



MAFMC Visioning and Strategic Planning

Rick Robins, Chairman

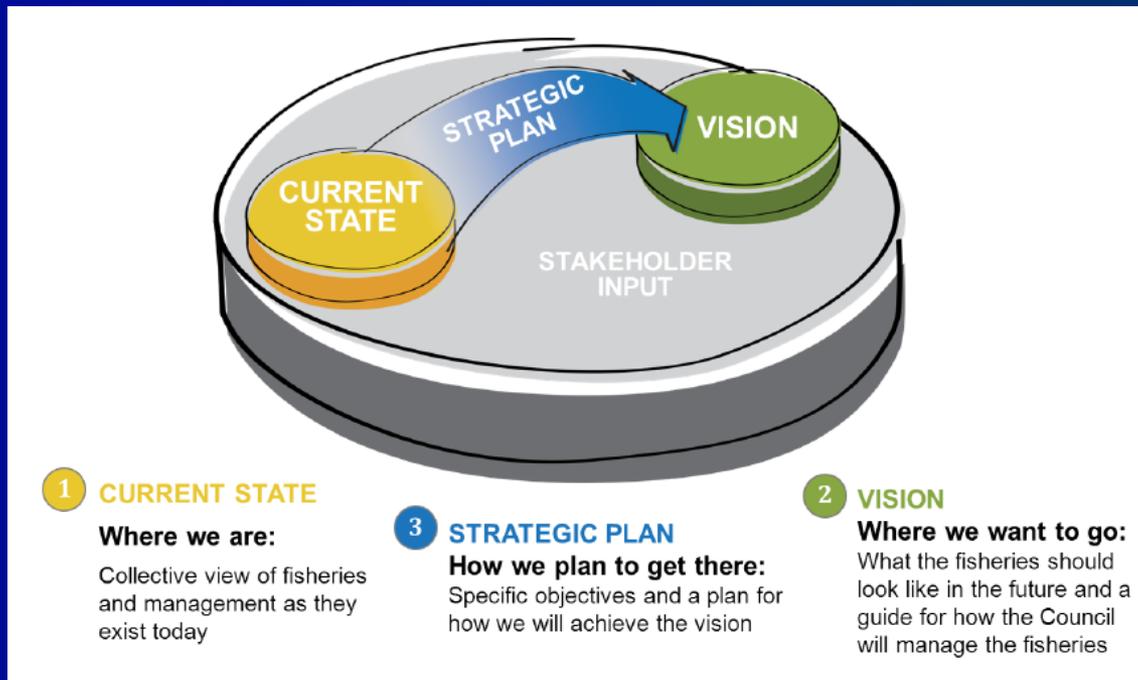
Mid-Atlantic Fishery Management Council

Management History

- MAFMC has rebuilt most Mid-Atlantic stocks
 - Challenging rebuilding process → Stakeholder disengagement
- At a pivotal point in our management history
- Need a plan for the future
 - Which aspects of management are effective and which are ineffective?
 - How can we improve stakeholder engagement?
 - What are our goals beyond rebuilding stocks and preventing overfishing?

Visioning and Strategic Planning

Objective: Develop a comprehensive, stakeholder-informed vision for Mid-Atlantic fisheries that will be used to inform the Council's strategic plan



Strategic Planning

Gather information

- Stakeholder input
- Council and staff input

Identify objectives

- Mission, vision, goals

Identify challenges *(obstacles that prevent goals from being achieved)*

- External (threats)
- Internal (weaknesses)

Develop strategies to address challenges and achieve goals

- Short and long-term operational strategies
- Timelines and metrics of performance

Data Gathering

- September 2011-February 2012
- Online Surveys (general and species-specific)
 - **1,253** general survey responses
 - **1,048** species-specific surveys
- 20 small group meetings throughout region
 - Interviewed **212 individuals**
 - Roundtable discussions with stakeholders
- Position Letters
 - Received 12 letters from ENGOs, state resource departments, and fishing organizations

Next Steps

- June 2012: Complete data analysis and present full report to Council
- June-October 2012: Draft vision and goals based on stakeholder input.
 - Publish draft for public comment
 - Incorporate stakeholder comments and finalize vision
- October 2012 - ?: Develop strategic plan to achieve vision and goals

Commercial

Information & Data

- NMFS trawl survey
- Data quality and timeliness
- Industry involvement

Economic Challenges

- Adverse effects of Council decisions
- Fuel cost
- Lack of consistency/predictability

Management Strategies

- State-by-state management challenges
- Regulatory discards
- Quota setting process

Ecosystems

- Predator-prey dynamics
- Pollution
- Climate change affecting fish populations

Governance

- Insufficient industry representation
- Lack of coordination among management organizations
- Special interests/Politics

Communication & Participation

- No voice in process
- Council meetings not conducive to participation
- Unclear science and management communication

Recreational

Information & Data

- Data quality and methodology concerns
- Not reflective of 'on the water' reality
- Insufficient consideration of recreational economy

Economic Challenges

- Unreliable access
- Inconsistent and unpredictable measures

Management Strategies

- Issues with size limits and discards
- Commercial vs. Recreational allocation

Ecosystems

- Forage pressures
- Habitat degradation
- Pollution

Governance

- Insufficient recreational industry representation
- Lack of coordination among management organizations

Communication & Participation

- How and when to participate?
- Communications too technical

Environmental NGO

Information & Data

- Data quality (monitoring and observers)
- Cooperative research
- Precautionary science

Management Strategies

- Bycatch
- Unmanaged species

Ecosystems

- Transition to EBFM
- Forage species considerations
- Habitat protection

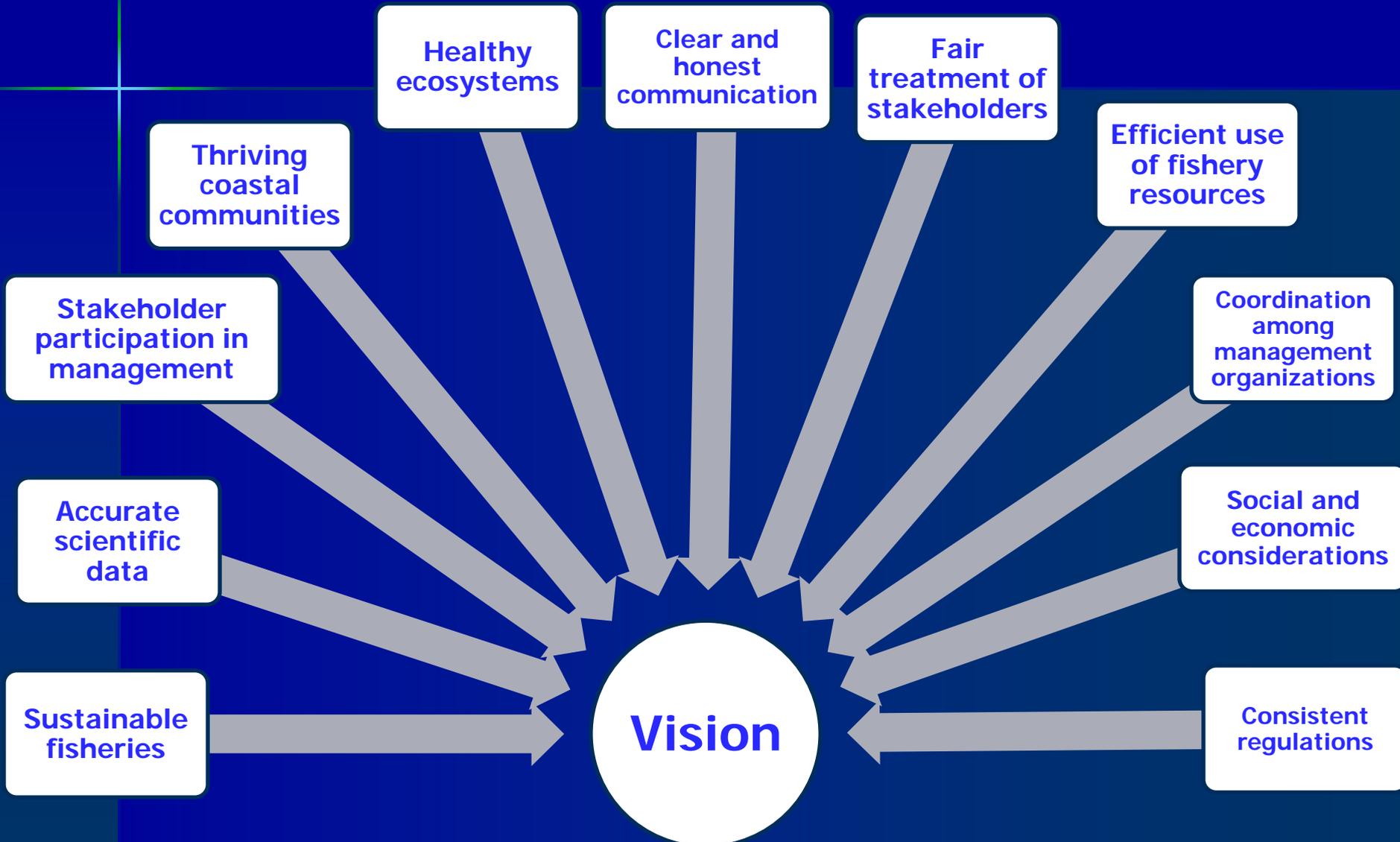
Governance

- Cooperation among management partners

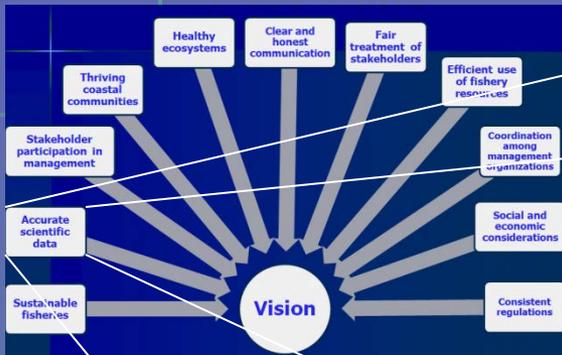
Communication & Participation

- Increase education
- Council meetings

Stakeholder Visions



Stakeholder Visions



Accurate scientific data

Commercial

- Industry participation in trawl survey design and operation
- Substantial use of cooperative research results
- Data collection transparency and timeliness
- Effective use of fishery-dependent data

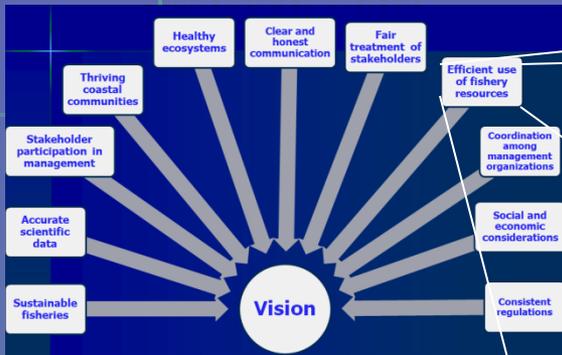
Recreational

- Accurate system for recreational catch estimation
- Utilization of volunteer angler input
- Timeliness

ENGO

- Cooperative research
- Effective monitoring of catch and bycatch
- Integration of existing unutilized data streams
- Stock assessments in the context of ecosystems

Stakeholder Visions



Efficient use of Fishery Resources

Commercial

- Full retention of catch
- Flexibility to land fish in closest state
- Management for mixed trawl fisheries
- Market stability/optimization
- Quotas reflect rebuilt stocks

Recreational

- Minimal discard mortality
- Consideration of economic value of recreational fishing industry
- Quotas reflect rebuilt stocks

ENGO

- Consideration of total ecosystem and trophic impacts
- Effort management strategies

Initial Responses to Input

- Communication program development
 - Website redesign
 - GMRI Marine Resource Education Program (MREP)
- Advisory Panel process revision
- Vessel Trip Report one-page document
- Council meeting set-up changes



Questions?