

Collaborations with ***Businesses*** and West Coast National Marine Sanctuaries
(completed, ongoing and planned)

Olympic Coast National Marine Sanctuary (OCNMS)		
Activity	Description	Status
Advisory Council Working Group on Tourism	<p>OCNMS Advisory Council Tourism Working Group.</p> <ul style="list-style-type: none"> OCNMS convened a Tourism Working Group (WG) to make recommendations to the sanctuary superintendent on how to more closely work with the tourism industry on the Olympic Peninsula. The WG presented its top recommendations at a May 2014 meeting with the advisory council forwarding them to the sanctuary superintendent for consideration. The recommendations can be found at http://olympiccoast.noaa.gov/involved/sac/report_twg_recommendationreport_2014.pdf A few of the top recommendations to OCNMS management are as follows: strengthen partnerships with other natural resource agencies to help develop and promote volunteer tourism; engage visitors in citizen science opportunities; increase the use of social media to attract visitors to nature-based activities and outreach opportunities. OCNMS piloted a ‘Voluntourism’ campaign for International Coastal Cleanup (ICC) in September 2014. Through social media, OCNMS worked with local businesses to offer discounts and incentives to volunteers participating in the event. Volunteer participation increased by more than 350%, from 140 volunteers in 2013 to 500 in 2014. OCNMS and local businesses continue to promote voluntourism at sanctuary led events, including the development of additional volunteer opportunities. 	Completed and ongoing
Olympic Peninsula Tourism Commission	<p>OCNMS Participation in Tourism Forums and Events</p> <ul style="list-style-type: none"> OCNMS is an active participant in the Olympic Peninsula Tourism Commission, which meets monthly to discuss issues related to promoting the Olympic Peninsula, including OCNMS, as a tourism destination. OCNMS has also partnered with the Olympic Peninsula Culinary Loop which promotes locally produced food and seafood, including developing promotional materials to be used during the annual ‘Get into Your Sanctuary Day.’ OCNMS spearheaded development of a Port Angeles Walking Tour brochure highlighting 5 downtown visitors centers that are within walking distance of each other, including Olympic Coast Discovery Center, Feiro Marine Life Center, Elwha Heritage Center, Olympic National Park Visitor, and the Clallam County Historical Society Museum. 	Ongoing
Small cruise ship industry	<p>OCNMS collaborates with the Port Angeles Regional Chamber of Commerce to support small cruise ships.</p> <ul style="list-style-type: none"> OCNMS has been collaborating with the Port Angeles Regional Chamber of Commerce to provide educational programs for passengers of small cruise ships visiting Port Angeles harbor since 2013, including extending hours of operation for the Olympic Coast Discovery Center. 	Ongoing
Ecotourism businesses	<p>OCNMS supplies nature-based tourism with educational materials.</p> <ul style="list-style-type: none"> OCNMS has provided educational materials to nature-based tourism companies to help educate their clients about the ‘Get Into Your Sanctuary Day’ and has now lead three successful years of activities to increase knowledge and visitation to the sanctuary. For instance, the theme for 2015 was ‘Healthy Ocean, Healthy You’ featuring activities such as beach walks, yoga on the beach, sustainable seafood dining experiences, and presentations by marine experts. 	Ongoing

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Activity	Description	Status
Whale Trail	<p>OCNMS collaborated with the Whale Trail to install informational marine mammal signs at Port Angeles Harbor, Strait of Juan de Fuca Scenic Byway and Olympic National Park locations.</p> <ul style="list-style-type: none"> • In 2013, OCNMS worked with The Whale Trail to install a series of informational signs about marine mammals at various ideal wildlife watching locations along the Olympic Coast and Strait of Juan de Fuca, including locations adjacent to Port Angeles harbor, Strait of Juan de Fuca Scenic Byway, Olympic National Park and Olympic Coast National Marine Sanctuary. • The Whale Trail offers expanded tourism opportunities for visitors to Washington, enriching the visitor experience and providing additional reasons for extending visits to the region. The Whale Trail expanded to include sites in California and British Columbia in 2015-2016 and has received additional grant funding to support expansion of the CA network in 2017. • The signs describe marine mammals you can see from land (including harbors) with associated conservation messages to inspire appreciation and stewardship of whales and the ocean. • OCNMS has also worked with The Whale Trail to host public lecturers on killer whale issues and the value of marine protected areas for critical habitat. 	Ongoing
Advisory Council	<p>Businesses have representation on the OCNMS Advisory Council.</p> <ul style="list-style-type: none"> • OCNMS also has a seat on its advisory council for tourism/economic development to connect with the business and tourism community. Representatives include those from the Olympic Culinary Loop, as well as hotel concessionaires operating within Olympic National Park, better connecting the sanctuary with tourism opportunities. 	Ongoing

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Cordell Bank National Marine Sanctuary (CBNMS)		
Activity	Description	Status
Pacific Merchant Shipping Association	<p>CBNMS partners with Pacific Merchant Shipping Association to help reduce ship strikes on whales.</p> <ul style="list-style-type: none"> • National marine sanctuaries on the west coast have a mission to reduce the number of whale ship strikes in sanctuaries. • The vice-president of Pacific Merchant Shipping Association (PMSA), John Berge, has been a member of the CBNMS Advisory Council since August 2007. • Mr. Berge was helpful bringing appropriate industry representatives to the CBNMS and GFNMS Advisory Council Working Group on vessel strikes. • As a result of the partnership with PMSA, CBNMS and GFNMS have had a close working relationship with the shipping industry, which is also interested in reducing the risk of whale ship strikes. PMSA has been instrumental in connecting sanctuary management with several shipping lines and funded research and outreach on whale ship strikes. • PMSA assisted with the San Francisco Port Access Route Study by facilitating discussions with industry that gauged their ability and willingness to adjust vessel approaches to San Francisco ports that would reduce the risk of vessels striking whales in CBNMS, GFNMS and MBNMS. • PMSA facilitated placement of a NOAA biologist aboard American President Lines Ltd. (the world's seventh-largest container transportation and shipping company) and Matson Inc., based in Oakland California. The ride-along provided an opportunity to evaluate the potential of gathering sighting information of whales from commercial ships by crew. The data collected and experience have helped CBNMS and GFNMS better understand whale distribution and behavior, and better tailor outreach materials for ship crew on the look-out for whales. • PMSA is currently helping with disseminating information to the shipping industry regarding recommendations from GFNMS and CBNMS to seasonally reduce vessel speed when whales are present within the sanctuaries. 	Ongoing since 2007
Conserve.IO and Apple	<p>CBNMS collaborates with computer technology firms Conserve.IO and Apple.</p> <ul style="list-style-type: none"> • CBNMS (with GFNMS and CINMS) have partnered with Conserve.IO since 2012 to refine a mobile app, called WhaleAlert 2.0 that allows the public to record and crowd source whale sighting information. This information is then available on a public access website displaying near real-time information on whale distribution and abundance in sanctuaries. 	Ongoing
San Francisco International Ocean Film Festival	<p>CBNMS supports the San Francisco International Ocean Film Festival (SFIOFF).</p> <ul style="list-style-type: none"> • CBNMS has sponsored the student film competition at the SFIOFF annually since 2012. • SFIOFF attracts thousands of attendees from throughout the San Francisco Bay Area to view films on marine science, industry, sports and adventure. The films entertain, educate and inspire active participation in ocean conservation. • The SFIOFF traveling program has been exported to venues in Chile, Russia, Hong Kong, Singapore, Australia, Boulder, CO, Alpena, MI, and Laguna, CA. 	Ongoing
Traveling Photo Exhibit	<p>Traveling Photo Exhibit of Wildlife at Cordell Bank National Marine Sanctuary</p> <ul style="list-style-type: none"> • CBNMS staff work with local businesses and venues to stage a traveling photo exhibit of wildlife commonly found at CBNMS in their workplace. 	Ongoing

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	<ul style="list-style-type: none"> The exhibit has already been shown at a number of local bookstores and libraries, and in March 2017 will be installed at Dominican University. 	
Cordell Bank National Marine Sanctuary (CBNMS) – continued		
Activity	Description	Status
KWWR	<p>CBNMS and local radio station KWWR collaborate to present Ocean Currents.</p> <ul style="list-style-type: none"> For 10 years KWWR has been collaborating with the CBNMS education coordinator to host Ocean Currents, a radio show, where experts in the field talk about current research, management issues, natural history, and stewardship of the marine environment, especially in our national marine sanctuaries. 	Ongoing
Oakland Museum of CA	<p>CBNMS funded the development of an exhibit at the Oakland Museum of CA</p> <ul style="list-style-type: none"> With support from ONMS, CBNMS awarded \$500K to the Oakland Museum of CA to create a permanent exhibit about CBNMS in the Natural Sciences Gallery. The museum serves as a community resource for education, lifelong learners and community events. The sanctuary co-sponsors special events with the museum and has an agreement outlining the ongoing partnership to reach diverse audiences and inform them about the value of California’s ocean and national marine sanctuaries. 	Ongoing
Point Reyes National Seashore Association/ Field Seminar	<p>CBNMS works in partnership with PRNSA to host a boat trip to the sanctuary annually</p> <ul style="list-style-type: none"> CBNMS partially funds an annual wildlife watching boat trip to CBNMS with the Point Reyes National Seashore Association (PRNSA). PRNSA hires a recreational fishing party boat and a naturalist to lead the boat trip. Participants spend dollars at local businesses with overnight accommodations and local amenities around the seminar. 	Ongoing
Ocean Exploration Center	<p>CBNMS, GFNMS and PRNS partner to open Ocean Exploration Center at Point Reyes Lighthouse</p> <ul style="list-style-type: none"> Used NOAA funding and NPS facility crew to build interpretive center at lighthouse Exhibits educate visitors about productive ocean conditions in this region 	Ongoing

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Greater Farallones National Marine Sanctuary (GFNMS)		
Activity	Description	Status
Pacific Merchant Shipping Association	<p>GFNMS partners with Pacific Merchant Shipping Association to help reduce ship strikes on whales.</p> <ul style="list-style-type: none"> • National marine sanctuaries on the west coast have a mission to reduce the incidence of ship strikes in sanctuaries. • PMSA vice president John Berge was helpful with bringing appropriate industry representatives to the CBNMS and GFNMS Advisory Council Working Group on vessel strikes. • As a result of the partnership with PMSA, GFNMS and CBNMS have had a close working relationship with the shipping industry, which is also interested in reducing the risk of whale ship strikes. PMSA has been instrumental in connecting GFNMS with several shipping lines and funded research and outreach on whale ship strikes. • PMSA assisted with the San Francisco Port Access Route Study by facilitating discussions with industry that gauged their ability and willingness to adjust vessel approaches to San Francisco ports that would reduce the risk of vessels striking whales in GFNMS, CBNMS, and MBNMS. • PMSA facilitated placement of a NOAA biologist aboard American President Lines Ltd. (the world's seventh-largest container transportation and shipping company) and Matson Inc., based in Oakland California. The ride-along provided an opportunity to evaluate the potential of gathering sighting information of whales from commercial ships by crew. The data collected and experience have helped GFNMS and CBNMS better understand whale distribution and behavior, and better tailor outreach materials for ship crew on the look-out for whales. • PMSA is currently helping with disseminating information to the shipping industry regarding recommendations from GFNMS and CBNMS to seasonally reduce vessel speed when whales are present within the sanctuaries. 	Ongoing since 2007
Conserve.IO and Apple	<p>GFNMS collaborates with computer technology firms Conserve.IO and Apple.</p> <ul style="list-style-type: none"> • GFNMS (with CBNMS and CINMS) have partnered with Conserve.IO since 2012 to refine a mobile app, called WhaleAlert 2.0 that allows the public to record and crowd source whale sighting information. This information is then available on a public access website displaying near real-time information on whale distribution and abundance in sanctuaries. 	Ongoing
San Francisco International Ocean Film Festival	<p>GFNMS is founding member of the San Francisco International Ocean Film Festival (SFIOFF).</p> <ul style="list-style-type: none"> • For 12 years GFNMS has facilitated ONMS participation in the SFIOFF, which showcases films produced by the sanctuaries and films about the sanctuaries. • SFIOFF attracts thousands of spectators from throughout the San Francisco Bay and Monterey Bay areas to view films on marine science, industry, sports and adventure. The films entertain, educate and inspire an active participation in ocean conservation. • During its traveling program global viewers are reached in Russia, Hong Kong, Singapore, Australia, Boulder, CO, Alpena, MI, and Laguna, CA. • GFNMS is working with the Film Festival to bring it to Point Arena, CA in the near future. 	Ongoing since 2003
Chamber of Commerce	<p>GFNMS is member of the Half Moon Bay Coastside Chamber of Commerce.</p> <ul style="list-style-type: none"> • GFNMS worked with the Half Moon Bay Coastside Chamber of Commerce to create a strong local economy. 	Completed in 2016

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	Promoted recreation in the community through offering whale watch, kayak, and stand-up paddle boarding trips.	
Greater Farallones National Marine Sanctuary (GFNMS) – continued		
Activity	Description	Status
White Shark Tours	<p>GFNMS collaborates with white shark tour operators to convey conservation messages to tour passengers.</p> <ul style="list-style-type: none"> • Since 2009 GFNMS requires white shark tours that have a white shark attraction permit to participate in a white shark naturalist training course. • Naturalists learn from GFNMS staff about the sanctuary’s ecosystem, cultural history, regulations, and the latest white shark research. Naturalists are required to convey five conservation messages to white shark tour passengers. 	Ongoing
Whale Watch Tours	<p>GFNMS collaborates with whale watch operators.</p> <ul style="list-style-type: none"> • GFNMS began in 2012 to train naturalist of whale watch operators about the sanctuary so the naturalists may share the information with tourists and passengers. <p>GFNMS has distributed educational posters of the sanctuary and pinniped and cetacean species to whale watch operators for nearly two decades.</p>	Ongoing
Recreation Vendors	<p>GFNMS collaborates with multiple recreation vendors to offer excursions of the sanctuary since 2004</p> <ul style="list-style-type: none"> • GFNMS education team develops 10-12 excursions a year for the public to experience their local national marine sanctuaries. Each excursion collaborates with a specific ecotourism recreational vendor to create the sanctuary experience, such as kayaking, paddle boarding, surfing, biking, boating, sailing, horseback riding, etc. 	Ongoing
Whale Trail	<p>GFNMS collaborates with the Whale Trail to install an informational marine mammal sign along the sanctuary.</p> <ul style="list-style-type: none"> • In 2014, GFNMS, MBNMS and the West Coast Regional Office collaborated with The Whale Trail to expand the Whale Trail, a series of informational signs about marine mammal, from Washington to California. • The Whale Trail offers expanded tourism opportunities for visitors to central and northern California, enriching the visitor experience and providing additional reasons for extending visits to the region. • GFNMS worked with Point Reyes National Seashore to install a sign at a prominent wildlife overlook. 	Completed in 2016

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Monterey Bay National Marine Sanctuary (MBNMS)		
Activity	Description	Status
Government & Community Relations Coordinator	<p>A MBNMS staff member coordinates government and community relations</p> <ul style="list-style-type: none"> • MBNMS recognizes the importance of connecting with key constituents, and as a result has developed a staff position to strengthen and broaden support for ONMS goals and to promote value-added benefits of MBNMS to local businesses. This focused attention is directed at raising awareness of the sanctuary with local business and tourism entities, area municipalities, and the community-at-large, forming collaborative partnerships wherever possible. • An important aspect of the coordinators approach is to identify and develop strategies for local businesses and area events to cross-market their unique proximity to the national marine sanctuary for a value-added benefit to their customer base. Examples include sanctuary sponsored or generated social media, film events such as Ocean Frontiers and Blue Ocean Film Festivals, Grocery Store giving opportunities, recreational sporting events, such as races and triathlons, the ‘Get Into Your Sanctuary Day,’ as well as other area events. These cross-promotion benefits create additional exposure, interest, and goodwill for MBNMS and partnering businesses across a wider target audience. • The coordinator also serves as a liaison with many individual tourism businesses, chamber of commerce organizations, and business sub-groups to ensure visitors are familiar with the sanctuary and to develop collaborative marketing for the region. • MBNMS collaborates with on-the-water businesses to highlight the presence of the sanctuary during their whale watch, kayak safaris and other ocean cruises. Local whale watch businesses frequently advertise that their tours take place in the sanctuary via social media and web pages. 	Ongoing, however these duties shifted to the Education and Outreach Coordinator in 2016
Your Sanctuary – Hospitality Segment	<p>MBNMS creates video and hospitality segments for viewing on public access cable in 2012 - 2014.</p> <ul style="list-style-type: none"> • MBNMS had been developing since 2012 entertaining and informational video programming named ‘Your Sanctuary’ to inform media viewers about MBNMS. • The hospitality segments of ‘Your Sanctuary’ highlight and promote local businesses. 	Completed
Promotional videos and print material	<p>MBNMS has developed and distributed beautiful videos and print material free of charge</p> <ul style="list-style-type: none"> • MBNMS has developed beautiful promotional videos depicting on-the-water recreation opportunities within the sanctuary, and provided those materials to hotels and other tourism vendors to be shown, for example, on in-room hotel stations, hotel video kiosks, and local airports. • MBNMS also provides print materials, such as informational sanctuary brochures, to hotels for guest rooms, and for hotel use in their promotional materials. 	Ongoing
Central Coast Tourism Council	<p>MBNMS represents national marine sanctuaries in California on the Central Coast Tourism Council.</p> <ul style="list-style-type: none"> • MBNMS joined the Central Coast Tourism Council and is participating in a campaign known as ‘America’s First Road Trip’ to promote the presence of multiple national marine sanctuaries along the Pacific Coast Highway. • The Tourism Council added maps of the central coast national marine sanctuaries (CINMS and MBNMS) to their promotional materials. 	Ongoing

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Monterey Bay National Marine Sanctuary (MBNMS) – continued		
Activity	Description	Status
Whale Trail	<p>MBNMS collaborating with the Whale Trail to install informational marine mammal signs along the sanctuary.</p> <ul style="list-style-type: none"> • In 2014, MBNMS, GFNMS and the West Coast Regional Office collaborated with The Whale Trail to expand the Whale Trail, a series of informational signs about marine mammal, from Washington to California. • The Whale Trail offers expanded tourism opportunities for visitors to central and northern California, enriching the visitor experience and providing additional reasons for extending visits to the region. • The signs describe marine mammals you can see from land (including harbors) with associated conservation messages to inspire appreciation and stewardship of whales and the ocean. • After collaborating with Point Lobos State Park for the first Whale Trail sign adjacent to MBNMS, sanctuary staff have helped to develop additional Whale Trail signs funded by local businesses. More signs are coming too, because the Whale Trail received a grant to install even more signs throughout California. 	Ongoing
Big Blue Live - Promoting Whale Watching to an International Audience	<p>A collaboration with BBC, PBS and Monterey Bay Aquarium to promote wildlife watching internationally</p> <ul style="list-style-type: none"> • ONMS – through the West Coast Regional Office and MBNMS – serves as critical local partners to being the BBC production of Big Blue Live to Monterey Bay. • In August 2015, BBC and PBS transmitted a total of nine live one-hour nature shows, a never before television feat, about the tremendous wildlife, and viewing opportunities in MBNMS. • The R/V FULMAR served as the on-water platform for Big Blue Live and one of its studios. • Countless businesses have benefited from the local, national and international media attention to MBNMS, with increased hotel, whale watching, and visitor bookings sustained for more than a year. • This program and other efforts have highlighted this region, at the heart of the California Current, equating it to the other great wildlife spectacles, such as the Serengeti in Africa, and the Great Barrier Reef in Australia. 	Completed in 2015
Pebble Beach Golf Ball Cleanup	<p>MBNMS, Pebble Beach Co and Monterey Bay Aquarium cleanup golf balls discharged into the sanctuary.</p> <ul style="list-style-type: none"> • In the fall of 2016, two high school students brought to the attention of MBNMS large aggregations of old and new golf balls in MBNMS adjacent to the Pebble Beach golf course. • Soon after, MBNMS began a cooperative effort the golf course operator, Pebble Beach Co (PBC) and Monterey Bay Aquarium (MBA) who is very interested in the plastic pollution issue. • The resulting collaboration involves PBC supported surveys to characterize the extent and location of golf ball aggregations, and MBA supported dive cleanups to augment PBC shore-based cleanups. The effort in 2017 will be to clean up the historic depositions and establish a routine maintenance clean-up effort. To date, the high school students themselves, along with other volunteers have collected nearly 10,000 golf balls. 	Ongoing

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Monterey Bay National Marine Sanctuary (MBNMS) – continued		
Activity	Description	Status
Sanctuary Exploration Center	<p>MBNMS is collaborating with local businesses and positively impacting the local economy with the Sanctuary Exploration Center (visitor center).</p> <ul style="list-style-type: none"> • Since opening in 2012, the Sanctuary Exploration Center (SEC) has forged mutually beneficial relationships with many businesses in and around the Monterey Bay region. The SEC has established partnerships with nearby recreation and tourism businesses to increase cross-promotion of activities. • One of the goals of the SEC is to inspire visitors to get out and experience MBNMS first hand. Several nearby recreation businesses (whale watching, kayak tours, and surfing classes) offer discounts or free experiences to our volunteers to ensure that they fully understand the recreation opportunities available to tourists and can promote ways for visitors to get into MBNMS. Additionally, the SEC has partnered with some of these businesses to offer joint programs where a group will first have a recreation experience, then visit the SEC for an educational experience. The largest example of this is the Boardwalk Youth Summer camp, which brings their campers to the SEC to learn about the sanctuary several times over the course of the summer. • The SEC has also become a venue for private meetings and special events, utilizing its classroom and exhibit space after hours. We have established partnerships with nearby hotels (Dream Inn, Beach Street Inn) and conference/event planners (UCSC Conferences, private event planners) to provide a meeting venue for visiting conferences, groups, or events. These businesses are able to offer our facility as an option to their clients, diversifying their venue options and increasing business to the area. The SEC benefits by charging a fee and increasing visitation to the Center, often during off-season months. • In February 2016, the SEC began participating in First Friday Santa Cruz, a monthly public ‘pop-up’ art gallery spread throughout the city. On the first Friday of the month, businesses keep their doors open late and host local artists for a pop-up gallery. The SEC also uses this event as an opportunity to engage the public with unique hands-on art and science activities. Not only is the SEC engaging with the local art community, but is partnering with other participating businesses to present a unified program for the public. The idea is for participants to go from one business to another over the course of the evening, and businesses often promote other events. 	Ongoing
Recreation & Tourism Working Group	<p>MBNMS Advisory Council convenes a Tourism Working Group.</p> <ul style="list-style-type: none"> • The MBNMS Advisory Council convened a Tourism Working Group to harness the energy and enthusiasm of sanctuary advisory council members representing key businesses and to help promote MBNMS. • The Tourism Working Group issues a regular newsletter rich with information on local events, news on wild life migrations, and opportunities to connect tourism, hoteliers, and recreation purveyors with MBNMS. 	Ongoing
Advisory Council	<p>Business/industry, tourism and recreation have representation on the MBNMS Advisory Council.</p> <ul style="list-style-type: none"> • Since its inception in 1994, the MBNMS Advisory Council has had a business/industry seat as well as separate tourism seat to represent the broad array of business interests adjacent to the sanctuary. Starting in 2013, a separate recreation seat was created to better represent recreation purveyors and activities. 	Ongoing

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Channel Islands National Marine Sanctuary (CINMS)		
Activity	Description	Status
Channel Islands Naturalist Corps Program	<p>CINMS collaborates with the Channel Islands National Park and local businesses to provide services from the Channel Islands Naturalist Corps.</p> <ul style="list-style-type: none"> • Since 2001, CINMS in partnership with the Channel Islands National Park have trained and scheduled over 150 volunteers known as the Channel Islands Naturalist Corps. In fiscal year 2016, these volunteers contributed 33,253 hours of service. • Volunteers serve as naturalists on local commercial passenger vessels that offer marine excursions within the sanctuary and coastal waters, and represent the sanctuary and park at a variety of community outreach events. • Eight vessel operators have signed-on to participate in this win-win public/private program, receiving the services of these trained volunteers that help bring trips to life for passengers, and providing CINMS with an opportunity to reach thousands of visitors. • Another function of the Channel Islands Naturalist Corps is the ‘Adopt-A-Business’ program. Volunteers supply 80 marine and waterfront businesses with CINMS educational materials, including the ‘Protecting Your Channel Islands’ brochure and various posters. 	Ongoing
Advisory Council’s Marketing Subcommittee	<p>CINMS Advisory Council’s Marketing Subcommittee helping to better connect the sanctuary and local businesses operating within the tourism sector.</p> <ul style="list-style-type: none"> • The advisory council’s Marketing Subcommittee has developed advice and offered assistance to help develop a variety of new approaches, including: cross-marketing on social media platforms; ‘familiarization tours’ of the sanctuary for tourism and concierge professionals; sanctuary product merchandising; sanctuary educational events/lectures paired up with local businesses, and more. • Staff have made progress with implementation of some of the recommendations.. 	Ongoing
Visit Santa Barbara	<p>CINMS is connected to local tourism and visitors convention organizations</p> <ul style="list-style-type: none"> • In 2013 CINMS held meetings with leadership from, and later became members of, a premier professional tourism and visitor services organization called ‘Visit Santa Barbara’. • CINMS staff have also held board member positions on Ventura and Oxnard visitor and convention bureaus. • CINMS is taking advantage of the marketing expertise, connections, and communication networks to enhance CINMS’ ability to not only reach visitors to the area, but to explore potential collaborative arrangements with local businesses operating with the tourism sector. 	Ongoing since 2013
Citrix Online	<p>CINMS has collaborated with Citrix Online to produce a mobile app for exploring tide pools.</p> <ul style="list-style-type: none"> • In 2011 Citrix Online worked with CINMS staff and UCSB partners to develop an ‘Exploring California Tide pools’ mobile app that incorporates photos and species descriptions. 	Completed

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Channel Islands National Marine Sanctuary (CINMS) – continued		
Activity	Description	Status
Collaborations with unmanned and automated vehicle technology firms	<p>CINMS collaborates with Unmanned Aerial System companies.</p> <ul style="list-style-type: none"> • The civilian use of Unmanned Aerial System (UAS) technologies developed by companies in the private sector, such as Aerovironment, is being pioneered within NOAA. The NOAA UAS Program has provided valuable input and product feedback to several UAS manufacturers about the needs and requirements of scientific customers. ONMS/CINMS is helping to support this effort through staffing, operational support (vessels), and serving as focal places to test scientific missions. • To that end, a ‘Collaborative Center for Unmanned Technologies’ at CINMS is establishing collaborative projects with private industry. The Center is an operational hub designed to engage in rigorous testing and evaluation of UAS, Autonomous Underwater Vehicles (AUV), and Unmanned Surface Vehicles (USV) for research and management at national marine sanctuaries, and to develop the necessary procedures and protocols for successful operations. 	Ongoing
Pacific Merchant Shipping Association, and Shipping Industry	<p>CINMS partners with Pacific Merchant Shipping Association to help improve management of shipping, and incentivizes environmental cooperation from the shipping industry</p> <ul style="list-style-type: none"> • PMSA leadership in southern California has worked with CINMS staff for several years to help address issues such as ship strikes on whales. • PMSA has been instrumental in connecting CINMS with several shipping lines and has funded research and outreach on whale ship strikes. • CINMS and partners brought together several shipping lines that participated in a trial Vessel Speed Reduction program in 2014 and 2016. The program provided financial incentives to shipping lines for ship speed reductions (12 knots or less) in the Santa Barbara Channel. The program has been a success. As ships reduce speed, not only are whales better protected but significant amounts of air pollution are avoided (over 27 tons of nitrogen oxide during the 2016 program). Santa Barbara and Ventura County land-based businesses are subjected to stringent regulations and restrictions on emissions of nitrogen oxides because of an inability to directly regulate these emissions from passing ships (the top source). • Plans are underway for a repeat of the Vessel Speed Reduction program in 2017. • PMSA and several shipping lines were members of the CINMS Advisory Council’s Marine Shipping Working Group, convened from February 2015 through March 2016. with the group developed recommendations to address various shipping issues (e.g. whale strikes, navigation safety, air pollution) 	Ongoing since 2007
Advisory Council	<p>Business and tourism have representation on the CINMS Advisory Council.</p> <ul style="list-style-type: none"> • CINMS also has a business and tourism seat on their advisory council to better connect with the business community. 	Ongoing