



**Morro Bay National Estuary Program
Community Project Application Cover Sheet**

Project Title:

Applicant:

Address:

Contact Person(s):

Phone:

Fax:

Email:

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

Total Estimated Project Cost:

Amount & Source of Other Funding (if relevant):

\$3,417 in-kind match from staff time.

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

The San Luis Obispo Marine Protected Area Collaborative (SLOMPAC) represents over 50 different organizations including federal, tribal, state, local, and recreational interest groups. The SLOMPAC considered a list of eleven projects brainstormed during the strategic planning sessions as well as additional projects proposed by members throughout the last year. The Discover Marine Protected Areas- California Coastal Explorer Guide received the most votes and inspired the most interest with many comments expressing the value of reaching adults through their children, and that reaching children is the best value because they are the future stewards of our MPAs. The booklet is an innovative approach to address new and urgent coastal resource protection mandates. In the short period of time these booklets have been in print, over 45 boxes have been distributed for events, trainings, and to MPA partners, proving to be an excellent outreach and education tool.

Currently the booklets are being translated into Spanish with the remainder of the initial MPA Small Grant, but there is not enough funding to format, and print the Spanish version booklets. The SLOMPAC requests the Community Project Program grant to fund the work of WILDWAYS illustrated to format, print, and ship (including taxes) the children's activity booklet to serve the Spanish speaking community.



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.

Briefly describe how your project addresses the priority issue(s) you checked above.

This Spanish version of the booklet will provide education about the importance of protecting the biodiversity of estuaries and watersheds like Morro Bay. The booklet will also increase awareness and stewardship of Morro Bay's Marine Protected Areas and the greater coastal environment. The booklet will emphasize how children can protect marine and coastal resources.

The proposed project must work to implement at least one of the Action Plans that address the Priority Issues listed above. The Action Plans are detailed beginning on page 23 of the Management Plan, which can be found at MBNEP.org.

In the space below, please list the relevant Action Plan(s) and briefly describe how they will be addressed by this project.

The Action Plan that the project will address is Public Education and Outreach (EO-1). Through this project of reformatting the existing MPA Activity Booklets into Spanish, a larger community will be reached. The booklet provides children and their families education and outreach focused on the value of a healthy environment and their role in protecting the natural resources of the Morro Bay watershed and beyond. This Spanish version of the booklet will increase public appreciation of the estuary's importance and encourage mindful actions to protect the watershed and estuary environment.

Community Project Program Proposal

Project Title: MPA Children’s Activity Booklets (Spanish)

Full Project Description:

The San Luis Obispo Marine Protected Area Collaborative (SLOMPAC) represents over 50 different organizations including federal, tribal, state, local, and recreational interest groups. The SLOMPAC considered a list of eleven projects brainstormed during the strategic planning sessions as well as additional projects proposed by members throughout the last year. The *Discover Marine Protected Areas- California Coastal Explorer Guide* received the most votes and inspired the most interest with many comments expressing the value of reaching adults through their children, and that reaching children is the best value because they are the future stewards of our MPAs. The booklet is an innovative approach to address new and urgent coastal resource protection mandates. In the short period of time these booklets have been in print, over 45 boxes have been distributed for events, trainings, and to MPA partners, proving to be an excellent outreach and education tool.

Currently the booklets are being translated into Spanish with the remainder of the initial MPA Small Grant, but there is not enough funding to format, and print the Spanish version booklets. The SLOMPAC requests the Community Project Program grant to fund the work of WILDWAYS illustrated to format, print, and ship (including taxes) the children’s activity booklet to serve the Spanish speaking community.

Community Engagement:

These Spanish MPA Activity Booklets will be distributed on nature walks, campfire talks, ocean-related events, and through the MPA Collaborative website where teachers can have access to these booklets in a printable PDF. Teachers, visitor center staff, outdoor educators, parents, and children have all expressed a need for free and downloadable educational self-guided materials in Spanish that are fun and engaging, and tie together the many resource protection issues facing our coastal and marine environment. The children’s activity booklet is intended to be used in a variety of locations by multiple partners, online and in print, for successive years. The grant funding will cover the formatting, printing, and shipping of the Spanish version of the children’s activity booklet. After the grant ends, the booklet will continue to be used, especially though the web-based format.

WILDWAYS COMMUNITY PROJECT PROGRAM

Audience:

The target audience for these booklets are Spanish-speaking children ages 7-12, their families, and their teachers. According to the US Census Bureau, Hispanics are the largest ethnic group in California. Offering these booklets in Spanish will bring a significant population of California’s children closer to their natural ocean resources and engage them in practicing the protection and care of our local Marine Protected Areas. These booklets will serve a much larger audience of California’s children when they are accessible in Spanish.

Working with the MPA Collaboratives’ extensive distribution networks for environmental education materials will maximize the reach of the project to the school-aged children, teachers, and their families whether or not they ever visit the coast. The booklet will reach current coastal/beach users who will benefit from a Spanish version through CA State Parks, Marine Protected Areas and other California Coastal partner organizations through programs like Jr. Ranger Guards, Environmental living programs, Skype in the Classroom presentations, PORTS, campfires and various school field trips. Outreach about the availability of the Spanish version will be communicated to the ocean community at events, ocean symposiums, harbor updates, and MPA Trainings. The printed booklets will reach 630 children in the first year and estimated 1,260 children will access and complete the online version. The Spanish version will serve children including a wide range of families vacationing, day use visitors, and school groups. Presenters of school group programs will use this booklet during field trips (virtual and in-classroom).

Benefits:

This booklet will help to improve the health of the estuary and its watershed by increasing awareness and stewardship of California’s Marine Protected Areas and greater coastal environment through fun and interactive games and experiments. The messages about estuaries and their role in protecting the health of the ocean are made fun and engaging in the booklet. Having a Spanish language version will extend the reach and accessibility of the messaging to protect estuaries and watersheds while providing a valuable connection to inland communities that may not visit the coast.

Project Budget:

The total budget for the project is \$7,217. This includes printing and taxes for 900 booklet, which will come to \$2,594 with a 7.75% sales tax, for a total of \$2,795. (Local delivery of the booklets is free.) The cost to format the booklets into Spanish is \$1,000. Additionally, the SLOMPAC will contribute to the project through staff time for a total value of \$3,417, which breaks down as follows.

INTEGRATING COMMUNITY SCIENCE INTO ENVIRONMENTAL EDUCATION

Breakdown of in-kind staff time spent to be spent on project

Staff member	Tasks	Hours and Value
Cara O'Brien, State Park Interpreter II	<ul style="list-style-type: none"> Coordinating booklet upload and Spanish webpage creation with the MPA Collaborative Network Working with translation contractor to ensure that the translation is formatted correctly when completed Coordinating with Wildways Illustrated to get the activity booklet translation formatted and to the printer Distribution of Spanish language booklets to MPA Collaborative Network and key stakeholders 	\$54.48 per hour including benefits X 20 hours = \$1,089
Robin Hazard, Park Interpretive Specialist (seasonal)	<ul style="list-style-type: none"> Coordinating booklet upload and Spanish webpage creation with the MPA Collaborative Network Working with translation contractor to ensure that the translation is formatted correctly when completed Coordinating with Wildways Illustrated to get the activity booklet translation formatted and to the printer Distribution of Spanish language booklets to MPA Collaborative Network and key stakeholders 	\$17.60 per hour including benefits X 30 hours = \$528
MPA Collaborative Network staff (May include multiple staff members)	<ul style="list-style-type: none"> Creating Spanish webpage, certificate, and upload of artwork Presenting Spanish version booklets to MPA Management Team and other key stakeholders Incorporating Spanish version booklet in statewide MPA Teacher Toolkit and at MPA Outreach trainings Marketing booklet to new stakeholders and Spanish speaking communities and groups 	\$45 per hour X 40 hours = \$1,800

Evaluation:

The evaluation is an online, anonymous post-test and survey in Spanish based on the survey in English found here: <http://www.mpacollaborative.org/kids/>. The survey asks how much the participants enjoyed the booklet, whether learning objectives were met, and how they will pledge to take action to protect MPAs. Completing the online survey will be a requirement for obtaining a completion certificate. The last page of the booklet will provide the address of the website where readers can access the survey in Spanish.

MPA Collaborative Network

Findings will be used to make revisions to the booklet and to evaluate the success of the program. It can also be used to inform broader decisions and policy that may trigger the creation of formal presented programs on topics of interest identified through the surveys.

Schedule:

April – WILDWAYS illustrated begins redesigning and formatting booklets.

July- New Spanish activity booklets printed and ready for distribution.

August – Spanish survey and certificate are available online

Qualifications:

The primary partners will be the SLO MPA Collaborative, Cara O'Brien, and Robin Hazard of California State Parks. This project team will be led by Cara O'Brien. WILDWAYS Illustrated will be the contractor to format the booklets in Spanish. Central Coast Printing will be the contractor to print the booklets and delivery them. The SLO MPA Collaborative will work together to develop and distribute the booklets.

Cara O'Brien is a California State Park Interpreter II involved in the planning, research, and development of interpretive programs, campaigns, and exhibits. She has been the Outreach/Education Coordinator for the Seabird Protection Network – Point Sur to Point Mugu Chapter for six years. She is the Marine Protected Area Outreach/Education Coordinator for California State Parks leading Interpreters in distance learning for K-12 and in park programs. As San Luis Obispo Marine Protected Area Co-Chair she has led the development of MPA videos for county-wide hotels and is currently leading a working group to create an MPA Coastal Kids' Activity Booklet.

Robin Hazard is a California State Park, Park Interpretive Specialist conducting MPA and seabird outreach and education out of San Luis Obispo County. She has developed traditional interpretive MPA programs, such as nature walks and campfire programs, as well a distance-learning programs such as virtual field trips. These virtual field trips allow children to visit Morro Bay and other State Parks virtually right within their own classroom.

SLO MPA Collaborative Outreach/Education Working Group is comprised of many representatives with expertise in outreach and education. The team successfully created the English version of the Discover MPAs Coastal Explorer Guide and will be instrumental in distributing the Spanish version.

WILDWAYS ILLUSTRATED COMMUNITY SIGNATURE PROJECT



921 HUSTON STREET
GROVER BEACH
CALIFORNIA 93433
P: 805.489.0661
F: 805.489.2396
www.ccprinting.com

Estimate # 74953-3
3/19/2019

National Estuary Program
601 Embarcadero
Suite 11
Morro Bay, CA 93442

PRINTING ESTIMATE

Attention: Rachel Pass
Phone: (805) 772-3834 x13
Fax: (805) 772-4162
E-Mail: rpass@mbnep.org

Dear Rachel,

Thank you for the opportunity to consult on your project. This is our estimate based on the information we have received. We will provide a final quote if required after reviewing your completed files and verifying the job specifications. Customer alterations made during the production process will be charged at the time of invoicing. Central Coast Printing is certified with the State of California as a small business. Certification Number 0034700. A copy of this certificate will gladly be provided upon request.

Project Name: Kids Activity Booklet - 16 Page Self Cover
8.5 x 11, stitched on the 11

Part Description: 16 pg - Cougar (10% pcw)
Full color throughout
Page Size: 8 1/2 X 11
Total Ink Colors: 4 / 4
Ink Colors Front: Black, Cyan, Magenta, Yellow
Ink Colors Back: Black, Cyan, Magenta, Yellow
Paper Stock: 80# Cougar Cover Smooth, White
Prep & Proof: Preflight, File Preparation, Digital Proof, Digital Contract Color Proof
Bindery: Score/Fold, Gather/Stitch/Trim, Carton Pack

Quantity	Price	Price Each
900	\$2,593.69	2.8819

Our Standard Payment arrangement is 50% Deposit, balance on delivery unless terms have been established. Terms: 1%10, Net 30 Days. 1.5% per month on all invoices over 30 days. Acceptable quantity delivered will be Quantity Plus or Minus 10%, unless specified prior to the bidding process. The additional thousand price will be used for billing overs and shortages.

Sincerely,

Don Glidden
Account Manager

Ellie Lemire
Customer Service

Estimate# 74953-3 Accepted By _____ Date _____
National Estuary Program