

A photograph of a blue fishing boat named "Allison & Lisa" on the water. The boat is viewed from a front-quarter perspective, showing its cabin, mast, and rigging. The name "Allison & Lisa" is written in white on the blue hull. The background shows a clear sky and a distant shoreline with buildings.

2020 Implementation Plan

FEBRUARY 2020 COUNCIL MEETING



Objectives

- Review and approve 2020 Implementation Plan
- Review and discuss 2020 meeting topics

Briefing Materials (Tab 1)

1. Draft 2020 Implementation Plan
2. 2020 Planned Council Meeting Topics
3. Final 2020-2024 Strategic Plan
4. Evaluation Plan and Schedule
5. Strategic Plan Overview Table

Supplemental (online only):

2020 Project Descriptions

Background

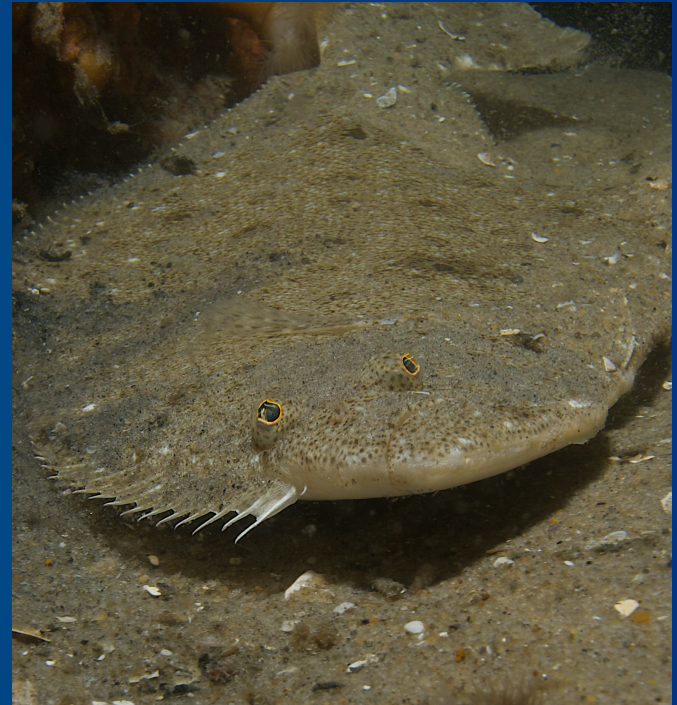
- Current implementation planning approach began following approval of the Council's first strategic plan (2014-2018)
- Council began development of a new strategic plan in early 2019
- In December 2019, the Council approved:
 - A final 2020-2024 Strategic Plan
 - A list of “2020 Actions and Deliverables” for the 2020 Implementation Plan

What is an implementation plan?

- Link between the 5-year strategic plan and the Council's annual activities
- A tool for **planning** at the beginning of the year, **tracking** throughout the year, and **reporting** at the end of the year.

2020-2024 Strategic Plan **Vision:**

Healthy marine ecosystems and thriving, sustainable fisheries and fishing communities that provide the greatest overall benefit to the nation.

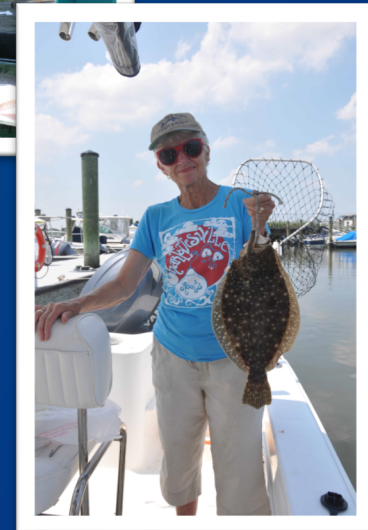
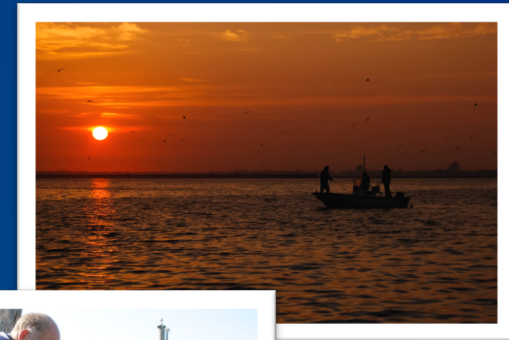


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2020-2024 Strategic Plan

Mission:

The Council manages 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 stewardship of these fisheries, and associated ecosystems and fishing communities, through the collaborative development of effective, science-based fishery management plans and policies.



2020-2024 Strategic Plan

Goals:

Communication:

- Engage stakeholders and the public through education and outreach that foster sustained participation in, and awareness of, the Council process.

Science:

- Ensure that the Council's management decisions are based on timely and accurate scientific information and methods.

Management:

- Develop effective management strategies that provide for sustainable fisheries and healthy marine ecosystems while considering the needs of fishing communities and other resource users.

Ecosystem:

- Support the ecologically sustainable utilization of living marine resources in a manner that maintains ecosystem productivity, structure, and function.

Governance:

- Ensure that the Council's practices accurately represent and consider the interests of fisheries, fishing communities, and the public through a transparent and inclusive decision-making process.

Implementation Plan Organization

■ 2020 Proposed Actions and Deliverables

- At-a-glance view of Council work for the year
- Organized by FMP
- Includes major activities and projects

■ 2020 Priority Activities

- Organized by strategic goal + objective
- Includes all actions and deliverables, plus some non-deliverable activities and process-oriented priorities
- Will help the Council ensure progress across all objectives from year to year

Communication

Objective	Priority Activities for 2020	Timeframe
1. Use a wide range of communication tools and methods tailored to engage target audiences.	Continue to employ a variety of traditional, web-based, and social media tools to disseminate relevant information, updates, and communication materials (as outlined in the Council's communication and outreach plan).	Ongoing
	Complete the website update and improvement project: (1) update the look and feel of the Council website; (2) upgrade web analytics tools.	2020
	Expand the use of "interested-parties" email lists to deliver fishery- and action-specific information and updates to interested stakeholders.	Ongoing
	Establish a Communication/Outreach Advisory Panel.	2020

Communication

Objective	Priority Activities for 2020	Timeframe
2. Increase stakeholder participation in the Council process.	Review and potentially revise organization of action pages for Council amendments and frameworks to improve consistency across pages.	2020
	Evaluate the current online commenting system and identify potential new public comment opportunities (or ways to improve the utility of existing comment forms).	2020
	Utilize webinars, conference lines, and other technology to expand remote access to and/or participation in Council and advisory body meetings.	Ongoing
	Evaluate the Council's webinar policy and update if needed.	2020
	Develop new "Council process" outreach materials and web page.	2020
	Develop outreach materials to facilitate constructive stakeholder input on proposed management actions (e.g. scoping guides, video presentations, fact sheets, etc.).	Ongoing

Communication

Objective	Priority Activities for 2020	Timeframe
3. Broaden the public's understanding and awareness of the Council and its managed fisheries.	Develop fact sheets and outreach materials to provide information on current fisheries issues and topics of public interest.	Ongoing
	Continue to promote relevant educational opportunities, such as MREP and the Rutgers IFISSH course.	Ongoing
	Collaborate with science partners to develop outreach materials related to stock assessments for Council-managed species.	Ongoing
	Ensure that Council documents use plain language and minimize the use of acronyms to the extent possible.	Ongoing

Science

Objective	Priority Activities for 2020	Timeframe
4. Collaborate with science partners and research institutions to ensure that the Council's science priorities are addressed.	Review Illex Working Group recommendations regarding real time Illex squid management and/or quota adjustments	2020 - 2021
	Surfclam genetic study (contract)	2020 - 2021
	HMS/chub mackerel diet study	2020
	Maryland Recreational Ocean Effort Video Estimation project (contract)	2020 - 2021
5. Support the use of collaborative research to meet the Council's science, data, and information needs.	<i>Illex</i> growth and maturity data project	2020
	Tilefish survey	2020 - 2021
	RSA program review workshop	2020
	Identify research needs that can be addressed using collaborative approaches with commercial, for-hire, and recreational fishery participants.	Ongoing
	Continue to support development of cooperative research programs that use “vessels of opportunity” from all sectors to address science and research needs.	Ongoing

Science

Objective	Priority Activities for 2020	Timeframe
6. Promote efficient and accurate data collection, monitoring, and reporting systems.	Continue to support the Fishery Dependent Data Initiative (GARFO lead)	2020 - TBD
	Support efforts to address private recreational permitting and reporting issues (GARFO lead)	2020
	Complete the Commercial Fisheries eVTR Framework	2020
7. Promote the collection of relevant social and economic data and on-the-water observations.	Collaborate with the NRCC Stock Assessment Communications Group to facilitate increased stakeholder involvement in (and awareness of) the stock assessment process.	Ongoing
	Engage the Council's SSC to identify existing studies or other sources of social and economic information that could be used to inform management decisions.	Ongoing
8. Identify and prioritize the Council's research needs.	Develop a process to track progress toward addressing the Council's research priorities.	2020

Management

Objective	Priority Activities for 2020	Timeframe
9. Strengthen state, federal, and interstate partnerships to promote coordinated, efficient management of fishery resources.	Participate on the Northeast Regional Coordinating Council.	Ongoing
	Black Sea Bass Commercial State Allocation Amendment	2020
	RH/S discussion papers (e.g. biological caps, New England alignment, hotspots).	2020
10. Adapt management approaches and priorities to address emerging issues and changing fishery conditions.	Develop fishery performance reports for each Council FMP.	Annually
	Initiate action to revise recreational management system for summer flounder, scup, and black sea bass	2020 - TBD
	Evaluate commercial scup discards and GRAs.	2020
	Bluefish Allocation and Rebuilding Amendment	2020 - 2021
	<i>Illex</i> Permit and MSB Goals and Objectives Amendment	2020
	Surfclam and Ocean Quahog Commingling/Discarding Issues Action	2020 - TBD
	Summer Flounder, Scup, and Black Sea Bass Recreational/Commercial Allocation Amendment	2020 - 2021

Management

Objective	Priority Activities for 2020	Timeframe
11. Ensure that management decisions consider social, economic, and community impacts and opportunities.	Develop EAFM Management Strategy Evaluation for summer flounder	2020 - 2021
	Continue to utilize multi-year management approaches.	Ongoing

Management

Specification Setting Activities

Develop and approve new specifications:

- 2021 summer flounder, scup, and black sea bass recreational management measures
- 2021 bluefish recreational measures
- 2021-2022 golden tilefish specifications
- 2021-2022 specifications for Atlantic mackerel and butterfish
- 2021-2023 specifications for longfin and Illex squids
- 2021-2023 RH/S cap for Atlantic mackerel fishery
- 2021-2026 surfclam and ocean quahog specifications

Review specifications and recommend changes if needed:

- 2021 specifications for summer flounder, scup, and black sea bass
- 2021 bluefish specifications
- 2021 blueline tilefish specifications
- butterfish cap performance report
- 2020-2021 chub mackerel specifications
- 2021 spiny dogfish specifications

Ecosystem

Objective	Priority Activities for 2020	Timeframe
12. Implement the Council's Ecosystem Approach to Fisheries Management (EAFM) as described in the EAFM Guidance Document.	Update the EAFM risk assessment.	2020
	Establish a process to track implementation of the Council's EAFM Guidance Document.	2020 - Ongoing
13. Collaborate with management partners to develop ecosystem approaches that are responsive to the impacts of climate change.	Initiate East Coast/Mid-Atlantic climate change and distribution shift scenario planning exercise.	2020
14. Identify, designate, and protect habitat using an ecosystem approach.	Participate in the Northeast Regional Marine Fish Habitat Assessment Project (in partnership with Atlantic Coastal Fish Habitat Partnership and other regional partners)	2020 - 2021
	EFH Redo	Ongoing

Ecosystem

Objective	Priority Activities for 2020	Timeframe
15. Engage in the offshore energy development process to address impacts to Council-managed species and associated habitats.	Develop habitat- and fishery-related comments on offshore energy development.	Ongoing
	Maintain joint MAFMC-NEFMC Offshore Wind web page and Offshore Wind Notices to Mariners web page.	Ongoing
	Engage offshore wind developers to support effective communication and outreach with the fishing industry.	Ongoing
16. Support the maintenance of an adequate forage base to ensure ecosystem productivity, structure, and function.	Consider and account for, to the extent practicable, the role of Council-managed species in the ecosystem, including roles as prey, predator, and food for humans.	Ongoing
	Consider and account for, to the extent practicable, the impact of Council-managed fisheries on the forage base.	Ongoing
	Review report on unmanaged species landings and respond to changes if necessary.	Annually
17. Develop management approaches that minimize adverse ecosystem impacts.	Review State of the Ecosystem Report	Annually
	Develop management measures that consider ecological interactions to reduce regulatory discards, promote greater utilization of catch, and minimize impacts to habitat.	Ongoing
	Consider fishery management approaches that avoid or reduce negative impacts on protected resources.	Ongoing

Governance

Objective	Priority Activities for 2020	Timeframe
18. Maintain an open, accessible, and clearly defined process.	Joint Council-SSC meeting	2020
	Implementation Plan progress update	Annually
	Provide conference lines or Webinar access to Council and advisory body meetings whenever feasible.	Ongoing
19. Engage management partners to promote effective collaboration and coordination.	Track relevant MSA/fisheries legislation and develop comments as requested.	Ongoing
	Review the composition and operation of Council committees.	Annually
	Evaluate the need for (1) revisions to existing operating agreement with GARFO/NEFSC/OLE and (2) development of new agreements with ASMFC, NEFMC, or SAFMC.	2020

Governance

Objective	Priority Activities for 2020	Timeframe
20. Ensure that stakeholder interests are understood and addressed.	Identify additional opportunities for general public comment during Council meetings.	2020
	Provide additional opportunities for public input during development of Implementation Plans.	Annually
	Explore options to improve communication regarding the use of public input in management decisions.	2020
21. Provide training and development opportunities for Council members and staff to enhance organizational performance.	Provide Council member training on Robert's Rules of Order.	2020
	Support the ongoing professional development of Council staff.	Ongoing
	Continue to participate in staff-to-staff meetings and collaboration with GARFO, NEFSC, and ASMFC.	Ongoing

Implementation Planning Timeline

- August-September: Staff prepares draft list of deliverables for the upcoming year
 - Opportunity for public input via web form
- October: Executive Committee reviews draft deliverables
 - Staff report on 2020 Implementation Plan performance
 - Opportunity for public comment on draft deliverables
- December: Council reviews and approves Implementation Plan

Discussion

- Questions?
- Feedback on the implementation planning approach?
- Revisions to the draft 2020 Implementation Plan?

- Review 2020 Meeting Topics