

# MID-ATLANTIC FISHERY MANAGEMENT COUNCIL

## DRAFT IMPLEMENTATION PLAN

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## 2014-2018 STRATEGIC PLAN GOALS AND OBJECTIVES

### **COMMUNICATION GOAL:**

**Engage, Inform, and educate stakeholders to promote public awareness and encourage constructive participation in the Council process.**

### **COMMUNICATION OBJECTIVES:**

1. Develop and implement a strategic communications plan to provide clear and accurate information to a broad range of stakeholders
2. Engage a diverse audience of stakeholders
3. Increase stakeholder trust and facilitate greater stakeholder engagement by making the Council process accessible and transparent
4. Increase awareness and understanding of fishery science and management
5. Increase stakeholder involvement in the development of fishery management actions

### **SCIENCE GOAL:**

**Ensure that the Council's management decisions are based on timely and accurate scientific data that are analyzed and modeled in a manner that improves management performance and builds stakeholder confidence.**

### **OBJECTIVES:**

6. Promote the collection and analysis of accurate and timely scientific data to support the Council's management plans and programs
7. Improve our understanding of the social and economic dimensions of Mid-Atlantic fishing communities
8. Promote the collection and analysis of data needed to support the Council's transition to an Ecosystem Approach to Fisheries Management
9. Encourage effective stakeholder participation in data collection and analysis
10. Promote efficient and accurate methods of monitoring and reporting

### **MANAGEMENT GOAL:**

**Develop fishery management strategies that provide for productive, sustainable fisheries.**

### **OBJECTIVES:**

11. Evaluate the Council's fishery management plans
12. Incorporate economic and social analysis of management alternatives into the decision-making process
13. Develop management strategies that enable efficient operation of commercial and recreational fishing businesses
14. Develop innovative management strategies for recreational and commercial fisheries
15. Advance ecosystem approaches to fisheries management in the Mid-Atlantic

### **GOVERNANCE GOAL:**

**Ensure that the Council's governance structures and practices fairly represent stakeholder interests, are coordinated with the Council's management partners, and include a clear and well-defined decision-making process.**

### **OBJECTIVES:**

16. Establish a formal decision-making process for the development and evaluation of management actions
17. Develop and strengthen partnerships to promote greater efficiency and enhance coordination among management partners and other relevant organizations
18. Ensure that stakeholder interests are accurately understood and meaningfully considered in the Council process

## PROPOSED 2014 DELIVERABLES

<b>SUMMER FLOUNDER, SCUP, AND BLACK SEA BASS</b>	<input type="checkbox"/> 2015 specifications (review) <input type="checkbox"/> 2015 recreational management measures <input type="checkbox"/> Amendment 17 (black sea bass recreational management) <input type="checkbox"/> Amendment 19 (scup allocation) <input type="checkbox"/> Scup GRA Framework (December and February) <input type="checkbox"/> Refinement of scup allocation model (contract) <input type="checkbox"/> Fishery Performance Reports
<b>MACKEREL, SQUID, AND BUTTERFISH</b>	<input type="checkbox"/> 2015, 2016, and 2017 specifications for squid and butterfish (develop and approve) <input type="checkbox"/> 2015 mackerel specifications (review) <input type="checkbox"/> Amendment 15— Shad and River Herring (completion 2016) <input type="checkbox"/> Amendment 16— Deep Sea Coral Protection <input type="checkbox"/> Framework 9—Address disapproved Amendment 14 issues and/or BRP revisions <input type="checkbox"/> Fishery Performance Reports
<b>BLUEFISH</b>	<input type="checkbox"/> 2015, 2016, and 2017 specifications (develop and approve) <input type="checkbox"/> Fishery Performance Report
<b>TILEFISH</b>	<input type="checkbox"/> 2015, 2016, 2017 specifications (develop and approve) <input type="checkbox"/> 5 year FMP review (IFQ) <input type="checkbox"/> Fishery Performance Report
<b>SURFLAM AND OCEAN QUAHOG</b>	<input type="checkbox"/> Amendment 17 ( Cost recovery amendment ) <input type="checkbox"/> 2015 specifications (review) <input type="checkbox"/> Fishery Performance Reports
<b>DOGFISH</b>	<input type="checkbox"/> 2015 specifications (review) <input type="checkbox"/> Fishery Performance Report <input type="checkbox"/> Amendment 4—Limited access and male only fishery (?)
<b>MONKFISH</b>	<input type="checkbox"/> Amendment 6— Alternatives to DAS system (completion 2016)
<b>STURGEON</b>	<input type="checkbox"/> Management measures to reduce bycatch (possible pending scientific review of assessment) (?)
<b>GENERAL</b>	<input type="checkbox"/> EAFM guidance document (completion 2015) <input type="checkbox"/> Consistency Amendment Vessel Baseline Regulations (NERO Lead)
<b>COMMUNICATION &amp; OUTREACH</b>	<input type="checkbox"/> Communications plan <input type="checkbox"/> Completion of initial phase of website development <input type="checkbox"/> Reorganization of stakeholder data base
<b>SCIENCE/RESEARCH</b>	<input type="checkbox"/> EFH updates for all species (FMPs) (completion 2015) <input type="checkbox"/> Comprehensive research priority plan <input type="checkbox"/> Scientific and Statistical Committee Meetings
<b>WORKSHOPS</b>	<input type="checkbox"/> Climate change and science workshop <input type="checkbox"/> Climate change and governance workshop <input type="checkbox"/> Wind energy and best practices for siting and construction workshop (in coordination with BOEM)

# STRATEGY CHECKLIST FOR ACTION DEVELOPMENT

*The following items should be used by staff and Council members in the development and evaluation of management alternatives.*

## COMMUNICATION

- Ensure that documents meet the federal plain language guidelines
- Provide conference lines or webinar access whenever possible
- Ensure that all meetings and events are posted on Council website calendar with relevant information
- Follow Council guidelines (TBD) for collection and summarization of public comments
- Ensure that background information about the action is included with briefing materials each time the issue is discussed
- Consider the feasibility and appropriateness of a workshop as part of the action development process
- Ensure that scoping and public hearings are held in locations with high concentrations of interested individuals
- Use targeted communication to inform stakeholders and solicit public input from individuals and groups that are most likely to be interested in or affected by the potential action

## SCIENCE

- Fully consider species interactions in the assessment process and in the determination of catch limits
- Effectively communicate stakeholders' concerns or recommendations regarding monitoring/observing to the NEFSC

## MANAGEMENT

- Evaluate the cumulative social and economic impacts of proposed and existing management alternatives
- Consider energy efficiency in the development of management measures
- Account for uncertainty in recreational catch estimates
- Support the development of models and analyses that evaluate alternative bag, size, and seasonal limits
- Reduce regulatory discards
- Ensure fair access to recreational fisheries throughout their range
- Incorporate species interactions into fishery management plans and coordinate these considerations across appropriate management plans
- Consider the relationship between essential fish habitat and productivity of marine resources into management decisions
- Minimize adverse ecosystem impacts

## GOVERNANCE

- Follow Council guidelines (TBD) for evaluation of stakeholder input
- Use advisory bodies and stakeholder input to inform the decision-making process and actively monitor changing conditions in the fisheries and ecosystem

## SCIENCE AND RESEARCH NEEDS

*The Council's 2014-2018 strategic plan identifies the following items as high-priority research needs:*

### DATA NEEDS

- Timeline for completion of acceptable benchmark assessments for all of the Council's managed fisheries
- Oceanographic data related to climate change and ocean acidification
- Regional evaluation of species interactions within the marine ecosystem
- Climate change risk assessment for the Northeast marine ecosystem
- Habitat data—particularly data to link habitat protection with fishery productivity
- Relevant and up-to-date social and economic data about Mid-Atlantic communities
- Real-time commercial fisheries data
- Bioeconomic models

### STRATEGIC PRIORITIES FOR RESEARCH METHODOLOGY, FUNDING, AND PROGRAM ADMINISTRATION

- Electronic VTRs / log books in the commercial and for-hire sectors
- Innovative technologies (e.g., electronic monitoring, smart phones, etc.) to improve the accuracy and/or efficiency of data collection
- Evaluation of potential uses for volunteer angler data in recreational management decisions
- Additional observer program funding options
- Cooperative and collaborative research program expansion

### MANAGEMENT STRATEGY INNOVATION

- Management strategies that account for uncertainty in recreational catch estimates
- Management strategies that reduce regulatory discards
- Management strategies that minimize adverse ecosystem impacts
- Management strategies that ensure fair access to recreational fisheries

## PROPOSED IMPLEMENTATION ACTIVITIES- 2014

IMPLEMENTATION ACTIVITIES	TIMEFRAME		GOAL/OBJECTIVE																					
	Year		Comm.					Science					Mgmt.					Gov.						
	14	15	16	17	18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
<b>COMMUNICATION &amp; OUTREACH</b>																								
1. Develop and approve a strategic communications plan	●					●	●	●	●	●				●										
2. Complete initial phase of website development	●					●			●															
3. Develop new webpages: Fisheries data sections; Council Actions pages; Publications database	●					●	●	●	●	●				●										
4. Complete development of stakeholder contact database	●					●			●					●										●
5. Update and expand stakeholder group lists (commercial fishing associations, recreational fishing clubs, environmental groups)	●					●			●					●										●
6. Refine email distribution system to allow stakeholders to choose what types of news they receive from the Council (e.g. only press releases, only meeting agendas, etc.)	●					●			●															
7. Revise "Navigating the Council Process " booklet and develop website version	●								●	●	●													
8. Develop and implement a checklist to assist staff in stakeholder outreach for council actions	●								●	●	●													
9. Develop a website-based public comment system	●								●	●	●													●
10. Develop guidelines for collection and analysis of public input	●								●	●	●													●
11. Continue to provide regular news and updates using social media tools									●	●	●													●
12. <i>Advise and support the Marine Resource Education Program (MREP), as needed</i>									●	●	●													●
<b>SCIENCE &amp; RESEARCH</b>																								
13. Host East Coast Climate Change and Science Workshop	●								●	●	●													●
14. Initiate development of a comprehensive research priority plan	→																							●

**LEGEND**

- Year(s) of activity
- Completion date is unknown
- Related objective(s)

\*Italicized items indicate that the activity is a collaborative effort.

## PROPOSED IMPLEMENTATION ACTIVITIES- 2014

IMPLEMENTATION ACTIVITIES	TIMEFRAME																		GOAL/OBJECTIVE																				
	Year																		Comm.						Science						Mgmt.						Gov.		
	14	15	16	17	18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18																
15. Convene Scientific and Statistical Committee Meetings (as needed)																																							
16. Complete Essential Fish Habitat (EFH) Updates for all species																																							
<b>MANAGEMENT</b>																																							
17. SF/Scup/BSB Amendment 17—Evaluate alternative regional/spatial management options for the black sea bass fishery.																																							
18. SF/Scup/BSB Amendment 19 — Evaluate the current commercial-recreational scup allocations																																							
19. SF/Scup/BSB Framework Adjustment—Assess the effectiveness of Scup GRAs																																							
20. MSB Amendment 15— Consider adding river herring and shad as Council-managed species																																							
21. MSB Amendment 16 (MSB)—Consider measures to protect deep sea corals																																							
22. MSB Framework 9 — Address disapproved Amendment 14 issues and/or BRP revisions																																							
23. Surfclam/Quahog Amendment 17—Cost recovery amendment																																							
24. Develop EAFM Guidance Document																																							
25. <i>Monkfish Amendment 6</i>																																							
26. <i>Consistency Amendment - Vessel Baseline Regulations (NERO Lead)</i>																																							
27. <i>Standardized Bycatch Reporting Methodology (SBRM) Omnibus Amendment</i>																																							
28. Refine scup allocation model (contract)																																							
29. Complete 5-year Tilefish FMP review																																							

**LEGEND**

- Year(s) of activity
- Completion date is unknown
- Related objective(s)

\*Italicized items indicate that the activity is a collaborative effort.

## PROPOSED IMPLEMENTATION ACTIVITIES- 2014

IMPLEMENTATION ACTIVITIES	TIMEFRAME					GOAL/OBJECTIVE																		
	Year					Comm.					Science			Mgmt.					Gov.					
	14	15	16	17	18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
30. Develop management measures to reduce Atlantic Sturgeon bycatch (pending assessment review)																								
<b>GOVERNANCE</b>																								
31. Climate change and governance workshop	●						●	●	●															
32. Complete advisory panel fishery performance reports for each fishery	●	●	●	●	●		●	●	●				●											
33. Continue to provide input into the Magnuson-Stevens Reauthorization process	→																							
34. Participate in Partnership for Mid-Atlantic Fisheries Science																								
35. Atlantic Coastal Cooperative Statistics Program																								
36. Marine Recreational Information Program																								
37. Regional Association for Coastal Ocean Observing System																								
38. Participate on the Chesapeake Bay Goal Implementation Team																								
39. Participate in Coastal and Marine Spatial Planning activities through coordination with Bureau of Ocean Energy Management (BOEM)																								
40. Participate in Protected Resources Take Reduction meetings																								

**LEGEND**

- Year(s) of activity
- Completion date is unknown
- Related objective(s)

\*Italicized items indicate that the activity is a collaborative effort.

# OPTIONAL/ADDITIONAL IMPLEMENTATION ACTIVITIES- 2014-2018

	TIMEFRAME					GOAL/OBJECTIVE																		
	Year					Comm.			Science			Mgmt.			Gov.									
	14	15	16	17	18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
<b>ADDITIONAL IMPLEMENTATION ACTIVITIES</b>																								
<b>COMMUNICATION</b>																								
A.	Develop uniform templates and style guidelines for Council documents and presentations																							
B.	Conduct staff training, including plain language and meeting facilitation training																							
C.	Develop guidelines for collecting and summarizing public input																							
D.	Work with management partners to disseminate news to a broader stakeholder audience																							
E.	Use the Stakeholder Input Report to prioritize outreach/education needs																							
<b>SCIENCE</b>																								
F.	Evaluate existing research programs and identify data needs for each managed fishery																							
G.	Develop a comprehensive list of research priorities. Including: Stock assessments, social and economic data, ecosystem and habitat data																							
H.	Conduct a gap analysis to identify and prioritize socioeconomic data needs																							
I.	Develop a Stock Assessment Improvement Plan in cooperation with the NEFSC																							
J.	Work with management partners to secure long-term funding for the NEAMAP survey																							
K.	Implement RSA program review recommendations / Assess potential for an RSA advisory panel																							
L.	Encourage the NEFSC to conduct a climate change risk assessment																							
M.	Evaluate the use of the Atlantic Coastal Cooperative Statistics Program data and protocols																							
N.	Develop terms of reference for development of socioeconomic metrics by the SSC.																							
O.	Promote cooperative/collaborative research.																							
P.	Promote opportunities for cooperative / collaborative research and surveys in the Mid-Atlantic region																							
Q.	Continue to engage NMFS in electronic the development of electronic monitoring and reporting technology																							

## OPTIONAL/ADDITIONAL IMPLEMENTATION ACTIVITIES- 2014-2018

	TIMEFRAME					GOAL/OBJECTIVE																		
	Year					Comm.			Science			Mgmt.			Gov.									
	14	15	16	17	18	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
<b>ADDITIONAL IMPLEMENTATION ACTIVITIES</b>																								
R.	Effectively communicate stakeholders' concerns or recommendations regarding monitoring/observing to the NEFSC																							
<b>MANAGEMENT</b>																								
S.	Review and update FMP objectives for each of the Council's fisheries																							
T.	Complete a performance evaluation for each of the Council's managed fisheries																							
U.	Support the development of a MSA certification program for U.S. harvested fish																							
V.	Develop Amendment 4 to the spiny dogfish FMP																							
<b>GOVERNANCE</b>																								
W.	Evaluate the Council's decision-making process and assess potential for implementing structured decision-making																							
X.	Evaluate sufficiency of terms of reference provided to fishery management action teams																							