

MARINE RESOURCES PUBLIC OPINION POLLS

The Alliance of Communities for Sustainable Fisheries (ACSF) has conducted opinion surveys among businesses, community leaders, tourism professionals, and the public regarding the management of marine resources and the importance of recreational and commercial fisheries to coastal communities. The ACSF believes these surveys provide valuable public feedback that can assist the Council in making informed decisions on a variety of fishery-related issues including marine protected areas and the management of fishing and other human activities within National Marine Sanctuaries.

The ACSF was formed to allow for an organized community voice for fishing and fisheries and advocates for the heritage and economic value of fishing to California Coastal Communities. The ACSF has partnered with Responsive Management, a public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues, to conduct surveys at both national and local levels to gather public opinions and attitudes on marine resource management and the value of recreational and commercial fishing to coastal communities and their heritage. Since 2007, five polls have been conducted and the results have been summarized in a compendium report (Agenda Item C.1.b, Attachment 1). Complete reports on these five surveys are readily available on the ACSF website at www.alliancefisheries.com.

Ms. Kathy Fosmark, ACSF Co-Chair and former Council member, and Mr. Martin Jones, Senior Research Associate with Responsive Management, will present an overview of the surveys and respond to questions.

Council Task:

Discussion.

Reference Materials:

1. Agenda Item C.1.b, Attachment 1; *Compendium of Three Reports Regarding the Monterey Bay Area Fisheries, Data from Five Surveys Conducted 2007-2009* (**Executive Summary only**, the full document is on the September Briefing Book CD in electronic format).
2. Agenda Item C.1.d, Public Comment.

Agenda Order:

- a. Agenda Item Overview
 - b. Report on Poll Results
 - c. Reports and Comments of Management Entities and Advisory Bodies
 - d. Public Comment
 - e. Council Discussion
- Mike Burner
Kathy Fosmark, Martin Jones

PFMC
08/17/09