Agenda Item B.1.
Supplemental Open Comment 3 PowerPoint
November 2010

Pacific Fishery Management Council November 4, 2010

NOAA RECREATIONAL FISHERIES DISCUSSION

Agenda

Overview

 Genesis of Recreational Fisheries Engagement Initiative

- Recent focus and activities
- Summary of the RecFish Summit
- Overview of the Action Agenda
- Challenges
- Solutions



Rec. Fishing Engagement Initiative

- Initiated by Dr. Lubchenco in October
 2009
 - Acknowledgement that the relationship between NOAA and the recreational community is strained
 - Realization that NOAA could better fulfill our stewardship responsibilities collaboratively
 - Understanding of the need to be proactive

Recreational Fisheries Engagement Initiative

RFEI initial commitments



- Regional NMFS Rec.Coordinators
- National Policy Advisor
- MAFAC Recreational Fisheries
 Working Group
- Saltwater Recreational Fishing Summit

Initial Focus

- Visible communications with recreational community
 - RFMCs, HMS Advisory Panel, rec. advocacy organizations, fishing clubs, etc.
 - Recreational fishing media
- Deepwater Horizon Oil Spill Recreational Response
 - DWH Communications team
 - Facilitate recreational constituent participation in NOAA leadership, Commerce Sec., and White House events
 - Participate in town halls and constituent meetings
 - Regular communications w/ GOM recreational constituents

Initial Focus cont.

- Recreational Summit and Follow-Through
 - Initiated an open, honest dialogue to develop a trusting and productive partnership
 - Heard first-hand recreational concerns and proposed solutions from constituents
 - Developed an "Action Agenda" with tangible deliverables based on input from summit participants

Recreational Saltwater Fishing Summit

- ◆ Over 100 recreational constituents
 - For-hire vessel owners/captains
 - Private recreational fishermen
 - Tournament Operators
 - Tackle manufacturers/retailers
 - National interest groups
 - Outdoor writers
 - Fishery Management Council & Commission members
 - MAFAC Recreational Fisheries Working Group



Recreational Summit Cont.

- Visions Themes for a Successful Future
 - Better communications, cooperation, and increased trust
 - Improved quality, quantity, and timeliness of data & science
 - Improved fishery management decisions based on a more complete understanding of socieconomic contributions
 - Improved access to the resource and expanded recreational fishing opportunities

Summit Results

- Top Ranked Priority Actions (Overall)
 - Integrate the values of recreational fishing into the NOAA mission statement.
 - Improved data i.e. social and economic data.
 - Recognize the uniqueness of recreational fisheries and manage those to their best economic advantage (e.g., do not treat recreational catch in the same manner as commercial catch).
 - Greater representation of recreational interests on the Councils.
 - Increased recreational influence within the marine spatial process.

Action Agenda

- Identifies five "Signature Issues" with tangible objectives
 - Ensure balanced representation on FMCs and advisory bodies – Formalize input of NPA re: FMC Appointments
 - Integrate recreational fishing principles and values into the NOAA/NOAA Fisheries mission and culture – NGSP
 - Improve recreational socio-economic, catch, and effort data – MRIP
 - Catch shares and allocation Catch Share Policy
 - Cooperative research and monitoring Barotrauma workshop

Action Agenda

- Five overarching goals w/tangible objectives
 - Improved recreational fishing opportunities
 - Coordinate with NOS Sanctuaries program to incorporate recreational objectives into management plans
 - Improved recreational catch, effort, and status data
 - Implementation of MRIP
 - Improved social and economic data
 - Understand the impacts of the DWH oil spill
 - Improved communications
 - Engage MAFAC RFWG
 - Institutional orientation
 - Identify budget opportunities to advance rec. priorities

Challenges

- Array of Regional, National, and International Issues
 - Legislative, Policy, Management, Data, Science, Communications
- Magnitude/distribution/diversity of constituency
- Constituent Mistrust
- Constituent Expectations
 - All things to all constituents
- Available Agency Resources
- Institutional Attention/Inertia



Solutions

- Internal/External Communication & Partnership
 - Regular & sustained communication w/constituents @ regional/national level to ID issues, roadblocks, solutions, and highlight successes
 - Communication, engagement & collaboration w/regions, science centers, etc.
 - Regional adaptation, engagement, implementation of Action Agenda
 - Collaboration with non-NOAA agencies/bodies
- Demonstrating NOAA commitment
 - Quickly building/communicating a record of success
 - Showing sustained effort

Recent Tangible Results

- Release of Action Agenda
- Barotrauma Workshop Grant
- Fishery Management Council Appointments
 - Formalized input mechanism re: council appointments
- GOM For-Hire Survey
 - Increased sampling & expedited data reporting
- Catch Shares
 - Incorporation of recreational considerations
- Deepwater Horizon Disaster Relief Appropriation

Penny for Your Thoughts

- Thanks for your attention
- Questions??



Welcome PFMC Comments

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pfmc.comments@noaa.gov: Nov 2010

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Move message to folder:

From Anthony Chatwin < Anthony. Chatwin@NFWF.ORG>

Sent Friday, October 15, 2010 11:50 am

To "pfmc.comments@noaa.gov" <pfmc.comments@noaa.gov>

Cc

Всс

Subject NFWF Fisheries Innovation Fund - please include in council Binder

Attachments Pre-proposal

NFWF FIF 2010 91K

96K

100K

guidance.pdf

NFWF_fisheriesfund_fact 789K

sheet.pdf

Dear Dr. McIsaac.

The National Fish and Wildlife Foundation has recently launched a new grant program, the Fisheries Innovation Fund (www.nfwf.org/fisheriesfund), that is intended to provide foster innovative projects from fishermen, managers and communities that are operating under an existing, or designing a new, catch share program. I have attached a fact sheet and other documents about this opportunity that will be of interest to your stakeholders. I kindly request that these be added to the Council member binders, as per guidance on your website.

I am hoping that we could find a time during the Pacific Fishery Council meetings on November 3rd and the 4th to provide more information about the Fisheries Innovation Fund. I would provide a brief overview of the fund, what is expected from the pre-proposals and where to go for additional information. I would also be available for questions from the council and audience. I am guessing that 20 mins would be enough.

I am familiar with the work of fishery management councils and appreciate how full the agenda is and that this is late notice to try to fit something in, but it would be great if we could try.

Thank you very much

Tony

Anthony Chatwin, Ph.D. Director, Marine and Coastal Conservation National Fish and Wildlife Foundation 1133 Fifteenth St., N.W. Suite 1100 Washington, D.C. 20005 202-857-0166 (main) 202-857-0162 (fax) CFC number: 10267



Guidance for Online Pre-proposal Application

Starting an Application:

- 1. If you have never applied to the National Fish and Wildlife Foundation's EasyGrants system you will need to go to www.nfwf.org/EasyGrants to register in the online application system. Once you have completed the registration form you will immediately be able to reenter the system as an application as outlined below.
- 2. If you have already registered and used the EasyGrants (EZG) online system enter your email and password. If you have forgotten your password follow the link to send an email to info@nfwf.org with the name and email from your original registration and your password will be sent to you.
- 3. Click "Start a New Application" and then select *Fisheries Innovation Fund 2010* from the list of programs.
- 4. Complete series of yes/no questions in the Eligibility Quiz and press 'Continue' once you have reviewed your eligibility.
 - a. If you are eligible a **Pre-Proposal** link will appear on the left hand side under the "To Do Application" task bar. Click on this blue link to complete your pre-proposal application.
 - b. If you are ineligible and would like to be considered for an exception, please contact Anthony.Chatwin@nfwf.org.

Saving an Application and Submitting an Application: Once you get started, you may save your application in progress and return another time to complete and submit it. Please note DO NOT hit the "Submit" button until you are actually ready to submit. Once you hit submit the application is formally submitted and you may no longer make changes. For consideration, you must submit your online application using NFWF's Easygrants system on or before Tuesday, November 30, 2010 by midnight Eastern Daylight Time.

Popups: Please make sure to disable pop-ups blockers in your browser. Some files in EZG launch and display in a secondary browser window. If your browser or a third-party software program blocks pop-up windows please follow that product's instructions for allowing pop-up windows from this domain. In most cases, pop-up blockers can be by-passed by clicking the Ctrl key + left mouse button.

Character Limits: All of the fields in the application have character limits so that data can be incorporated into the NFWF database. All limits include spaces and will cut off even though you are still typing. You should recheck each box to make sure that it has captured the full entry before saving a page and continuing in the application.

Matching Contributions: This section provides the detail for the "Matching Contributions

Proposed." List each source of matching contributions separately in the space provided. Matching contributions may include both cash and in-kind contributions. You may list more sources of match than you have pledged in your proposal if you are uncertain of the outcomes of funds or services for which you have not yet received confirmation. In this way you can demonstrate multiple sources for which you are applying for pledged match that you do not yet have on hand. In the **Matching Contribution Description/Notes** section of the online proposal, please describe in detail how you arrived at the amount of match. For example, you state the total in-kind match is \$5,000 from the Fisherman Group A. Tell us volunteer rate \$20 per volunteer hours X 25 fishermen = \$5,000.

Uploads:

Pre-Proposal Narrative: The most important upload is your actual pre-proposal narrative. The narrative is completed at your leisure outside of the Easygrants application system, following the instructions in the Request for Proposals www.nfwf.org/fisheriesfund. When complete, the narrative must be uploaded into your Easygrants application before your application may be submitted. The narrative may not exceed 3 pages in total length.

• If you are generating documents using a Macintosh system and are having difficulty with the upload process please send the following email to info@nfwf.org. My proposal number [Insert number assigned by NFWF online application system] will have application uploads generated by a Macintosh computer. Please instruct me about how to successfully upload such documents. My telephone number is:

Frequently Asked Questions?

I have finished my pre-proposal and it is not showing up as completed.

Remember to hit the "submit" button when you have completed the application.

How will I know NFWF has received my completed application?

You will receive a notification of receipt of application from info@nfwf.org.

How do I get back into online system when locked out?

If you enter an incorrect password or user ID multiple times this may trigger you may be locked out of the system. If so, you may send an email notification to info@nfwf.org or pico@nfwf.org explaining the problem. Either may provide you to access the system.

I forgot my password. How do I get this information sent to me?

Please send an email notification to info@nfwf.org or pico@nfwf.org explaining the problem. Either may provide you this information.

PRE-PROPOSAL HELP instructions can be accessed on the left-had navigation bar from any page in the system. Info@nfwf.org (link at bottom of each page) or <u>Anthony.Chatwin@nfwf.org</u> are also available to respond to questions.



he Fisheries Innovation Fund is a new grant program designed to help fishermen. fishery managers, and nonprofit organizations develop and implement the best ideas to make catch-shares work for their communities.

The Fund is soliciting applications that will promote well-designed catch-share programs in order to help:

- Rebuild fisheries and sustain fishermen and communities,
- Provide fishermen in local communities with access to fisheries' resources, and
- Address one or more of the following priorities: capacity building, fishery innovation, monitoring and evaluation and/ or other innovation.

It is expected that approximately 30 projects will receive funds in 2010. Grant awards will range from \$50,000 - \$200,000, and funding will be allocated based on the merits of each proposal. Projects may continue for up to two years with all funds being spent by April 2012. The Fund will allocate \$2.2 million in total to projects across the country.

All fisheries managers, fishermen, nonprofit organizations and non-federal government agencies that work to design and/or implement catch-share management systems in U.S. fisheries are eligible and encouraged to apply. Applications for funding for land or easement acquisition, facility construction, political advocacy, lobbying, or litigation will not be considered.

The National Fish and Wildlife Foundation (NFWF), which administers the Fund, will provide grant-writing training to

prospective applicants through workshops, web-based seminars and online, self-guided tutorials. These sessions will be held at times and locations that provide the greatest opportunity to fishermen and other prospective applicants. For more details about participating in grant-writing workshops, visit www.nfwf. org/fisheriesfund.

Pre-proposals must be submitted through Easygrants, NFWF's user-friendly, online grant application system, by 11:59 p.m. Eastern Daylight Time (EDT) on Nov. 30, 2010. Applicants can access Easygrants at www.nfwf.org/applicantinfo. NFWF will then invite selected applicants to submit full proposals. Late entries will not be accepted.

The Fisheries Innovation Fund, a public-private partnership, is made possible through the NFWF and NOAA with support from the Walton Family Foundation and the Gordon and Betty Moore Foundation.

For details on the Fisheries Innovation Fund, visit www.nfwf. org/fisheriesfund or www.nfwf.org/applicantinfo. For further information, contact Anthony Chatwin, NFWF's Director of Marine and Coastal Conservation, at anthony.chatwin@nfwf. org or (202) 857-0166.









Fisheries Innovation Fund 2010 Request for Proposals

Purpose

The National Fish and Wildlife Foundation (NFWF) will award grants to foster innovation in US fisheries and support effective participation of fishermen and fishing communities in the design and implementation of catch-share fisheries. We anticipate awarding approximately \$2.2 million through this solicitation.

Successful proposals will:

- a. Promote well-designed catch share programs to help rebuild fisheries and sustain fishermen, and communities
- b. Help retain access to fisheries resources by fishermen in local communities

The Fisheries Innovation Fund was created through a partnership with the National Oceanic and Atmospheric Administration (NOAA), with additional support from the Walton Family Foundation and the Gordon and Betty Moore Foundation.

Background

The National Fish and Wildlife Foundation (NFWF) is a 501(c)(3) non-profit that preserves and restores our nation's native wildlife species and habitats. Created by Congress in 1984, NFWF establishes partnerships to invest public conservation dollars matched with private funds in the most pressing environmental needs. NFWF has a long and successful history of working with the National Oceanic and Atmospheric Administration (NOAA) to establish public private partnerships to support the agency's conservation priorities.

Sustainable Fisheries are one of NOAA's top priorities. The Magnuson-Stevens Fishery Conservation and Management Reauthorization Act of 2006 (Magnuson Act) included provisions supporting the development of criteria and guidance for limited access privilege programs, one type of catch share, to help rebuild overfished stocks, reduce overcapacity if it exists, and promote safety, fishery conservation and management, and social and economic benefits. As of this year, there were fifteen catch share programs in the U.S., including the recently approved Pacific Trawl ITQ program and the New England Groundfish Sectors.

In 2009, NOAA Administrator Dr. Jane Lubchenco appointed members to a Catch Share Task Force to assist NOAA and the regional fishery management councils as they consider and implement catch-share management programs. NOAA's draft Catch Share policy encourages well-designed catch share programs to help rebuild fisheries and sustain fishermen, communities

and vibrant working waterfronts, including the cultural and resource access traditions that have been part of this country since its founding.

The Fisheries Innovation Fund is a new public-private partnership that seeks to support fishermen and communities as they work to meet the sustainable fisheries goals of the Magnuson Act and participate in the design and implementation of catch share fisheries.

Priorities

Proposals submitted to the Fisheries Innovation Fund should address one of the following priorities:

1. Capacity building:

- a. Projects that improve awareness and understanding about catch share programs among fishermen, regulators, and the public, including information about the advantages and disadvantages of catch share design elements
- b. Projects to assist and promote the participation of fishing communities in catch share programs, including the establishment of Regional Fishing Associations (as defined by the Magnuson Act), community trusts, or permit banks to help retain access to fisheries resources by fishermen in local communities
- c. The development and submission of community sustainability plans
- d. Projects that increase stakeholder engagement in the catch-share management plan development process

2. Fishery Innovations:

- a. Participation in the development and design of effective catch share systems at Council meetings, including hiring specialized expertise (design, planning, marketing) as needed
- b. Bycatch reduction initiatives—gear modification, mapping bycatch hotspots, improved fishing practices, etc. that will lead to reduced impacts on non-target species and habitats, and enhance the opportunity for fishermen to access Annual Catch Limits
- c. Creation of fishery conservation networks—organizing vehicles for sharing information among fishermen, fishing communities, scientists and others, that can improve the implementation of the catch share program
- d. Development of a viable process to allow new entrants into the fishery
- e. Strategies that facilitate intergenerational transfer of fishery access—tailored retirement plans, charitable remainder trusts, individual development accounts, etc.
- f. Strategies to incentivize and leverage affordable catch share financing

3. Monitoring and Evaluation:

- a. Projects that assist in monitoring and evaluation of catch share programs including, but not limited to, enhanced observer coverage, tools to assist in gathering data, or the development and application of socio-economic and biological performance measures to establish baselines and track change over time.
- 4. Other Innovations: This category is available for submission of proposals that do not address any of the above priorities, but will lead to more effective catch share design and/or implementation.

Eligibility

All persons, organizations, and agencies (excluding employees of the U.S. Federal Government) working on projects to design and implement catch-share management systems in U.S. fisheries.

Applications for funding for land or easement acquisition, facility construction, political advocacy, lobbying, or litigation will not be considered.

Grant Size

The majority of awards under this program will fall in the range of \$50,000 to \$200,000. However, upper or lower limits to award size are not specified.

Grant Period

Projects may run for up to two years, and all funds must be spent by December 2012.

Application Guidelines

The following guidelines will be used by NFWF, and an advisory team of experts, to evaluate applications requesting support from the Fisheries Innovation Fund. Final decisions on awards will be made solely by NFWF.

Pre-Proposal

All applicants are required to submit a pre-proposal for review. No supporting materials other than the Pre-proposal Narrative described below will be accepted during this phase of the review. Failure to follow the length and formatting guidelines will result in disqualification of the pre-proposal.

<u>Pre-Proposal Narrative</u> (maximum 3 pages, single-spaced, 12-point type) The pre-proposal body should provide the following information.

- *Priority Addressed:* List which of the four priorities will be addressed by your proposal. (See "Priorities" above.)
- *Project Location*: List all states, municipalities, coastlines and marine areas in which you will conduct all project activities (maps may be included and do not count against the two

- page narrative limit).
- *Methods*: Provide a description of the methods you will use. Explain how your methods are suited to the project area and goals.
- *Project Outcomes(s):* Describe the short-term outcomes/results anticipated to occur within the time span of the proposed project and the anticipated long-term utility of the project and its implications for future research, management, or conservation activities.
- *Proposed Activities:* Briefly describe your strategy (activities) for achieving project outcomes and where you are in their planning and implementation.
- *Measure of Success:* Discuss how you will measure progress and success against your proposed outcome(s) and briefly outline your monitoring plan to capture these results.

Full Proposal (by invitation only)

A limited number of pre-proposal applicants will be invited to submit a full proposal to elaborate on their work for a second stage of review. The following additional information will be required at that time.

Expanded Proposal Narrative – Full Proposal Only

Applicants will be asked to submit an expanded proposal narrative that provides all relevant detail on background, objectives, methodology, strategies, results, etc. The document should not exceed 6 pages in length, single-spaced with 12-point type.

Budget- Full Proposal Only

A budget form will be provided to help the applicant outline in sufficient detail the costs by general category, including salaries, travel, major equipment and supplies, publication costs, and sub-contracts.

<u>Matching Contributions – Full Proposal Only</u>

Matching contributions (both cash and in-kind) are preferred but not required. Applicants will be prompted to include information on other sources of funding for the project in the section entitled "matching funds," if applicable.

Timeline – Full Proposal Only

For multi-year or multi-stage projects, include a timetable for completion of each phase as a means of gauging progress toward completion of the full proposed effort in the "uploads" section of the online application.

Short Biography, Project Team Qualifications – Full Proposal Only

Applications should also include a short biography of no more than one page each for key members of the proposal team. Key members are those individuals whose unique background and experience are essential to completion of the project.

Supporting Materials and Letters of Support – Full Proposal Only

If the applicant is invited to submit a full proposal, additional supporting materials such as maps

can be included in the "uploads" section of the submission. Applicants also can attach letters of support to their full proposal. These can be particularly relevant in cases of multi-jurisdictional, political, or institutional projects when the proposed work will rely on the data or actions of a third party. However, supplemental materials should be limited to information absolutely essential to understanding the significance, approach, and context of the proposed work.

If relevant, applicants asked to submit full proposals will be required to provide proof of all necessary permits and clearances to comply with the U.S. National Environmental Policy Act, Endangered Species Act, Marine Mammal Protection Act, and any international permits (e.g., CITES) or relevant non-U.S. national, state, or local ordinances.

Application Process

The National Fish and Wildlife Foundation uses an on-line grants system called Easygrants for the application process. Applicants can find information about the grant applications, including templates and orientation webinars if needed, at http://www.nfwf.org/applicantinfo.

Organizations interested in applying should submit a **pre-proposal** using NFWF's online Easygrants system:

- 1. **This funding opportunity will open on September 27**th, **2010**. Applicants should visit http://www.nfwf.org/easygrants and register as a new user (unless you have previously applied to NFWF in the Easygrants system under a different funding opportunity) and then follow the instructions below.
- 2. Under "Apply for a New Grant", click the "Start a New Application" link. Select the Fisheries Innovation Fund 2010 funding opportunity.
- 3. Follow the instructions to complete an eligibility quiz and, if deemed eligible, a preproposal.

Pre-proposals must be submitted via the Foundation's online system, **in English**, and received by 11:59 p.m. Eastern Daylight Time on **November 30, 2010** (no exceptions). Upon receipt and competitive evaluation of the pre-proposal, the Foundation will invite successful applicants to submit a full proposal. Applicants will be notified by **December 20th, 2010**, as to the status of their preliminary applications and whether they are invited to submit a full proposal. Full proposals must be submitted by **February 1**st, 2011. Awards for this program are scheduled to be announced in **April 2011**.

For further information on the program or completing the application, please contact Anthony Chatwin (Anthony. Chatwin@nfwf.org or 202-857-0166).



Fisheries Innovation Fund

Application Webinar

November 11th, 2010

Background

The Fisheries Innovation Fund (FIF) has over \$2 million available to *foster innovation in US fisheries and support effective participation of fishermen and fishing communities in the design and implementation of catch-share fisheries.* The Fisheries Innovation Fund was established by the National Fish and Wildlife Foundation (NFWF) through a partnership with the National Oceanic and Atmospheric Administration (NOAA), and additional support from the Walton Family Foundation and the Gordon and Betty Moore Foundation. Grants will range from \$50,000 to \$200,000 and be available to fishermen, fishing associations, nongovernmental organizations, educational institutions, and state or local government. Please review the Request for Proposals at www.nfwf.org\fisheriesfund and plan to attend a *free* online public workshop.

Online Workshop

The Fisheries Innovation Fund is a *NEW* funding opportunity at NFWF and prospective applicants are encouraged to attend a 90 minute workshop via remote webcast to learn more about the priorities for funding and to gain tips for making the process of online proposal preparation easier. Representatives from the National Fish and Wildlife Foundation will walk through the priorities in the Request for Proposals in more detail, including example projects within each category, and will walk through the on-line pre-proposal application offering tips for preparing an effective proposal.

Reserve your Webinar seat now at: https://www1.gotomeeting.com/register/635451856

Title: Fisheries Innovation Fund Application Webinar

Date: Friday, November 11, 2010

Time: 1:00PM – 2:30PM EDT

After registering you will receive a confirmation email containing information about joining the

Webinar.

Questions about the webinar? Contact Michelle.Pico@nfwf.org / 262-567-0601

Questions about the Fisheries Fund? Contact Anthony. Chatwin@nfwf.org / 202-857-0166