

CINMS CONSERVATION WORKING GROUP
11/14/12 REPORT [CORRECTED 11/20/12]
Environmental Defense Center Conference Room,
906 Garden Street, Santa Barbara

Present: Greg Helms (Ocean Conservancy), Kristi Birney (EDC), Debra Herring, Michael Smith (Gray Whales Count), Danni Storz (Gray Whales Count); Rayon Carruthers (member of the public).

Staff: Sara Hutto, Danielle (Danni) Lipski

I. INTRODUCTIONS

II. MARINE PROTECTED AREAS

- A. CINMS/EDC Bren School group project: Kristi reported that students are on target for achieving the project objectives and have compiled existing bio-geographic data. They are currently developing the Random Utility Model (RUM) to look at non-consumptive users and aiming to determine the non-market value of recreation by private boaters within the CINMS. They are working to determine what attributes are most valuable to non-consumptive boaters and see how these attributes influences decision making process in terms of sanctuary visitation, activity, and site choice. Attributes they will examine include kelp, biological resources, and - if data and time allow - MPAs and exposure (combination of swell, wind, and wave site intensity). Students anticipate presenting project results at the March 2013 SAC meeting.
- B. Report on Sanctuary Education Team MPA education meeting: Kristi, Greg, and Debra all attended the meeting. Kristi reported that the CINMS SAC Education Team hosted a meeting with approximately 25 participants with local representatives from a wide variety of agencies, NGOs, research institution, educators, and recreational fishing. These smaller regional meetings were identified as a next step during the Ocean Communicators Alliance Workshop held at the Cabrillo Marine Aquarium in May 2012. The SET meeting was an opportunity for people in our region working on education, outreach, and communication for MPAs to meet and gain an understanding about what others are doing. Greg reported that each group was able to highlight the work they are doing and an interest in coordinating efforts for celebrating Underwater Parks Day January 19, 2013. Debra reported that a topic of discussion was how important including a discussion about native people is, and specifically highlighting the culture of the Chumash community. In breakout groups and as a larger group there were discussions about the four main lenses that can be used when talking about MPAs, including: 1. Legacy, 2. Big Breeders "Female Fish" 3. Under Water Parks, and 4. What About Me.

Danni (Lipski) reported that Maria Petueli will give an update at the SAC meeting about the next steps from this workshop. It is thought that the

Education Team will now go back to the SET Matrix to identify products that can meet new audiences.

It was recommended that future MPA Education Team Meetings also be forwarded to the CWG list-serve.

Danni (Storz) reported that Gray Whales Count has seven years of data on the Campus Point State Marine Conservation Area prior to its implementation, and is coordinating with SB Channel Keeper to align data collection efforts with MPA Watch.

III. WHALES & SHIPPING

- A. IMO: the IMO subcommittee recommended moving the Santa Barbara Channel TSS to help protect whales from ship strikes. The Marine Safety Committee will make a final decision at its meeting November 26-30, 2012. Danni (L) reported that staff anticipates having the US Coast Guard present at a SAC meeting in early 2013.

- B. SB APCD – Port of LA Environmental Ship Index Program: Kristi and Greg attended a meeting hosted by the SBC APCD. Carter Atkins (Port of LA) and Bruce Anderson (Starcrest Consultants) talked about the Green Flags Program. They focused on the Environmental Ship Index (ESI) Program at the Port of LA. This program aims to get ships to perform better than IMO regulations. This internationally recognized program has also been adopted at other Ports (mostly in Europe) and each Port tailors the ESI program to their specific needs. The LA Port includes incentives for using: lower sulfur fuel; improved engine technologies, an Energy Efficiency Management Plan, on-shore power technology, and vessel speed reduction (VSR). We also learned that it is possible to be an ESI provider even if you are not a Port. The incentives provided by the program do not offset the total cost to the operator for slowing down. However, shipping companies are using the ESI for PR to secure companies like Nike and others who want goods shipped by companies with high environmental performance standards. The total cost of the program for VSR at the Port of LA is approximately \$2 million/yr.

Sara reported that the Bren School cost benefit class is examining the cost and benefits of slowing down ships in the Santa Barbara Channel and is working with CINMS and APCD to get data and other relevant information for their project.

- C. 2012 Season Update: CINMS discontinued the NOTM for the slow speed zone in September 2012. On November 1st they discontinued the NOTM for the entire whale advisory zone. NMFS and CINMS will hold a meeting at the end of this year to evaluate 2012 actions and start planning actions for next year.