

**2010 National Saltwater Recreational Fisheries Action Agenda  
2013 Score Card**

| Key:                   | Score: |
|------------------------|--------|
| Green (implemented)    | 87%    |
| Yellow (underway)      | 11%    |
| Red (limited progress) | 2%     |

**GOAL: Improve Recreational Fishing Opportunities**

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| <b>Objective: Identify and evaluate potential management alternatives that account for recreational values</b>   |   |
| <ul style="list-style-type: none"> <li>Coordinate with the National Marine Sanctuary Program staff to identify opportunities for adopting/expanding recreational fishing management goals/objectives.</li> </ul>   | 1 |
| <ul style="list-style-type: none"> <li>Engage NOAA, Council leadership, states, MAFAC and/or others, as appropriate, in a review of existing allocation process.</li> </ul>  | 2 |
| <ul style="list-style-type: none"> <li>Identify and publicize upcoming opportunities for NOAA and recreational constituent engagement in Coastal and Marine Spatial Planning (e.g. regional planning teams, fishery management councils, etc.).</li> </ul> | 3 |
| <b>Objective: Identify/develop management tools that work best for recreational fisheries.</b>   |   |
| <ul style="list-style-type: none"> <li>Increase Council awareness of recreational considerations through integration of recreational considerations into NOAA-led Council member training.</li> </ul>  | 4 |
| <ul style="list-style-type: none"> <li>Work with Council leadership, states, and NOAA Fisheries staff to evaluate pilot recreational catch share programs (e.g. Gulf of Mexico (GOM) red snapper).</li> </ul>  | 5 |
| <ul style="list-style-type: none"> <li>Conduct a workshop(s) with fisheries managers and stakeholders to identify best management practices and incorporate economic and human dimension findings.</li> </ul>  | 6 |
| <ul style="list-style-type: none"> <li>Work with NOAA Fisheries' Office of Habitat and non-NOAA entities to identify opportunities to improve/restore fish habitat.</li> </ul>   | 7 |

**Goal: Improved Recreational Catch Effort & Status Data**

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| <b>Objective: Improve the accuracy, precision, and timeliness of recreational catch and effort data through the implementation of MRIP.</b>  |    |
| <ul style="list-style-type: none"> <li>Implement electronic logbook pilot program to improve catch and effort data from for-hire vessels in the Gulf of Mexico.</li> </ul>   | 8  |
| <ul style="list-style-type: none"> <li>Conduct a workshop in the fall of 2010 to describe methods for delivering estimates of recreational catch on a timelier basis and to assess tradeoffs in cost, precision and accuracy among identified methods.</li> </ul>  | 9  |
| <ul style="list-style-type: none"> <li>Complete development of a new procedure for estimating angler catch from intercept survey data by January of 2011, and begin to apply the new procedure to recreational surveys on the east and Gulf coasts.</li> </ul>   | 10 |
| <ul style="list-style-type: none"> <li>Review Pacific coast estimation procedures and develop improved estimation methods for those surveys, as well.</li> </ul>   | 11 |
| <ul style="list-style-type: none"> <li>Complete pilot projects utilizing state angler license directories in dual frame mail and telephone surveys, evaluate results and compare results to the Coastal Household Telephone Survey used in MRFSS. Based on the results, begin use of registries for surveys that collect trip and effort data in 2011</li> </ul>   | 12 |
| <ul style="list-style-type: none"> <li>Secure input from the MAFAC Recreational Subcommittee and RFWG members on developing MRIP plans, priorities, and actions, including updates to the MRIP Implementation Plan; annual priorities for projects and project implementation; new policies and proposed standards and best practices; regional implementation priorities and choices from the MRIP menu.</li> </ul> | 13 |
| <ul style="list-style-type: none"> <li>Schedule a comprehensive MRIP Web-Ex briefing for the MAFAC Subcommittee and RFWG members.</li> </ul>   | 14 |
| <b>Objective: Increase the frequency of stock assessments of important recreational fishing stocks to support management needs.</b>  |    |
| <ul style="list-style-type: none"> <li>Identify assessment schedule of top ten marine recreational species and work with NOAA leadership, science, and budget staff to accelerate assessment schedule of top ten marine recreational species, as appropriate</li> </ul>  | 15 |
| <ul style="list-style-type: none"> <li>Work with NOAA leadership, science and budget staff to evaluate and increase data /assessment budgets for key recreational species Identify potential gaps and priority species.</li> </ul>   | 16 |
| <ul style="list-style-type: none"> <li>Communicate science budget and assessment schedule to recreational community (e.g. data workshops, webinars, etc.) as available</li> </ul>  | 17 |

**Goal: Improved Recreational Social and Economic Data**

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| <b>Objective: Review allocation process and goals and provide economic data suitable for managers to evaluate/make allocation and regulatory decisions.</b>  |    |
| <ul style="list-style-type: none"> <li>Address recreational concerns/comments on allocation (and other issues) in NOAA Catch Share policy, as appropriate.</li> </ul>  | 18 |
| <ul style="list-style-type: none"> <li>Implement the 2011 Marine Angler Expenditure Survey</li> </ul>  | 19 |
| <ul style="list-style-type: none"> <li>Work with the Office of Science and Technology; conduct a gap analysis of current social and economic programs.</li> </ul>  | 20 |
| <ul style="list-style-type: none"> <li>Coordinate with stakeholders, NOAA economists, Council, and Commission staff to inventory management need for social and economic data.</li> </ul>  | 21 |
| <b>Objective: Understand the socio-economic impacts of Natural Disasters/Deepwater Horizon Oil Spill.</b>  |    |
| <ul style="list-style-type: none"> <li>Work to ensure appropriate consideration of recreational fishing interests in relief/aid packages.</li> </ul>   | 22 |
| <ul style="list-style-type: none"> <li>Work with appropriate DOC/NOAA staff, fishery management councils, state agencies, academic institutions, and constituents to fully understand the socio-economic effects of the spill.</li> </ul>                | 23 |
| <b>Objective: Improve understanding of human dimensions of recreational fishing (e.g. angler satisfaction, motivations).</b>   |    |
| <ul style="list-style-type: none"> <li>Evaluate state of current knowledge of human dimensions of recreational fishing.</li> </ul>   | 24 |
| <ul style="list-style-type: none"> <li>Identify key needs and work with NOAA scientists, Council and Commission social scientists, and outside specialists in preparing a research agenda on human dimensions in marine recreational fishing.</li> </ul> | 25 |

**Goal: Improved Communications**

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| <b>Objective: Ensure appropriately balanced stakeholder representation in a range of decision-making processes.</b>   |    |
| <ul style="list-style-type: none"> <li>Review 2010 Fishery Management Council nomination packages with regard to inter-sector balance.</li> </ul>   | 26 |
| <ul style="list-style-type: none"> <li>Engage MAFAC Recreational Fishing Working Group to identify preferred communications strategies/methods.</li> </ul>  | 27 |
| <ul style="list-style-type: none"> <li>Identify ongoing initiatives (NOAA Next Generation Strategic Plan, Coastal and Marine Spatial Planning (CMSP), etc) and conduct communications to ensure recreational constituents are aware of opportunities to participate.</li> </ul> | 28 |
| <ul style="list-style-type: none"> <li>Develop strategy to actively engage recreational fishing constituents into CMSP dialogues.</li> </ul>  | 29 |
| <ul style="list-style-type: none"> <li>Evaluate current Advisory Panels (AP)(e.g. HMS AP, Advisory Committee for the International Commission for the Conservation of Atlantic Tunas, etc.) to ensure balanced representation</li> </ul>  | 30 |
| <ul style="list-style-type: none"> <li>Identify and contact various recreational fishing AP members to serve as potential ambassadors and information disseminators.</li> </ul>   | 31 |
| <b>Objective: Establish regular and better communication with recreational fishermen.</b>   |    |
| <ul style="list-style-type: none"> <li>Produce Summit follow-ups including final report, action agenda, Summit web video, and posting of other Summit documents on the NOAA website.</li> </ul>   | 32 |
| <ul style="list-style-type: none"> <li>Create calendar of upcoming recreational events and possible engagement opportunities for NOAA leadership and staff (e.g. Take-A-Kid Fishing Event, ICAST, etc).</li> </ul>  | 33 |
| <ul style="list-style-type: none"> <li>Better engage/partner with state resource agencies in communications efforts.</li> </ul>   | 34 |
| <ul style="list-style-type: none"> <li>Develop a recreational fisheries communications and community outreach plan possibly including, but not limited to, the following:</li> </ul>  | 35 |
| <b>Objective: Increase the number of cooperative research opportunities and partnerships with recreational fishermen.</b>   |    |
| <ul style="list-style-type: none"> <li>Engage recreational fishermen in BP Deepwater Horizon oil spill research and monitoring activities to assist in determining extent spill impacts, as appropriate.</li> </ul>   | 36 |
| <ul style="list-style-type: none"> <li>Engage recreational community in addressing barotrauma issues through a joint NOAA/stakeholder workshop.</li> </ul>  | 37 |
| <ul style="list-style-type: none"> <li>Inventory NOAA programs that provide cooperative research and partnership opportunities and create a process to engage with recreational fishermen on current and other future partnership needs and opportunities.</li> </ul>           | 38 |
| <ul style="list-style-type: none"> <li>Work with Office of Habitat Conservation to expand recreational stakeholder involvement in the National Fish Habitat Action Plan.</li> </ul>   | 39 |

**Goal: Institutional Orientation**

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| <b>Objective: Better integrate recreational values into NOAA/NOAA Fisheries' core mission.</b>   |    |
| <ul style="list-style-type: none"><li>• Ensure that the NOAA Next Generation Strategic Plan specifically addresses marine recreational fishing.</li></ul>  | 40 |
| <ul style="list-style-type: none"><li>• Include recreational considerations in the next NOAA Fisheries Strategic Plan</li></ul>  | 41 |
| <ul style="list-style-type: none"><li>• Identify budget opportunities to advance recreational fishing priorities, including improved socio-economic data collection, stock assessments of key species, and others.</li></ul>   | 42 |
| <ul style="list-style-type: none"><li>• Consult with experts who have examined organizational culture and mission priorities in other government organizations (e.g. U.S. Fish and Wildlife Service) and determine strategies for assuring the organizational culture is aligned with the priorities of this initiative.</li></ul> | 43 |