Julia Wondolleck (Associate Professor, University of Michigan School of Natural Resources and Environment)

Thank you to everyone who donated their time and resources to our research!



# Questions?

## Project team:

mpaproject@umich.edu

A copy of the report will be available on the  
National Marine Protected Areas website  
[www.marineprotectedareas.noaa.gov](http://www.marineprotectedareas.noaa.gov)

Coming May 2014!



Photo by Joe Otts

