



Community Grant Program Application

Submit application by email to staff@mbnep.org or mail to the Morro Bay National Estuary Program's offices by 4pm on the due date. **Please be sure to include the summary coversheet below, the Priority Issue check list and Action Plan summary, and the Narrative Information Section.**

Project Title:

Applicant:

Address:

Contact Person(s):

Phone:

Fax:

Email:

Grant Amount Requested (*cannot exceed \$5,000*):

Total Estimated Project Cost:

Amount & Source of Other Funding (if relevant):

Project Description Summary (fill in here or attach additional document; word limit 300):



Check off the Comprehensive Conservation and Management Plan Priority Issue(s) addressed by the proposed project:

Sedimentation.

Bacterial contamination.

Elevated nutrient levels.

Toxic pollutants.

Scarce freshwater resources.

Preserving biodiversity.

Environmentally balanced uses.

The proposed project must work to implement, at a minimum, one of the Action Plans that address the Priority Issues listed above. Please list the relevant Action Plans that will be addressed by this project below. The Action Plans are detailed within the Management Plan which can be found at MBNEP.org or from the Estuary Program's office.

Promoting Sea Otter Stewardship in Scuba Divers in Morro Harbor

Gena Bentall, Sea Otter Savvy

Cara O'Brien, California State Parks and Seabird Protection Network, Pt Sur to Pt Mugu Chapter

Mike Harris, California Department of Fish and Wildlife, Sea Otter Savvy Program Advisor

The problem

The Sea Otter Savvy program uses research and a science based approach to develop our outreach and education program with the goal of reducing human-caused disturbance to sea otters in California. With the help of our volunteer based citizen science team we collect data to help us understand the effect of marine recreation activities on sea otter behavior and energy budgets. During monitoring sessions, our citizen scientists have observed disturbances to resting sea otters by scuba divers at Target Rock. Disturbances most often occur when divers, intentionally or accidentally, surface very near the raft causing a “full flush”, when all raft members dive suddenly in response to a perceived threat. Placement of dive flags too near a resting sea otter raft, and surface swimming by divers to and from access locations have also been reported as sources of disturbance. Additional reports of diver-caused disturbances to sea otters have been communicated to us by U.S. Geological Survey and California Department of Fish and Wildlife sea otter biologists, SeaLife Steward volunteers, Morro Bay Natural History Museum docents, and concerned citizens. As the kelp bed at Target Rock continues to thrive, it is likely to attract both sea otters who want to rest in the canopy and divers who want to explore the forest underneath. While similar diver-caused disturbances have not been observed at Coleman Beach, the proximity of popular diving sites to sea otter resting locations make disturbance probable.

Our solution

We believe that an inclusive outreach approach that incorporates the spatial needs of sea otters and preserves diver enjoyment will have the best chance of success. Our proposed strategy includes three elements:

1. Engaging the SCUBA diving community: Reaching out to key members and leaders of scuba community, dive shops, and scuba organizations to collaborate on strategies and materials that most effectively educates divers on best practices to prevent disturbance while preserving diver experience.
2. Installing educational signage at key diver access points: Boulder mounted interpretive signs would provide information targeting scuba divers at two popular diver access locations that are adjacent to sea otter resting locations ([Figure 1](#)). We believe the boulder-mounted signage ([Figure 2](#)) simplifies installation and integrates attractively into the existing rock features at both locations. The signs might include ([Figure 3](#)):
 - a. Map showing diver access location(s) and sensitive sea otter areas (variable by site)
 - b. Tips for diving safely and responsibly in sea otter habitat with the dual goal of preventing disturbance and aggressive encounters
 - c. Underwater image of location (variable by site)
 - d. Images of common kelp forest fauna (above and below surface, kelp forest fauna at Target Rock and eelgrass at Coleman Beach)
 - e. Why rest is important for sea otters

3. Creating educational brochures/dive maps: Working with dive shops to create (waterproof?) maps of the relevant locations with tips for divers, information on responsible diving around sea otters and other marine wildlife, and field guides to marine life of Morro Harbor

We hope to implement elements 2 and 3 within the context of a collaboration with the diving community as described in element 1. Our goal is to provide information that is of use to divers wishing to explore these locations, helps ensure diver safety in sea otter habitat, and promotes a sense of good stewardship towards sea otters and other marine wildlife among divers.

Figures

Figure 1 Map of section of Morro Harbor showing proposed locations for interpretive signs at diver access points (red Xs) adjacent to sensitive sea otter resting areas (blue ellipses).



Figure 2 Examples of boulder-mounted interpretive signs

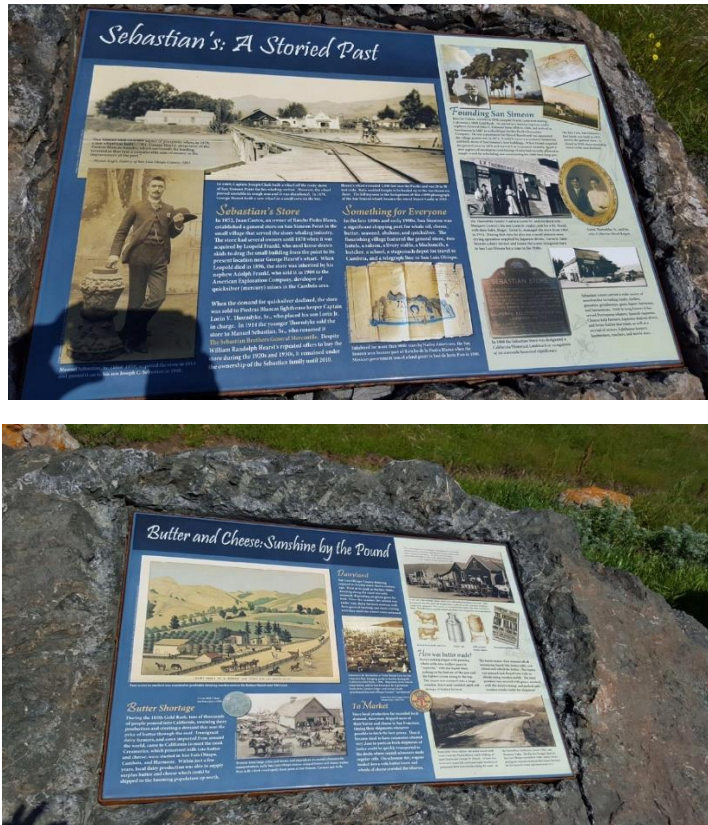


Figure 3 Draft sample of proposed content for Target Rock interpretive sign



Estimated Budget

	Graphic Design by Wildways	Fabrication Wildways	Fabrication Fossil Industries	Boulder Installation	Total Wildways	Total Fossil
Estimated cost per sign	\$2500	\$450	\$293	\$250	\$3200	\$3043
Total, 2 signs	\$5000	\$900	\$594	\$500	\$6400	\$6086
Requested funding MBNEP						\$5000
Balance requiring supplementary funds						\$1086

From Grant Application: The proposed project must work to implement, at a minimum, one of the Action Plans that address the Priority Issues listed above. Please list the relevant Action Plans that will be addressed by this project below. The Action Plans are detailed within the Management Plan which can be found at MBNEP.org or from the Estuary Program's office.

This project addresses the Environmentally Sound Estuarine Resource Use (USE-1) Action Plan by seeking to support recreational use of the bay and estuary, while educating recreationists to demonstrate good stewardship toward an ecologically important Morro Bay inhabitant, the sea otter. All facets of this proposal, from public interpretive signage to engagement with the diving community, fall within the Education and Outreach (EO-1) objectives described in the CCMP.

Additionally, we contend that, as sea otters are a keystone species known to promote biodiversity where they live and feed, their persistence in Morro Bay is likely to promote biodiversity and estuary health. Recent studies have linked the presence of sea otters to increased recovery and resilience of eel grass beds, a critical ecological community in Morro Bay. Encouraging the persistence of sea otters in Morro Bay by protecting them from human-caused disturbance is one way to support the presence of this species that may have a critical role in the health and recovery of estuary habitats in a manner consistent with multiple Action Plans under the category of Ecosystem Conservation and Recreation.

Considerations for Interpretive Design

Following is a description of general elements to consider when developing interpretive panels. The approach implemented depends on what best suits the site, themes, orientation, regulatory and branding requirements.

Branding

Often projects involve multiple agencies or organizations. If your project seeks to gain recognition for your agency and/or its messages and goals, an attractive and consistent look is important. Your “branding” may involve the use of logo(s), colors, fonts, images and messages. A “branded look” can be created that will be the model for each interpretive panel. If you partner with other agencies requiring recognition, the appropriate additional logo is placed in the “logo set” on the panel or sign. You will be able to easily identify branding elements used in the examples supplied in this document.

Identify Themes

After reviewing in detail the scope and goals of the project, we work with the client to articulate the overall theme for the project, then identify themes to replace the “subjects or topics” describing each of the interpretive panels required. Themes are intended to at once capture the interest of the visitor and convey the primary message for each panel. Sub-themes are used in order to deliver the complete message. The over-all theme may become your “branding” message.

Understand Your Audience

Who are your visitors? (Education, age, school groups) Why do they visit? (Hiking, biking, watching birds and nature) Knowing more about your visitors will aid in tuning your message to generate interest and have impact, causing them to think about what they you’ve said after they’ve gone home, perhaps, even changing how they interact with ocean resources in the future.

Develop Text

Facts are researched and text is written to provide information that supports themes and sub-themes. Interpretive text is written in short sentences, active voice. Interpretive writing guidelines recommend no more than 150-200 words per panel. **Acessibility requirements specify that**

uppercase letters in body text be at least 3/8-inch high. Size alone will keep text short, especially if there are maps, photos, diagrams, and illustrations to be included. Sidebars may be used to develop a second theme or third in a panel.

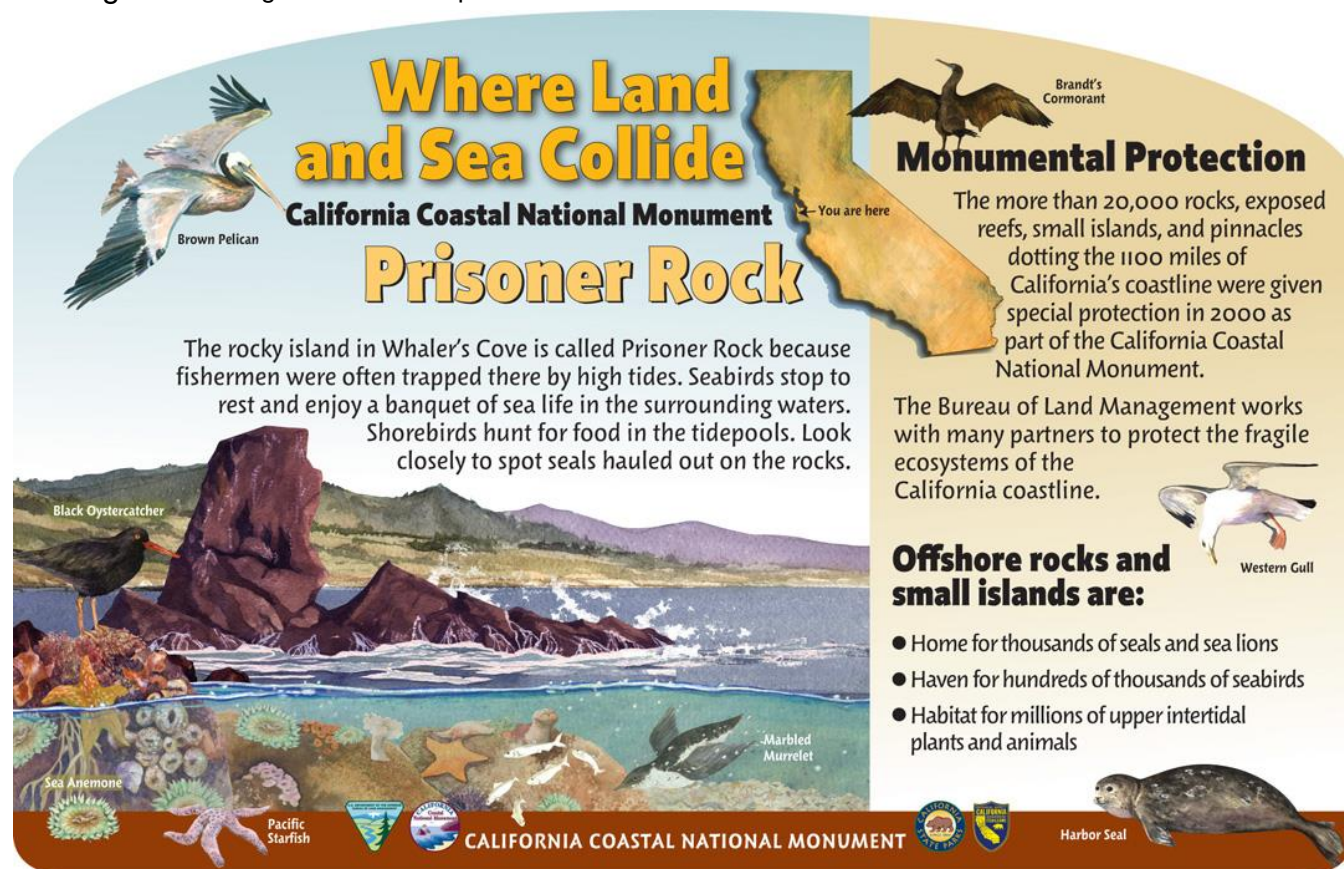
See example here.



WILDWAYS *illustrated*

Determine Design Elements

Various design elements can be used to provide brand identity and consistency. These may include colors and fonts, shapes, title bars, and logos. Branding (e.g. logos) shouldn't out-weigh the message. Following are some examples:



There are lots of logos on this 28" wide x 18" high panel at Pigeon Point, but they don't detract. Note also color bar and shape used for California State Park panels in several Central Coast locations.

Adding Visual Content

The old adage "a picture is worth a thousand words" is especially true for interpretive signs. Research reveals that just 6% of visitors read entire interpretive panels. So the images used must also support the theme and convey the message and, hopefully, get more people to read the text. Photos, maps, diagrams, and illustrations can be used to that end. Timelines can visually carry the visitor through historical events. While illustrations are our specialty because they seem to convey something beyond what photographs do, photos, maps, and diagrams can be combined effectively.

Following are more examples:

Another World Beneath the Waves

Life in the Kelp Forest

The spectacular landscape around you is just part of what makes Point Lobos State Reserve so special. Beneath the waves is another world of kelp forest and rocky reefs unique to California's Central Coast. Giant kelp grows up to 20 inches a day and to 90 feet high, forming an undersea forest. Kelp forests have a greater yield in production per acre than any plant community on earth. This forest feeds and shelters a rich variety of marine life, including sea otters and other marine mammals, fish, invertebrates, and seabirds. Point Lobos State Reserve offers us a glimpse into their magnificent world.



Giant Bladder Kelp - *Macrocystis pyrifera*



Bell Medusa - *Polyorchis penicillatus*



Cabezon - *Scorpaenichthys marmoratus*



Sea Otter - *Enhydra lutris*



Red Octopus - *Octopus rubescens*



Lightbulb Tunicate - *Clavelina lemniscata*



Lingcod - *Ophiodon elongatus*

The animals pictured here are just a few of the marine inhabitants of Point Lobos State Reserve. Millions of organisms make the kelp forest, reefs and tide pools their home.



State Marine Protected areas are managed by the California Department of Fish and Game

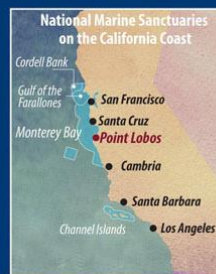
Protecting Precious Places

At shore's edge begins an underwater reserve established by the California Department of Parks and Recreation on July 1, 1960. The 775-acre Point Lobos Marine Reserve was one of the first underwater reserves in the United States. In 2007, the Point Lobos no-take area became a 2,349-acre State Marine Reserve (SMR), Carmel Pinnacles SMR was protected and Carmel Bay was included as a State Marine Conservation Area (SMCA). California's network of Marine Protected Areas (MPAs) is designed to restore and protect our precious marine ecosystems.

The Point Lobos MPAs lie within the federally protected Monterey Bay National Marine Sanctuary, an area stretching 300 miles, from Cambria in the south to north of the Golden Gate Bridge.



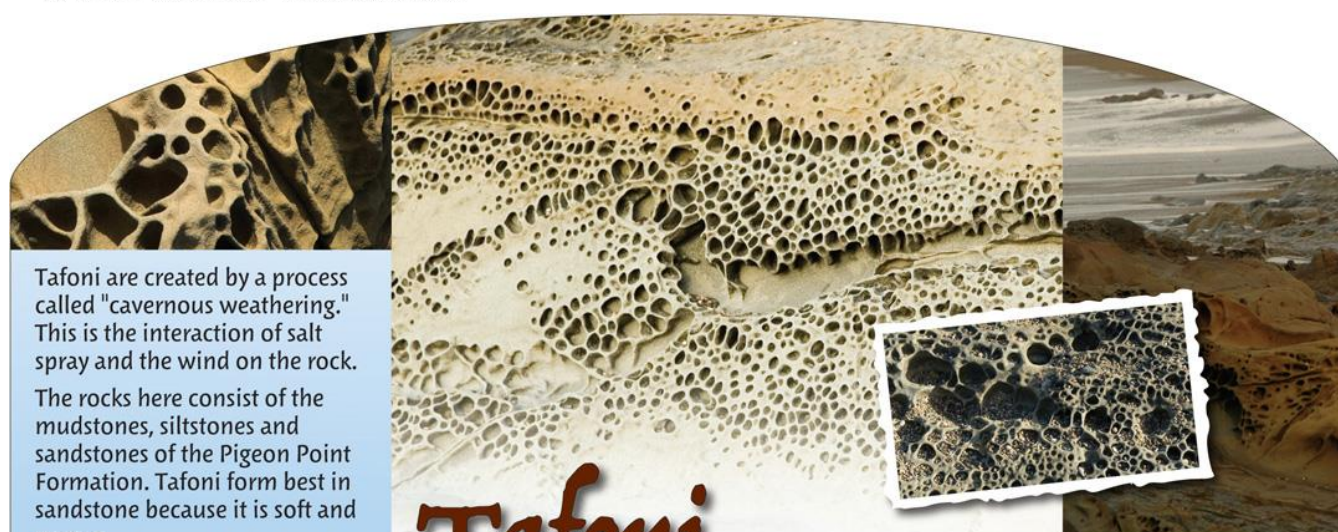
Photography by Ranger Jerry Loomis



National Marine Sanctuaries are managed by NOAA


This design for a 3-panel kiosk at Point Lobos State Reserve is 32" wide x 40" high. We used photos along with map images given a watercolor wash in order to match the watercolor dive area map on the adjacent panel.

WILDWAYS illustrated



Tafoni are created by a process called "cavernous weathering." This is the interaction of salt spray and the wind on the rock. The rocks here consist of the mudstones, siltstones and sandstones of the Pigeon Point Formation. Tafoni form best in sandstone because it is soft and porous.


Our wet winters and long, dry summers set the stage for the complex process that carves amazing formations in these rocks over hundreds of thousands of years.



Tafoni

Nature Sculpts Pictures in Stone

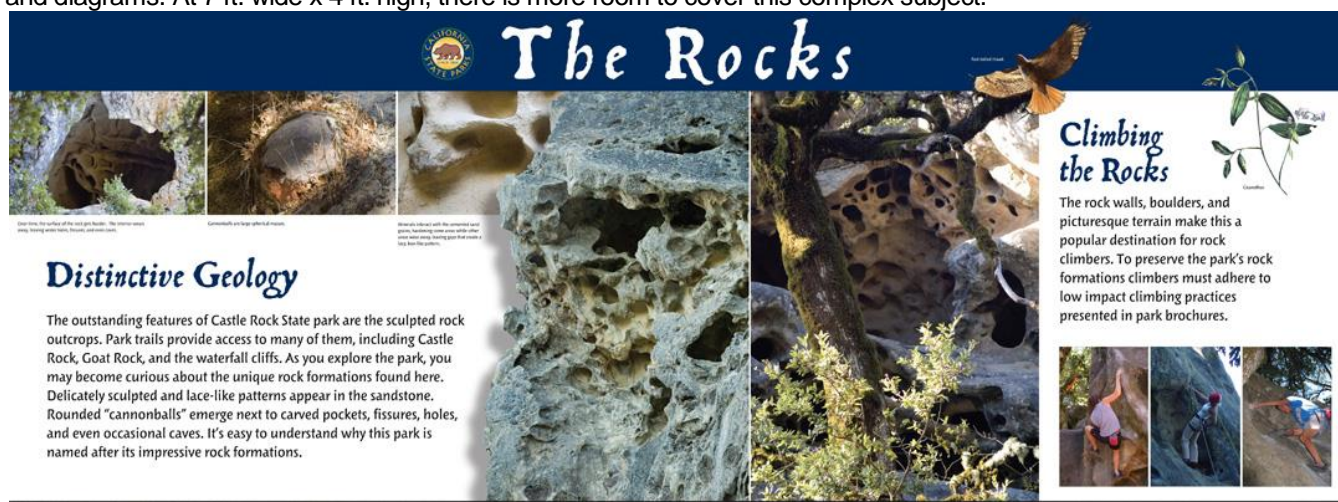
Over many centuries the stone has been sculpted by a weathering process that creates the amazing formations you see here. Geologists have named these formations "tafoni," plural "tafoni." Use your imagination as you explore. See if you can find a dragonfly or a crocodile.



BEAN HOLLOW STATE BEACH

Here we describe geological features and processes using photos. We connect it with the other 9 panels in this series at Bean Hollow State Beach by adding the illustration of the bird and kelp. This panel is 28" wide x 18" high.

In this example we describe the same geological process (tafoni) using diagrams. We combined photos, illustrations, and diagrams. At 7 ft. wide x 4 ft. high, there is more room to cover this complex subject.



The Rocks

Distinctive Geology

The outstanding features of Castle Rock State park are the sculpted rock outcrops. Park trails provide access to many of them, including Castle Rock, Goat Rock, and the waterfall cliffs. As you explore the park, you may become curious about the unique rock formations found here. Delicately sculpted and lace-like patterns appear in the sandstone. Rounded "cannonballs" emerge next to carved pockets, fissures, holes, and even occasional caves. It's easy to understand why this park is named after its impressive rock formations.

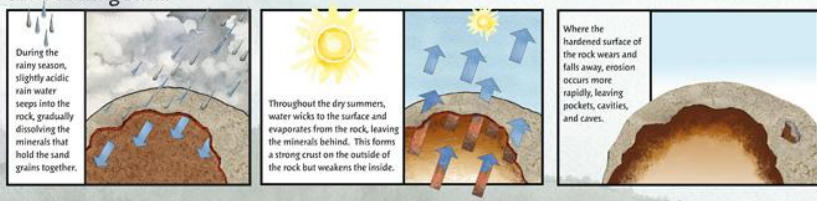
Climbing the Rocks

The rock walls, boulders, and picturesque terrain make this a popular destination for rock climbers. To preserve the park's rock formations climbers must adhere to low impact climbing practices presented in park brochures.

The Weathering Process

The Mystery of the Castle Rock Formations

Coarse grains of cemented sand make up the basic character of the Vaqueros sandstone found here. Our mediterranean climate (wet winters and long, dry summers) sets the stage for what occurs. Over many centuries the stone weathers through a complex process that creates the amazing formations you see. Geologists call these formations tafoni (plural tafoni), an Italian word meaning "caverns."



During the rainy season, slightly acidic rain water seeps into the rock, gradually dissolving the minerals that hold the sand grains together.

Throughout the dry summers, water wicks to the surface and evaporates from the rock, leaving the minerals behind. This forms a strong crust on the outside of the rock but weakens the inside.

Where the hardened surface of the rock wears and falls away, erosion occurs more rapidly, leaving pockets, cavities, and caves.

Castle Rock State Park

WILDWAYS illustrated

Below we've combined photos, illustrations, and a map on a 36" wide x 24" high interpretive panel that offers a welcome, orientation, and information about the park's historic and natural resources.

WELCOME to McNee Ranch

The view from the top is worth the walk with lots to see along the way.

Montara Mountain is home to mountain lions, coyotes, squirrels, and rabbits. This is an amazing native plant habitat with several rare species.

Whether you hike or bike to the North Peak summit, the trip is a challenge. Reaching the top on a clear day, you will be rewarded with spectacular views in every direction.

See evidence of the past on the Old San Pedro Mountain Trail or spot a World War II bunker across the way.

Enjoy the fragrance and colors of the native shrubs and wildflowers along the trails. Gray Whale Cove Trail is particularly beautiful in the spring.

Plants Like Nowhere Else

With its elevation gain, seaside location, foggy summers, and nutrient-poor soil, Montara Mountain is home to distinct native plant communities and some rare species found nowhere else.

Home to rare species

San Bruno Elfie Butterfly, Hickman's Porella, Montara Manzanita, Grayanthera, Coast Silk-tassel, Maritime Chaparral, Pacific Stonecrop, San Mateo Tree Lupine, Golden Chinquapin.

Maritime Chaparral describes the plants and shrubs growing higher on these steep coastal hills.

Coastal Scrub grows at low elevations near the ocean. Buffeted by wind and salt spray many of these plants hunch close to the ground.

Trails:

- Gray Whale Cove Trail: 1 mile one way. Moderate.
- Old San Pedro Mountain Trail: 3.2 miles one way. Rigorous.
- North Peak Access Road: 3.9 miles one way. Rigorous.
- Montara Mountain Trail

Watch for birds foraging along the trail. You may see raptors flying beside or below you as you climb, especially in the fall.

McNee Ranch

Welcome to The Forest of Nisene Marks State Park

West Ridge Loop Trail — 6.9 miles
This long hike has an elevation gain of 800 feet.

Big Loop Trail — 10.2 miles
This longer hike has a 1400 foot elevation gain and rewards you with great ocean views from the ridges. A 4.6 mile round trip extension with two unbridged creek crossings takes you to Five Finger Falls.

Old Growth Loop Trail — 1.5 miles
An easy trail that takes you through giant redwoods to the Twisted Grove.

Historic Loop Trail — 5.6 miles
With a 600 foot elevation gain and unbridged creek crossings, this moderate hike takes you past early logging sites and fossils of seahorse. A rugged 1 mile round trip extension takes you to Maple Falls. It's worth the extra hike.

Loma Prieta Grade Loop — 1.8 miles
Look for evidence of the old Loma Prieta saw mill along this easy trail.

Porter Loop Trail — 1.2 miles
Short, but steep, this trail includes two unbridged creek crossings.

LEGEND

Trail Classifications	Hikers?	Bikes?	Horses?
Big Loop	yes	no	no
Historic Loop	yes	no	no
West Ridge Loop	yes	no	no
Loma Prieta Grade	yes	no	no
Porter Loop	yes	no	no
Old Growth Loop	yes	no	no
Multi-use Trail	yes	no*	no*
Fire Road	yes	yes	no*

*Bikes and horses OK south of Winter Gate

State Park Boundary
Restrooms, Picnic Tables, Parking, Trail Camp

Scale 0 1 2 3 4 5 1 mile 0 1 2 3 4 5 1 kilometer

THE FOREST OF NISENE MARKS STATE PARK

Maps available at entrance station and Seacliff State Beach Visitor Center

This welcome and orientation panel if 42" w x 36" h. Using a digital map with overlays and photos only, we describe options for hikers, bikers and equestrians; describing trail length, difficulty and highlights.

WILDWAYS illustrated



THE OLD WHALING STATION

This old adobe was originally built in 1847 by David Wight as a home for his family. The floor plan is reported to be based on Wight's ancestral home in Scotland. The Wights lived in the house for only a short time before leaving for the gold fields in 1850.



Photo courtesy of Monterey Public Library, California History Room

Portuguese whalers, working for the Old Monterey Whaling Company, began shore whaling operations here in 1855. The building served as company headquarters and employee residence. Whales were spotted from the second floor windows, and the hunt began. The whale blubber was rendered on the beach in huge iron pots like the one you can see in the back garden.



Photo courtesy of Monterey Public Library, California History Room

Where whalers lived and worked



In 1864 the Monterey Gazette reported that pieces of whalebones, which were "plentiful on the beach," were cut and trimmed as paving blocks for "neat and pretty sidewalks" in front of Monterey stores.

The Old Whaling Station has one of the nation's last remaining whalebone sidewalks.

Today the Junior League of Monterey leases this historic site from California State Parks. The adobe and its gardens are used for weddings and other special events.



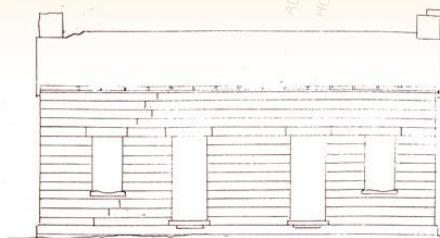
For more information, go to our website: www.parks.ca.gov/mshp

Monterey State Historic Park

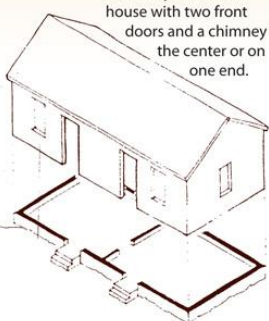
This 36"wide x24"high interpretive panel that describes historic events and places using historic photos, art and modern images as well.

Beauty in Stone

With its color and symmetry, this beautiful house reflects the skill of its builders and blends with its spectacular surroundings.



The house was built on a foundation of large stones. There are two fireplaces and chimneys at the north and south ends. Another foundation about 10 feet from the back wall marks the edge of a room that ran the length of the building and has since been demolished.



The space between interior and exterior walls is filled with rubble.

A "Double-Cell" or "Double-Pen" house, is a one-story, two-room house with two front doors and a chimney in the center or on one end.



The Orson B. Adams House was built between 1863 and 1866. It is believed that Willard G. McMullin, a stone mason in Harrisburg at the time, either built or helped build the house.


This house is often cited as an example of typical early Utah architecture. It is referred to as a "Double-Cell" or "Double-Pen" house. The style was developed in Virginia and carried into the deep south and west. It reflects the "Greek Revival Style" with its symmetrical features and boxed cornice returns for the roof. You may recognize these features in other historic buildings in the area.

Courses of sandstone blocks make up the interior and exterior walls. Notice how the carefully dressed stone, in varied shades of red and white, are laid in an alternating pattern. The lintel stones over doors and windows carry stripes of both colors, the work of skilled builders.

In the absence of historic photos, current photos can be combined with drawings, diagrams and, for this Utah historic home, an old map of the surrounding area is used as a background.

A Perilous Journey

Shorebirds and seabirds travel amazing distances during seasonal migrations along the Pacific Flyway.




No Day at the Beach for Birds

Asilomar's sandy beaches and rocky shoreline are an essential refueling stop along this primary migration path. Without plenty of food and safe roosting places, these birds risk death, especially on long flights over the ocean.

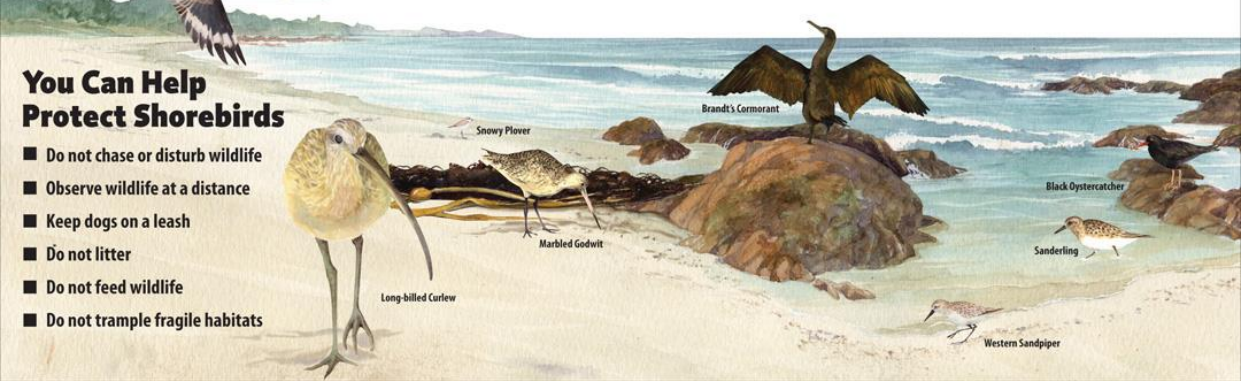
Your Choices Mean Their Survival (or Not)

Migrating birds have no energy to waste. Don't approach or chase birds. Your presence may disturb critical feeding and resting time. Your dog may not see birds as prey, but birds will see it as a predator and flee for their lives.



You Can Help Protect Shorebirds

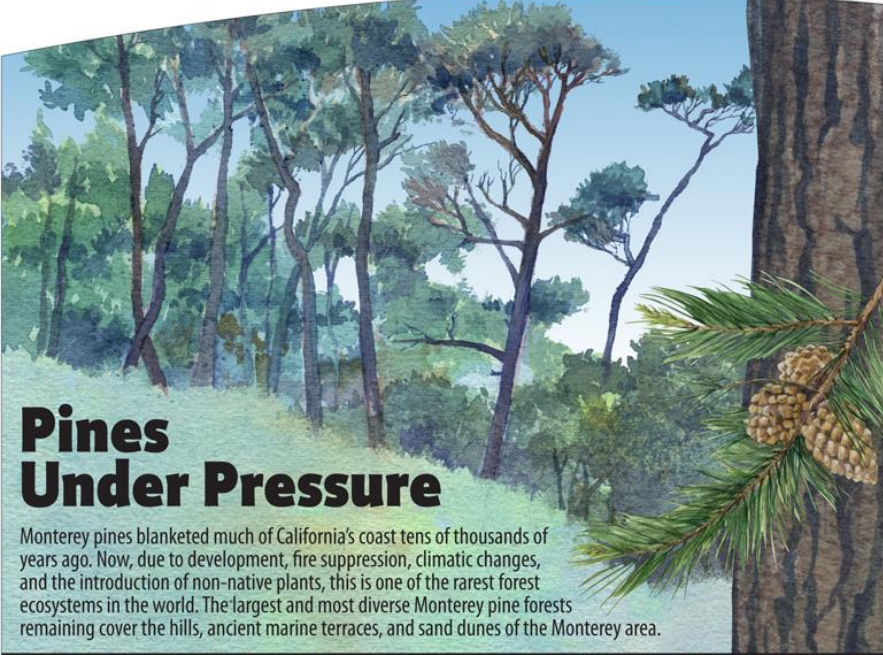
- Do not chase or disturb wildlife
- Observe wildlife at a distance
- Keep dogs on a leash
- Do not litter
- Do not feed wildlife
- Do not trample fragile habitats




A client may choose to use illustrations for wildlife in one panel (above) and, at another location along the trail, use photos for wildlife when the primary focus is the habitat (below).

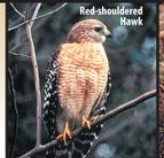
Pines Under Pressure

Monterey pines blanketed much of California's coast tens of thousands of years ago. Now, due to development, fire suppression, climatic changes, and the introduction of non-native plants, this is one of the rarest forest ecosystems in the world. The largest and most diverse Monterey pine forests remaining cover the hills, ancient marine terraces, and sand dunes of the Monterey area.






Monterey pine forests are home to a unique and diverse community of fungi, plants, birds, and mammals.




Devastating Disease

A fungal disease called pine pitch canker arrived on the Monterey peninsula in infected firewood in 1992. Asilomar has lost thousand of pines since its arrival. Native insects including bark and twig beetles spread the fungal spores. While there is no known cure for the disease, a small percentage of pines are naturally resistant.



Weeping sap is one of the symptoms of pine pitch canker.

Hope for a Healthy Forest

California State Parks has put into action a multi-strategy plan to restore Asilomar's Monterey pine forest.

- Inject pine pitch canker fungus into nursery grown Monterey pine seedlings. Plant survivors.
- Remove non-native species that inhibit the pines.
- Spread woodchips with native Monterey pine seeds where the forest is sparse.
- Protect young pines from deer with shelters and cages.

WILDWAYS illustrated

Here is another example, in this case the topic is sea otters. We use illustrations and a photo. Due to the nature of the audience, the message is presented in English and in Spanish. (NOTE: Client resources provided Spanish translation)

Getting to Know Southern Sea Otters

A Day in their Lives at Elkhorn Slough
This is a great place to view southern sea otters. Take the time to watch them groom, eat, rest, and socialize.

Survival Strategies—What do they do all day?

GOOD GROOMING—
The secret to staying warm
A sea otter's coat is dense, with over one million hairs per square inch. Regular grooming of this waterproof fur keeps the otter warm. When you see an otter rolling or rubbing its fur, it is grooming.

FORAGING AND FEEDING—
An all-day ocean buffet
A sea otter needs to eat around 25% of its body weight a day – that's a lot of food! Watch an otter dive for food – you might see it use a rock to crack open prey on its chest.

RESTING HALF THE DAY—
Otters napping: do not disturb
A sea otter spends at least half the day floating on its back or, occasionally, hauled out on land. Resting allows the otter to save energy and stay healthy.

SOCIAL NETWORKING—
Sharing the slough
Typically sea otters spend a lot of time alone or in small groups. But Elkhorn Slough is special. Here young and old otters, mostly males, gather in a large group. You may also see a mother otter and her pup.

Aprende Acerca de las Nutrias Marinas de California

Un Día en la Vida de las Nutrias de Elkhorn Slough
Este es uno de los mejores lugares para ver nutrias marinas de California. Date tiempo para ver cómo se peinan, comen, descansan y conviven unas con otras.

Estrategias de supervivencias—¿A qué se dedican todo el día?

UNA BUENA CEPILLADA—
El secreto para mantenerse en calor
El pelaje de una nutria es muy denso, tiene más de un millón de pelos por pulgada cuadrada. Al cepillar continuamente su pelaje impermeable, las nutrias se mantienen en calor. Cuando veas una nutria dando vueltas o frotando su pelaje, es porque se está cepillando.

COMER Y BUSCAR LOS ALIMENTOS—
Un manjar oceánico que dura todo el día
Una nutria marina necesita comer alrededor del 25 % de su peso diariamente, ¡eso es mucha comida! Observa cómo una nutria se sumerge a buscar comida. Quizá alcances a ver cómo usa una piedra para golpear a su presa contra el pecho y así poder abrirla.


MEDIO DÍA DE DESCANSO—
No hagas ruido: las nutrias están tomando una siesta
Las nutrias marinas pasan al menos la mitad del día flotando de espaldas y de vez en cuando se tumban en tierra firme. El descanso les permite ahorrar energía y mantenerse saludables.

LAS REDES SOCIALES—
Compartiendo la ciénaga
Por lo regular, las nutrias marinas pasan mucho tiempo solas o en grupos pequeños. Sin embargo, algunas nutrias, tanto jóvenes como viejas y en especial los machos, se reúnen en grandes grupos en Elkhorn Slough. A veces, también podrás ver una nutria con su cría.

OTTERS NEED YOUR HELP

Sea otters are threatened marine mammals. Do your part to make their home peaceful and safe.

- Keep your distance – getting too close may frighten otters and other wildlife.
- Avoid making loud noises – you may startle the otters, wasting precious energy.
- Sea otters are protected as a threatened species, and it is a federal offense to disturb any marine mammal.



LAS NUTRIAS NECESITAN TU AYUDA

Las nutrias son mamíferos marinos amenazados. Colabora para lograr que su hogar siga siendo seguro y pacífico.

- Guarda tu distancia; si te acercas demasiado, podrías asustar a las nutrias y demás animales silvestres.
- No hagas ruidos fuertes; puedes espantar a las nutrias y hacer que gasten demasiada energía.
- Las nutrias marinas son una especie amenazada que requiere protección; molestar a cualquier mamífero marino es un delito a nivel federal.

This panel was made possible by the generous supporters of Otter – the Marine and the Monterey Bay Sanctuary Foundation.
Este panel ha sido posible gracias al generoso apoyo de la cinta Otter y la Fundación Santuario de la Bahía de Monterrey.






ADA Accessibility

Interpretive wayside panels must be easy to read for those who have vision issues or who use wheelchairs. Guidelines require specific font sizes for titles, sub-titles, body text, and captions. The contrast between type and backgrounds must be at least 70% for legibility. ADA requirements specify that wayside interpretive panels must be mounted with the lower edge at 28" to 34" above the ground and at an angle to avoid glare and be accessible to visitors who use a wheelchair. For larger panels the center of vision must be at 54" above grade.

For More Information

Some organizations have web sites and it may be appropriate to put a url address on the panel(s). There is also technology available that enables visitors with smart phones to visit whatever site you want in real-time, from your site. The use of Microsoft Tags or QR codes is becoming more and more prevalent in print media and on signs. They are used for advertising, soliciting donations or volunteers, and simply providing more detailed information than can be offered in a magazine article or on an interpretive panel. Consider reaching a broader audience by adding Tags or QR codes to your panels. Both options give you the ability to manage the content or url address in each tag and provide reports of how many people have accessed the url via the tag. An excellent way to collect data about visitors with smart phones!

MPAs - Good for the Ocean; Good for You!






To report violations call 1-888-DFG-CALTIP
For detailed maps and regulations go to www.dfg.ca.gov/mlpa

Panel Materials and Fabrication

The material we recommend to stand up best against the elements and potential vandalism is digital high pressure laminate. The material is printed and fabricated with a vivid 12-color process that offers UV protection, is graffiti resistant, and comes with a 10 year manufacturer's warranty.

The ½" material can be mounted without the need for frames. If you prefer the look of a frame, use the somewhat less expensive 1/8" material which comes with the same warranty.

Digital high pressure laminate panels are easy to maintain. Stains can usually be removed by the application of mild soap and water or baking soda or diluted bleach followed by rinsing with water. Spray paint, lacquer, and crayon graffiti can be removed with paint thinner, lacquer thinner or similar solvents.

Fabrication takes four to eight weeks plus time for initial set-up. The color proof review and approval cycle may add one to two weeks. The process can be expedited for an additional fee.

In Summary

Interpretive design is as important to meeting the goals of your interpretive project as planning and writing. Whether using photos, maps, diagrams, illustrations or all of these, the design and layout of your panels will guide the flow of information. Images, fonts and colors will add impact. Skillful interpretive design is critical to capturing the attention of your audience or visitors, engaging their interest, conveying your message, and making their visit to your site more enjoyable.

Budget

BUDGETARY COSTS

CREATIVE DEVELOPMENT

Client visit, theme development, research, writing, editing, design, illustration, photo editing, photo and map placement, template for mounting hardware, production management.

COST PER PANEL

36" w x 24" h sized panel

\$2,500 per panel

FABRICATION COSTS, 1/2" thick material with posts or pedestals

Panel Fabrication 36" w x 24" h x 1/2" thick

Digital high-pressure laminate (10 yr warranty)

\$450 each

6-8 week lead time for Panel Production

Price may vary depending on contour, simple or complex cuts, number of mounting holes, etc.

Installation not included.

Qualifications

1. Company Experience

The best demonstration of our experience is the work we have completed. The projects in our portfolio included project management; graphic design; original watercolor illustrations of landscapes, plants, wildlife, maps, and process diagrams; research; interpretive writing; editing; specification of exhibit and panel mounts; selection of vendors for mounts and panel fabrication; production management; and delivery. These projects were completed by the team of Gay Kraeger (designer/illustrator) and Holly Reed (researcher/writer/editor/project manager). Together we make an effective team. See a portion of our portfolio in at our web site at www.wildwaysillustrated.com.

2. Project Personnel – Roles & Experience

Note: Resumes with additional details will be provided upon request.

A. Personnel

1) Gay Kraeger

Graphic Designer – Artist/Illustrator

2) Holly Reed

Project Manager – Writer – Researcher – Production and Sub-Contracts Manager

B. Years of Experience

1) Gay Kraeger, 16 years of Interpretive Design and Illustration

2) Holly Reed, 13 years of Interpretive Writing, 25 years of Production and Project Management

3. References (provided upon request)

MBNEP Community Grant Application Follow-up Questions

Project name: Promoting Sea Otter Stewardship in Scuba Divers in Morro Harbor

Applicants: Gena Bentall of Sea Otter Savvy, Cara O'Brien of California State Parks, and Mike Harris of California Department of Fish & Wildlife

Prior to submitting an application, Gena Bentall of Sea Otter Savvy got in touch with us to discuss their potential project. Here are the MBNEP's feedback on the project idea and Gena's response to each point:

MBNEP Comment 1. It's great that you've already begun looking into the approval process and involving State Parks, CDFW, and the city of Morro Bay. It would be important for the application to educate yourself on the city ordinances and other regulations related to placing signage. While you do not have to receive approval from all of these entities prior to the application being submitted, it would strengthen the application if these entities had initially been contacted and are supportive of the concept.

I have just received word from Morro Bay City Planning and the Harbor Department that they are supportive of our sign project! We will not need to go through the sign permitting process, but will be working in collaboration with the City of Morro Bay and Harbor Dept on the placement of signs.

MBNEP Comment 2. If the project was funded, our staff would want a chance to review the language on the signage and suggest potential changes. This signage language does not need to be determined prior to submitting the grant application.

This is no problem. We have a graphic designer in mind that has worked on these kinds of signs. I will pass along her estimate and samples of work with the application.

MBNEP Comment 3. In your email, you mention "engaging leaders in the SCUBA community in the process." What are you envisioning here? Some ideas we came up with include a brochure to hand out in dive shops or providing training to dive shop employees.

We are interested in producing a give away for dive shops that combines a useful thing their customers might enjoy (map of diving areas, field guide to common species, etc) with wildlife etiquette information. One of the key points is that we plan to work together with the dive shop representatives to create materials that incorporate their expertise and knowledge. Training for employees will also be a goal.

Upon review of the application, MBNEP staff had some additional follow-up questions for the applicant. Here are those questions and the applicant's response.

MBNEP Question 1. If your project were funded, what expenses would our \$5,000 grant cover?

A grant from MBNEP would cover all of the expense of a single sign and most of the expense of both signs as shown in the budget estimate. We obtained the graphic design estimate last minute, and it came in much higher than we were expecting. It's possible with some shopping around, we could bring the total for both signs to within \$5K. What graphic designer does MBNEP use and/or recommend?

MBNEP Question 2. Would the grant be paying for Element 2 only?

We are asking for funding for the signs (Element 2) but would be open to discussing other options incorporating Element 3.

MBNEP Question 3. What would your plan be to complete the project if you can't obtain the remaining \$1,086 required for project completion?

If we can't obtain a lower bid on graphic design and go ahead with both signs as planned, I feel confident we could obtain the additional funding. The City of Morro Bay and Harbor Department are very supportive and might be sources of additional funds, and I have a few other ideas for piecing together the balance. Alternatively, we could produce one of the signs and assign the rest of the funds to Element 3.

MBNEP Question 4. Would there be any estuary-specific content (i.e., why otters like estuaries) in the signs?

The Coleman Beach sign would certainly have content about the importance of sea otters in estuaries. The Target Rock sign, as we've envisioned it, would have more of a kelp forest theme.