

GULF OF THE FARALLONES  
NATIONAL MARINE SANCTUARY

# SUPERINTENDENT'S REPORT

2<sup>nd</sup> Quarter FY2014  
January through March, 2014



## Seeking Comment on Draft White Shark Environmental Assessment

Gulf of the Farallones National Marine Sanctuary (GFNMS) released a Draft Programmatic Environmental Assessment (PEA) of White Shark research and education projects within the Gulf of the Farallones and Monterey Bay National Marine Sanctuaries. This evaluates potential effects of ONMS-regulated White Shark activities that are either occurring or are anticipated to occur within the Sanctuary over the next five years. The assessment expands on a previous analysis from 2010 that evaluated the effects of a research project involving satellite tags on White Sharks. The PEA also evaluates proposed educational tour activities. GFNMS accepted public comments through April 20, 2014.

White Sharks depend on the rich waters of the sanctuary and play a key role in maintaining a balanced ecosystem. This assessment will help GFNMS better protect White Sharks while allowing for education and research activities involving White Sharks to continue within the Sanctuary. Public input will help GFNMS staff better understand and address the concerns of the community of Sanctuary users and shark conservationists.



Photo: @Scot Anderson



## MANAGEMENT

### **Gulf of the Farallones Advisory Council Welcomes Two Education Seats**

The Gulf of the Farallones Advisory Council is pleased to welcome two new members, both representing Education. Elizabeth Babcock, from the California Academy of Sciences, joins the council as a primary voting member. Bibit Traut, from City College of San Francisco, joins as her alternate. Both individuals bring with them a wealth of experience and local knowledge that will benefit the council and contribute greatly to sanctuary management.

Sanctuary Advisory Councils are the primary bridge between local communities and sanctuary management. Advisory council members represent important constituencies and ensure that Superintendent's hear many perspectives on community priorities and concerns.

### **Volunteer Sanctuary Staffers & Scientists Honored**

In January the Farallones sanctuary honored hundreds of individuals who have volunteered time and talent to protect the sanctuary's wildlife and habitats in several capacities. Some donated thousands of their hours over two decades to be guardians of the coast. In the past 12 months alone, volunteers contributed 15,620 hours, none of which are taxpayer-funded. Seventy-seven qualified for special awards, and thirteen outstandingly dedicated volunteers were honored with twenty-year service awards.

The sanctuary has long been a proponent of public involvement in its work, through its Beach Watch coastal monitoring, outreach, and as advisory council members engaged in advising the sanctuary in policy and management practices. This inclusive approach to stewardship has greatly amplified the agency's ability to manage sensitive biological habitat in proximity to a major urban center of nearly 8 million people. Other programs include Rocky Shores Monitoring, ACCESS Research Cruises, Marine Debris Monitoring, and Visitor Center staffing. The sanctuary's nonprofit partner, the Farallones Marine Sanctuary Association, manages some of the programs. Volunteers have played key roles in responding to oil spills, and have been congressionally recognized for their contributions.

### **Nomination Submitted for Annual Foundation Volunteerism Award**

Farallones communications staff submitted the nomination for the National Marine Sanctuary Foundation Award, putting forth Dominique Richard as outstanding volunteer for his activities in 2013. In addition to his position as Chair of the Farallones Marine Sanctuary Advisory Council, he is working as Beach Watch volunteer, and Dominique is part of the marine debris monitoring team. His multifaceted approach to supporting the sanctuary is a model for volunteerism. Citizen scientists and advocates are an integral component of the work the marine sanctuary does to protect its natural resources and educate others about the value of marine protected areas.

## CONSERVATION SCIENCE/RESEARCH

### **Monitoring To Understand Long-Term Trends**

#### ***Coastal Monitoring – Beach Watch***

### **Farallones' Beach Watch Hits Twenty-year Mark in Longterm Data Collection**

Twenty years ago Gulf of the Farallones National Marine Sanctuary developed the National Ocean Service's flagship formal volunteer program, Beach Watch. This coastal monitoring effort, over the past

two decades, has engaged over 300 volunteers donating over 1.3 million hours surveying over 100,000 km of coast. The data they collected has been used to identify and designate wildlife protection areas; increase protection for threatened and endangered species; detect mortality events of birds and mammals; assess impacts from marine trash and assess damages from oil pollution. Beach Watch data have been used to acquire over \$52 million in settlements from 4 oil spills. The funds collected have gone into restoring damaged habitat, impacted wildlife and recreation.

## ***Coastal Monitoring – Marine Debris***

### **Planning Next Steps for Tracking Marine Debris in Farallones and Monterey Sanctuaries**

Science staff met with staff from the NOAA Marine Debris Program to identify next steps in the continuation and expansion of marine debris sampling in the Gulf of the Farallones and Monterey Bay sanctuaries. Funding was identified to continue the current standing stock monitoring at four beaches through June 2016 and in 2014 add two new beaches to sample for accumulation of debris.

Accumulation surveys assess debris from both ocean and land-based sources and coordinates trash removal.

## ***Sanctuary Ecosystem Assessment Surveys (SEAS, ACCESS Surveys)***

### **Charting the Course of Sanctuary Science**

Conservation staff worked with NOAA partners to submit 2015, 2016 and 2017 ship time requests for NOAA ships *Bell Shimada* and *McArthur II*. Projects cover a wide range of research topics including ecosystem assessment, ecology and dynamics of upwelling, productivity, seabird and marine mammals, deep-sea coral and sponge habitat mapping and risk from ocean acidification. NOAA partners include NCCOS, NMFS Restoration Center, and Cordell Bank National Marine Sanctuary.

### **Youths Use ACCESS Data, Social Media to Promote Seabird Understanding**

This season Kate Trimlett, our July 2013 Teacher at Sea (TAS) during the Applied California Current Ecosystem Surveys (ACCESS) cruise, had her ninth grade Green Academy class at Berkeley High School, complete their seabird projects using data and sightings from the ACCESS project. Conservation Science staff participated as judges at the student's presentations. Each student presented one seabird species, reviewing the natural history, behavior, and adaptations unique to each species. Students also created models of the seabird species using recyclable materials and created mock Face Book pages for each species.

Now in its tenth year, ACCESS is a collaborative ecosystem monitoring partnership formed by PRBO Conservation Science, CBNMS and GFNMS, synthesizing data for health oceans and involving citizen scientists. Data from ACCESS are used not only to assess the health of the marine ecosystem but also provides information for education and outreach purposes for future generations.

### **Sanctuary Staff Planning 2015 Biennial Marine Mammal Conference**

In December 2015 GFNMS will co-sponsor the 2015 Biennial Conference of the Society for Marine Mammalogy, to be held in San Francisco. When possible, communications and science staff attend these conferences, judging professional presentations for the Science Committee and for the Excellence in Science Communications Award. Conferences are productive venues for sharing information on marine

life including trends and emerging issues, on new research technologies, forming collaborations to optimize resources and staff; and helping develop better scientific, conservation-oriented efforts. Effective communication in science and conservation topics provides a vehicle for garnering broader-based public support of the sanctuary's programs, and an appreciation of the challenges facing its resources and the marine environment worldwide.

Sanctuary staff are proposing a special Science Communications Workshop for the 2015 conference, to better enable biologists to recognize media opportunities, and to speak in vernacular terms to reach and engage the press and the public in the excitement and challenges of scientific research.

## **RESOURCE PROTECTION**

### *Reducing Wildlife Disturbance*

#### **Whales and Other Marine Mammals**

##### **Planning Underway for 2014 Whale Season**

With the season for concentrations of large whales in central California right around corner, Farallones and Cordell Bank sanctuary staff have been working on new methods to collect data to better inform decision making, and management actions to reduce the risk of ship strikes on endangered whales. Sanctuary research, resource protection and education staff have been working together to improve coordination of data collection, outreach to mariners done by both NOAA Fisheries and ONMS. Endangered blue, fin, and humpback whales frequent Central California sanctuary waters. The sanctuary boundaries also overlap with commercial shipping lanes and high volumes of ship traffic that create a risk of ship strikes to whales. Sanctuaries are working with NOAA Fisheries and other scientists to protect whales in sanctuaries.

##### **Maverick's Surf Contest Held Near Half Moon Bay**

Gulf of Farallones National Marine Sanctuary (GFNMS) staff attended the annual Mavericks Invitational Surf Contest on January 24<sup>th</sup> at the Mavericks surf break near Pillar Point, in Half Moon Bay. GFNMS staff attended to help prevent or minimize wildlife disturbance. Other federal, state, and local agencies attended in human safety and resource protection roles. GFNMS staff and wildlife observers witnessed one potential wildlife disturbance from a low flying helicopter; the incident is being investigated. NOAA's Office of Law Enforcement cited five Motorized Personal Water Craft ("JetSki") riders for violating Sanctuary regulations. GFNMS staff also provided an educational booth and interacted with thousands of festival-goers throughout the day. The Mavericks Invitational attracts thousands of visitors each year. Raising awareness for the public that this event takes place in a wildlife-rich ecosystem and ensuring the event does not impact resources are key goals of the GFNMS. Also, continued cooperation with other agencies is crucial for effective sanctuary management.

##### **Encounters With Wildlife: Media Assist with Alerts about Whales, Seal Pups**

Several Bay Area media outlets assisted the Farallones sanctuary in cautioning boaters in the San Francisco Bay Area that they may encounter gray whales in unlooked-for places: inside San Francisco Bay, in Tomales Bay, and in very nearshore outer coast waters. Spring migration brings a procession of female grays with young calves, and of juveniles - who tarry or detour from the direct northward migration path. Also, spring harbor seal pupping season is underway, and newborn pups are sometimes "pup-napped" from area beaches when left temporarily unattended on shore by their foraging mothers. In most cases, the pair reunite themselves, barring human interference. The two press releases advised

boaters and other water and coastal recreationists about wildlife viewing “etiquette” such as approach distances, behaviors to watch from that might indicate disturbance, and emergency contact information in accordance with NOAA’s Office of Protected Resources guidelines should the animal appear distressed.

## Protecting Breeding Seabird Colonies

### Sanctuary Seabird Advocates Educate Fellow Fliers

Seabird Protection Network staff spoke to 11 pilots of the Alameda Aero Club on February 18th in Oakland, CA and to 15 members of the Peralta Sail and Power Squadron on February 25 in San Leandro, CA. Staff delivered a presentation about coastal breeding seabirds, sanctuaries and tips to avoid wildlife disturbance to each group. The Seabird Protection Network is a program of Gulf of the Farallones National Marine Sanctuary that works to reduce human disturbance to sensitive seabird breeding colonies along the central California coast through outreach and education. Presentations inform the public about wildlife disturbance and unintentional effects of flying, paddling and boating along the CA coast.

## Minimizing Risk from Oil Spills and Vessels

### Scientists Meet on Oiled Marine Mammal Response

Conservation Science staff met with representatives from the Oiled Wildlife Care Network and California Academy of Sciences (CAS), a participating member of the Marine Mammal Stranding Network, to develop a plan to improve wildlife response and NRDA protocols for oiled marine mammals in central and northern California. The plan will include training of Beach Watch volunteers collecting data on oiled marine mammals. Oiled marine mammals are infrequent occurrences in our region, leaving gaps in protocols. Over the next eight months we will develop protocols similar to our in-house protocols for response to oiled birds, with identified trained volunteers and staff, protocols that are vetted through the San Francisco Area Contingency Plan for Wildlife Operations, and vetted through the trustee agency representatives working on damage assessment. Funding for this work came from a Prescott Grant to CAS and the Farallones Marine Sanctuary Association. For more information contact [Jan.Roletto@noaa.gov](mailto:Jan.Roletto@noaa.gov) or [Kirsten Lindquist KLindquist@farallones.org](mailto:Kirsten.Lindquist@farallones.org)

## Developing Solutions to Respond to Climate Change

### Gulf of the Farallones Climate-Smart Adaptation Workshop a Success

Thirty scientists, natural resource managers, and policy experts participated in the first of a 2-workshop series to develop climate change vulnerability assessments for the North-central California Coast and Ocean Climate-Smart Adaptation Project. This is the first phase of a collaborative effort to develop adaptive management actions for Gulf of the Farallones National Marine Sanctuary and other natural resource agencies to take in response to, and in preparation for, climate change impacts. Workshop participants identified priority species, habitats and ecosystem services (termed focal resources) and discussed their information needs and available sources of data for use in future vulnerability assessments. The second workshop, tentatively planned for May 2014, will assess the vulnerability of the focal resources to climate change impacts through the use of an extensive literature review, expert elicitation and regional modeling. These assessments will provide a framework for the development of adaptive management strategies through a working group of local scientific experts and natural resource managers, targeted to be convened in late summer 2014. For more information, visit the workshop support webpage at <http://www.ecoadapt.org/workshops/north-central-ca-focal-resources>



## **New Mobile Climate Change Program Launched**

Sanctuary staff are working with Aquarium of the Bay staff to help launch their new hands-on inquiry based K-12 in school climate change outreach program. Sanctuary staff have provided professional development and curriculum content assistance for the new program, which will travel to schools in the Bay Area. All content and activities are aligned with NGSS, Next Generation Science Standards. Through strategic partnerships the Sanctuary is able to exponentially increase climate literacy, a primary goal in the ONMS Education Strategic plan.

## **EDUCATION**

### **Increasing Awareness of the Sanctuary**

#### **Farallones Staff Guide, Encourage Young Scientists at SF Bay Area Science Fair**

Science staff judged middle and high school student's science projects at the 61th Intel San Francisco Bay Area Science Fair. The science fair allows 7<sup>th</sup> through 12<sup>th</sup> grade students from eight Bay Area counties to present their science projects. This regional fair is the third and final step towards the Intel International Science Fair. The Grand Prize winners in biology, physics and engineering represent the San Francisco Bay Area at the Intel International Science Fair, held in Los Angeles, California, in May.

### **Events - Public Programs**

#### **Sanctuary Soirée Series**

##### **Mola Mola Soirée - A Sophisticated Success**

The Gulf of the Farallones National Marine Sanctuary and Randall Museum education teams joined forces to deliver an innovative, integrated evening of science and art to celebrate the Mola mola. Over 150 people enjoyed a presentation by Tierney Thys, Ph.D. Thys is a marine biologist, National Geographic Explorer and TED trained speaker whose Mola mola research and conservation efforts have taken place in many parts of the world. The evening invited hands-on participation in multiple art forms such as printing, sculpting, viewing film and being immersed in a Mola mola exhibit. Using the enormous appeal of the Mola mola inspired a large diverse group of people to get involved, or amplify their efforts, in protecting marine life, especially the Mola mola.

#### **Sanctuary Explorations Series**

This program provides the public with a deep experiential visit to the natural and maritime treasures within the Gulf of the Farallones National Marine Sanctuary. These expert-led programs increase sanctuary awareness and increase ocean literacy while cultivating a broader constituency for the sanctuary program.

Sanctuary Staff coordinated a successful whale watching trip along the San Mateo County coast on March 22<sup>nd</sup>, with 27 members of the public participating. The rest of the boat, 36 people in total, were positively influenced by this event and received up to date information on research and protection efforts led by the sanctuary. Participants viewed eight gray whales up close, and were lucky enough to see a Northern Fulmar.

## Public Programs

### **Farallones Family Program Highlights Salmon Life Cycle, Biology**

On March 1st five adults and seven children aged 4 to 9 attended a GFNMS Family Program on Salmon. Participants learned about the amazing life cycle of salmon, using props and powerpoints. They experienced a salmon dissection and learned about the physiology and adaptations of this remarkable fish. In addition, the group played a giant interactive chutes and ladders game based on the salmon lifecycle. Blending art and science, the group were invited to make and take home a beautiful salmon ink print from a dead specimen using the ancient Japanese art of Gyotaku.

## GFNMS Visitor Center

**Visitor Center:** The Farallones sanctuary Visitor Center educates diverse audiences of the general public along an environmental literacy continuum including developing awareness, building a knowledge base, changing behavior, and building a stewardship ethic. Drop-in visitors come from the Bay Area and all over the world. School programs include plankton netting for view under the microscope, searching for shore crabs and activities in the Visitor Center to learn about animal adaptations. Students take part in indoor as well as outdoor activities on Crissy Field Beach in the Golden Gate National Recreation Area.

Farallones sanctuary Visitor Center field trip programs promote ocean literacy and provide standards-based interactive programs inside the center and in the field for kindergarten through high school.

**Oceans After School:** Using the endless appeal of our local marine wildlife and habitats, the Sanctuary Education Team offers 16 hours of fun, hands-on, lively marine science programs for after-school programs on topics such as sharks, salmon, seabirds, whales, squid, and plankton. These enrichment programs are dynamic, interactive, and integrated into state standards. Our marine science educators deliver the programs during an 8-week window and primarily serve low-income under-served students. One hundred eight students completed the program.

### **City of San Francisco Increases Commitment to Oceans After School**

In December, in collaboration with the Farallones Marine Sanctuary Association, the City of San Francisco awarded the Oceans After School program an additional \$20,000 to align the program curriculum to the Next Generation Science Standards, to provide hands-on plankton workshops at the sanctuary visitor center to families of Oceans After School participants; and to extend the program from 12 to 14 after-school sites. Oceans After School brings 16 hours of dynamic, hands-on, marine science programming to low-income under-served 3rd-5th grade students of San Francisco on topics such as sharks, salmon, seabirds, marine mammals, squid, and plankton. The additional funding was announced after sanctuary educators completed the fall series at several schools in San Francisco. One hundred twenty-six students completed this in-depth marine science program in schools throughout San Francisco during the fall.

The program and additional funding support multiple objectives of the Office of National Marine Sanctuaries' Education Strategic Plan. As part of the sanctuary's multicultural programming, Oceans After School increases ocean literacy for a population of low-income youth that reflect local community demographics. Also, by fostering strong governmental partnerships with the City of San Francisco, the sanctuary and supporting foundation were invited to apply for additional funds beyond their current grant.

## At-Your-School (AYS) Programs

**At Your School:** The At Your School (AYS) programs served schools throughout the San Francisco Bay area, primarily during the school term. The AYS program has reached tens of thousands of Bay Area students with programs such as the Crab Cab, Seabird Shuttle and Sharkmobile. AYS is an outreach program of the Gulf of the Farallones National Marine Sanctuary designed to promote environmental literacy and increase students' awareness and knowledge of coastal and marine life. It includes standards-based interactive classroom programs for kindergarten through twelfth grades. During the quarter, students and their teachers from several Bay Area schools participated in At Your School Programs. AYS staff travel throughout the area to bring ocean education to schools in Alameda, Contra Costa, San Mateo, Marin, Santa Clara and San Francisco counties. Programs include the Sharkmobile, Crab Cab, Seabird Shuttle, and Ocean Acidification. In total, the programs served 390 students and 17 teachers in 18 programs.

**Fisherman in the Classroom:** Give a Man a Fish ... Teach a Man to Fish ... Maimonides' quote about learning to fish for life-long sustenance doesn't quite fully describe the satisfactions, frustrations, benefits, drawbacks, vagaries, and opportunities experienced by those who fish for a living.

Youth offenders glimpsed life beyond walls, beyond the Golden Gate when, on Friday March 7, GFNMS Fisherman in The Classroom headed to the Juvenile Detention Facility of San Francisco. Thirty-eight young inmates between the ages of 13 and 18 received a presentation by a local fisherman, and using hands on teaching techniques involving industrial crab traps, salmon fishing gear, and a hatchery salmon, learned about the lifestyles and challenges of being a fisherman in Central California. A GFNMS educator led an introduction to the sanctuaries and explained the importance of fishing communities to our west coast marine sanctuaries.

Also on February 7, Fisherman in The Classroom went to Galileo School San Francisco where one hundred ten 11th and 12th grade students received a presentation by a local fisherman and education staff.

On Friday 17th of January 2014, the Farallones Fisherman in The Classroom program headed to Drew School in San Francisco to highlight commercial fishing in the marine sanctuaries. Eighteen 12th grade students met local fisherman Mike Hudson.

On Thursday 20th February 2014, Farallones sanctuary Fisherman in The Classroom and the WAVES Program headed to O'Connell High School, San Francisco to highlight fishing in our marine sanctuaries. Forty-five 11th and 12th grade students participated.

Also, Fisherman in The Classroom visited two San Mateo County schools to highlight fishing in the marine sanctuaries. Forty 5<sup>th</sup>-graders at Farallones View Elementary School, Montara, and forty 6th/7th graders at Wilkinson School, El Granada, met local fisherman Mike Hudson.

In March, Gulf of the Farallones National Marine Sanctuary education staff teamed up with local fishermen to deliver programs to 25 11<sup>th</sup> graders at Lick Wilmerding High School in San Francisco. The teaching team brought fishing gear, video, stories, recipes and activities to highlight the rich maritime fishing culture of the Central California Coast.

### ***Educator Training/Professional Development***

#### **Farallones Sanctuary Hosts Ocean Acidification Workshop**

On Saturday February 22 twenty educators from San Francisco Bay Area schools and institutes met at the Farallones marine sanctuary (GFNMS) campus to participate in a four hour teacher workshop on Ocean



Acidification. The teachers enjoyed presentations from two leading scientists in the field of ocean acidification. Jim Barry is a senior scientist at Monterey Bay Aquarium Research Institute studying ocean acidification effects on the biology and ecology of marine benthic communities. Jill Bible is a UC Davis graduate student at Bodega Bay Marine Laboratory studying the effects of ocean acidification in oysters. Participants also learned about new teaching techniques and resources developed by GFNMS, including classroom activities and props about ocean acidification. The workshop also investigated plankton more sensitive to lowering pH in the ocean, fishing for plankton from our bay side classroom and studying it under microscopes.

## ***LiMPETS – Long-term Monitoring Program & Experiential Training for Students***

The Long-term Monitoring Program and Experiential Training for Students – LiMPETS – is a statewide national marine sanctuary program that trains teachers and students to get involved in real scientific investigations and become ocean stewards. Teacher workshops expand teacher knowledge and ultimately increase the number of student citizen scientists doing science along our shores. It also introduces new teachers from a diversity of communities to the national marine sanctuary program.

### **Student Film ‘Ripples’ Wins Citizen Science Award**

This quarter brought very exciting news for our young LiMPETS (Long-term Monitoring Program and Experiential Training for Students) citizen scientists and filmmakers. Two LiMPETS filmmaking teams from Lick-Wilmerding High School in San Francisco were chosen to be among 17 finalists (out of 109 entries nationwide) in the “2014 Youth Making Ripples” Film Festival. Their films were debuted at the festival on Saturday, January 18th at the Florida Institute of Technology. Contest winners included Zack Katz and Jade Sparks who received the Citizen Science Award for their film Ripples. A big congratulations to all student finalists and winners. Teacher Gillian Ashenfelter says that her students are ‘very stoked.’

During the 2013-2014 school year, LiMPETS has partnered with teachers from Bay Area high schools to pilot a new ‘upper tier of engagement’ for students wanting to delve more deeply into the scientific process. This upper tier includes, ultimately, the communication of their LiMPETS monitoring results (and why their results matters) to the public via blogs and film.

### **LiMPETS Students Continue to Track Sea Star Wasting Disease**

Sea star wasting syndrome has been continuing to spread, causing mass mortality of stars along the west coast since Summer 2013, as far south as San Diego. In October 2013, LiMPETS (Long-term Monitoring Program and Experiential Training for Students) students had documented the near disappearance of ochre sea stars at monitoring sites near San Francisco. By December and January, the disease wiped out most ochre stars within our study areas around the Monterey Bay region. Now, the disease is affecting sites in Santa Barbara; at Coal Oil Point 80% of the sea stars are currently affected. In contrast, sea stars at Carpinteria State Beach are now just showing signs of disease. The cause remains unknown.

Significance: Because the geographic extent of this mortality event is so large, it is critical for research and citizen science groups to collaborate in order to better understand what is happening. LiMPETS has helped fill in gaps about affected areas for the lead research network while also honing in on the extent of the disease in rocky intertidal areas of the sanctuary. For more information, contact [adean@farallones.org](mailto:adean@farallones.org).

## ***MEDIA & COMMUNICATIONS***

### **Outreach Through Media**

Communications staff worked with regional communications staff to update and refine talking points and messages regarding: radioactive waste dumped in the Farallones sanctuary (recently reported in Wall Street Journal); also, for the anticipated release of the white shark Programmatic Environmental Assessment; proposed boundary expansion; and took part in a conference call with regional and other west coast sanctuary staff regarding tourism and marketing opportunities and strategies.

### **SF Chronicle Environmental Reporter Receives Sanctuary Award**

On Tuesday, January 14, the Farallones National Marine Sanctuary presented its "Media Appreciation Award" to Peter Fimrite, a senior science and environment reporter for the Bay Area's largest daily publication, the San Francisco Chronicle. The award was given in recognition of his balanced and accurate reporting on issues affecting the environment, and the ocean environment in particular. When properly utilized, media can prove an effective means of amplifying the capabilities of marine sanctuaries to increase ocean literacy through news coverage, and cultivating contacts within the industry is key to its success. Science journalists have contributed significantly to public awareness of many issues, and an informed public is needed to support sanctuary programs.

### **Presidential Directive Mandates Travel, Tourism Increase; Promoting the Sanctuaries**

In response to President Obama's National Strategy to Increase Travel and Tourism in the United States, and the Office of National Marine Sanctuaries' mission to spread the sanctuary messages beyond coastal communities, Farallones sanctuary communications staff was tapped to assist in the development of a local strategy to draw visitors to the Farallones marine sanctuary, and facilitate their responsible enjoyment of sanctuary wildlife and habitats. The National Strategy is a blueprint for expanding travel to and within the U.S., laying out concrete steps to be taken in order to attract 100 million international visitors annually by the end of 2021. These international visitors would spend an estimated \$250 billion per year, creating jobs and spurring economic growth in communities across the country. For details see the [National Tourism and Travel Strategy](#).

### **Preparing for Proposed Boundary Communications**

Farallones and Cordell Bank sanctuaries, and the Farallones Marine Sanctuary Association staff, took part in special communications training in January to prepare them for addressing questions and delivering messages related to the proposed expansion of the Gulf of the Farallones and Cordell Bank sanctuaries into Sonoma/Mendocino counties coastal waters. Sarah Marquis, Communications Coordinator for the Western Region, conducted the training, and has worked with sanctuary staff on talking points and a communications plan. Other goals were to update staff on the timeline for release of expansion-related documents, and to reiterate the internal communications plan for the Farallones marine sanctuary, including the internal chain of communication with media.

Informal as well as formal communications are ways of disseminating accurate information regarding the sanctuaries and the expansion proposal. With the advent of social media, the lines between private conversation and blogging for public consumption have blurred significantly. The chance exchange at the market or PTA meeting may find its way into the general press, in which event we'll be prepared.

## **OPERATIONS**

### **Historic Building Redesign Documents Completed**

The design team has completed the 100% Construction Documents and Cost Estimate for the Shop/Garage (aka Boathouse). This completes the design phase for that building. Plans call for the first floor to be used as wet & dry labs for education and outreach; the second floor will serve as offices and storage for education staff. The first floor also includes a tool/work room as well as a bathroom with an exterior door to support outdoor programs. Many modern features have been added to make the space

comfortable without disturbing the historic fabric, such as sliding glass doors, skylights, window, heating, carpet, new stairwell, internet and communications, etc.).

The Construction Documents will be archived and referenced once we obtain funding to complete the construction. Costs estimates to complete the construction begin at \$915K and escalate 4% each year.

## Farallones Sanctuary Future Events ~ 2014 Calendar

### Upcoming Events –

#### February

16 Sanctuary Explorations: Ano Nuevo Elephant Seal Tour \*\*

#### March

29 Sanctuary Soiree: Mola Mole Soiree \*\*\*

#### April

Pescadero Marsh Walk

#### May

1 Sanctuary Advisory Council, Bodega Bay

TBD Sanctuary Exploration Series: Behind the Scenes at The Marine Mammal Center, Sausalito  
\*\*

#### June

16 Sanctuary Explorations: Seabirds on Alcatraz \*\*

\* Visit the Farallones Marine Sanctuary website for details and registration: [www.farallones.org](http://www.farallones.org).

\*\* Contact Erica Warren, [ewarren@farallones.org](mailto:ewarren@farallones.org) or 415/ 561-6622 x232

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## **GET INVOLVED – AND STAY INFORMED!**

Sign up for the Farallones sanctuary list serve to receive email notices about upcoming sanctuary events and public meetings. To learn how to get involved in the sanctuary visit: <http://Farallones.noaa.gov>; or to subscribe to Upwelling, the Farallones Marine Sanctuary Association newsletter: visit <http://www.Farallones.org>.

To learn more about the Sanctuary Advisory Council visit:  
<http://Farallones.noaa.gov/manage/SanctuaryAdvisoryCouncil.html>