



North Coast MPA Baseline Program Bidders Conference Summary of Key Themes

Humboldt Bay Aquatic Center, Eureka – May 9, 2013

INTRODUCTION

On May 9, the [North Coast Marine Protected Areas \(MPA\) Baseline Program partners](#)¹ hosted a “bidders conference” in Eureka. This public event provided those interested in participating in the Baseline Program the opportunity to consider and discuss the Baseline Program Request for Proposals (RFP), ask questions, and exchange information and ideas with potential applicants and collaborators, including those involved in existing monitoring programs in the North Coast region. The conference included a series of short presentations by the Baseline Program partners, together with time for participants to introduce themselves and identify their area(s) of interest and potential involvement in supporting and/or leading the development of Baseline Program proposal(s). Participants were also provided time to informally connect with one another and discuss opportunities for collaboration and partnership. Over 50 people attended the bidders conference.

This document provides a summary of key themes that emerged from the bidders conference. This summary serves as a reference for those who participated in the conference; it can also help inform those who were unable to join the event but have an interest in participating in the Baseline Program. In addition, it provides links to key resources, including a [bidders conference participant list](#), and identifies next steps in the Baseline Program. This summary is available on the [Sea Grant website](#) and the [North Coast MPA Baseline Program](#) page on OceanSpaces.org. Additional information about the Baseline Program, including informational handouts and future announcements of community gatherings can be found on the [North Coast Monitoring Community page](#) on OceanSpaces. **Baseline Program proposals are due by 5:00 p.m. (PDT) on August 14, 2013.**

BASELINE PROGRAM PRESENTATIONS

The Baseline Program partners provided two informational presentations during the bidders conference:

Overview of the Baseline Program: This presentation provided general information about the Baseline Program scope, proposal review and selection process, and timeline. Click [here](#) to download this presentation.

- Participants were interested in gaining a better understanding of the goals of the Baseline Program to aid in developing focused proposals.
 - Proposals should focus on and/or address one or both of the Baseline Program purposes:
 1. Establish an ecological and socioeconomic benchmark against which future MPA performance can be measured; and
 2. Document any initial changes that may occur following MPA implementation.

¹ The Baseline Program is collaboration among the MPA Monitoring Enterprise, a program of the California Ocean Science Trust, California Department of Fish and Wildlife, California Ocean Protection Council, and California Sea Grant.

- Participants expressed support for and interest in analyzing existing contextual data (e.g., fisheries information, physical oceanographic information, water quality information), which is within scope of the Baseline Program.
 - Participants were reminded that Baseline Program funds cannot be used to support the collection of new contextual information, including water quality information.
- There was interest in learning how the proposal review and selection process would take place.
 - Proposals will be subject to a two-step peer review process led by Sea Grant:
 - Independent, external peer review by subject matter experts; and
 - Review panel composed of experts representing scientific, technical and local expertise.
 - Applicants can suggest potential reviewers without known conflict of interest. Sea Grant will consider peer reviewers from its database of relevant experts and may also consider authors of the references cited within the proposal.
- Participants acknowledged that, unlike other regions, the North Coast Baseline Program will guide the development of a long-term monitoring plan.
 - General interest in developing proposals that consider long-term monitoring, specifically how Baseline Program data, results, and methods can inform the development of monitoring metrics and a long-term monitoring strategy.

Application Requirements and Submissions: This presentation provided general information about the application process, including proposal requirements and how to submit a proposal. Click [here](#) to download this presentation.

- All proposals need to be submitted by August 14, 2013 by 5:00 p.m. (PDT) using California Sea Grants' Online Proposal Submission System, [eSeagrant](#).
- Participants found the highlights of "common errors" in proposal development helpful:
 - Proposal does not "fit" with the purpose of the RFP/ does not address purposes of the Baseline Program.
 - Proposal is too ambitious, promises too much for too little money and/or time, unrealistic.
 - Plan of work and research methods too short and too vague.
 - Proposal is fragmented and disjointed; different parts were obviously written by different colleagues and hastily assembled by the applicant.
 - Not enough details in the research methods.
 - Inadequate expertise in the partnership.
- Further explanation about sub-awards revealed that successful bidders (or applicants) become sub-awardees of Sea Grant. Each institution/entity involved in a single proposal will submit separate budgets.
- Participants expressed interest in learning additional details about match requirements.
 - Each proposal has a match requirement of 25%. (from non-federal sources).

- Institutions/entities that have an indirect cost rate that exceeds the maximum available for the Baseline Program (25% for non-UC institutions and entities and %15 for UC's) can apply the difference toward the match requirement.
- For questions regarding the use of leverage funds, please contact California Sea Grant (Rose Madson, Business Office, 858-534-4601)

KEY THEMES HEARD FROM PARTICIPANTS AT THE MAY 2013 BIDDERS CONFERENCE

General

- Those in attendance expressed a deep interest in developing collaborative proposals and building partnerships within and across North Coast counties. Opportunities for continued collaboration include:
 - Further developing initial contacts made during the bidders conference;
 - Interest in co-locating sites across proposed projects to increase efficiency and maximize usefulness of data collected;
 - Utilizing resources that are available throughout the North Coast (e.g., local expertise, citizen scientists, boats, access points, etc.);
 - Attending additional community events to be hosted by the Monitoring Enterprise and the Baseline Program partners to help continue facilitating partnership-building (e.g., small group meetings prior to August deadline).
- Participants identified a wide range of roles that may exist as part of Baseline Program projects, including Project Leaders, trained researchers, citizen scientists, operators (e.g., boat captains), and volunteers. Members of the North Coast community expressed interest in getting involved in the full range of roles possible, and expressed the importance of utilizing local resources and expertise.

Proposed Baseline Program Projects and/or Project Ideas

Participants expressed interest in developing a number of Baseline Program projects, including

Baseline characterization and assessment of initial changes in:

- Socioeconomic conditions developed with guidance from a “fishermen’s advisory panel”
- Marine mammals and birds, including analyzing existing information
- Estuarine and wetland ecosystems, including analyzing existing water quality data
- Rocky intertidal ecosystems
- Soft-bottom intertidal and beach ecosystems and the commercial harvest of surfperch and smelt
- Kelp and shallow rock ecosystems, involving divers
- Mid-depth rock ecosystems, using ROVs

Comparative studies:

- Evaluate different seaweed harvesting activities (i.e., traditional vs. subsistence vs. commercial)
- Document the relationships among sea urchins, abalone, and kelp
- Assess the effect of sea urchin harvesting on kelp forest ecosystems in the absence of major urchin predators (i.e., sea otters) – compare actively harvested sites vs. MPA sites vs. long-term no-take sites

Other ideas:

- Several tribal representatives expressed interest in developing a proposal focused on traditional ecological knowledge (TEK).
- Participants acknowledged the value of using acoustic tags, especially when monitoring marine mammals, birds, and fishes.
- A participant suggested that applicants should consider the list of “[species likely to benefit](#)” as potential monitoring metrics or to help focus their proposed studies. This list was developed during MPA planning as part of the Environmental Impact Report (EIR), and was used to inform the list of draft monitoring metrics included in Appendix 1 of the [North Coast MPA Baseline Program RFP](#).

Partnership Opportunities and Available Resources

Highlighted below are partnership opportunities and available resources identified during the bidders conference. Contact information for those listed below is available on pages 8-14 of this document and can be downloaded as a PDF [here](#). *Please note that we have attempted to accurately summarize opportunities for collaboration and available resources shared by bidders conference participants. If you participated in the bidders conference and believe the following information is inaccurate or if there are details that have been missed, please contact Erin Meyer at (510) 350-1893 or erin.meyer@calost.org.*

For Researchers/Project Leaders

- Local citizens of the Mattole Valley region, including school groups, are interested and available for assisting with project sites based along the Lost Coast. For more information, contact Ali Freedlund and Sungnome Madrone.
- Researchers interested in working with fishermen are invited to contact the following liaisons to assist in making connections and locating available resources:
 - Zack Larson, Del Norte County
 - Brandi Easter, Humboldt County
 - Tom Trumper, Mendocino County
- The California Commercial Beach Fisherman's Association is interested in being involved in soft-bottom intertidal and beach ecosystem proposals. Please contact Drew Barrett for more information.
- Researchers interested in using existing ocean acidification data are invited to contact Laura Casali.
- For partnership opportunities with Redwood National and State Parks (RNSP) please contact David Anderson. For information on permits required for conducting research within RNSP, please see the [RFP tips and clarifications document](#).
- Mark Sokolowski is interested in collecting animal carcasses (e.g., birds, fishes, mammals) for his research on parasites. For more information on partnership opportunities, please contact Mark.
- For assistance and feedback on sampling design and theory, please contact Dave Hankin.

- Researchers are encouraged to reach out to Shelter Cove fishermen for proposed projects that include sites near this area. For more information, please contact Laura Casali and Brandi Easter.

For Local Experts and Citizen Scientists

- North Coast fishermen interested in helping to inform socioeconomic data collection by participating in a “fishermen’s advisory panel” are invited to contact Laurie Richmond.
- Fishermen interested in assisting with shallow and mid-depth rocky reef monitoring are invited to contact Drew Barrett.
- Citizen scientists interested in assisting with beach-based marine mammal and bird data collection are invited to contact Dawn Goley.
- Citizen scientists interested in being trained as Reef Check divers to conduct kelp and shallow rock monitoring are invited to contact Jan Freiwald and Megan Wehrenberg.

Available Resources

- Existing data:
 - The California Avian Data Center has extensive bird data exist for the North Coast that can be analyzed to provide historical information for baseline studies.
 - Redwood National and State Parks have existing data on many ecosystems and focal areas. Please contact David Anderson for more information.
 - The Mattole Restoration Council and Mattole Salmon Group have historical data on the Mattole River Estuary, including ecological and socioeconomic data, as well as water quality data.
- Boats:
 - Craig Strong has a boat available for research conducted throughout the North Coast.
 - The [R.V. Coral Sea](#), HSU’s marine research and teaching vessel, is available for charter.
- North Coast tribes in need of support developing ethno-historical methods or traditional ecological knowledge (TEK) proposals are invited to contact Christopher Moreno.
- The City of Fort Bragg would like to encourage Baseline Program proposals that propose monitoring within the area to utilize local expertise and resources. For more information, contact Tom Trumper.

Additional Partnership Opportunities and Available Resources

The following provides additional partnership opportunities identified during a series of community Discussion Sessions held in February.

- Representatives with [Humboldt Baykeeper](#) shared that they have a boat available, together with volunteers who are interested in ocean- and land-based research.
- The Mendocino County Fish and Game Advisory Commission Preservation Fund has community funding available for fish, wildlife restoration, and education projects. Contact Jim Martin (flatland@mcn.org) for more information.

NEXT STEPS

During the RFP open period, individuals associated with institutions of higher education, nonprofit organizations, commercial organizations, and federal, state, local, and Tribal governments are invited to submit proposals in response to the RFP. Proposed projects should address the purposes of the Baseline Program, which are to establish an ecological and socioeconomic benchmark against which future MPA performance can be measured, and to document any initial changes that may occur following MPA implementation. Projects should also consider the draft monitoring metrics (see Appendix 1 of the RFP), which were identified in collaboration with the North Coast community and North Coast tribes, including local experts and members of the scientific community. **Baseline Program proposals are due by 5:00 p.m. (PDT) on August 14, 2013** using California Sea Grants' Online Proposal Submission System, [eSeagrant](#).

General Timeline:

August 14, 2013	Applications submitted to eSeagrant by 5:00 p.m. (PDT).
October, 2013	The Baseline Program partners will notify successful applicants by email.
November, 2013	Funds awarded to selected applicants.
Early, 2014	Work plans for selected proposals published on the Sea Grant website.

KEY RESOURCES

California Sea Grant North Coast MPA Baseline Program Request for Proposals (RFP) page: This is the official website for the RFP, where any updates or changes to the RFP will be posted.

<http://www.csgc.ucsd.edu/FUNDING/APPLYING/NorthCoastMPA2014-15.html>

North Coast MPA Baseline Program page: This page is home to information and resources related to the North Coast MPA Baseline Program, including a database of past and ongoing monitoring projects. Announcements are also posted to this page, such as any updates related to the RFP and details about upcoming events. Follow this page to be notified via email when new content is posted.

<http://oceanspaces.org/program/north-coast-mpa-baseline-program>

North Coast Monitoring Community group: This online group provides a platform for bringing together members of the North Coast community who are interested in MPA monitoring. It will serve as a hub for planning activities and resources, including announcements for upcoming meetings. Join this group and connect with others interested in North Coast MPA monitoring.

<http://oceanspaces.org/organization/north-coast-monitoring-community>

North Coast Community Bulletin Board: We've heard from many community members that they are interested in building new partnerships and collaborations for baseline monitoring. The [North Coast Community Bulletin Board](#) is now available on OceanSpaces as an additional place where you can exchange ideas and share resources as you begin developing Baseline Program proposals. We encourage you to share opportunities, express interests in collaboration, and ask questions of fellow community members.

Stay Connected: In addition to reaching out to those who participated in the bidders conference (see pages 8-11), we encourage you to join the North Coast listserv to receive our regular *North Coast Update* that provides timely information on the Baseline Program. Contact Erin Meyer (erin.meyer@calost.org) to be added to the North Coast listserv.

Meeting Handouts and Materials

- [Meeting Agenda](#)
- [Baseline Program Partner's contact information](#)
- [Baseline Program RFP Tips and Clarifications](#)
- [Bidders conference participant list](#)

Bidders Conference PowerPoint Presentations

- [Overview of the Baseline Program](#)
- [Application Requirements and Submission](#)

North Coast MPA Baseline Program Contact Information

California Sea Grant

Assistance with overall RFP process

Shauna Oh, Associate Director, California Sea Grant College Program
Phone: 858-822-2708; Email: sgmpaproposal@ucsd.edu

General Proposal Help (assistance with forms, format and submission)

Carol Bailey-Sumber, Grants Specialist
Phone: 858-534-7855; Email: sgmpaproposal@ucsd.edu

Budget Help

Rose Madson, Business Office
Phone: 858-534-4601; Email: sgbudget@ucsd.edu

Computer/eSeagrant-related Help

Roberto Chavez, Programmer
Phone: 858-534-4441; Email: rachavez@ucsd.edu

MPA Monitoring Enterprise

Assistance with Baseline Program purposes and priorities, and additional information on North Coast MPA monitoring planning

Erin Meyer, Associate Scientist
Phone: 510-350-1893; Email: erin.meyer@calost.org

Department of Fish and Wildlife (DFW)

Assistance with DFW programs, priorities, or data

Adam Frimodig, Environmental Scientist, Marine Region

Phone: 707-445-5397; Email: Adam.Frimodig@wildlife.ca.gov

Questions related to DFW permitting

Brian Owens, Environmental Scientist, Marine Region

Phone: 650-631-6786; Email: Brian.Owens@wildlife.ca.gov

Ocean Protection Council (OPC)

For more information about OPC's authorization and associated requirements

Clare O'Reilly, Project Manager

Phone: 510-286-0332; Email: coreilly@scc.ca.gov

Bidders Conference Participant List

This information is also available for download [here](#).

Last	First	Affiliation	Email	Phone
Anderson	David	Redwood National Park	david_g_anderson@nps.gov	707-465-7771
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Berman	Dan	Humboldt Bay Harbor, Recreation and Conservation District	dberman@humboldtbay.org	707-443-0801
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Higgins	Pat	Commissioner, Humboldt Bay Harbor, Recreation and Conservation District	phiggins@humboldt1.com	---
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Lemos	Bill	North Coast Community Liaison	blemos@mcn.org	707-964-9347
Lovelace	Mark	3rd District Supervisor, County of Humboldt	Mark.Lovelace@co.humboldt.ca.us	---
Madrone	Sungnome	Mattole Salmon Group	sungnome@mattolesalmon.org	707-499-2732
Madson	Rose	California Sea Grant	sgbudget@ucsd.edu	858-534-4601
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