

California Coast Online Survey

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**Presentation to the
MLPA South Coast Regional Stakeholder Group
March 3, 2009 • Long Beach, CA**



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CA Coast Online Survey

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About 70% go to the coast (PPIC, 2006)

- How will they be affected by MPAs?
- Historically, no data (hard to collect)
- **NEW OPPORTUNITY**
 - Internet and Google Earth



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How many times do you visit the coast, where, and what do you do?

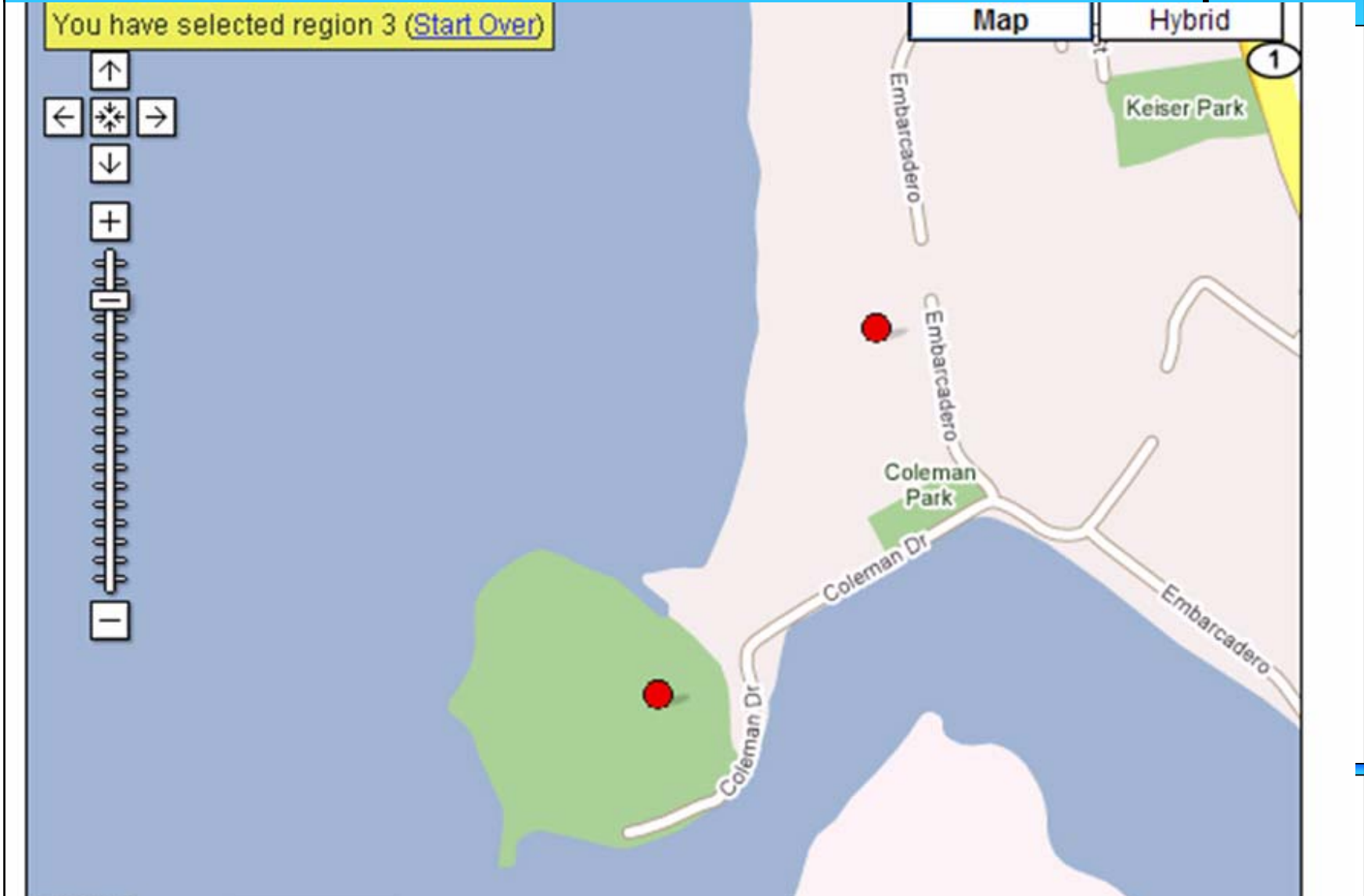


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Detailed Information about Last Trip



Detailed Information about Last Trip



CA Coast Online Survey

The Approach

- Internet-based:
 - draws from pool of 100k CA residents
- Random sample, no self-selection
- Cheap, easy to replicate
- 5,500 surveys collected, 6,000 by April



Private Recreation

Non-consumptive uses

- Beach going
- Swimming
- Diving
- Surfing and Waveriding
- Kayaking and Paddlesports
- Watching wildlife (from boat or shore)
- Boating (sailing, power, personal watercraft)



Private Recreation

Consumptive uses

- Hook and line fishing (charter or private)
- Spear fishing
- Collecting sea life, e.g., lobsters, clams
- Hoop netting



Inform MLPA Initiative Process

Private Coastal Visitation

- Areas of greatest use
- Concentrations of activity types
- Proportion of activity types in region
- Details on individual user groups



Inform MLPA Initiative Process

Economic Impact

Coastal visitation ↔ economic impact

Baseline against which future comparisons
can be made.



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Consumptive vs. Non-Consumptive Activities: Selected Sites in SoCal

Coastal Site	% Consumptive Uses	% Non-Consumptive Uses
Isthmus Catalina	61	39
Redondo Sportfishing Pier	36	64
Redondo Beach	5	95
Hermosa Beach Pier	9	91
Topanga	2	98
Point Dume State Park	4	96



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Comparing Network Alternatives

Example

1. Do proposals impact coastal areas of heavy use?
2. Could proposal impact sites with highly concentrated consumptive or non-consumptive uses?
3. Identify areas of uniqueness or significance for particular user groups.



Baseline for Monitoring Impacts of MPAs on People

Human Uses



Environmental Conditions



Changes



Changes



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Limitations

Cannot provide detailed breakdown if:

- Infrequently visited portion of the coast
- Coastal activity practiced by <5% of the population

Solution: targeted interviews

- Online or in-person



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Data Are Largely Representative

Comparing LA County Results with Census

	2006 US Census Projections (%)	Survey Results (%)
Female	50.5	59.0
White	74.2	69.7
Black	9.6	12.0
American Indian/Alaska Native	1.0	2.5
Asian	13.1	9.3
Hispanic or Latino	47.3	15.6



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Review



- Random sample of CA residents
- Characterize use over large spatial areas
- Compare network alternatives
- Monitor: changes environment ↔ human use
- Cost effective, good spatial data, largely representative



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Where Can You Find the Data?

<http://covc.centraldesktop.com/santamonicabay/humanuses/>

Log in so we can tell you if data are updated

Contact: linwoodp@coastalvalues.org

or

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These activities are linked

