

*Note: This proposal has been modified for the October 2018 MAFMC Briefing Book.
Portions of the document pertaining to the proposed budget have been removed.*

AGREEMENT BETWEEN
THE MID-ATLANTIC FISHERY MANAGEMENT COUNCIL
and
MICHELLE A. DUVAL (dba MELLIVORA CONSULTING)
for
SERVICES RELATED TO
Development and Completion of the 2020 - 2024 Strategic Plan

Background

This agreement sets forth the terms and conditions between the Mid-Atlantic Fishery Management Council (hereinafter referred to as “MAFMC”) and Michelle A. Duval, (dba Mellivora Consulting, herein referred to as “Contractor”) for services related to Development and Completion of the 2020-2024 MAFMC Strategic Plan.

Scope of Work

The Contractor shall provide services to develop and complete the 2020-2024 MAFMC Strategic Plan for Council approval prior to October 31, 2019. To accomplish this body of work, the following general approach will be used:

- Review of existing 2014-2018 MAFMC Strategic Plan and associated Implementation Plans to evaluate progress toward current goals and objectives; determine factors contributing to success or delay in achieving objectives.
- Development of an online survey tool to obtain public input and gauge perceptions regarding progress under current Strategic Plan, and to obtain constructive suggestions regarding modifications to objectives, strategies and priorities for 2020-2024.
- Use of Council’s existing industry Advisory Panels and Scientific and Statistical Committee as a component of a targeted public outreach, communication and input effort.
- Outreach to MAFMC’s management partners to integrate common priorities across multiple strategic planning efforts, and to address areas of disconnect.

See Attachment 1 for Proposed Workplan (subject to modification to meet timelines and needs).

Reporting and Progress Evaluation

Contractor shall provide regular, weekly reports via email and/or phone calls scheduled by mutual agreement with MAFMC Executive Director and appropriate MAFMC staff (or on an alternative schedule agreed to by all parties) to evaluate progress towards milestones below.

Milestone 1: Completion of Tasks 1 through 4 of Proposed Workplan.
Milestone 2: Completion of Tasks 5 through 7 of Proposed Workplan.
Milestone 3: Completion of Tasks 8 through 10 of Proposed Workplan.

Additional Conditions

1. Travel: MAFMC shall provide prior approval for overnight travel and reimburse Contractor for all non-local travel costs associated with this project, in accordance with MAFMC approved travel policies. Non-local travel is defined as travel that occurs outside of Contractor's local area and/or requiring overnight accommodations. Contractor is responsible for all local travel. Overnight/non-local travel is anticipated to include:
 - Travel to 4 MAFMC meetings (October 2018, February OR April 2019, June OR August 2019, October 2019).
 - Travel to Fisheries Forum, October 15-16, 2018 (Monterey, CA; travel covered by Fisheries Leadership and Sustainability Forum as invited participant — noted here as part of scope of project)
 - Travel to 2-3 in-person public input/outreach meetings.
 - Travel to 2-3 meetings with management partners (One overnight trip to MA if possible; one day trip to DC).
2. Special Equipment: No special equipment or software needs are expected for this project. Contractor shall provide use of all normal office equipment (computer, printer, fax, phone, and scanner) as well as commonly-used software applications (Word, Excel, Power Point, etc.). Should specialized equipment or software be required, MAFMC, at their sole discretion, shall authorize acquisition or use of such equipment or software and be responsible for payment to the Contractor for any such expenses.
3. Routine Expenses: The Contractor shall be responsible for the cost of routine office expenses (phone/fax charges, supplies, copy charges, etc.) used in maintenance of Contractor's business office, as well as indirect expenses, fringe benefit charges, equipment, insurance, local travel costs.
4. Contractor is responsible for payment of all local, state and federal and other taxes associated with personal services contracts. As provided by law, Internal Revenue Service Form 1099-MISC (or similar statement of payments) shall be provided to contractor within one month of the end of the taxing year in which payment is made.
5. In no case shall Contractor be financially liable for any debts incurred by MAFMC in association with this project.
6. Contractor has no authority to enter into any agreements on behalf of MAFMC or obligate funds on behalf of MAFMC to third parties.

Other Provisions

Additional expenses that will be paid directly by MAFMC *may* include the following:

1. Web-Ex or other web-based meeting services.
2. Use of online or subscription-based survey services.
3. Additional overnight travel required by contractor (subject to prior approval by MAFMC and reimbursed according to MAFMC travel policies and guidelines), or additional travel as determined by MAFMC to be necessary for successful completion of the project.
4. Provision of Council staff time as determined by MAFMC to assist in development of online survey tool, conduct of in-person public input sessions, and review of analyses, presentations, drafts, etc. prepared by Contractor.

Mid-Atlantic Fishery Management Council Strategic Plan Update

Proposed Workplan

Goal

Work with Council staff, Council members and stakeholders to review and update the 2014-2018 Mid-Atlantic Fishery Management Council (MAFMC) Strategic Plan to establish management priorities for the upcoming 2020-2024 time period by October 31, 2019.

Objectives

- Evaluate progress on existing 2014-2018 Strategic Plan to inform adjustments to current objectives and strategies.
- Coordinate with management partners (GARFO, NEFSC, ASMFC) to ensure effective integration of common management objectives across all organizations.
- Solicit public input regarding existing progress and future priorities via targeted stakeholder outreach, AP and SSC processes.
- Ensure the 2020-2024 Strategic Plan is connected with other ongoing MAFMC planning processes (e.g., Council Research Plan, EAFM Risk Assessment).

Workplan and Outline

5. Background research
 - Review previous MAFMC Implementation Plans associated with 2014-2018 Strategic Plan, and any other related materials recommended by staff.
 - Review GARFO Strategic Plan (2015-2019), NEFSC Strategic Science Plan (2016-2021) and ASMFC Strategic Plan and crosswalk with current MAFMC Strategic Plan to identify areas of overlap as well as discontinuities.
 - Work with staff to review accomplishments under existing plan and determine (from staff perspective) what has/has not been useful. How do staff members define/measure success?
 - Review of current planning documents, such as Research Priorities and Ecosystem Approach to Fisheries Management (EAFM) Risk Assessment.
 - Participate in October 15-16, 2018 Fisheries Forum Workshop focused on short- and long-term planning; objective is to learn from successful approaches in other regions with potential application in the Mid-Atlantic, including integration/alignment of objectives across multiple management partners and associated strategic planning processes.
6. Develop presentation for October 2018 Council meeting reviewing timeline and approach (October 2-4, 2018) for update of 2014-2018 Strategic Plan.
 - Explore Council member perspectives regarding progress on existing plan and potential modifications via informal conversation and outreach at meeting; document feedback and work with staff to address/incorporate into process.
 - Engage available stakeholders/representatives present at meeting to solicit informal input regarding perceived success of existing plan and draft approach for 2020-2024 plan.
7. Work with staff to develop an online survey tool to solicit public/stakeholder input regarding progress on 2014-2018 plan for use with advisory panels, SSC and the public [Council members? same tool for all parties?] (October - November 2018).

Attachment 1

- Survey objective(s): determine stakeholder perceptions/metrics of success and solicit specific feedback on potential modifications to existing objectives or strategies.
 - Review previous stakeholder online survey tool to determine if same/similar questions can/should be incorporated.
 - Determine how best to incorporate progress/accomplishments under existing Strategic Plan into survey tool to provide context for feedback.
 - Address and incorporate ongoing planning efforts (EAFM Risk Assessment; Research Priorities) into survey questions.
4. Online survey launch, administration and analysis (November 2018 - December 2018/January 2019)
- Advertise survey via press release (include NEFSC, GARFO, ASMFC and SAFMC in email communications) and keep open for three weeks. Send follow-up email reminders/announcements halfway through open period and 3-5 days prior to close of survey.
 - Additional direct email outreach to each advisory panel and SSC to remind and encourage members to take survey.
 - Collate and analyze survey responses; work with staff to determine most appropriate/informative methods to display results to stakeholders.
 - Develop presentation to communicate survey results to public, APs and SSC
 - Develop list of potential follow-up questions based on results for use during AP and SSC webinars and/or during subsequent one-on-one phone calls.
5. Communication of survey results and public outreach (January 2019 - March 2019)
- Present survey results to APs and SSC via webinar meetings (nine APs plus SSC); collate additional feedback.
 - Conduct individual phone calls with AP and SSC members subsequent to webinars using follow-up questions developed above
 - ▶ Provides opportunity for advisors who may not have filled out survey or attended webinar/meeting to provide input.
 - ▶ Provides opportunity for advisors who may not have felt comfortable providing input on a public webinar the anonymity to do so via another method.
 - ▶ Potentially time-consuming based on number of advisors (although there is overlap in AP representation).
 - Present survey results and solicit feedback at 2-3 in-person informal public meetings (possible locations: Virginia Beach, VA; Cape May, NJ; New Bedford, MA).
 - Conduct an additional “general” webinar presentation of survey results (either stand-alone or a listening station in conjunction with a Council meeting).
 - Collate, analyze and incorporate additional feedback received from presentation(s) of survey results and discussions.
 - Present initial survey results, input from APs, SSC, in-person public meetings and general webinar to Council at April 2019.
6. Outreach to management partners to discuss integration/alignment of common objectives and priorities across multiple strategic plans, as well as areas of disconnect, and mechanisms to address. (TBD)
- Meet with GARFO Regional Administrator.
 - Meet with NEFSC Science and Research Director.
 - Meet with ASMFC Executive Director.
 - Meet (phone call) with SAFMC Executive Director.
7. Develop Draft 2020-2024 Strategic Plan for presentation to Council in June OR August 2019.
- Consider use of Executive Committee if needed to review draft goals and objectives prior to presentation to full Council.
 - Ensure draft plan incorporates Council’s existing planning efforts (EAFM Risk Assessment; Research Priorities).

Attachment 1

- Incorporate Council feedback from April 2019 presentation of survey results and AP, SSC and public input into initial draft.
 - Obtain Council approval of draft for public comment.
8. Public comment on Draft 2020-2024 Strategic Plan (21 to 30 days, TBD)
 9. Present public comments and potential modifications for Council consideration based on public input; final Council approval of 2020-2024 Strategic Plan as modified.
 10. Complete any edits to Strategic Plan by October 31, 2019.