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Agenda Item C.1.a
Supplemental NMFS PPT 1
September 2019

West Coast Geographic Draft Strategic Plan 2020-2024:

Seeking Pacific Fishery Management Council Input

September 13, 2019

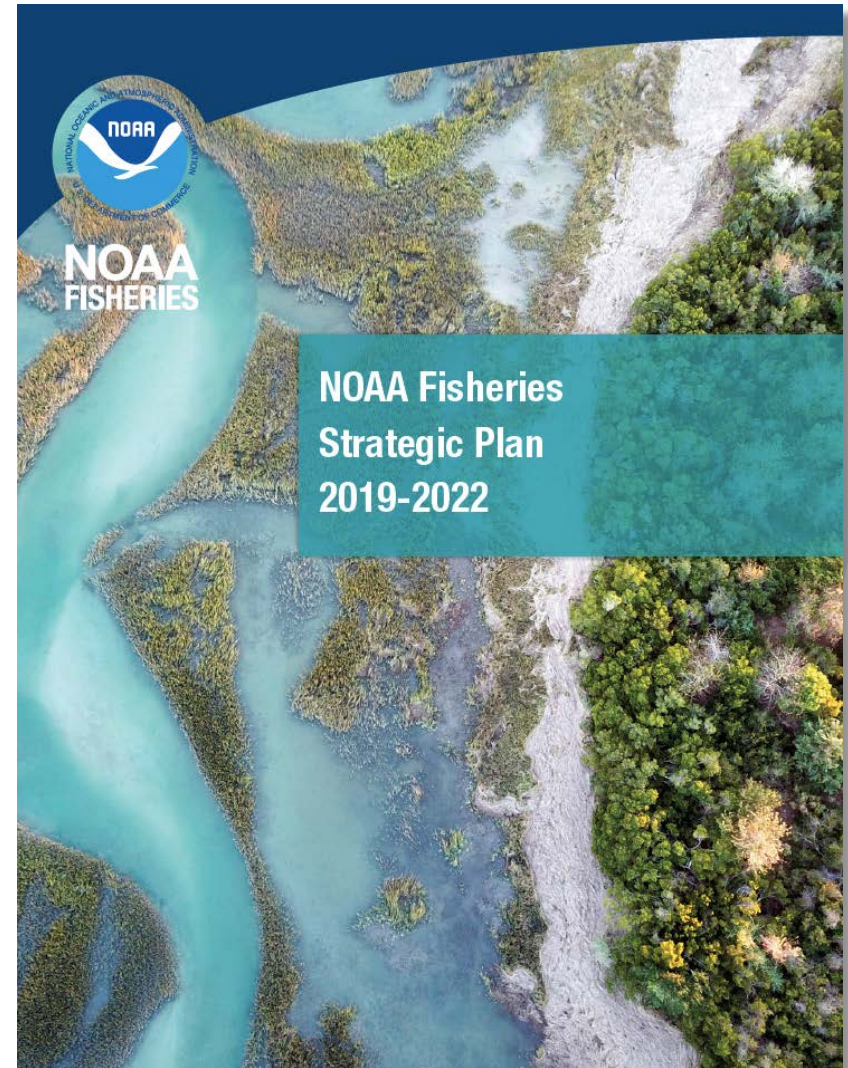
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Science and Research Director
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Regional Administrator
West Coast Region

Briefing Book Agenda Item – C.1 and C.1.a: National Marine Fisheries Service Strategic Plan

National Plan

- NOAA Fisheries published a new National Strategic Plan covering 2019-2022 on July 25, 2019.
- Each region was tasked with developing a plan specific to the needs of their area.
- The West Coast plan features important goals and strategies that are relevant to the work we do with the PFMC.

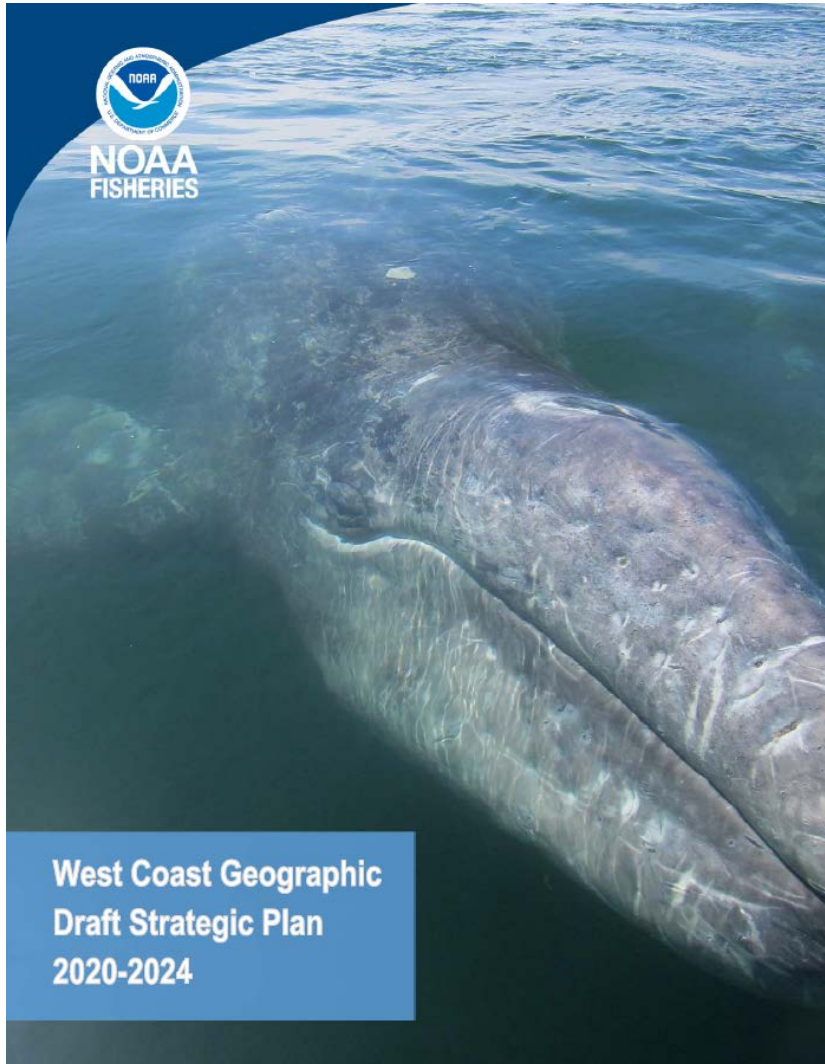


West Coast Plan

West Coast Geographic Strategic Plan (GSP) team:

- West Coast Region
- Northwest Fisheries Science Center
- Southwest Fisheries Science Center
- Office of Law Enforcement
- Restoration Center

Purpose: identify regional priorities within the national plan and align resources in support.



West Coast Plan Strategic Goals

1. Amplify economic value while ensuring sustainability
2. Conserve and recover protected species while supporting resource development
3. Improve organizational excellence and regulatory efficiency



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Issues, Challenges, and Risks

A critical component in the development of our plan is to effectively detail the *Issues, Challenges, and Risks* facing our organizations.



Identifying West Coast *Issues*

Issues are defined as problems that we have identified that are outside our control but affect the important work we do.

ISSUES HIGHLIGHTED

- Changes to coastal and ocean environments affecting marine species
- Loss and degradation of freshwater, marine, and estuarine habitat
- Impacts on marine species and habitat resulting from increased demands for freshwater
- Effects of toxics and waste on water quality and marine species' health
- Advancing recovery efforts of at-risk species
- Addressing market barriers for U.S. seafood

Identifying West Coast *Challenges*

Challenges are defined as actions we want to accomplish that may be difficult to achieve.

CHALLENGES HIGHLIGHTED

- Balancing species recovery with sustainable harvests
- Increasing seafood production and reducing the trade deficit
- Meeting increased demands for assessment data to support management needs
- Reducing bycatch while supporting commercial and recreational fisheries
- Obtaining, processing, storing, and disseminating data efficiently
- Streamlining regulatory processes
- Maximizing limited resources for habitat restoration

Identifying West Coast *Risks*

Risks are defined as potential hazards that may affect our desired outcomes.

RISKS HIGHLIGHTED

- Balancing the risk of continued species decline, given the uncertainty of climate change and its impacts on habitat
- NOAA Fisheries aging infrastructure and impacts on data collection, efficiency, and safety
- Static or declining budgets
- Balancing requirements of the workforce, infrastructure, and budget

West Coast GSP - Goals and Strategies

Through a collaborative process, the West Coast NOAA Fisheries planning team worked together to develop key strategies under the national goals.



Goal 1 – Amplify the economic value of commercial and recreational fisheries while ensuring their sustainability.

Key Strategies for Achieving this Goal

1. Manage stocks for optimum yield
2. Increase U.S. marine aquaculture production
3. Adequately assess all prioritized stocks and maintain information for currently assessed stocks
4. Modernize fishery information collection, management, and dissemination systems, and enhance cooperative data collection and sharing
5. Combat illegal, unreported, and unregulated (IUU) fishing and seafood fraud, and advance fair trade
6. Increase consumer confidence in the quality and safety of U.S. seafood
7. Assess and predict the impacts of environmental changes and human activities on fisheries and ecosystems



Strategy: Manage Stocks for Optimum Yield

- Exploring ways to access new, undeveloped, and underdeveloped fisheries
- Working collaboratively with the PFMF, international organizations, and conservation groups to provide sustainable fisheries and economic development
- Restoring and protecting essential fish habitat through community based restoration activities



Goal 2 – Conserve and recover protected species while supporting responsible fishing and resource development

Key Strategies for Achieving this Goal

1. Stabilize highest priority protected species
2. Review and streamline permitting and authorization processes for energy development and national defense, while maximizing conservation outcomes
3. Minimize bycatch and entanglement of protected species while supporting fisheries
4. Address the challenge of balancing water management for protected species with other uses
5. Assess and predict how environmental changes, extremes, and human activities affect ecosystems, and design new management paradigms in support of conservation and recovery



Strategy: Minimize bycatch and entanglement of protected species while supporting fisheries



- Supporting sustainable fishing and aquaculture development by utilizing ecosystem-based fisheries management
- Working to understand and minimize interactions and mortality of protected species
- Partnering with external stakeholders to develop entanglement and bycatch prevention measures

Goal 3 – Improve organizational excellence and regulatory efficiency

Key Strategies for Achieving this Goal

1. Match a diverse workforce to mission needs
2. Recapitalize infrastructure and facilities
3. Institutionalize prioritization and performance management practices
4. Review agency regulations and remove or modify rules that unnecessarily burden business and economic growth
5. Institutionalize the use of innovative technologies



Strategy: Institutionalize the use of innovative technologies

- Continue to develop new and emerging technologies for conducting surveys, enhancing observing systems, and collecting data
- Work with industry, academia, and other partners to test, deploy, and utilize new technologies
- Continue Antarctic research work as a testbed for innovative technologies in the U.S.



Seeking PFMC Input

What are the most important issues, challenges and risks facing the Council?

What do you need from NOAA Fisheries to meet these challenges and mitigate for the risks?

We are seeking Council input, including from all advisory bodies, by Sept 20, 2019. Responses may be submitted through the Council process.

NOAA Fisheries Enterprises



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