

MAFMC Visioning and Strategic Planning

Mary Clark
Mid-Atlantic Fishery Management Council
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Management History

- MAFMC has successfully rebuilt most Mid-Atlantic stocks
- Challenging rebuilding process
 - Stakeholder disengagement
- At a pivotal point in our management history
 - Need to reflect on our past and set goals for the future

Moving Forward

- Council needs a plan for the future
 - Which aspects of management are effective and which are ineffective?
 - How can we improve stakeholder engagement?
 - How will we gauge success in the future?
 - What are our goals beyond rebuilding stocks and preventing overfishing?
- Now that most Mid-Atlantic stocks are rebuilt, Council has some flexibility to explore management alternatives

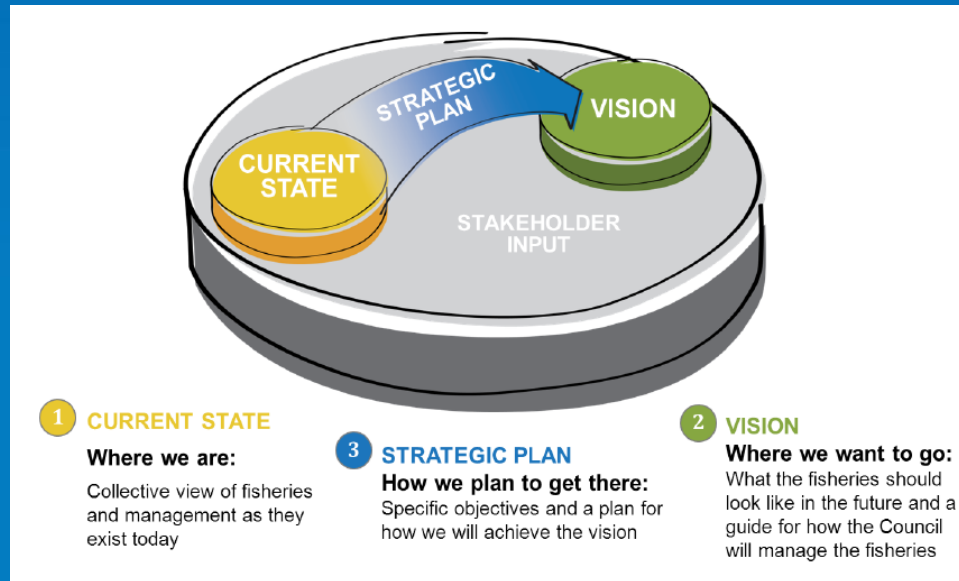
**Don't assume that the
Council knows what
you want!**

Phase 1: Visioning

- Objective: Develop a comprehensive, stakeholder-informed vision for the Council's managed fisheries that will be used to refine the Council's management programs

Phase 2: Strategic Planning

- Objective: Develop a strategic plan with stakeholder input and use the strategic plan to achieve the Vision developed in Phase 1



Data Gathering I

- Online Surveys (general and species specific)
 - September 2011 - January 2012
 - Open to anyone interested in Mid-Atlantic fisheries
 - Goal: At least 1,000 responses with representation from all stakeholder groups

What is your **VISION** for Mid-Atlantic Fisheries?

*What issues do you think threaten the sustainability of Mid-Atlantic fisheries?
How do existing regulations create economic challenges for commercial fishermen?
How can the Council better manage recreational fishing to improve your experience?*

Take the visioning surveys today and help the Council develop a plan for the future.
Your input will have a real impact on the future of our fisheries.

[Main Visioning Survey](#)

[Fishery-Specific Surveys](#)

The Mid-Atlantic Fishery Management Council is looking to you for help in developing a vision for the future of our fisheries. We are seeking your input through surveys and small group meetings throughout the region.

Over the last 35 years the Council has effectively rebuilt its managed fisheries. We are now determining how these fisheries should be managed in the future. Creating a "blueprint" for Mid-Atlantic fisheries management will allow the Council to address long-term challenges such as maintaining productive marine ecosystems and the communities that rely on our region's fisheries. We want to hear about what is working effectively, what is concerning you, and how you want our fisheries to be managed in the future. We also hope you will tell us how we can make it easier for you to participate in the Council process.

Your participation will help the Council identify long-term goals, a vision, for Mid-Atlantic fisheries. Using your input, the Council will also develop a strategic plan and use that plan to achieve a vision for our fisheries.

Goals and Priorities

3) Please rate the importance of the following management objectives.

	Don't know / no opinion	Not important	Less important	Important	Very important	Extremely important
Prevent overfishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairly balance the concerns of users and non-users of the resources impacted by the Council's decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider the economic impacts of individual management decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider the cumulative economic impact of regulations when making further decisions about new regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider the importance of an active and viable fishing industry to coastal communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maximize commercial catch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maximize jobs from the sea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maximize commercial profits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balance fishing capacity with resource availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help to ensure a safe and modern fleet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote long term flexibility in commercial fishing regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the system for monitoring fishing activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce impacts from fishing on protected resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce impacts from fishing on habitats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce bycatch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider how management decisions impact the ecosystem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairly balance the concerns of commercial and recreational fishing interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15) Please rank these priorities according to your view of which is most important, with 1 being most important and 4 being least important.

_____ Food production

_____ Recreational opportunities

_____ Protection of marine ecosystems

_____ Economic and social factors

19) If you are a recreational fisherman, how concerned are you that these issues hinder your recreational experience?

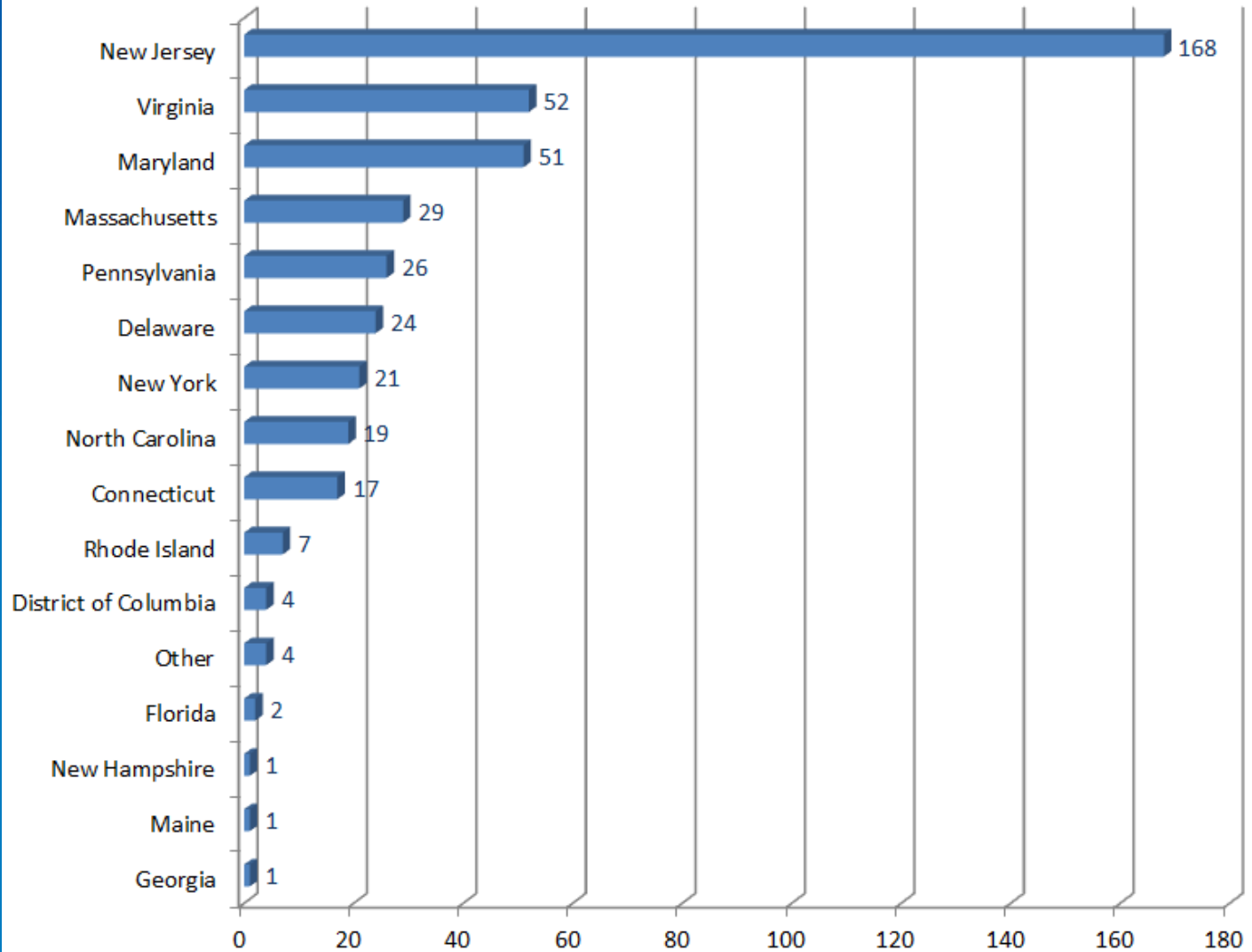
	Don't know/no opinion	No concern	Low concern	Moderate concern	Serious concern	Very serious concern
Frequent changes in management measures/quotas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complicated regulations and management measures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overfishing affecting the availability of fish species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inconsistent state and federal management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having to release undersized fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overly restrictive bag limits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing seasons too short	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closed fishing areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts with commercial fishing gear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costs (fuel, bait, gear, lodging, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts with other user groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26) If you could make one change in the way Mid-Atlantic fisheries are managed, what would it be?

Overview of Surveys Completed by Stakeholder Group, as of 11/25

Role	Primary	Non-Primary	% Increase
Recreational Fisherman	272	349	5.0%
Commercial Industry or Association	43	48	4.9%
For Hire Operator or Crew	24	44	20.0%
Recreational User (boating, diver, etc.)	17	142	6.3%
Interested Public	14	91	0.0%
State or Local Government	12	19	0.0%
Other	12	22	0.0%
Environmental Non-Governmental Organization (ENGO)	10	17	0.0%
Federal Government	9	14	0.0%
Academic Institution	6	8	20.0%
Recreational Industry (bait and tackle, etc.)	5	21	25.0%
Non-Governmental Organization (NGO)	5	12	66.7%
Grand Total	429		5.9%

Visioning Surveys Completed by State



- The survey is open through **January 31, 2012**
- Need 500+ more responses
- Aiming for better geographic distribution
- Species-specific surveys (only take 5 minutes!)

Data Gathering II

- Small group meetings
 - Roundtable discussions with small groups of stakeholders
 - Separate meetings for different interest groups (commercial, recreational, ENGO, research/academia)
 - Goal: Foster in-depth discussion of challenges, opportunities, and goals for the Mid-Atlantic

Communication

- Success of Visioning depends on communication with stakeholders
- Methods
 - Public outreach at major coastal events (Sea Grant Coast Days, Harbor Day, Working Waterfront Festival)
 - Personal Outreach Campaign by council staff
 - Permit holder letters
 - Improved media coverage
 - Outreach to organizations (fishing clubs, fishing associations, ENGOs)

Next Steps

- March 2012: Data summary and analysis
- April – June 2012: Draft vision and goals based on stakeholder input
- June – October 2012: Draft strategic plan

How can YOU get involved?

- Take the survey!
- Tell your friends, peers, colleagues, clubs, and organizations about the survey
- Let me know if your organization would like to host a small group meeting

Questions?