Marine Protected Areas

What are Marine Protected Areas?

Marine Protected Areas (MPAs) are special places designated to help protect and restore marine life and habitats in the ocean, much like state and national parks protect wildlife and habitats on land. MPAs are among the most useful tools for helping protect the ocean, complementing other conservation efforts by providing a place for marine life to recover and thrive. Some of California’s MPAs are fully protected “no-take” areas while others may allow limited fishing. MPAs typically provide excellent opportunities for a wide range of recreational activities like bird watching, boating, SCUBA diving, and kayaking.

Why are Marine Protected Areas Important?

The waters off the coast of California are some of the biologically richest in the world, but the ocean is showing significant signs of overuse and declining health due to habitat destruction, climate change, and depleted fisheries. By protecting and managing ocean ecosystems rather than focusing on individual species, MPAs are powerful tools for conserving and restoring ocean biodiversity. These special ocean areas also provide benefits to cultural and ecological resources and can help sustain local economies. In addition, MPAs contribute to healthier, more resilient ocean ecosystems that can better withstand a wide range of impacts.

Scientists have studied more than 124 no-take marine reserves worldwide and have monitored biological changes inside the reserves. A global review of these studies has revealed that fishes, invertebrates and seaweeds in marine reserves usually had increases in:

- Biomass, or the mass of animals and seaweeds, which increased an average of 446%.
- Density, or the number of animals and seaweeds in a given area, which increased by 100%.
- Body size of animals, which increased on average 22%.
- Species diversity, or the number of species, which increased an average of 21% (PISCO, 2007).
Provides basic information about state and federal MPAs

Central Coast

In September 2007, a Fish and Game Commission-approved network of 29 MPAs went into effect in the central coast between Pigeon Point in the north and Point Conception in the south. MPAs in this study region include 15 SMCAs, 13 SMRs, and one SMRMA. The MPAs cover approximately 18% (204 square miles) of state waters of the region, with about 7% being no-take state marine reserves. The Monterey Bay Sanctuary Foundation, along with other partners, is working with the California Department of Fish and Game and State Parks to inform the public about the purpose and benefits of these newly designed MPAs. For more information, please visit the California Department of Fish and Wildlife website.

North Central Coast

A network of 25 MPAs between Alder Creek near Point Arena in the north and Pigeon Point in the south went into effect in May 2010. MPAs in this study region include 12 SMCAs, 10 SMRs, and three SMRMA. The MPAs cover approximately 20% (152 square miles) of state waters of the region, with 11% being no-take state marine reserves. In addition, seven special closures were designated, which are small areas around offshore rocks that protect birds and mammals from human disturbance. For more information, please visit the California Department of Fish and Wildlife website.
Links to Ocean Communicators Alliance Member websites specifically on MPAs

Add a link to your org’s MPA website here
OCA Toolkit Page

OCA Toolkit

The OCA toolkit is a resource for Ocean Communications Alliance members, and you can help spread our message by using campaign elements and materials available here. OCA members are welcome to show our two bilingual public service announcements at events. You can also embed the PSAs or our web banners into your website. You can also use our print advertisements and even add your organization's logo—we just ask that you follow our guidelines below. Thank You Ocean resources are here for you. You started the campaign, and will be key to spreading its message.

Get more information about the OCA!

Ready to become a member of the OCA?

• Thank You Ocean summary sheet – English [PDF]
• Thank You Ocean summary sheet – Spanish [PDF]

“Thank You Ocean” Campaign Materials

Videos and Public Service Announcements

There are two formats of our PSAs—YouTube and QuickTime (MP4). For the YouTube versions, you can use the code below to easily display it on your website. To download QuickTime (MP4) files, right-click on the file you want and click “Save link as...”.

Inspirational Thank You Ocean PSA

Edward James Olmos Thank You Ocean PSA

http://www.thankyouocean.org/osa/california-ocean-communications-alliance-eca-toolkit/
What’s in the OCA Toolkit?

All the Thank You Ocean campaign materials are now available to download. These include:

- **2 Bilingual Public Service Announcements (PSAs):** We have two formats (YouTube and mp4) with varying lengths.

- **Thank You Ocean Podcasts:** We’ve created podcasts with a variety of topics from marine protected areas and sea turtle conservation to tide pools and marine debris. We launch new podcasts every two weeks so there will always be something new!

- **Posters and Print Advertisements:** Five posters and a bookmark are available for download. Feel free to add your organization’s logo to our print advertisements and distribute them to your members, local businesses, etc.

- **Thank You Ocean Logos:** Let’s partner on an outreach project! Email us at info@thankyouocean.org. From there you can download our logos—there are five different styles to suit your needs.

- **OCA Newsletters:** Stay connected and share upcoming events with other OCA members through our newsletters.
PSAs and Podcasts

There are two formats of our PSAs – YouTube and QuickTime (MP4). For the YouTube versions, you can use the code below to easily display it on your website. To download QuickTime (MP4) files, right click on the file you want and click “Save link as…”

Inspirational Thank You Ocean PSA

Edward James Olmos Thank You Ocean PSA

Embed this video

Copy the code below and paste into your web page

Download mp4

English: 60 sec | 30 sec
Spanish: 60 sec | 15 sec

Embed this video

Copy the code below and paste into your web page

Download mp4

English: 60 sec | 30 sec (Audio only 60 sec | 30 sec)
Spanish: 60 sec | 30 sec (Audio only 60 sec | 30 sec)

Podcasts

We’ve created podcasts with a variety of topics from marine debris, sea turtle conservation, and marine protected areas, to tide pools, climate change, and marine mammals. Feel free to share any of our podcasts and embed them to your website. You can get the podcasts as well as the scripts to embed them to your website through our Podcast page. We launch new podcasts every two weeks so there will always be new resources here.

Code to embed in your website

English & Spanish
Thank You Ocean Report

The Thank You Ocean Report focuses on interesting and exciting California ocean topics such as marine mammals, the latest on ocean health, timely ocean issues and fascinating ocean facts. Stories feature interviews with ocean experts, explorers, scientists, conservationists, government and business leaders. Listeners learn about ocean activities and recreation, surfing, fishing, boating, and the many ways we all can thank the ocean through conservation and stewardship.

David Helvarg’s The Golden Shore

March 18th, 2013

David Helvarg and The Golden Shore. Play Now | Download (04)

What discoveries shocked author and Blue Frontier president David Helvarg while writing The Golden Shore? What would surprise you about California and its environmental history? We talked with David about The Golden Shore: California’s Love Affair with the Sea, the tale of the history, culture, and changing nature of California’s coasts and ocean. Part history, part travelogue, part love letter, The Golden Shore tells the story of California’s majestic coastline and ocean. David captures the spirit of the Californian coast, its mythic place in American culture, and its role in a state whose ongoing natural disasters and unrelenting sense of renewal are intimately linked to its deep connection with an ever-changing sea.

For more information, please visit:
- Blue Frontier Campaign
- The Golden Shore on Amazon

Tags:
Thank You Ocean, California, Ocean, Conservation, Helvarg, Blue Frontier, Coastal Commission, environment, book, coast, sanctuaries

Tags: Blue Frontier, Book, California, California Coastal Commission, Coast, Coastal Commission, Conservation, Environment, Helvarg, Ocean, Sanctuaries, Thank You Ocean Report
Guidelines for adding your Organization's logo

We are very excited for OCA members to use our posters and print advertisements! Feel free to add your organization's logo to our print advertisements and distribute them to your members, local businesses, etc. But before you do, please follow these simple guidelines:

1. Do not change the Thank You Ocean, State of California, or NOAA logo in any way, except to size proportionally as needed. Like any business or organization, we've worked hard to establish our identity, so we want to maintain a recognizable and consistent image.
2. Please contact us (info@thankyouocean.org) if you wish to change the language or any images. Any significant edit of the language or images requires campaign approval.

Tips:

- eps files have the highest resolution and are used mainly by graphic designers; you'll need appropriate image editing software to open them.
- To save jpg files to your computer, right click the files you want and "Save link as..."
Make these posters your own!

Add your org’s logo here

Download in a variety of formats
Most posters available in English and Spanish

See website for more details
Let’s Partner!

TYO & Coastal Commission Photo Contest
www.mycoastalphoto.com

TYO & CA King Tides Initiative
Expanded partnership in 2012
Want to Become a member?

Fill out the online application [http://www.thankyouocean.org/about/ocean-communicators-alliance/add-a-link](http://www.thankyouocean.org/about/ocean-communicators-alliance/add-a-link)

For more information, please contact Sarah Marquis, [marquispr@earthlink.net](mailto:marquispr@earthlink.net) or (949) 222-2212

The California Ocean Communicators Alliance is a group of more than 300 professionals in ocean-related organizations, agencies and businesses who, in the course of their work, reach millions of Californians with ocean messages. NOAA Office of National Marine Sanctuaries, the California Natural Resources Agency and aquarium partners organized and support the California Ocean Communicators Alliance. OCA members collaborate on common ocean messages and promote the Thank You Ocean public awareness campaign.
TYO Strategic Plan Coming Soon!