

Description		Dates	Message(s)
Whale Advisory Listserv & CA Air Resources Board Ocean Going Vessels listserv	Communicate w/ shipping industry and others about whale conservation and management off the U.S. west coast http://www.rain.org/mailman/listinfo/noaa-whale-advisory-l	2012-present	Notify of voluntary vessel speed reduction (VSR) and relevant working group meetings; distribute outreach materials
Local Notice to Mariners (LNM) (District 11)	LNM's are the vehicle for the USCG to communicate to professional mariners up to date information on changes to navigation rules, aids to navigation, and local hazards. Published online and in print once per week. CINMS publishes voluntary VSR notices in District 11 LNM during whale season http://www.navcen.uscg.gov/?pageName=lnmDistrict&region=11 USCG MARINE SAFETY INFORMATION BULLETIN 11-09	LNMs issued seasonally from 2007-present when whales are present. The Marine Safety Info Bulletin has been published from 2009-present	Request to exercise caution and slow down due to large numbers of whales; voluntary VSR notices (maps included)
Marine Band Radio - NOAA WX 3	The NOAA Weather Radio network provides voice broadcasts of local and coastal marine forecasts on a continuous cycle. The Oxnard National Weather Service office broadcasts the Whale Advisory message	2007-present when whales advisory in effect	Broadcast VSR / whale advisory
Whale Alert & Spotter Pro	Mobile applications that allow people to record whale sightings; Spotter is for trained whale observers http://www.whalealert.org/	2012-present	Report whale sightings Voluntary VSR and other managed ocean zones are displayed on the maps

Whale Alert Brochure/Pocket Guide	Whale identification; Encourage use of whale alert http://channelislands.noaa.gov/management/resource/pdf/whale-alert-pocket-guide.pdf	2015	Report whale sightings
Whale Alert Infographic	Encourages use of whale alert http://channelislands.noaa.gov/management/resource/pdf/ship-strike-infographic.pdf	2015	Report whale sightings Ship strikes kill whales
Whale Poster	Developed with the Pacific Merchant Shipping Association to encourage mariners to identify whales and report sightings http://channelislands.noaa.gov/management/resource/pdf/whale-poster.pdf	2013	Whale Identification and reporting. Report sightings to whales@noaa.gov. Report distressed or entangled whales to (877) SOS-WHALe [767-9425]
Dock Walks	Walk around the port to interact directly with Captains and crews and distribute information.	One attempt	Raise awareness of ship strike threat, develop relationship with Mariners
Presentations	NOAA staff have made dozens of presentations and hosted meetings. Example: Ship strike overview - US Attorney's Office We Love Wildlife Lunch and Learn (Bingham 2013)	On-going	Raise awareness of ship strike threat, develop relationship with Dept. of Justice

<p>Web and Social Media</p>	<p>http://channelislands.noaa.gov/management/resource/ship_strikes.html</p>	<p>on-going</p>	<p>Overview of ship strikes and resources</p>
<p>Press Releases, Podcasts, and Other Media (print, radio, television)</p>	<p>PRESS RELEASE: Protecting blue whales and blue skies: Results from 2014 ship speed reduction trial in Santa Barbara Channel PRESS RELEASE: Slowing ships down for cleaner air and whale protection (Six global shipping companies to participate in trial incentive program for Santa Barbara Channel) PRESS RELEASE: More ships to slow down for cleaner air and whale protection: Ventura County Air Pollution Control District chips in for ship speed reduction incentive trial Thank You Ocean Podcast Video: West Coast Ship Strikes Thank You Ocean Podcast Video: Reducing the Threat of Ship Strikes to Whales Thank You Ocean Podcast Video: Slowing Ships for Cleaner Air, Safer Whales</p>	<p>3/3/15 8/4/14 9/9/15 2012 2013 2014</p>	<p>VSR program VSR program VSR program VSR program</p>
<p>Coast Pilot 7 (Chpt. 3 and 5)</p>	<p>http://www.nauticalcharts.noaa.gov/nsd/coastpilot_w.php?book=7; Chpt 3 (Sec. 93-112): http://www.nauticalcharts.noaa.gov/nsd/xml2html.php?xml=coastpilot/files/cp7/CPB7_E47_C03_20150904_1812_WEB.xml</p>	<p>2015, edition 47</p>	<p>Detailed messaging about whales and ship collisions. EXCERPT: (100) Precautions when transiting whale habitat: (102) NOAA may make recommendations to large vessels to reduce speed in specific areas to reduce the risk of lethal ship strikes. NOAA's recommendations are broadcast via the Coast Guard Notice to Mariners (and appear in the published Local Notice to Mariners) and NOAA Weather Radio. To receive current advisories and other whale-related information, mariners can sign up for e-mail announcements here: http://www.rain.org/mailman/listinfo/noaa-whale-advisory-l.</p>

Marine Exchange of Southern California Direct Communication with Ships' Agents	Mx SoCal has a list of ships' agents that they push information to every day. Every arriving ship has an agent that handles its matters, so this could reach every arriving ship. The primary information that is transmitted is Naval operations. Information is transmitted in multiple ways (such as email).		Primarily information about Naval operations. Sometimes information on whale sightings. Could be expanded to include more whale messaging.
Updated 9/30/15			

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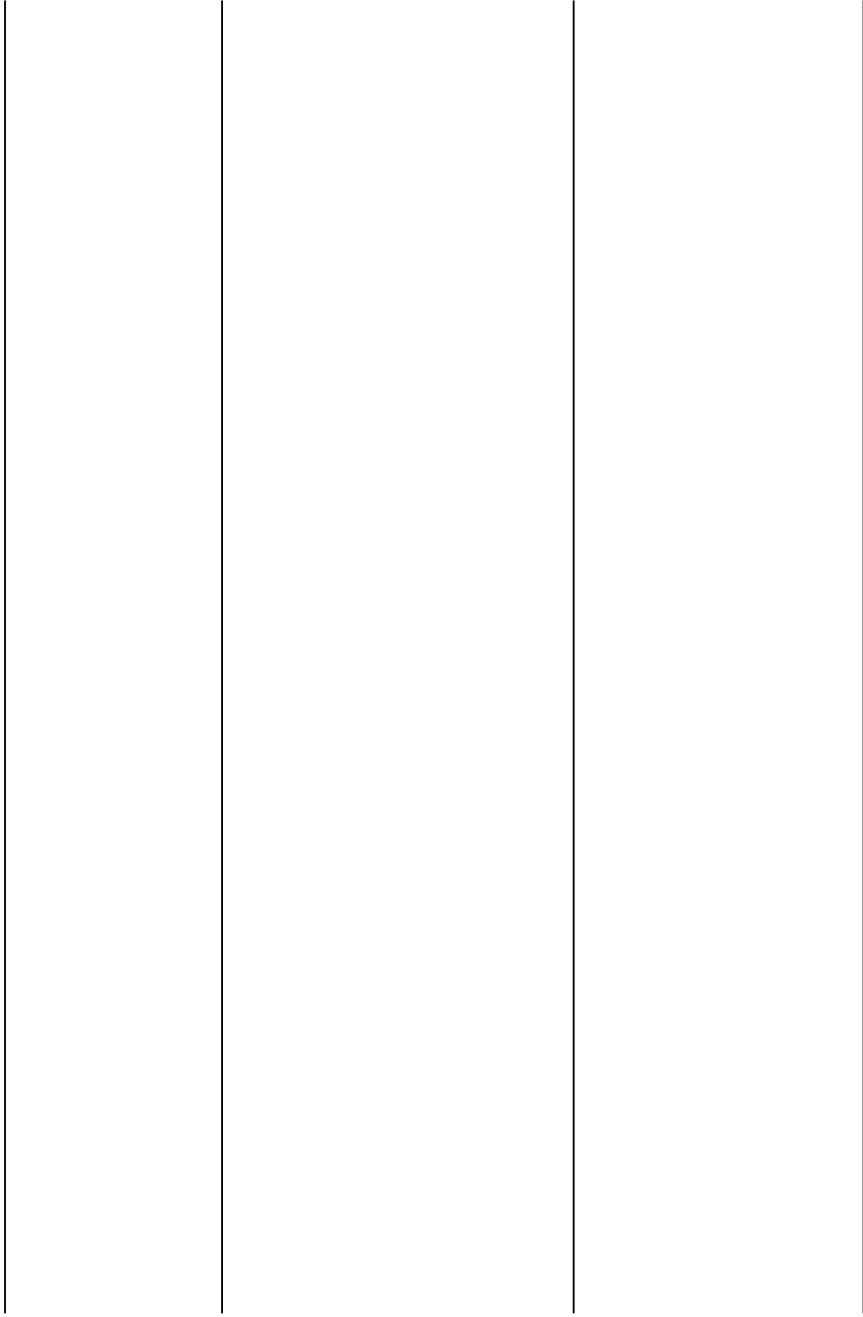
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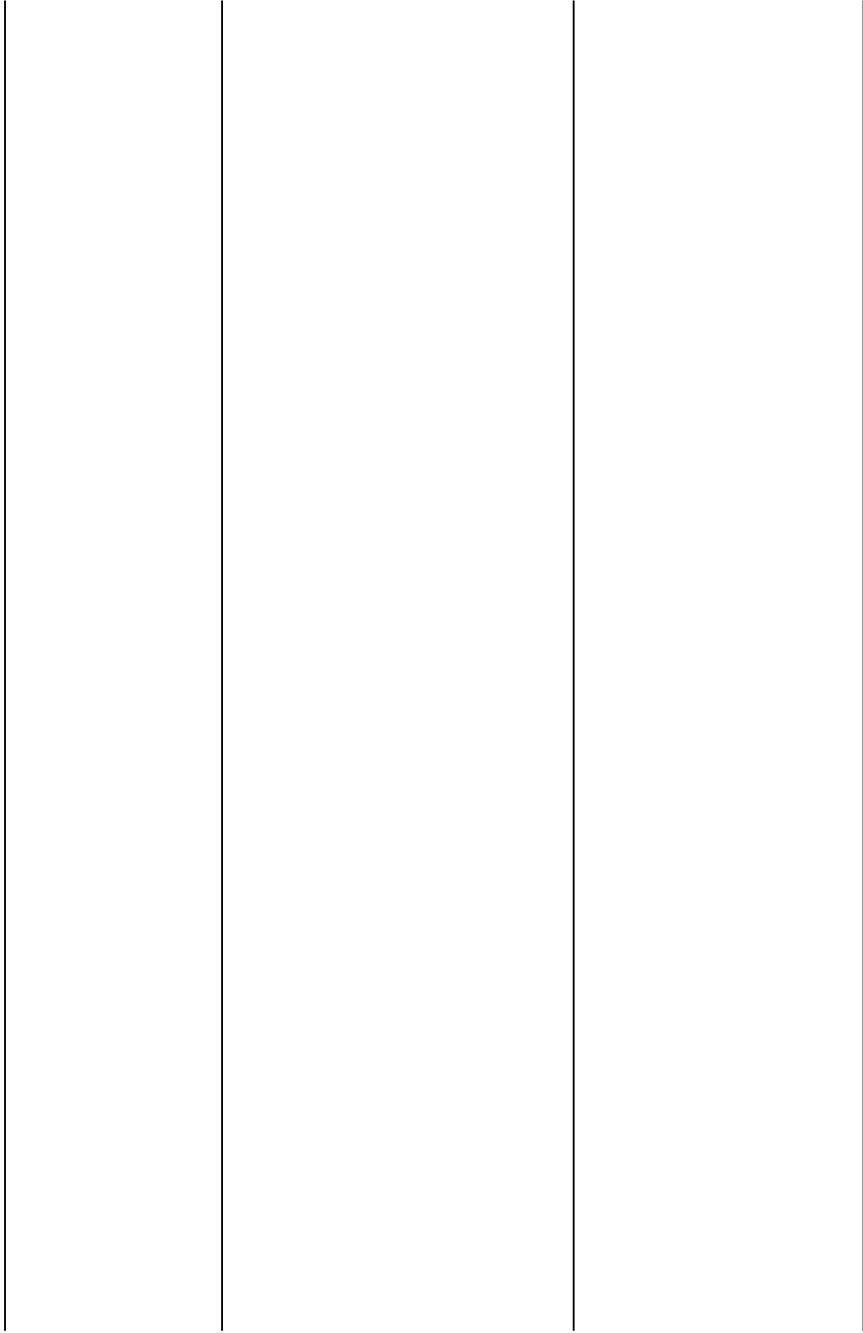
Primary Audience(s)	Evaluation/Feedback	Notes, Questions and Next Steps
Shipping Industry	<p>Whale Advisory Listserv - mostly shipping industry representatives (163 members total); CARB listserv - thousands of members.</p> <p>Compliance with voluntary VSR remains low</p>	<p>Who from our target audience is not on this list? Perhaps people who are higher up in large shipping companies, and are in charge of scheduling, routing, and regulation compliance.</p>
Mariners	<p>According to McKenna et al. (2012), "the Code of Federal Regulations states that failure to be aware of them [LNMs] constitutes neglect of duty for licensed officers operating large vessels. Thus, a reasoned basis exists for believing that vessel masters are aware of it." However, McKenna et al. also states that there has been no change in average daily ship speed related to the LNM periods, indicating that a lack of compliance is not due to a lack of awareness, but rather because of the voluntary nature of the VSR.</p>	<p>How to improve cooperation and compliance with the NOAA messaging in the LNM?</p>
Mariners		
Public/Mariners	<p>Adoption by the shipping industry has been low</p> <p>Quality and value of data needs to be evaluated -- may be more useful as an education/awareness tool</p>	<p>How do we expand adoption and use? Who is our target audience for expansion?</p>

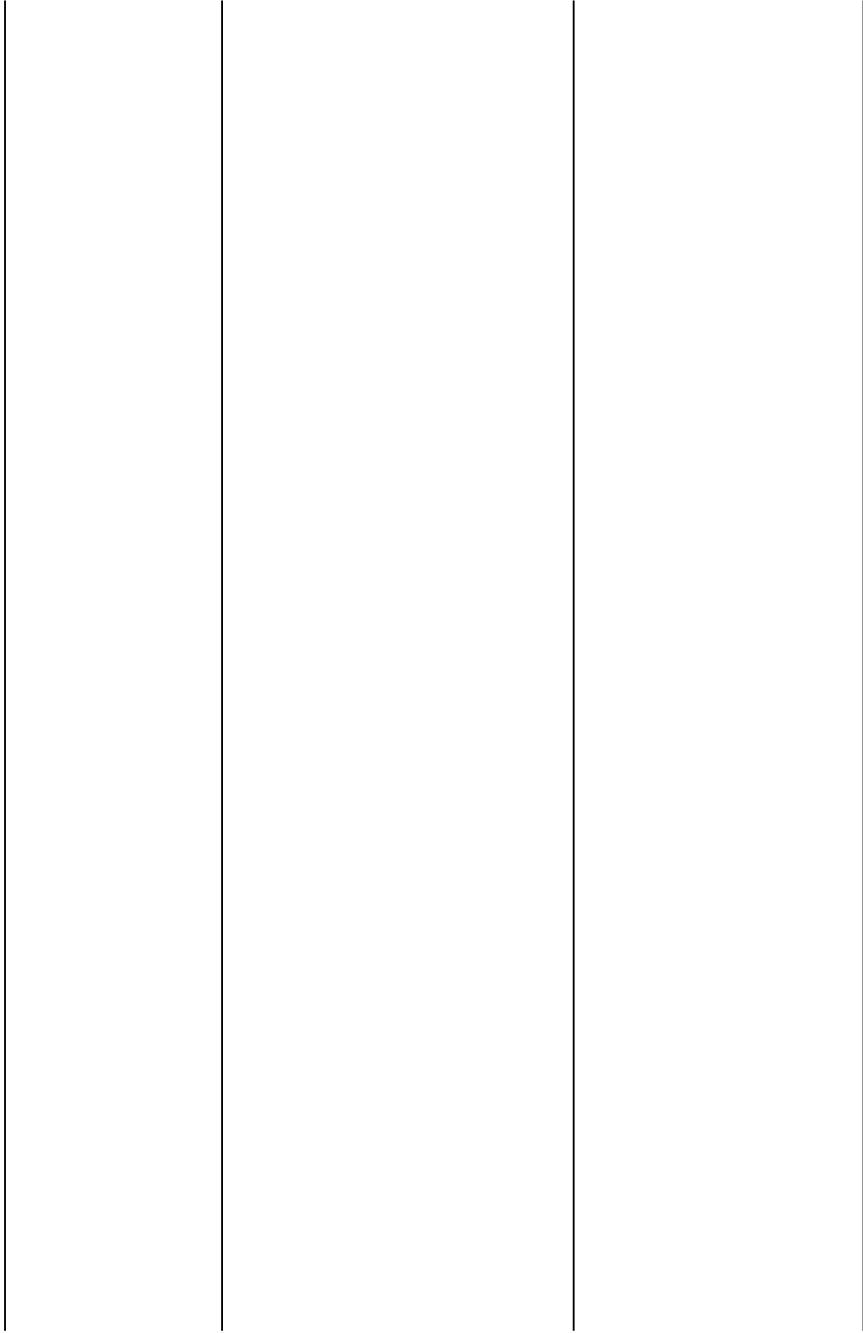
Public/Mariners	<i>Results not known</i>	
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Large Ships / Mariners	<p>According to JWG 2015 update, whales@noaa.gov has only received reports from one commercial operator, a NOAA vessel, and one whale watch operator</p> <p>http://farallones.noaa.gov/manage/pdf/sac/15_05/shipstrike_update_doc.pdf</p>	<p>First run of 10,000 posters have been distributed.</p> <p>It is unclear whether a second run of posters will increase reporting.</p>
Mariners	A NMFS representative attempted a dock walk and determined it was not feasible (one can't simply walk on to a container ship--access is limited). Also, there was no dedicated staff or training.	A more feasible way to achieve in-person communication with Captains and crews may be to host recurring meetings with Captains, crews, shipping agents, etc. to discuss whales and relevant issues
Shipping representatives, general public, US Attorneys Office	Generally raises awareness of ship strike issue and NOAA efforts to minimize risk	Staff willing and able to meet with any group.

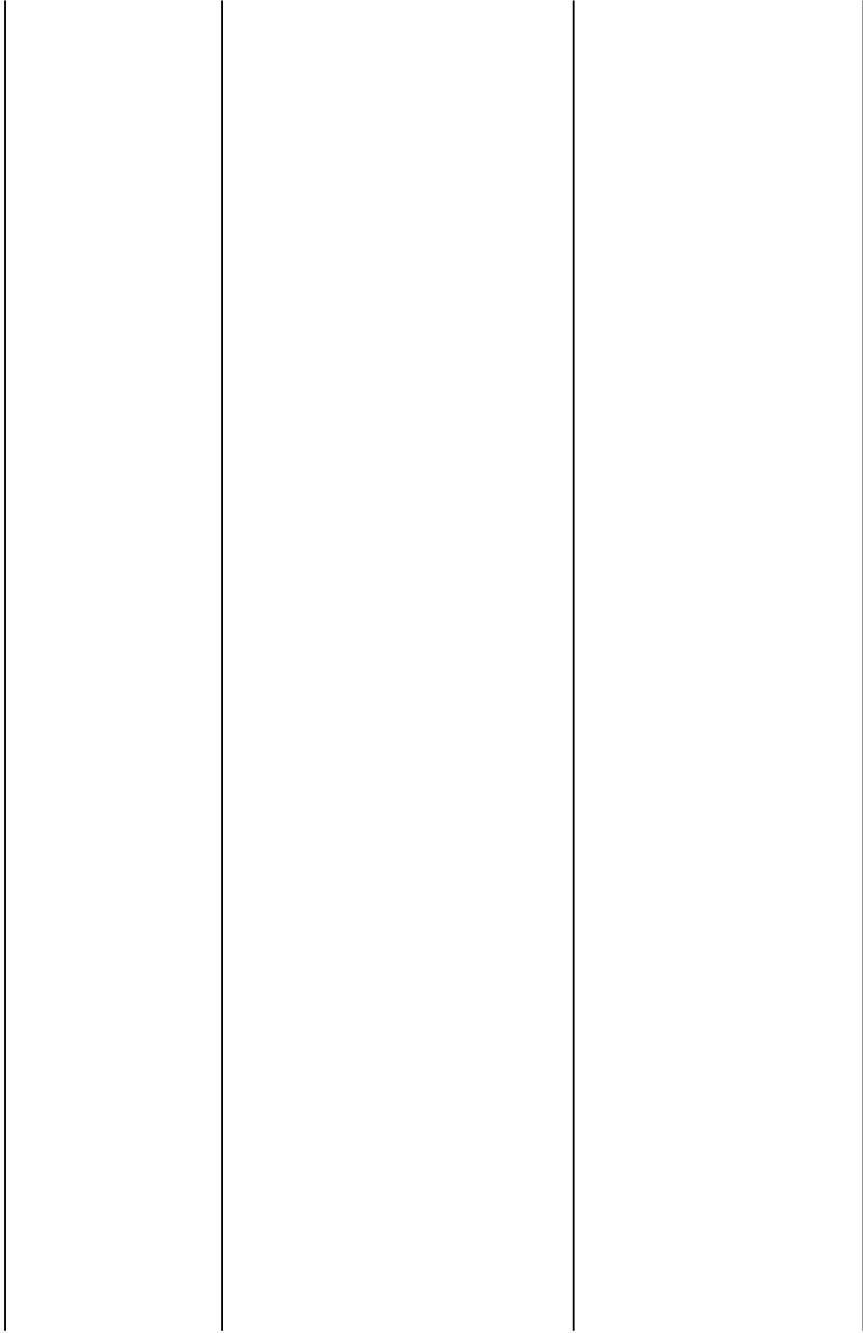
Public	CINMS facebook page has 4,088 page likes, most are 25-54 years old, mainly from Santa Barbara, Ventura, and LA; 200 followers from Bangladesh.	Continue to keep social media fresh and need to expand to more followers
Public/ media Public/ media Public/ media Public Public Public	Thousands of impressions. VSR trial was covered by Sky News, KCLU, PRI, LA Times, Reuters, and San Jose Mercury News. It was also covered at Capitol Hill Ocean Week 2015.	Is there a way to use positive PR to incentivize compliance with voluntary measures?
Professional and all other mariners		NOAA staff to review annually and provide updates

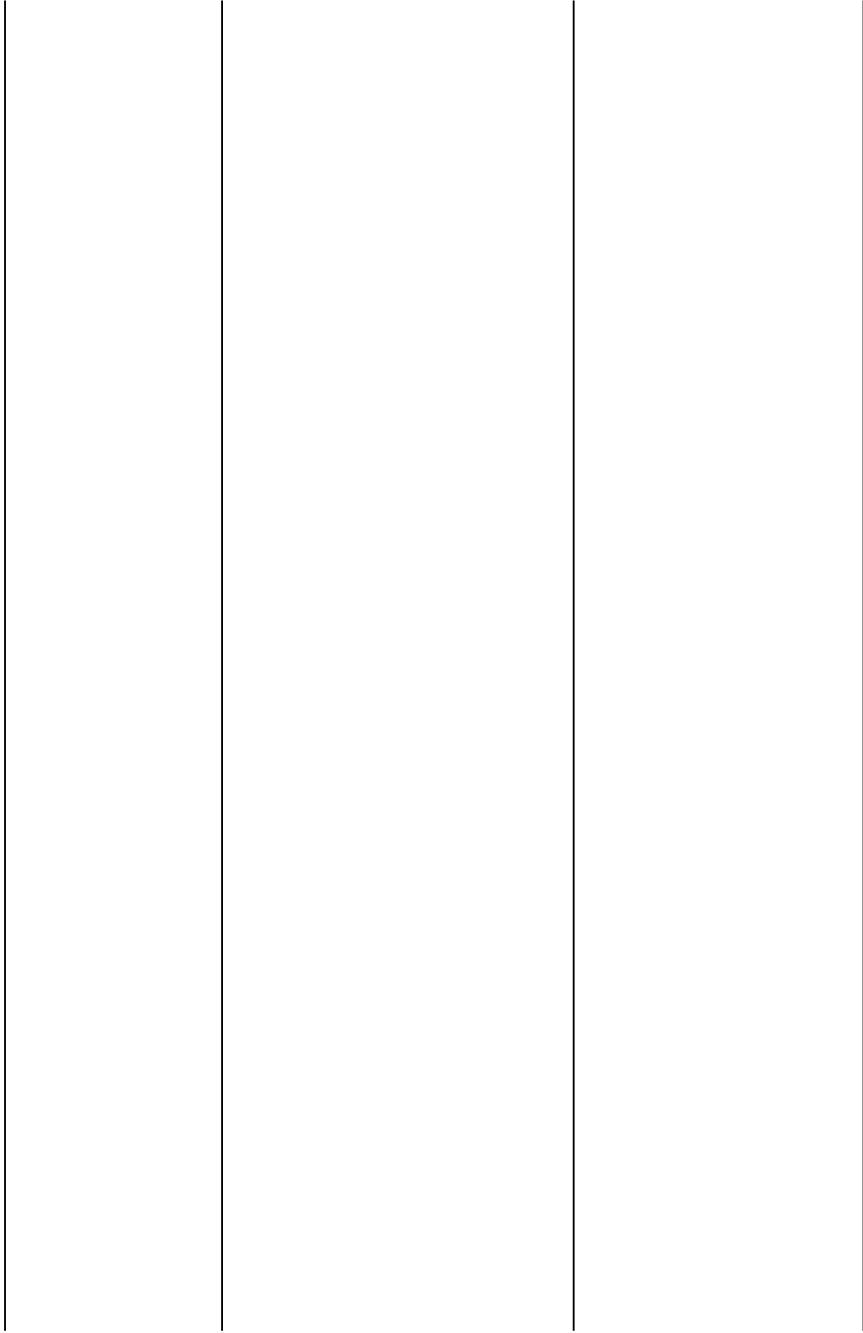
Shipping Agents	A more formal/expanded use of this address list could be formed.	

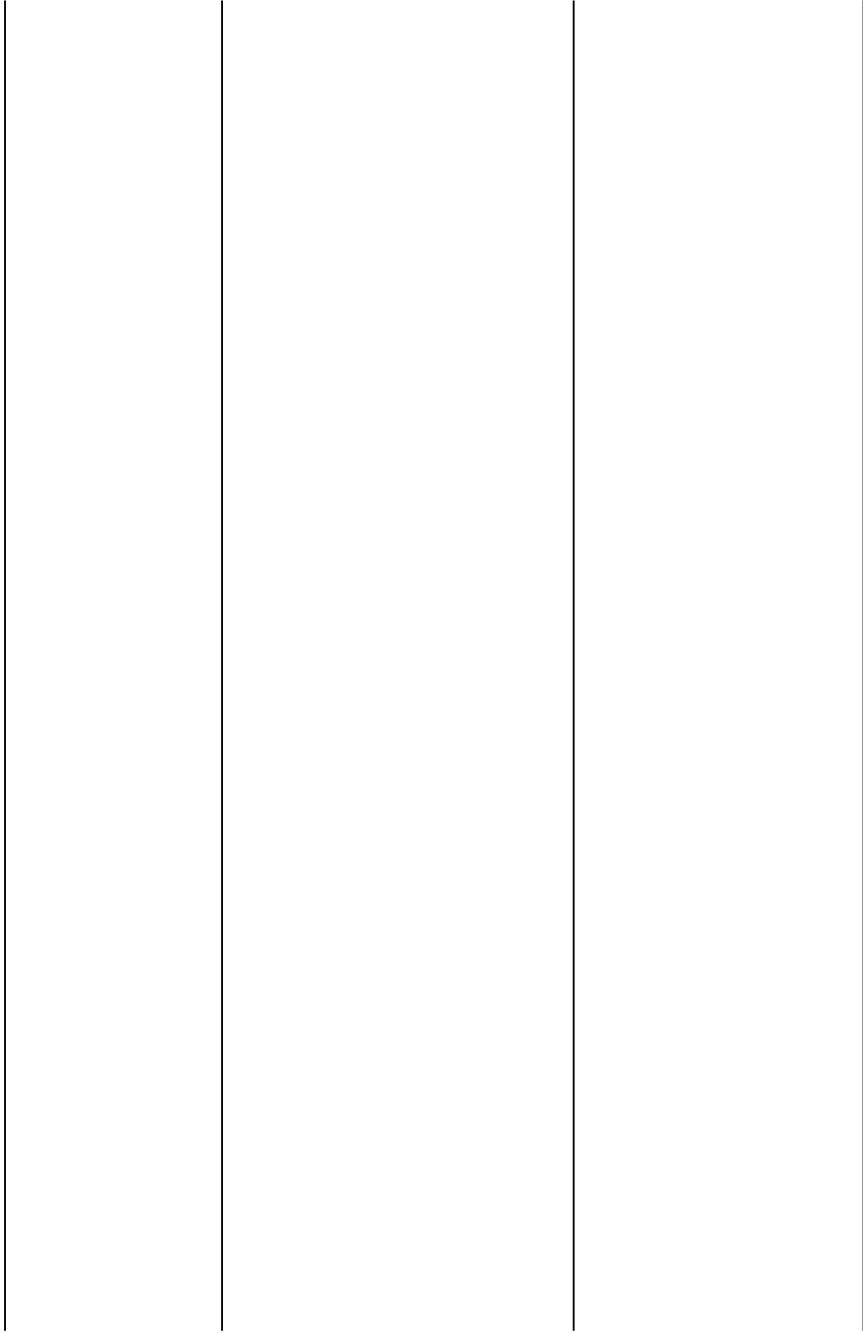


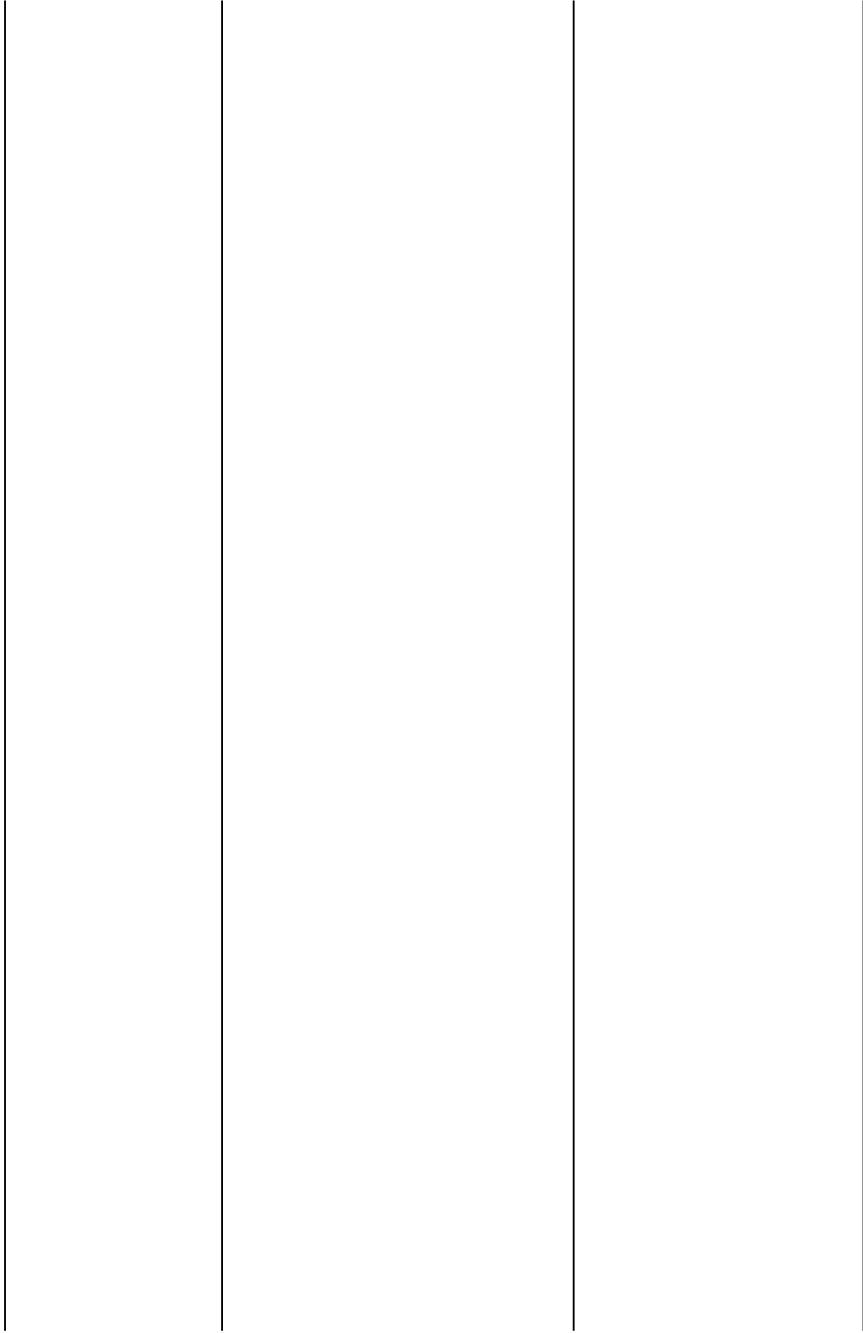


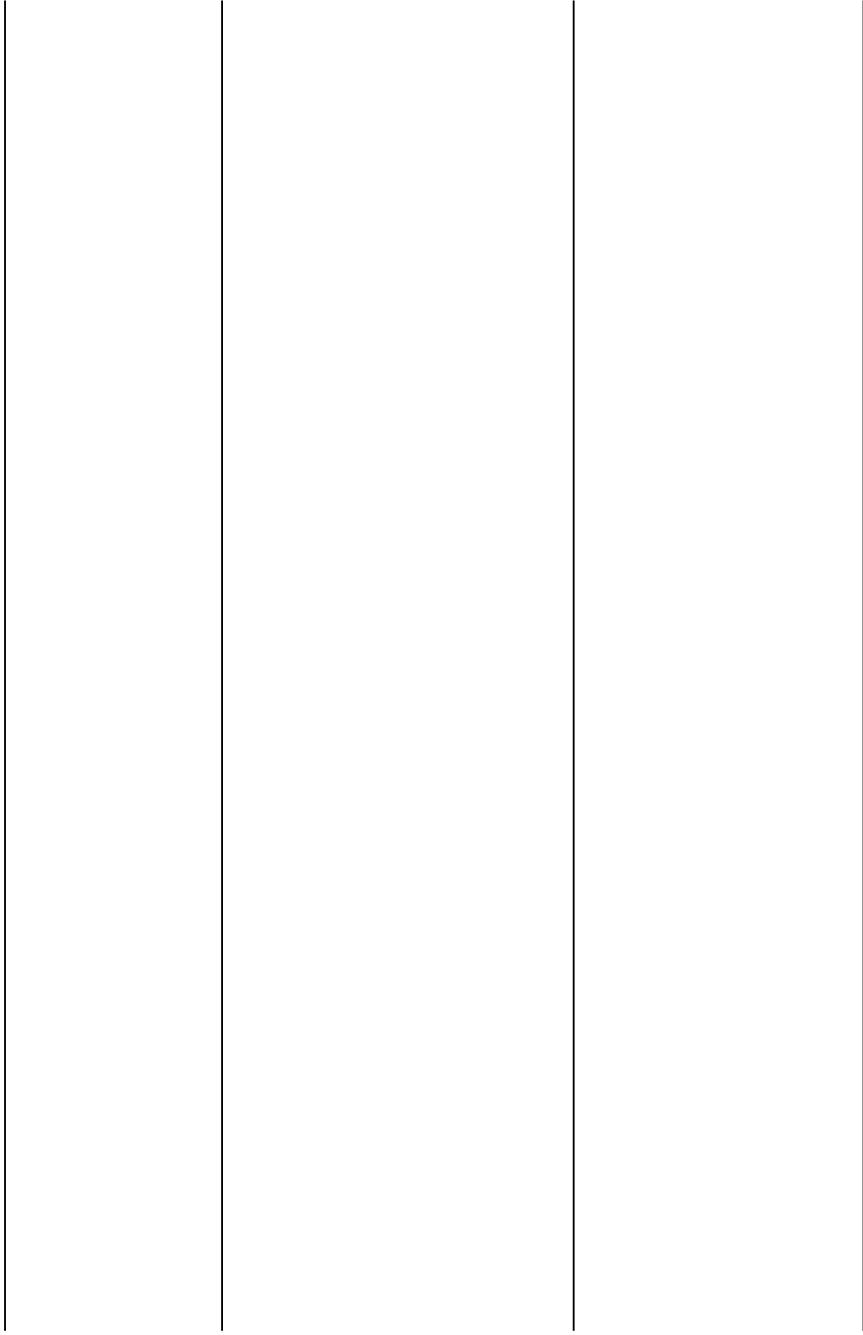


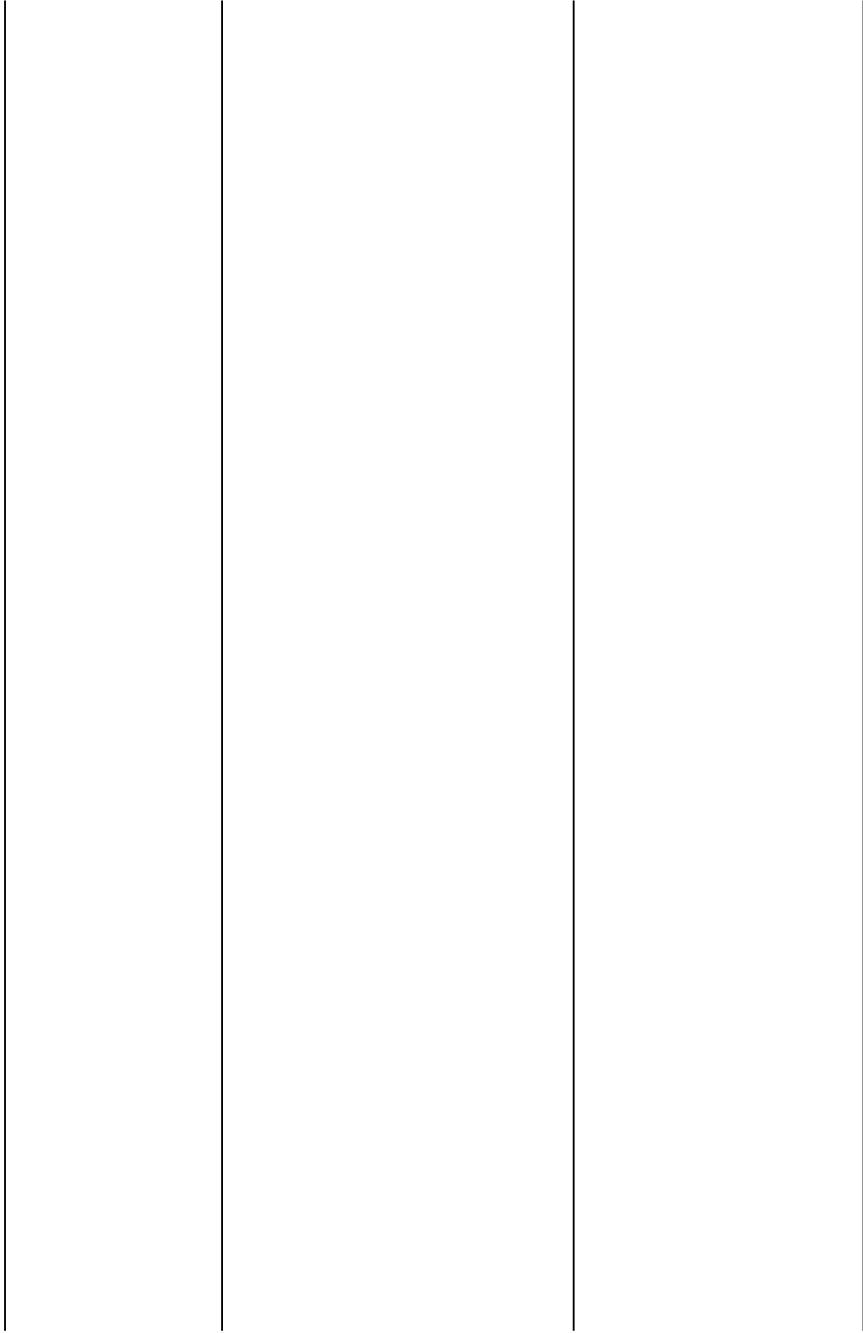


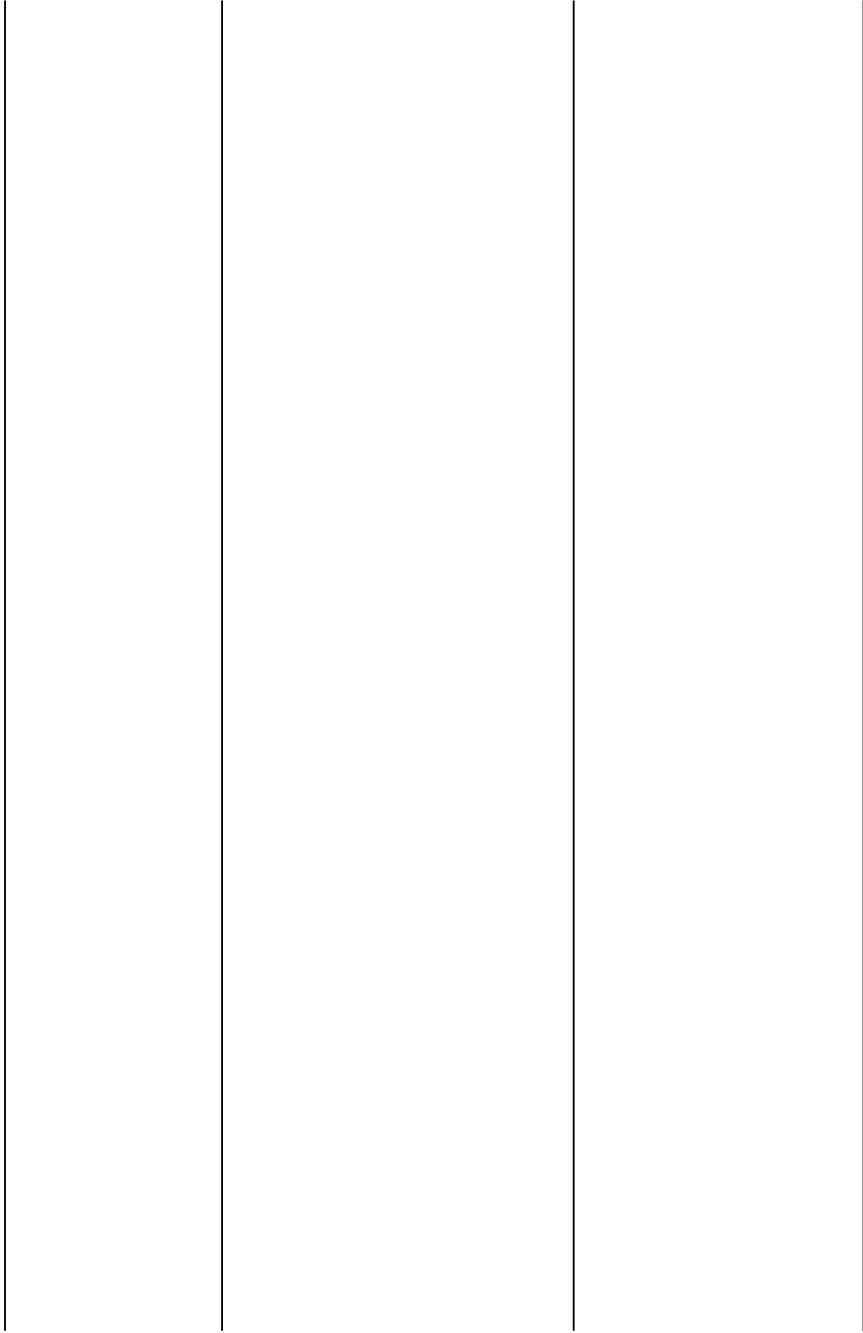


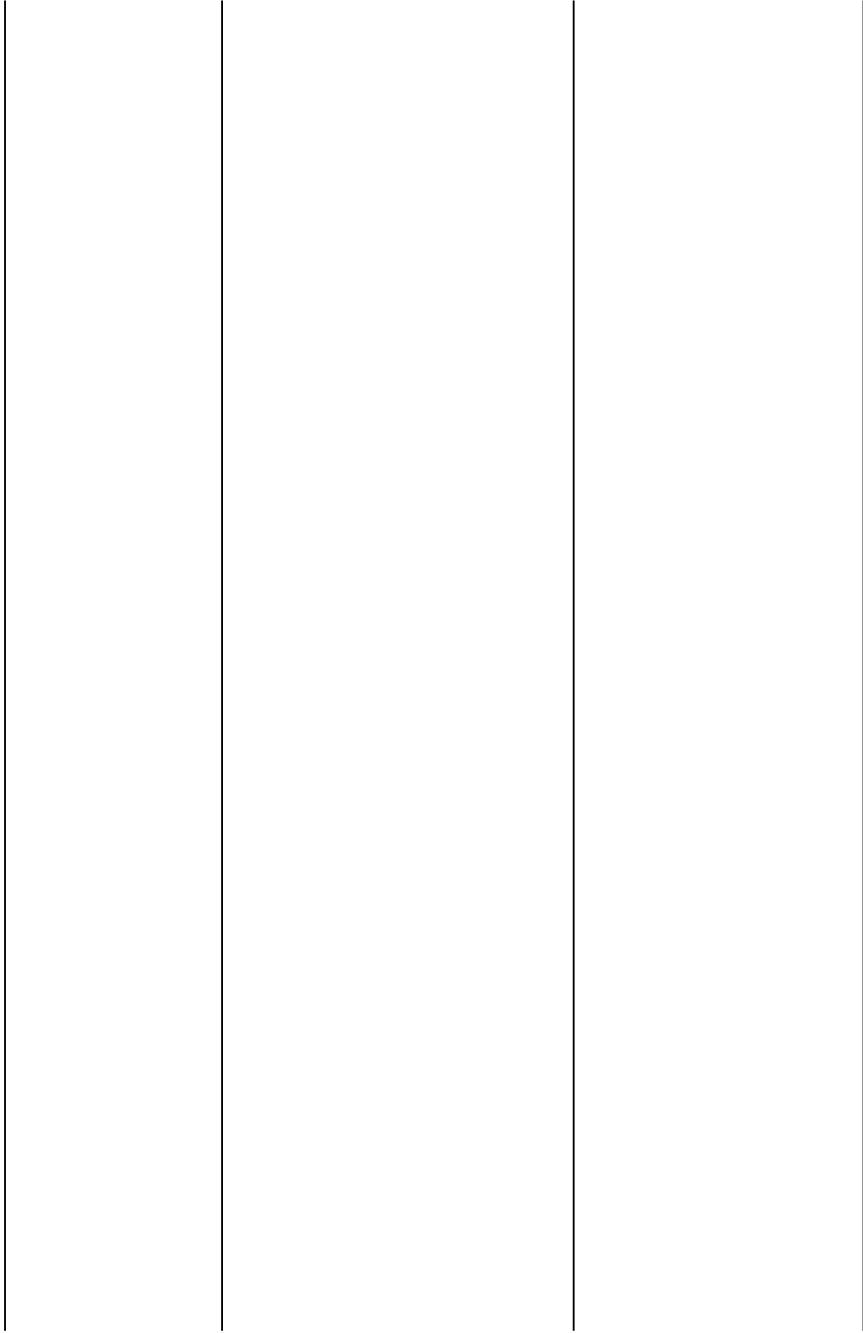


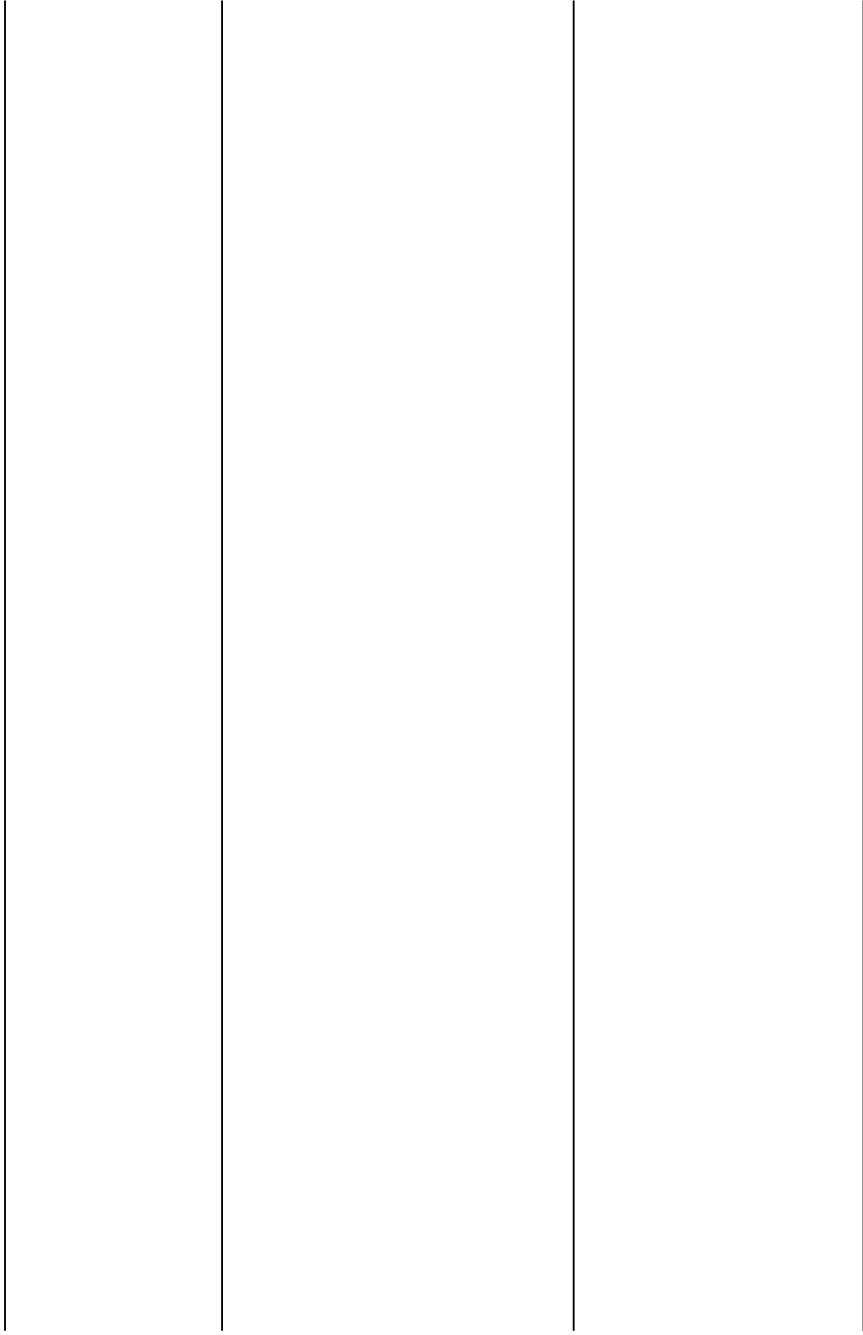


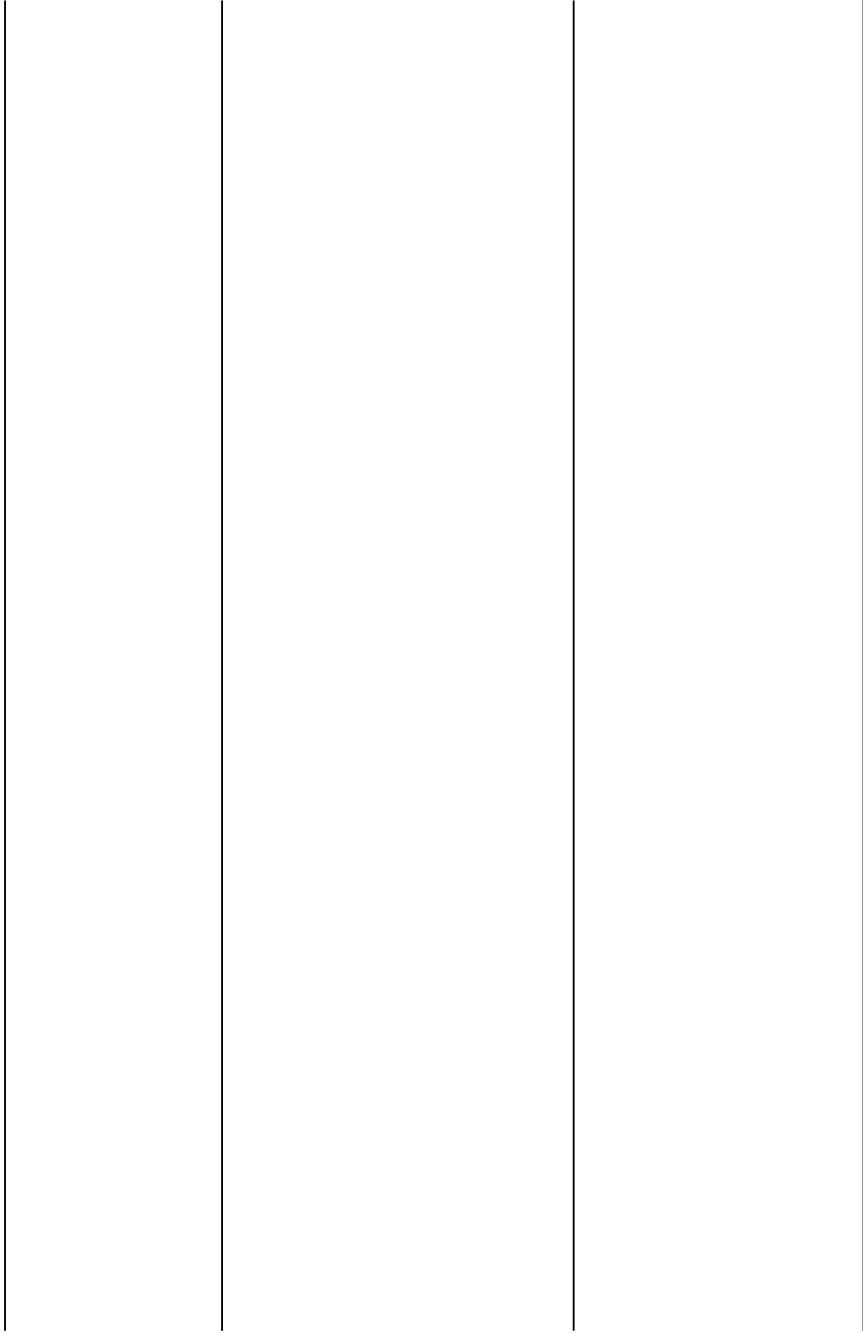


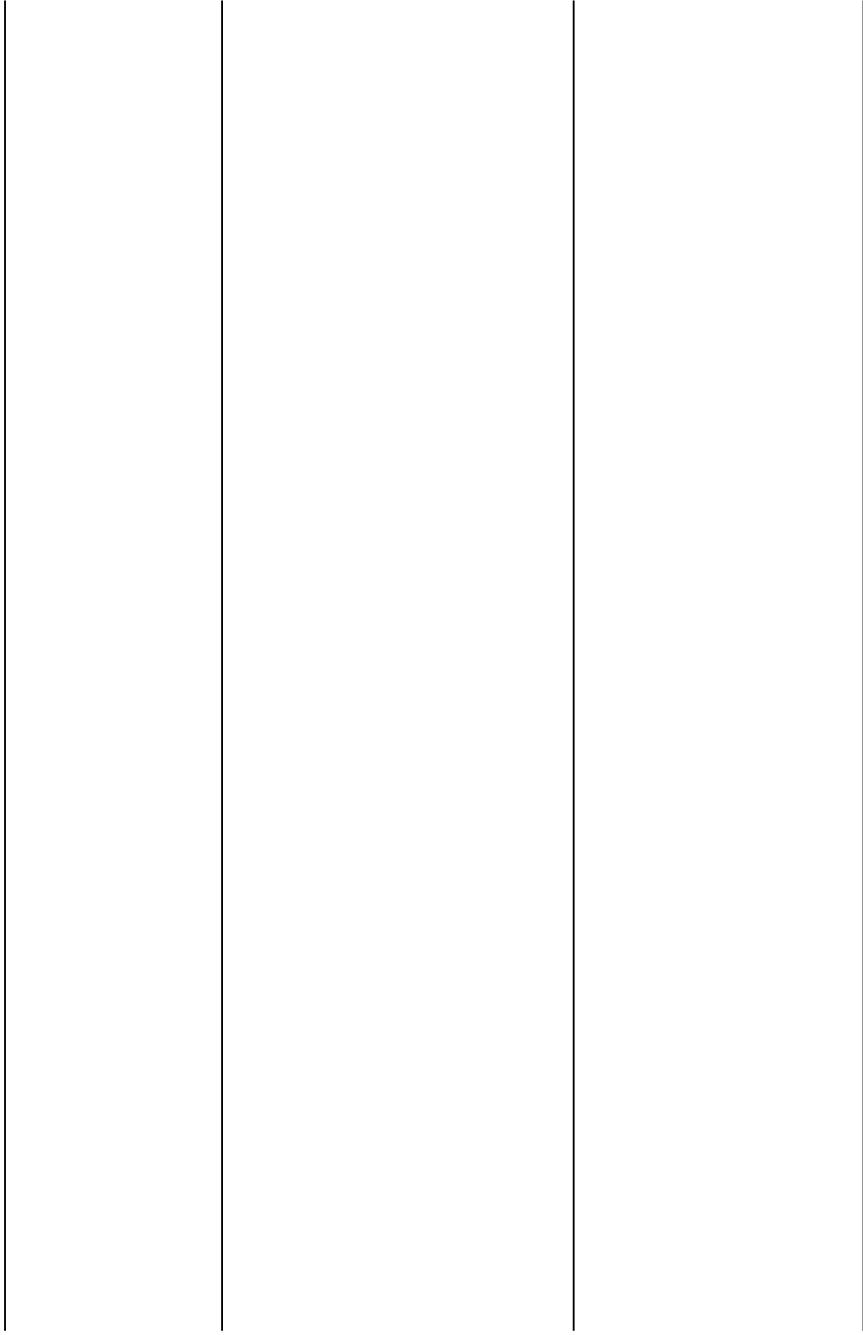


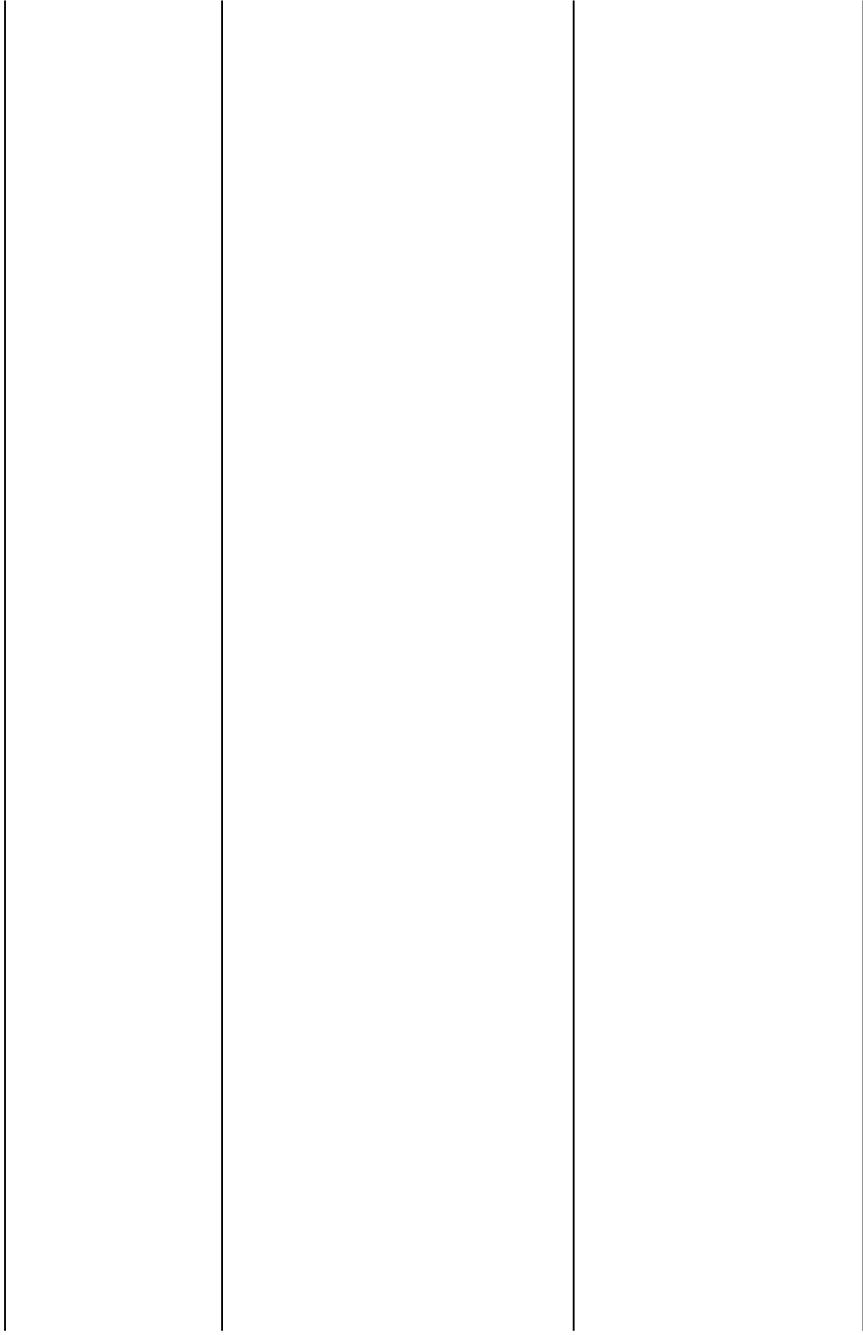


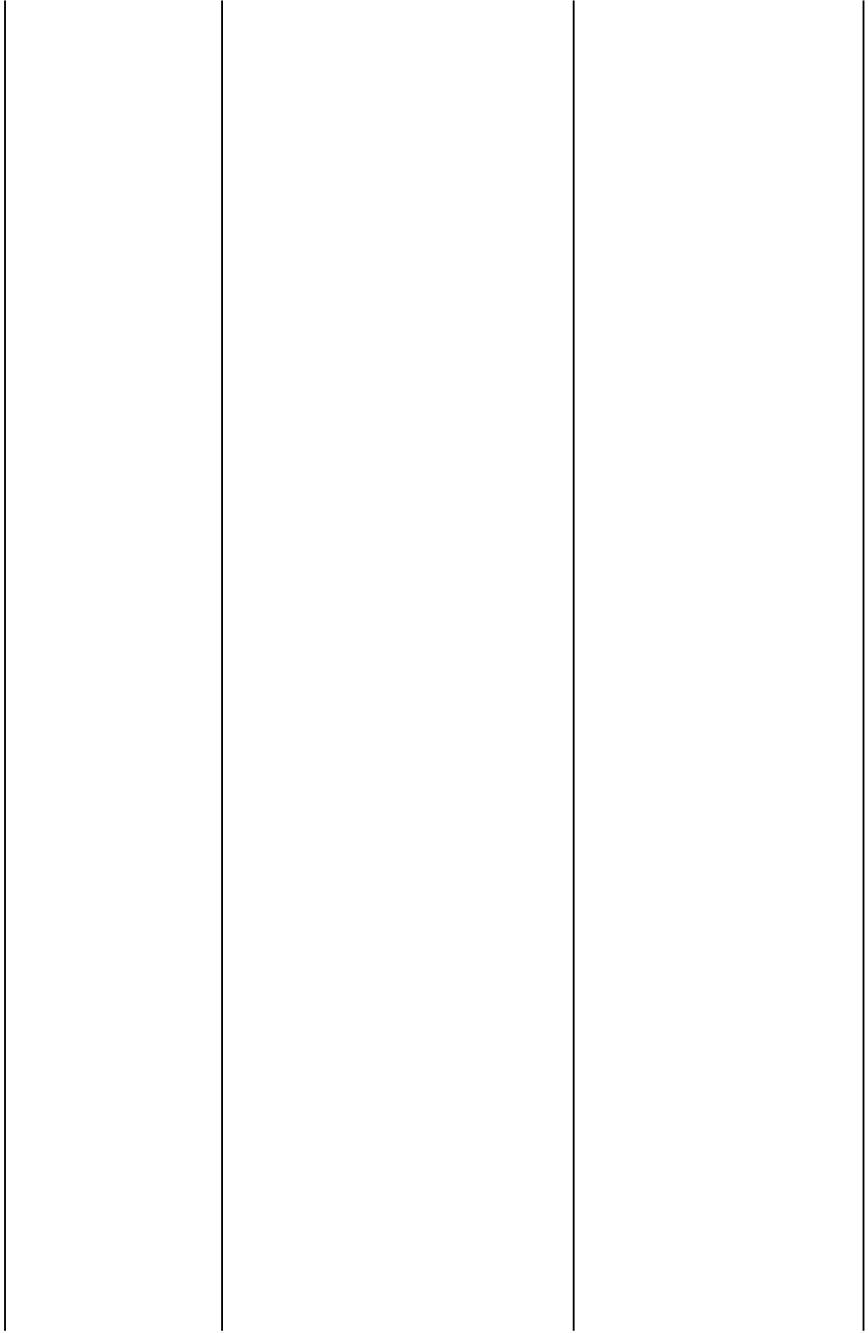


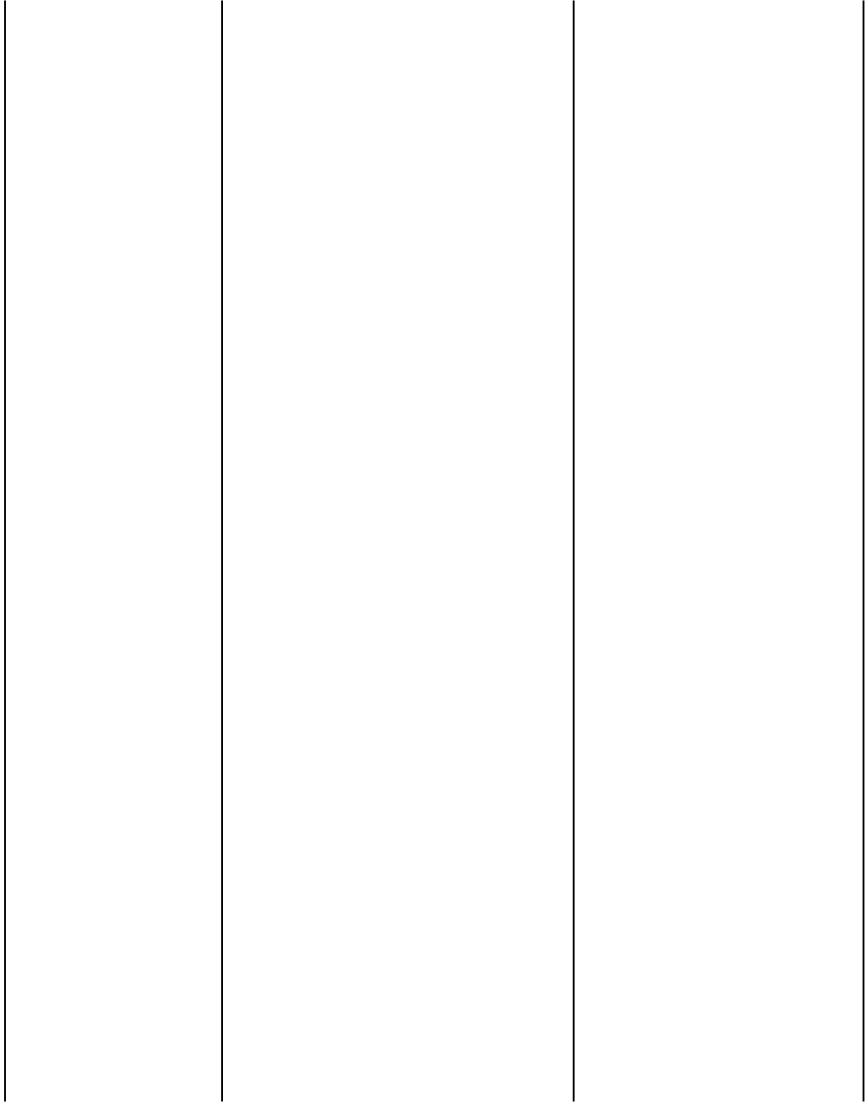












Comments from SeaSketch and Webinar (9/21/15)

Shipping agents deal with immediate scheduling changes. Would need to contact companies to deal with long-term shifts in routes and scheduling. Can do this through PMSA, CSA, etc. Many are already on list serv.

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<p>In order to get ships to report whale sightings, they need to also receive information back about the sightings that they and others have recorded (they need to get something out of it). This could possibly be achieved in the form of a monthly letter, or including sightings in Whale Alert. Email may not be the best way for mariners to report sightings (lack of internet). The same method of reporting may not work for every ship. It may be necessary to consider multiple ways of reporting (email, Whale Alert, phone, radio, etc.) and integrate those into one database. On the poster, the focus is on reporting distressed, entangled, or dead whales. May be unclear that we want mariners to report sightings of live, healthy whales as well.</p>	
<p>Dock walks won't get the big ships since you can't walk the docks any more due to security restrictions at the terminals. Therefore, will need to get to the big ships other ways, such through Presentations.</p>	
<p>Recommend considering briefs to the Harbor Safety Committees in Port Hueneme, LA/LB, and San Diego. Also recommend briefs at functions by the Propeller Club, LA/LB Harbor Association of Industry and Commerce, and Future Ports. These all have broad membership that includes the shipping lines.</p>	

<p>1) Since many countries are working on whale ship strike issues, the MSWG should consider recommending an international web resource. Possibly within the IMO Global Integrated Shipping Information System. 2) A way to keep the material fresh would be to establish a system where Mx SoCal could send new material to CINMS retransmit. Conversely, we could establish a system where when CINMS pushes something out, Mx SoCal retransmits it (eg Twitter). For example, we push out your whale sightings maps on Twitter. We could also push out real-time sightings if we got the data. (@mxsocial). Same for Facebook (https://www.facebook.com/Mxsocal?ref=hl).</p>	

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