

Principal Investigators - please use this form to submit your MPA Baseline Program project annual report, including an update on activities completed over the past year and those planned for the upcoming year. This information will be used by the MPA Baseline Program Management Team to track the progress of individual projects, and will be provided to all MPA Baseline Program PIs and co-PIs prior to the Annual PIs workshop to facilitate discussion of project integration. Please submit this form to California Sea Grant when complete (sgreport@ucsd.edu, Subject [Award Number, project number, PI, "Annual Report"].)

Project Information			
Project Year	1	MLPA Region	North Coast
Project Title & Number	North Coast MPA Baseline Program: Socioeconomic/Human Dimensions Project, R/MPA-36A		
PI name	Steven C. Hackett	Co-PI name	Laurie Richmond
PI Contact Info	Co- PI Contact Info		
<i>(please list additional PIs and contact info in the "Project Personnel" section if necessary)</i>			
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Project Goals & Objectives

The primary goals of this project are to collaborate with the California North Coast fishing community and California Department of Fish and Wildlife (CDFW) to:

1. Establish a baseline characterization of spatial fishing patterns and socioeconomic status for commercial fisheries and elements of CPFV operations in the North Coast region; and
2. Conduct an assessment of initial spatial and socioeconomic changes following MPA implementation;

To accomplish these goals, the objectives of this project are to:

1. Establish a Fisherman's Advisory Council (FAC) comprised of representatives from key fisheries and ports throughout the region to ensure fisherman collaboration throughout the project.
2. Collaborate with the CDFW to ensure existing commercial fishing landings data are fully utilized and appropriately analyzed to present historical trends and initial changes since MPA implementation. This is to assist in characterizing the California North Coast fishing community as a whole, as well as contrast historical activities inside and outside the MPAs, before and after their implementation.
3. Conduct interviews and focus groups with fishermen to collect detailed data on a) demographic characteristics; b) the social, political, and economic conditions of North Coast fishing communities; c) knowledge, attitudes, and perceptions related to MPAs; d) spatial use patterns; and e) economic characteristics for key commercial fisheries of the North Coast;
4. Utilize pre- and post-MPA data collected by Point 97 to conduct a baseline-and-change assessment of spatial and economic changes in key commercial fisheries and select CPFV port level fisheries since MPA implementation;
5. Through an integrated analysis of focus group/interview data and landings/logbook data, provide information on the direct and indirect effects of MPA establishment and other driving factors contributing to economic change (e.g., tracing changes in spatial activity, targeted fisheries, and landings; characterizing broader economic changes; effects of additional spatial fishing regulations; loss of port infrastructure) within key commercial fisheries in the North Coast.
6. Collaborate with the Fisherman Advisory Council to assess the feasibility and design a cost effective long-term monitoring solution in the form of an electronic monitoring tool.
7. Inform future monitoring efforts by developing recommendations of key metrics for long-term socioeconomic MPA monitoring.

Summary of Project Activities Completed to Date

Overview of Project Year _1_ Activities, including progress towards meeting goals & objectives

1. We established a Fisherman’s Advisory Council. Congruent with the “milestones” chart in our proposal, we utilized the FAC (in an initial outreach and development meeting and in many subsequent field interactions) to help guide development of our survey and focus groups, and to help encourage fishermen to participate in our survey and focus groups.
2. We completed an NDA with CDFW and have acquired disaggregated participant data that is being linked to our survey data for the purpose of establishing a baseline characterization of spatial fishing patterns and socioeconomic status for commercial fisheries and elements of CPFV operations in the North Coast Region, and to assess initial spatial and socioeconomic changes following MPA formation.
3. Congruent with the “milestones” chart in our proposal, we developed survey questions and sequence, developed a sample design, developed focus group questions, developed the survey tool, prepared interview materials and tracking sheets, hired and trained field staff, conducted focus groups, collected data, and conducted internal QAQC. We have completed survey interviews and focus groups with fishermen (commercial and CPFV), and we met (and in a few ports and fisheries came within 8 percentage points of meeting) our goal of gaining interviews with commercial participants who collectively represent at least 50% of landings value by fishery and by port. In total we interviewed 163 commercial fishermen and 15 CPFV operators from across the North Coast region, and conducted 5 different focus groups in key North Coast ports that included a total of 30 different participants. The survey and the focus groups included demographic characteristics; social and economic conditions; knowledge, attitudes, and perceptions relating to MPAs; spatial use patterns; and economic characteristics of key commercial fisheries.
4. The project team is in the process of analyzing the survey and focus group data as well as developing spatial baseline and change maps. As part of our external QAQC process the project team is also working on sending review maps to each individual fisherman interviewed to ensure their spatial fishing grounds were captured correctly. In spring/summer 2015 we will be reviewing aggregate maps with our Fisherman Advisory Council as well.

Other elements of our goals and objectives will be covered in future years of the project.

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Highlights from project progress so far, such as successes achieved, new collaborations or partnerships, or interesting stories from the past year that may be suitable for a blog post or other media venue

We had strong participation from commercial fishermen in our survey and focus groups – higher than in the socioeconomic surveys for other MPA regions.

We had (and continue to have) successful collaboration with our Fisherman Advisory Council.

We were also able to include participation from CPFV operators from key North Coast ports in our survey and focus groups.

Description of any unforeseen events and substantial challenges, and resulting effects on project activities and progress. Please indicate any issues that may affect other PI's or require coordination with other Baseline partners (e.g., ME, DFG, Sea Grant).

Other than a late start to getting our final project agreement in place and the subsequent rush to prepare for our summer 2014 field work, there were no unforeseen events or substantial challenges. We overcame the late project agreement and successfully completed our summer field work.

We have agreement with MPA Baseline Program leaders to develop an online web-based data tool that will ensure protection of confidential data, but that will also provide an easier and more user-friendly way for interested parties to use data from the study to better understand baseline conditions and initial changes associate with formation of the North Coast MPAs.

Data status (i.e., paper/raw format or digitized; if digitized, what format?)

Survey and focus group data have been gathered, congruent with our “milestones” chart, and analysis is underway.

As noted previously, the CDFW NDA is in place and we have initial disaggregated CDFW data. We anticipate getting 2014 data from CDFW sometime in July or August 2015.

Activities Planned for following Project Year __ (if applicable) – *Please describe remaining work and approximate timelines for completing that work, including any anticipated budget variances necessary to complete the project.*

We are on track in terms of our timeline as articulated in our “milestones” chart.

Subsequent work includes data analysis, spatial baseline and change map development, and draft and final report writing.

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Project Personnel – Please indicate additional project personnel involved in your MPA baseline project, including students and volunteers, or additional PI contact information if necessary, as well as the nature of their assistance in the project project.

	<i>Students Supported</i>	<i>Student Volunteers</i>	<i>Nature of Assistance</i>
<i>K-12</i>			
<i>Undergraduate</i>	<i>Lorena Gurerrero</i>		<i>Assisted with survey data collection</i>
<i>Masters</i>	<i>Lucia Ordonez-Gauger</i>		<i>Assisted with survey and focus group data collection</i>
<i>PhD</i>	<i>Felicia Olmeta-Shult</i>		<i>Assisted with survey and focus group data collection</i>
<i>Recent Graduates</i>	<i>Laura Casali Adriana Fintal</i>		<i>Assisted with survey and focus group data collection</i>

Number of other Volunteers not counted above and the nature of their assistance in the project:

Terry Tillman (of CDFW prior to his retirement) provided volunteer time in helping prepare our NDA and our data request to CDFW.

Additional PI contact info not listed on first page:

Cheryl Chen, co-PI, Point 97 (cheryl@pointnineseven.com)

Charles Steinback, co-PI, Point 97 (charles@pointnineseven.com)

Cooperating Organizations and Individuals - Please list organizations or individuals (e.g., federal or state agencies, fishermen, etc.) that provided financial, technical or other assistance to your project since its inception, including a description of the nature of their assistance.

Name of Organization or Individual	Sector (City, County, Fed, private, etc.)	Nature of cooperation (If financial, provide dollar amount.)
CDFW	State	NDA, data provider. Provided disaggregated data

Project Outputs and Materials: Please provide any other project-relevant information, such as descriptions of attached materials, media coverage your project has received, presentations, publications, images etc.