Performance Indicators
West Coast Commercial Fishing Ports

lisa wise consulting, inc.
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Lisa Wise Consulting, Inc.
Economics | Land Use Planning | Community Engagement

Working Waterfronts
Fort Bragg | Long Beach | Los Angeles | Monterey | Morro Bay
Port San Luis | San Diego | Pillar Point | Moss Landing | Richmond
West Coast US Commercial Albacore Fishery

Source: 2010 California Commercial Fishing Ports Ranking, NOEP
Performance Indicators

**ENVIRONMENTAL**
- Healthy fish stocks and habitat
- Potential change to regulation based on rebuilding successes
- Capacity for expansion
- Broad community support

**SOCIAL**
- Control of outcomes
- Knowledge of gear, techniques, markets, weather & safety
- Ability to adapt
- Compliance with regulations
- Participation in regulatory process

**ECONOMIC**
- Earnings, wages, investment
- Support for infrastructure
- Attract new participants
- Marketing options
- Gear & innovation options

**Resilient & Productive Resource**

LWC
Economic

- Earnings
- Price Per Pound
- Diversity of Landings
- Jobs
- Trips
- Vessel IDs
- Tourism

![Morro Bay Total Revenue (2011 dollars)](chart)
Social

Cohesion

Leadership

Capacity

Knowledge

Security

Participation
Environmental

Science-based Management

FMPs

SAFE Reports

Closures

Gear

Species

Spatial Restrictions

Transparency
Discussion