Interview

Name: Cory Pukini

Category: WILDCOAST

Date and Time: 05/04 9:00 am; Interview leads: Qianqian

**Background information**

* Cory Pukini
  + California Conservation Manager
  + Lead MPA enforcement

**Hypothesis testing / Questions to ask them**

Hypothesis:  
Our provision of MPA information would be useful to people.

* How did you incentivize the general public to engage in your activities?
* Do people have a good understanding of MPA locations, policies and fish regulations? Do people follow the rules?
* Will you report data and use our app? What are some of the possible issues while reporting?
* Your diverse experience in participating ocean related activities? Will there be any information important to you that we could provide in the APP?
* Would you give us contact information for other divers shop, fisheries...ocean-related activities? We want to share the prototype of our APP and disscuss about improvement.
* Would CalCOFI data visualization be intuitive to communicate with the general public? Is it a good way to share ?

**Interview Details**

Biggest concern:

Enforcement: highly underfunded, huge area

Build technology, domain-awareness,

Send alert through radar, buy fish licenses, obey the rule

Marine Monitor system, protected.com, on shore

Camera, local GPS track, AIS, track Vessel special alert exhibiting fishing behavior if moving slowly, tag a track, grow confidence,system learn from that build up confidence. We don’t have authority to contact them.

Road-block, enforecemtn no so cannot reach out people,

APP open, Fish legal functions but no alert system, yes

How to educate people, how to support,

Protected places,

Stakeholder groups, fishing community,

Incentivize: help you, stewardship ocean, ecological knowledge, kickback relatively young MPA (does it work?) 10 years, tell people how it work--buy-in, most MPA good highly affective, stablizing fish population, females to reproduce, split over, recharge, stablize economy, tourism, job, AFFECTIVE,

Commercial recreational buy licences give money to fund conservation effort. Fisherman, hunter, buying fish licenses to fund, dollars

55 dollars One year licences for one recreational person,give email information, not include stamps, especially if you know that policies, handbook including: Gear restrictions, body of water information, 124 MPA information: entire book online, but single pdf, legal heavy, definition of take: subjective, but bring it in, doesn’t release it immediately--consider that take, get a photo--not good. 250 lobsters CDFW

Best hyperLink to CDFW: pdf really professional skilled

Swarming example: 2022 regulations will change!!!! how will they update? Put it online, keep it up to date, ----maybe news section!!! about send notification there!! CDFW update.com not for general public, user group: only signed up,

Fish legal glitchy, out of date... cannot rely on it, click on the right link,

CDFW: has its own app, a lot of bugs,

Big oppurnity: ALERT others doesn’t have. Even with GPS it cannot tell location exactly, that’s a problem, MAP???? add MPA area to the map is it possible?

Tourism, rule of MPA not known, there is not sign of telling you you are in MPA. LIke a park, you pay fee to know the rule, people get that. Like warning, prosecutor,

Commercial fisherman if they know MPA, if you catch them, different penalty, Distinguish!!!! recreational

2019 last December new charging code, commercial violators 1000 fine might be okay if you profit 2000 1st violator 2nd violator different charging code, commercial fishing vessel got picture see whole interaction, prosecutor communication,

**Key Insights**