

Cape Perpetua Management Plan Workshop

Notes from Public Input

March 13, 2014 at the Yachats Commons

Topic: Best ways for ODFW to communicate Human Dimensions monitoring activities and results

This is a summary of the community's questions and ideas captured in a brainstorming session from our March workshop, held as part of the development of the Cape Perpetua Marine Reserve Site Management Plan. Specifically, this workshop was designed to listen and learn about the community's ideas on how ODFW can best share information with the local community about human dimensions (social and economic) monitoring activities and results. We asked specific questions on:

- What information would people like to know about human dimensions studies for Cape Perpetua?
- What products would be useful for sharing what we are learning from our human dimensions monitoring?
- What are local ways to share that information? What people, events, or other pathways?

ODFW will be looking at all these ideas, considering them against the state's marine reserve mandates and what is feasible with our available time and resources. We will identify those ideas to move forward with that best meet our mandates and our available resources. These will be documented in the site management plan as commitment by ODFW to implement those actions.

All non-selected ideas will be documented in the community section of the site management plan and will also be carried forward for further community discussion in additional workshops as part of the site management planning process. We hope that a few of these ideas are identified as community priority projects that could be led by community members or groups.

Ideas from the Public

What do you want to know?

- How to give people a sense of ownership? This marine reserve belongs to you.
- What activities were displaced and what does that affect?
- How does money get into the community (economic impact)?
- How are we different or similar to Washington or California?
- What other research is happening? Who, what, and what is value or economic impact to local community?
- Displacement of extractive activities vs non-extractive activities
- What new businesses or activities develop specifically from the marine reserve?
 - Need to be clear and separate effects that were already occurring before marine reserve
- How to incorporate into schools (education and ocean literacy)?
- Information or things to keep in mind while developing products:
 - Oregon's marine reserves are an experiment (highlight in outreach materials)
 - Are there holes in research and is it due to funding (want to document)?
 - Make sure information is quality
 - Tie to similar studies conducted in forestry/wilderness areas
 - Follow path of money and be clear about where it is coming from
 - Educational materials need to be factual in nature and not promotional of marine reserves

- Current fisheries management practices and benefits need to be acknowledged and taken into consideration when determining possible benefits of marine reserve sites. This is one of many management tools. These areas were put into already highly regulated/managed areas.
- General information
 - What does the marine reserve accomplish?
 - What is the purpose of the marine reserve?
 - How does it affect you?
- Visitor information
 - How many people visit because of the marine reserve (exclusively)?
 - Separate visitation that already occurs from directed marine reserve visits.
 - Economic impacts from cars driving by (on Hwy 101) and information from visitor centers should not be considered as a visit or economic benefit credited to the marine reserve.
 - What is the value of directed visits to the marine reserves?
 - What are visitors doing when here?
 - What do we know pre-closure? What is the baseline based on?
 - What is the value of tourism around wildlife viewing?
 - How do we inform visitors from the Willamette Valley?

Products?

- Newsletter
- Oregon tourism brochure
- Posters
- “Marine reserves in a box” – travel kit for education/outreach
- Travel exhibit for display at various events
- Signs
 - Entering marine reserves - like tsunami zone signs
 - General marine reserves information on what you can and can’t do (regulations)
 - Docks
 - State parks
 - Kiosks
 - Interpretive
 - At viewpoints to explain what you are looking at
- Educational videos, in collaboration with communities
- Distilled 1-pager with infographics and pie charts
- Can we market marine reserves like the Biosphere (research center)? – lots of recognition around and still visiting even while not in use.
- Comic books
- Theater – a play or skit
- Educational products

People/groups/events?

- Confederated Tribes
- Mid-coast Watershed Council
- Siuslaw Watershed Council – ocean issues forum and connection to fresh water areas
- Oregon Coast Aquarium
- Sea Grant

- Lions Clubs, Rotary Club, etc.
- Coast Watch
- Chambers of commerce
- Birding groups
- Boat shows
- Cultivate relationship with journalists – regular stories about marine reserve site
- Coastal Caucus sponsored economic development forum
- Forest Service – Cape Perpetua Visitor Center
- Events – single day big community events
 - Yachats
 - Agate Festival (January)
 - Mushroom Festival
 - Florence
 - Heceta Head Conference (October)
 - Cape Perpetua Land Sea Symposium (may become a yearly event)
 - Newport
 - Marine Science Day (April)

Pathways/mechanisms?

- Newspapers
 - Local, Oregonian, Register Guard
- Local radio
 - Bob Sneddon Program coast broadcasting (Our Town – Florence)
 - KLCC
 - Oregon Field Guide
 - KXCR (local non-commercial Florence radio)
- Cable access TV
- Internet
 - Go Yachats webpage
 - Social media (e.g. Facebook)
 - HMSC listserv
- Places
 - Cape Perpetua Visitor Center
 - Sea Lion Caves
 - Casino
 - Heceta Head Lighthouse
 - Library – info on tables
 - Whale Watching Spoken Here (OPRD locations)
 - Newport marina
 - Outdoor recreation shops – especially in the Willamette Valley
 - Farmers markets (Yachats)
- Docent trainings
 - Community docent training – We Speak
 - Rocky shore naturalist trainings (OPRD)
- Bed and Breakfast tourism
- Chambers of commerce