

CHARTING THE ECONOMY OF THE MORRO BAY WATERFRONT

The **San Luis Obispo Science and Ecosystem Alliance (SLOSEA)** was established in 2006 to increase our knowledge and understanding of the Morro Bay ecosystem in order to promote the sustainable management of the bay and the resources it provides. The SLOSEA includes six research initiatives that address aspects of the biological, chemical, human use, and economic issues surrounding the bay environment.

The **Economic Indicators** initiative is working to develop economic indicators of environmental health in the bay. We are collaborating with a variety of businesses on the working waterfront to collect historical and current data on business activity, especially activities that are directly tied to the environmental conditions of the Bay. By charting these activities and making the data publicly available, we hope to better understand how the economy of the Morro Bay waterfront has changed, the effects of these changes, and the possible causes of these changes.

We have begun to work with business owners and other key individuals on the working waterfront to interpret the data and to identify linkages between changes in waterfront activities and the Morro Bay environment.

There are several ways in which the results of the Economic Indicators project will benefit members of the Morro Bay community and working waterfront. Our work will:

- Establish a baseline of environmentally-dependent activities in Morro Bay including: commercial and recreational fishing, aquaculture, kayaking, and beach going
- Help to determine how business and coastal use on the waterfront has changed.
- Help to explore how environmental regulations and coastal policies have impacted businesses and recreation in Morro Bay.

During the summer of 2007, the Economic Indicators Initiative is conducting a **survey of visitors and coastal users** in Morro Bay to find out more about what people do when they visit the estuary and how they contribute to the local economy. The survey will help us learn more about peoples' their activities and expenditures and also their knowledge, attitudes, and perceptions about environmental conditions in the bay and how these factors influence their recreational behavior.

If you are interested in learning more about the Economic Indicators initiative, please contact the Initiative's Project Manager, Allison Chan at (424) 731-0650 or allison@coastalvalues.org or Principal Investigator Dr. Linwood Pendleton, linwoodp@coastalvalues.org (www.coastalvalues.org).