

# 2014-2018 DRAFT STRATEGIC PLAN

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June 11, 2013



# Agenda

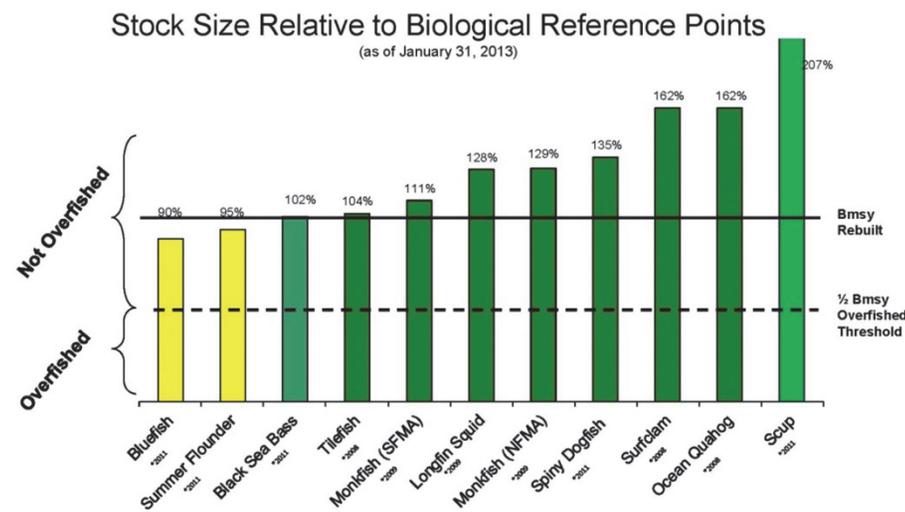
- Introduction
  - Background & Context
  - Current challenges and rationale for planning
- Strategic Planning Process
  - Stakeholder perspectives
  - Council responses to stakeholder input
- MAFMC Draft Strategic Plan
  - Mission, Vision, Core Values
  - Strategic Goals and Objectives
- Implementation and Next Steps

# Mid-Atlantic Context

## 1993 - 2012: Focus on rebuilding

- Seven of the 13 MAFMC-managed species were managed under rebuilding plans at some point

## 2012 - present: No overfished stocks



# Challenges Ahead

- Lack of scientific data
- Environmental threats—Climate change, ocean acidification, pollution
- Budget constraints
- Low levels of stakeholder participation
- Social and economic instability
- Increasing competition for marine resources
- MSA reauthorization

# Strategic Planning Rationale

## **A strategic plan will enable the Council to...**

- Identify, and proactively respond to, emerging challenges and threats to Mid-Atlantic fisheries
- Develop management systems that are responsive to changing fishery conditions
- Implement innovative management approaches to improve efficiency and reduce waste
- Clarify management goals for Mid-Atlantic fisheries
- Communicate more effectively with stakeholders
- Evaluate successes and failures and track progress over time
- Collaborate with management partners more effectively

# Overview of Strategic Planning Process

1. **April 2010** - Council initiates Visioning and Strategic Planning Project
  - Visioning and Strategic Planning Committee Meetings (Sept 2010 and March 2011)
  - Visioning and Strategic Planning Advisory Panel Meeting (July 2011)
2. **September 2011- February 2012** – Phase 1: Visioning Project
  - 1500+ stakeholders provided input for strategic plan through surveys, roundtable meetings, and position letters
  - Results summarized in *Stakeholder Input Report* (July 2012)
3. **August – December 2012** – Phase 2: Strategic Planning
  - Strategic Planning Working Group (stakeholders and Council members)
  - 5 facilitated meetings
  - Participants developed a draft mission, vision, core values, and 7 goals – objective – strategy sequences
4. **February 2013 – May 2013** - Staff review and revision
  - 7 goals consolidated to 4
  - Timeline reduced from 10 years to 5

# Visioning Project: Common Stakeholder Themes

Stakeholders lack confidence in the data used to inform management decisions

Stakeholders are not sufficiently involved in management

There is confusion about jurisdictions, regulations, and authority of fishery management organizations

The Council needs to improve communication and transparency in the decision-making process

Ecosystem and trophic interactions should be given greater consideration

The Council is not set up to truly represent stakeholder interests

Pollution is degrading health of fisheries

*More detailed summaries of stakeholder input from commercial, recreational, and environmental groups are available in the Stakeholder Input Report*

# Council Response to Stakeholder Input (1/3)

*Over the past two years the Council has already made numerous changes in response to stakeholder concerns and recommendations during the Visioning Project.*

## **Management approaches**

- Multi-year specifications
- Omnibus amendment to address recreational accountability measures
- Reduction of squid call-in requirement from 72 to 48 hours
- In-season adjustment of 2012 butterfish ABC
- Ecosystem Initiatives
  - EAFM Plan Development
  - MSB Amendment 15 (river herring and shad management)
  - Deep Sea Coral Amendment
  - Forage workshop (April 2013)

# Council Response to Stakeholder Input (2/3)

## Stakeholder Input and Public Engagement

- Advisory panel reconstitution
- Advisory panel performance reports for all fisheries
- Workshops:
  - Deep Sea Coral workshop (April 2013)
  - Squid workshop (January 2013) and follow-up industry meetings
  - Recreational workshop (December 2011)
- Improved advertising of public comment opportunities
- Webinars for scoping and public hearings
- New ways to submit comments directly through website

# Council Response to Stakeholder Input (3/3)

## Communication

- Improved system of contact management and email distribution
- Social media
- Increasing # of stakeholder contacts
- Website redesign
- Improved quality of streaming at meetings
- Meeting improvements
  - Member name badges
  - Seat for public comment

## Collaboration and Coordination

- Listening sessions: Clean Ocean Zone, NOAA, NMFS, BOEM
- Role in Marine Resource Education Program (MREP)
- Support for Hurricane Sandy relief and MSA certification program



# MAFMC Strategic Plan

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2014-2018

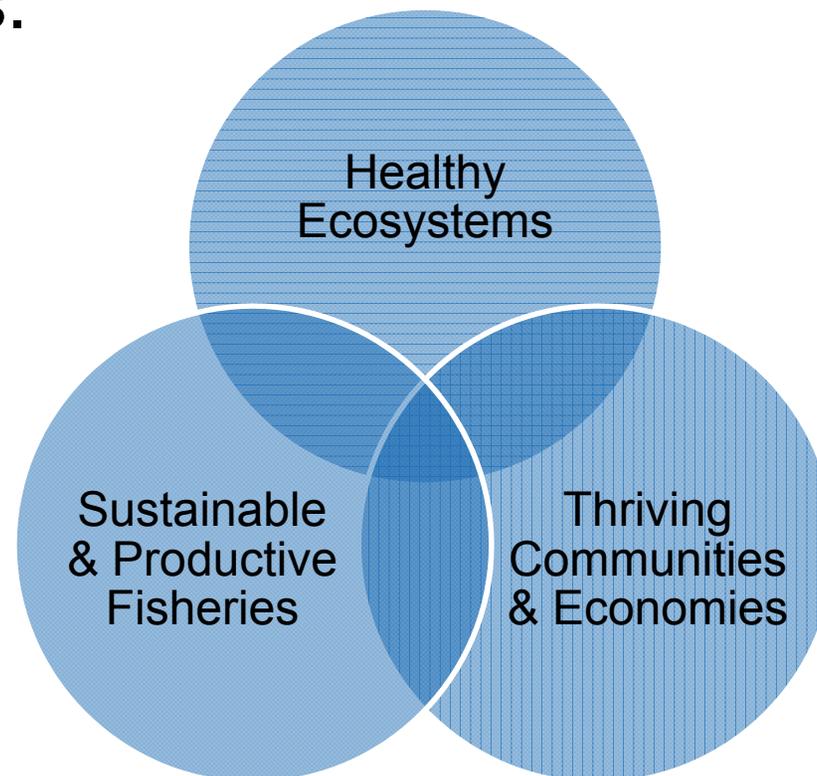
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# Mission

The Council manages marine fisheries in federal waters of the Mid-Atlantic region for their long-term sustainability and productivity consistent with the National Standards of the Magnuson-Stevens Fishery Conservation and Management Act. The Council is committed to the effective stewardship of these fisheries and associated habitats by incorporating scientific information and informed public input in transparent processes that produce fishery management plans and programs.

# Vision

Healthy and productive marine ecosystems supporting thriving, sustainable marine fisheries that provide the greatest overall benefit to stakeholders.



# Core Values

- Stewardship
- Integrity
- Effectiveness
- Fairness
- Competence
- Clear Communication

# Areas of Focus

## Communication

- How the Council communicates information to stakeholders
- How the Council engages and solicits input from stakeholders

## Governance

- How the Council makes decisions
- How the Council coordinates with management partners and other relevant organizations

## Science

- How the Council uses data
- How the Council identifies and prioritizes data needs
- How the Council works with research institutions to meet its data needs

## Management

- How the Council manages its fisheries to ensure sustainability and meet the goals of each fishery

# Strategic Goals

## Communication

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

## Governance

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**.

## Science

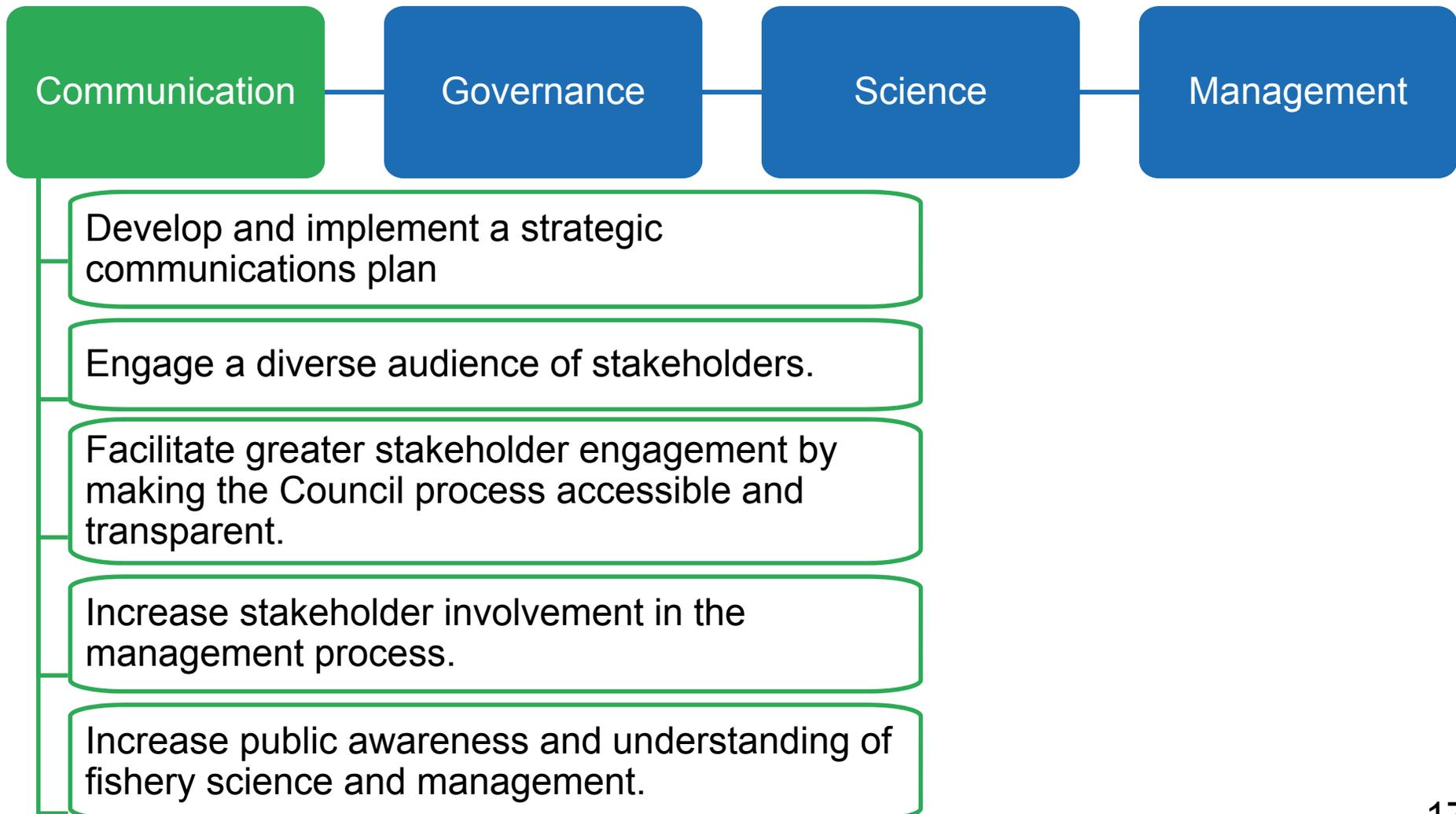
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## Management

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

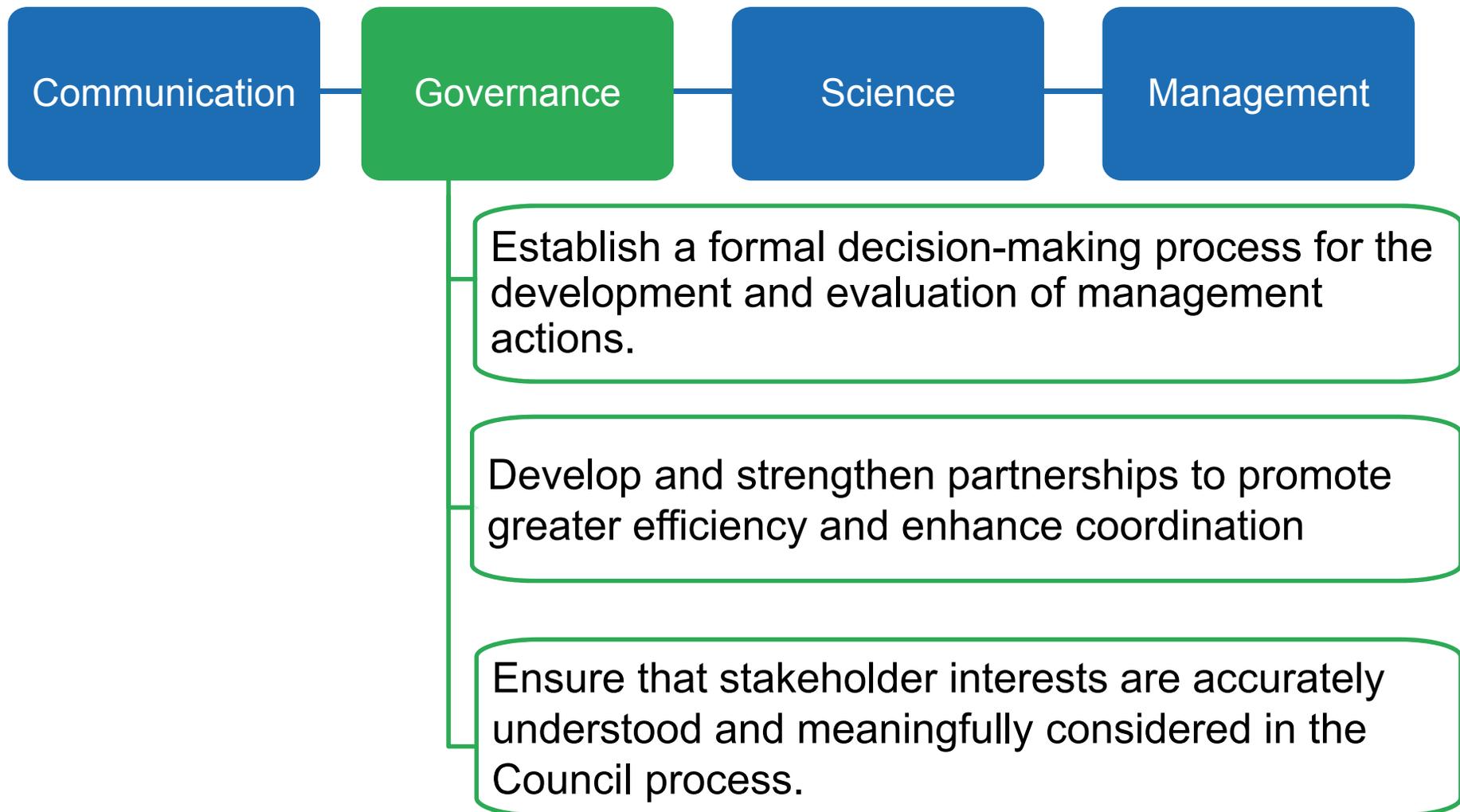
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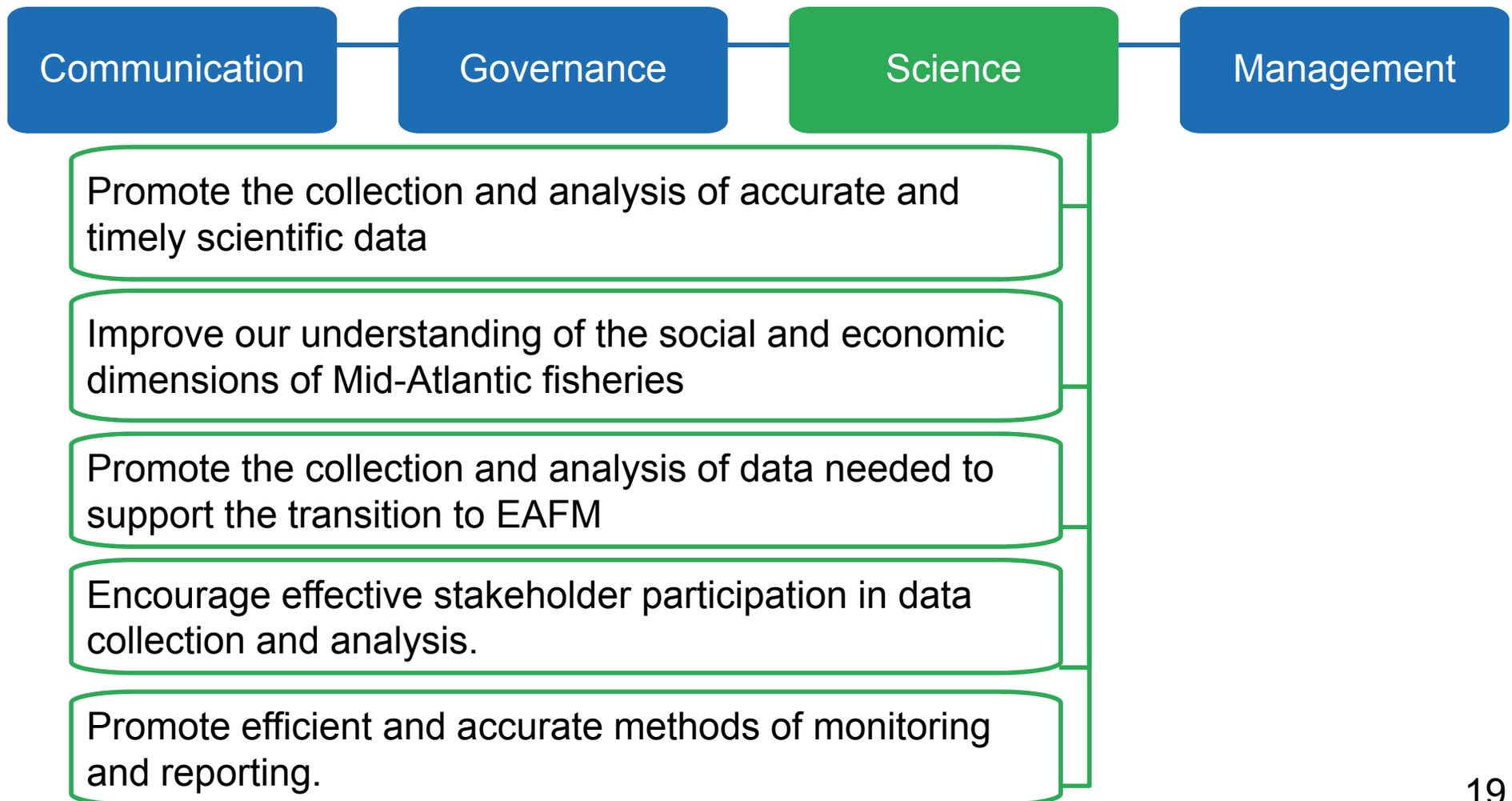
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# Management

Develop fishery management strategies that provide for productive, sustainable fisheries

Communication

Governance

Science

Management

Evaluate the Council's fishery management plans.

Incorporate economic and social analysis of management alternatives

Develop management strategies that enable efficient operation of commercial and recreational fishing businesses.

Develop innovative management strategies for recreational and commercial fisheries.

Advance ecosystem approaches to fisheries management in the Mid-Atlantic.

# Cross-Cutting Goals

## Social & Economic Considerations

Develop management strategies that enable efficient operation of fishing businesses.

Incorporate economic and social analysis of mgmt alternatives

Improve our understanding of the social economic dimensions of Mid-Atlantic fisheries

## Ecosystems

Advance ecosystem approaches to fisheries management in the Mid-Atlantic.

Promote the collection and analysis of data needed to support the transition to EAFM

## Stakeholder Confidence & Engagement

Encourage stakeholder participation in data collection and analysis.

Ensure that stakeholder interests are accurately understood and meaningfully considered in the Council process.

Facilitate greater stakeholder engagement by making the Council process accessible and transparent.

# Implementation and Next Steps

**June 11**

Approval of draft strategic plan



**June 17-July 17**

Public comment period



**August Council meeting**

Presentation and discussion of public comments & approval of final strategic plan



**August - October 2013**

Development of draft implementation plan



**December 2013**

Council review of strategic implementation plan



QUESTIONS? COMMENTS?

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