

## **Marine Life Management Act**

The overriding goal of the MLMA is to manage California's marine living resources sustainably through the use of fishery management plans.

## **Marine Life Protection Act**

The MLPA directs us to improve and manage California's network of marine protected areas in order to realize the benefits provided by relatively undisturbed marine areas, and to protect rare habitats.

## **Fish and Game Strategic Initiatives**

- Enhance communications, education, and outreach
- Develop and support partnerships
- Improve regulatory programs
- Enhance organizational vitality
- Expand scientific capacity

## **Environmental Quality**

Various laws, such as the California Environmental Quality Act and the California Endangered Species Act, require state and local agencies to consider their impact on the State's natural resources. In addition, Fish and Game may act as expert consultants to assist other agencies with compliance.

## **Our Mission**

"To protect, maintain, enhance, and restore California's marine ecosystems for their ecological values and their use and enjoyment by the public through good science and effective communication."

## **Our Values**

The Marine Region values strategic and creative thinking, accountability, trustworthiness, enthusiasm, building relationships, positive attitudes, career and personal development, building communication, taking risks, seizing opportunity, and acting proactively.

## **Our Vision**

The Marine Region is a place where people are:

- Mission-Oriented
- Effective Resource Stewards
- Notable Public Servants
- Grounded
- Team Players
- Equals

## **Marine Region Headquarters**

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# **Marine Region Strategic Plan**



*Planning today to protect  
tomorrow's resources*

State of California  
Natural Resources Agency  
Department of Fish and Game



## Developing Our Strategic Plan

Several strengths and weaknesses were identified during the internal assessment. Below are some of the major ones.

### Strengths

- Quality, dedication, and recent increase of personnel
- Ability to form partnerships and work with our constituents

### Weaknesses

- Bust and boom cycle of budget; inability to know budget beyond year-to-year
- Internal communication

External assessment identified opportunities and threats facing the Marine Region in the coming years.

### Opportunities

- Building partnerships with other agencies, industry, and academia
- Public interest in marine issues and the potential for a favorable political climate

### Threats

- Funding is generally lacking and budget impasses can slow down or halt projects
- Pressures due to population increase and climate change

## Strategic Plan

The Marine Region has identified specific Goals that improve the way we do business and help us to fulfill our Mission. These Goals were developed by assessing our internal and external operating environment, while keeping in mind our legal mandates and management objectives.

## Themes and Goals

Projects are encouraged to consider how project objectives help Marine Region achieve these Goals.

### Theme 1: Organizational Vitality

- Enhance the capacity and performance of administrative functions performed by all staff
- Improve employee foundations
- Improve internal Marine Region communication

### Theme 2: Marine Resources Stewardship

- Use adaptive management
- Increase our scientific capacity
- Improve our regulatory program

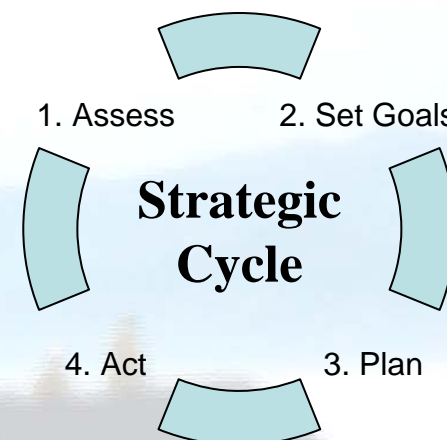
### Theme 3: Public Engagement

- Enhance education and outreach
- Improve and expand partnerships

## Implementing Our Strategic Plan

Our Strategic Plan is posted on the Marine Region Staff page. When reviewing the Strategic Plan, take note of the broader focus and share your ideas with your supervisor in how Marine Region can actively accomplish the themes and goals.

<http://dfgintranet/mrd/index.html>



## Be our next Champion!

Pay close attention to the objectives and actions outlined in the Strategic Plan, and talk with your supervisor about how the items in your work plan can fulfill the Strategic Plan. Be a leader and volunteer to lead a project that will move Marine Region towards fulfilling our Mission and Strategic Plan. Be sure to work with the Strategic Plan Action Tracker to document the progress in carrying out our Actions!