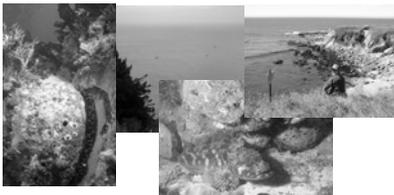




**Marine Life Protection Act**



**MPA Goals and Objectives  
Why do They Matter?**

Presentation to the North Central Coast Regional Stakeholder Group  
July 10, 2007 • Pacifica, CA  
John Ugoretz - Habitat Conservation Program Manager  
Marine Region  
California Department of Fish and Game

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**A Review: What Are Goals & Objectives?**

- A goal is a broad statement of intent that is:
  - Brief and clearly defines the desired long-term vision and/or condition that will result from effective management of the MPA;
  - Typically phrased as a broad mission statement; and
  - Simple to understand and communicate.
- Goals are taken primarily from MLPA

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**What Are Goals & Objectives?**

- An objective is a more specific measurable statement of what must be accomplished to attain a goal.  
Objectives are:
  - Specific and easily understood;
  - Written in terms of what will be accomplished, not how to go about it;
  - Realistically achievable;
  - Defined within a limited time period; and
  - Can be measured and validated.
- Focus on completing a set of regional objectives
- Individual MPA objectives may vary

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## Management Effectiveness & MPAs

- 'Management Effectiveness' is the measure of how well an MPA or network has met its *stated goals and objectives*.
- In order to measure, goals and objectives must be established in advance
- Management effectiveness is key to fulfilling the administrative portion of an improved network of MPAs

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## Why Care about Effectiveness

- Policy / Legal Considerations
  - Often required by statute or regulation
  - Growing demand for performance measures
  - Linked to periodic management reviews
- Operational / Management Considerations
  - Track status and trends of key resources and uses
  - Improves project planning, enhances priority setting
  - Promotes adaptive management
  - Informs broader ecosystem-based management
- Stakeholder Issues
  - Responds to concerns for accountability
  - Documents and illustrates successes and failures

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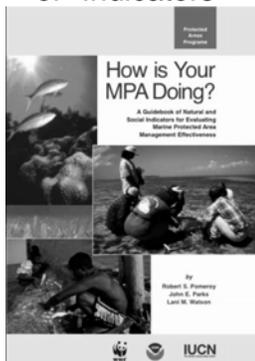
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## Developing Measures of Effectiveness or "Indicators"



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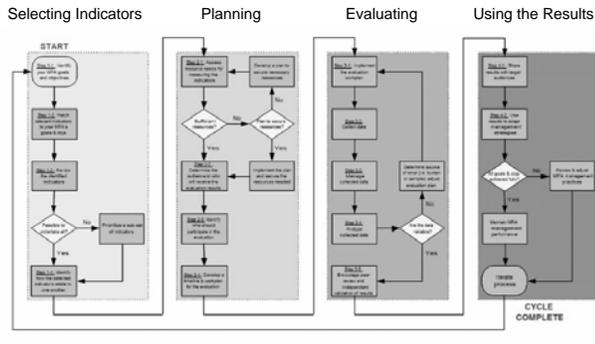
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## Four Steps to Management Effectiveness




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## Selecting Indicators to Measure Effectiveness

- Management effectiveness can be measured in three distinct currencies:
  - Biophysical indicators (10, pg. 49)
  - Social indicators (16, pg. 113)
  - Governance indicators (16, pg. 163)
- The selected indicators should reflect the MPA's or network's stated goals and objectives
  - What is the MPA is intended to achieve?

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## Using the Guidebook to help

- Develop common understanding of:
  - Expected measurable outcomes
  - Potential influence of external events (e.g., environment)
  - Application of adaptive management & policy context
- Develop capacity to:
  - Rigorously monitor and assess results
  - Objectively synthesize and interpret results
  - Consistently store, manage and serve monitoring data
- Front End MPA Planning
  - Compare proposed MPA objectives with guidebook's
- Developing Monitoring
  - Select from "cook book" of pre-determined indicators

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## Information on Indicators

- Name of the indicator
- Goals/objectives related to indicator
- Difficulty rating: 1-5 (see page 47)
- Definition (What is...?)
- Purpose/rationale (Why measure it?)
- Resources needed to measure it

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## Information on Indicators (cont.)

- How to collect the data (methods)
- How to analyze and interpret results
- Expected outputs
- Strengths and limitations
- Example from the field (pilot MPA site)
- Useful references

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## Example Linkages: Goals - Objectives - Indicators

(pp. 52-53)

	01	02	03	04	05	06	07	08	09	10
<b>GOAL 1: Marine resources (including) or protection</b>										
1a	●	●	●	●	●	●	●	●	●	●
1b	●	●	●	●	●	●	●	●	●	●
1c	●	●	●	●	●	●	●	●	●	●
1d	●	●	●	●	●	●	●	●	●	●
1e	●	●	●	●	●	●	●	●	●	●
1f	●	●	●	●	●	●	●	●	●	●
1g	●	●	●	●	●	●	●	●	●	●
1h	●	●	●	●	●	●	●	●	●	●
<b>GOAL 2: Biological diversity protection</b>										
2a	●	●	●	●	●	●	●	●	●	●
2b	●	●	●	●	●	●	●	●	●	●
2c	●	●	●	●	●	●	●	●	●	●
2d	●	●	●	●	●	●	●	●	●	●
2e	●	●	●	●	●	●	●	●	●	●
2f	●	●	●	●	●	●	●	●	●	●
2g	●	●	●	●	●	●	●	●	●	●
2h	●	●	●	●	●	●	●	●	●	●
2i	●	●	●	●	●	●	●	●	●	●
2j	●	●	●	●	●	●	●	●	●	●
2k	●	●	●	●	●	●	●	●	●	●
<b>GOAL 3: Habitat quality protection</b>										
3a	●	●	●	●	●	●	●	●	●	●
3b	●	●	●	●	●	●	●	●	●	●
3c	●	●	●	●	●	●	●	●	●	●
3d	●	●	●	●	●	●	●	●	●	●
3e	●	●	●	●	●	●	●	●	●	●
<b>GOAL 4: Marine protection</b>										
4a	●	●	●	●	●	●	●	●	●	●
4b	●	●	●	●	●	●	●	●	●	●
4c	●	●	●	●	●	●	●	●	●	●
4d	●	●	●	●	●	●	●	●	●	●
4e	●	●	●	●	●	●	●	●	●	●
<b>GOAL 5: Biological resources protection</b>										
5a	●	●	●	●	●	●	●	●	●	●
5b	●	●	●	●	●	●	●	●	●	●
5c	●	●	●	●	●	●	●	●	●	●
5d	●	●	●	●	●	●	●	●	●	●
5e	●	●	●	●	●	●	●	●	●	●

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## Goals and Objectives: A Summary

- Overall network should lead towards achieving MLPA goals
- Each MPA has objectives that work towards portions of the goals
- Objectives are needed to develop monitoring plans
- Goals and objectives guide the adaptive management process
- Goals and objectives will help when developing proposals and when selecting indicators.

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