

**Development of a Strategic Plan for  
NOAA Fisheries' West Coast Region**  
Update for the November 2014 PFMC Meeting

Regional and headquarters offices of the National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service (NOAA Fisheries) are each creating five-year strategic plans to guide internal decision-making and resource allocation, and inform our co-managers, partners, and stakeholders of our priorities. The West Coast Region (WCR) aims to have a final strategic plan by spring or early summer of 2015.

It is important to the WCR that our plan is informed by feedback from our co-managers, partners, and stakeholders. The WCR is sharing this early working draft of the plan with the Pacific Fishery Management Council (PFMC) for comment. Later this fall, we will also reach out to others for comment. There may be another opportunity for PFMC comment on a subsequent draft at its March 2015 meeting.

Our working draft currently builds on NOAA Fisheries' two core mandates – sustainable and productive fisheries and fishing communities, and recovery and conservation of protected resources. Habitat conservation is central to advancing each of these mandates. Our working draft also incorporates NOAA and NOAA Fisheries' priorities for organizational excellence. Under each goal, we are developing objectives around the following topics:

- Sustainable Fisheries: participation and co-management, social and economic contributions, stewardship, consultations and support, and science and technology
- Protected Resources: recovery, ESA consultations and support, marine mammal management, and science
- Organizational Excellence: communications and customer service, fiscal integrity, internal alignment, and staff

At this November meeting, the PFMC and its advisory bodies may consider identifying three to five top priorities over the next five years that the WCR can consider in further developing our plan. Your priorities may be specific issues and actions, or a general area for improvement or enhanced attention you would like the WCR to consider (e.g., a specific rebuilding plan or regulation, a procedural improvement, or improved coordination on a particular issue). This input will help us determine if these priorities are currently addressed in our working draft and, if not, we will consider their incorporation.

The WCR requests the PFMC please provide this input and any other comments on the plan development to Barry Thom, WCR Deputy Regional Administrator, by November 28, 2014.