



Outreach Update

Oculina Experimental Closed Area Evaluation Plan

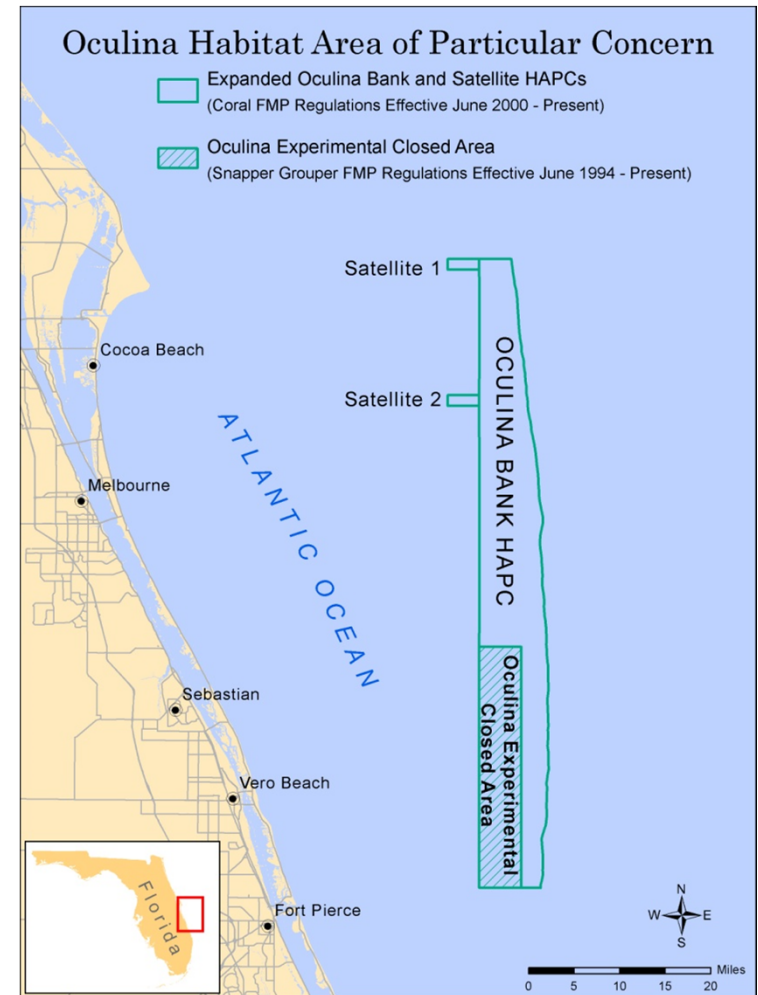
Kim Iverson

Oculina Evaluation Team Webinar

March 12, 2014

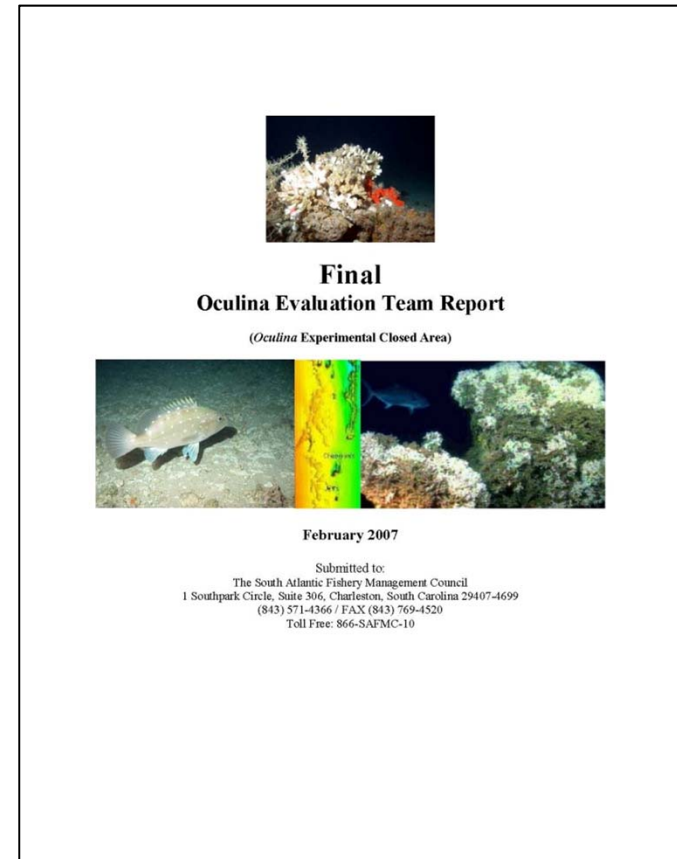
Oculina Bank Experimental Closed Area

- **1984** 92 sq. mi. area designated as EFH – bottom tending gear prohibited
- **1994** HAPC becomes Experimental Closed Area – snapper grouper fishing prohibited
- **1996** Anchoring restrictions expanded and larger area closed to rock shrimp trawling
- **2000** HAPC expanded to 300 sq. mi.
- **2004** ECA extended indefinitely with periodic review



Oculina Bank Experimental Closed Area

- **Amendment 13A:** effective April 26, 2004 required OECA Evaluation Plan that includes:
 - **Outreach**
 - Research and Monitoring
 - Law Enforcement
- **2007:** Evaluation of Size and Configuration – Oculina Evaluation Team Report
- **2014:** Re-evaluation of all regulations



Outreach Overview 2004 - 2007

- **2004** – Oculina outreach constituent meetings held in Cape Canaveral and Ft. Pierce
- Informal canvas meetings with area businesses, marinas



2004 Planning Meetings

- Harbor Branch Oceanographic Institute
- NOAA Fisheries
- Port Canaveral Space Authority

Allowed Interaction and Discussion with local:

- Scientists
- Outreach specialists
- Managers





Result: Outreach Plan

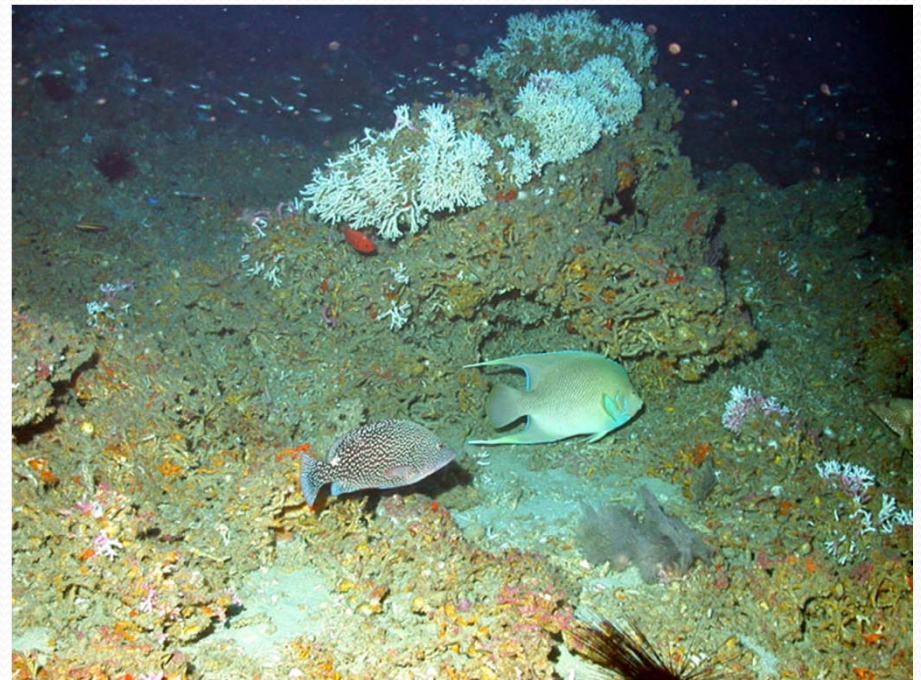
- **Goal:** *Increase awareness and understanding of the OECA to the fishermen, citizens, and visitors of central eastern Florida and the U.S. Public.*
- **Objectives**
 - Assist in development of OECA Evaluation Plan
 - Campaign targeting fishermen
 - Broader media campaign through partnerships
 - Evaluation





OECA Outreach Plan

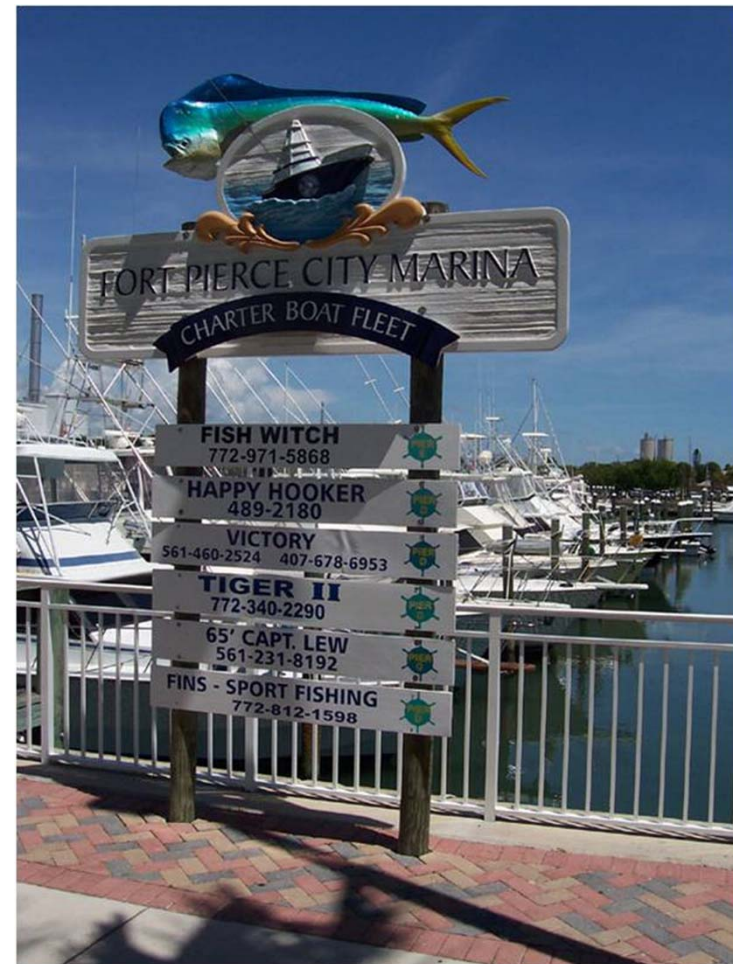
- **OECA Evaluation Plan**
completed in 2005
- **Approach**
 - Objective 2: focus
campaign Council
initiated projects
 - Partnership projects



Council Initiated Projects

Objective 2: Campaign targeting fishermen

1. Reprint SAFMC Regulations Brochure
2. Work with fishing chart manufacturers
3. Partner with FWC for publications, mailings
4. News releases
5. Develop PowerPoint presentation
6. Oculina poster and rack cards



- *SAFMC Federal Fishing Regulations* reprinted in 2007 – 40,000 copies distributed.



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Regulation Information

- Inclusion in Deepwater MPA Brochure
- 2013 Smartphone Regulations App with Oculina Bank Regulations

Know Before You Go!



Photo: Richard DeLizza

FREE South Atlantic Federal Fishing Regulations App

*Heading offshore to fish in the South Atlantic region?
Don't get caught without the latest regulations.*

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Includes both commercial and recreational federal fishing regulations

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available in
Google Play Store

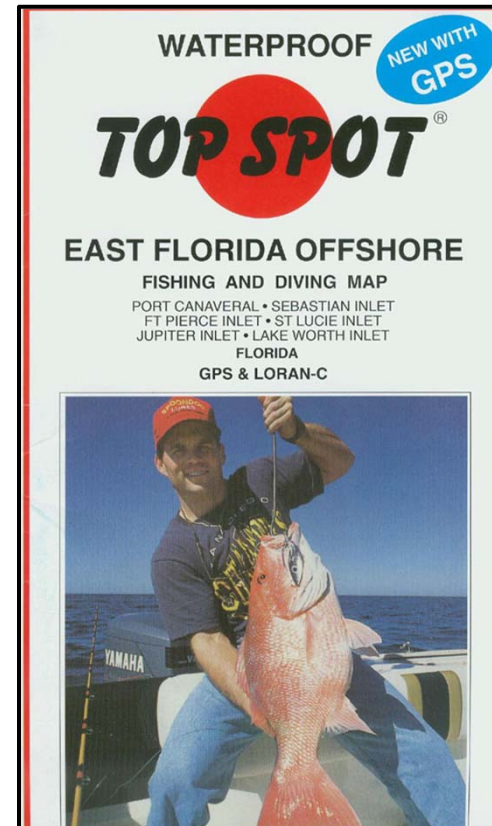


iPhone/iPad
available in
Apple Store



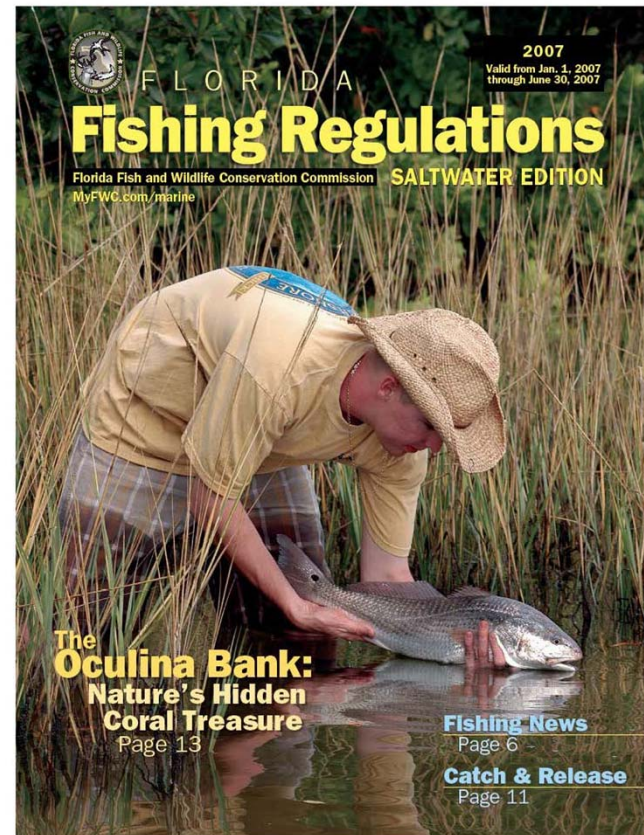
Project 2: Fishing Charts

- Contacted local chart manufacturers and improved references to OECA on printed charts.
- Need: Follow up with electronic chart manufacturers.



Project 3: Work with FWC

- Feature article in 2007 FWC Saltwater Fishing Regulations
- Need: Follow up with additional feature articles.



Projects 4 and 5: News Releases and Powerpoint Presentation

- News releases following Council action and media stories associated with research and monitoring
- Newsletter articles on research and law enforcement activities
- Need: Additional releases and articles and Powerpoint presentation



Project 6: Rack Cards and Poster

- Over 10,000 copies of the rack cards have been distributed:
 - Area marinas, businesses
 - FWC and NOAA OLE Enforcement offices
 - Smithsonian Marine Station
 - Public hearings and Council meetings
 - Available for download





Partnership Projects

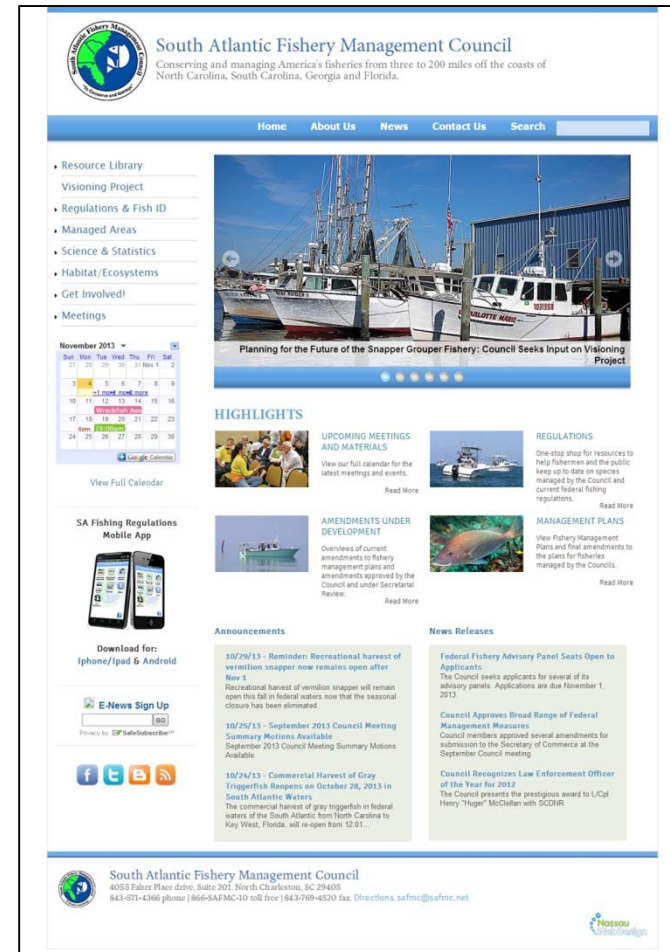
Objective 3: Broader media campaign with partners

- NOAA Undersea Research Center – UNC-W
- NOAA Fisheries
- Harbor Branch Oceanographic Institute
- FL Fish & Wildlife Commission
- Smithsonian Marine Station



Joint Project 1: Website Development

- Oculina Bank information was added to the SAFMC website
- HBOI@Sea website
- NOAA Teacher@Sea
- New SAFMC website includes Oculina information
- Need: Continue updates



Joint Project 2: Educational Products for Teachers

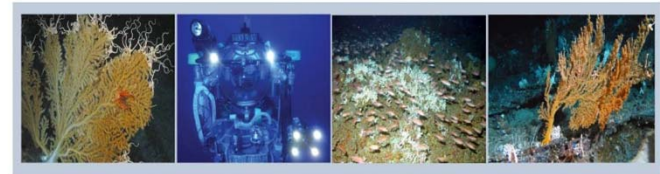
Deepwater Coral Teacher Workshops

- **2005 Teacher Workshop**
 - NOAA, HBOI, NURC and SAFMC
- **2007 DW Coral Teacher Workshop**
 - NOAA led workshop
- **2008 Teacher Workshop** – built upon earlier workshop materials and partnerships.



2008 Teacher Workshop

- Held at HBOI and Smithsonian Marine Station
- Scheduled in conjunction with scheduled research cruise
- Included tour of Smithsonian Marine Station
- Materials available online



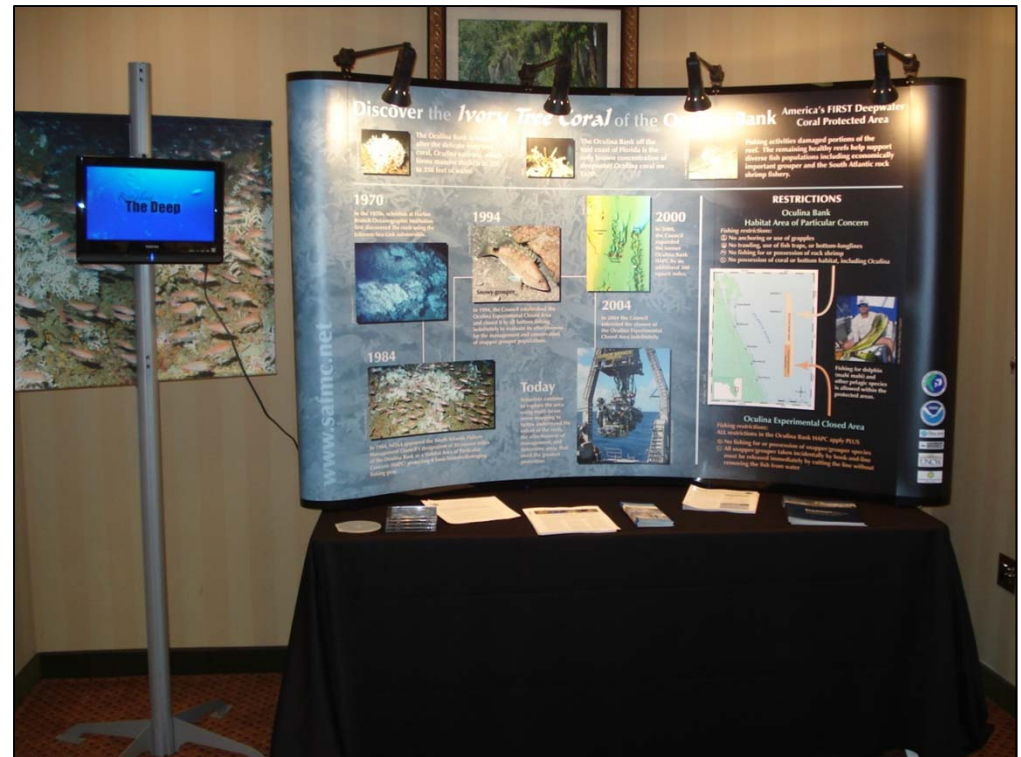
2008 South Atlantic Deepwater Coral Teacher Workshop

Saturday, April 19th
Harbor Branch Oceanographic Institute
at Florida Atlantic University
Ft. Pierce, Florida



Joint Project 4: Portable Exhibit

- Developed in 2009
- Includes kiosk and video monitor – “Revealing the Deep” film featured
- Used at Council meetings, limited use by outside organizations
- Need: Update as needed and promote availability



Joint Projects 3 and 5: Media Kits and Excursions

- 2005 Media Excursion scheduled in conjunction with research cruise
- In cooperation with FWC *C.T. Randall*
- Cancelled due to weather conditions



Media Excursion August 2009

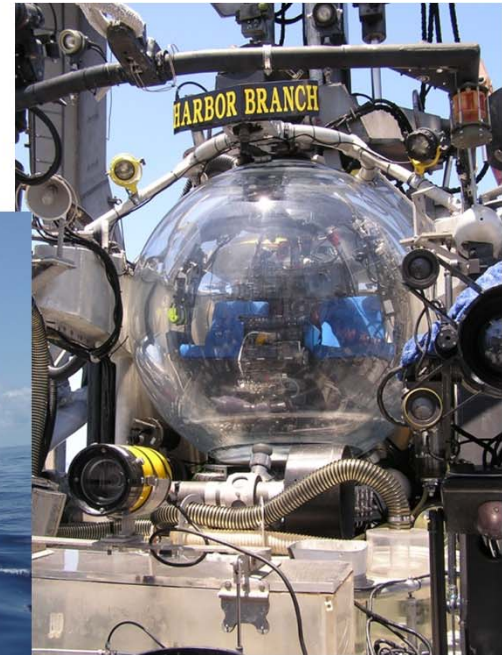
- VIP and Media
Excursion to HBOI
*R/V Seward
Johnson*
- Deployment of
submersible
- Information
stations onboard



Media Excursion 2009

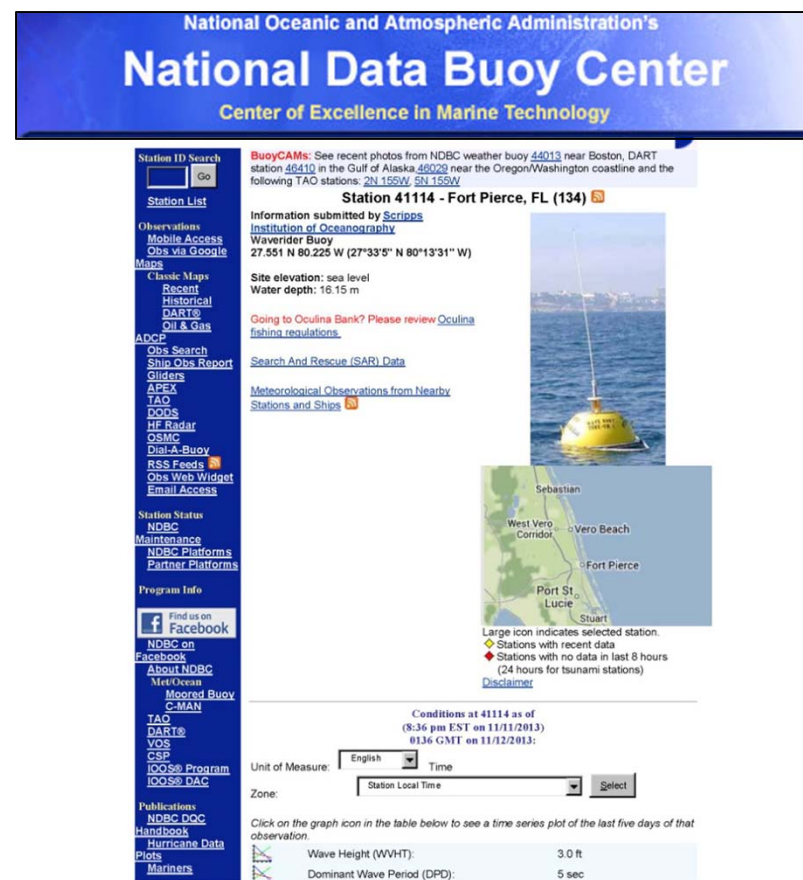


Media Excursion



Joint Project 7: Data Buoy

- Information added to NOAA National Data Buoy Center Station 41114 – Ft. Pierce, FL
- Direct Link to SAFMC website and Oculina Bank regulations



Project 8: Work with Smithsonian Marine Station



Original Oculina Bank
interpretive display



Smithsonian Marine Station Oculina Coral Exhibit







Objective 4: Evaluation

Project 1. Survey Tool

- 2005 Informal survey conducted by FL Sea Grant
- Limited distribution and results
- Need: Use survey and other tools to evaluate outreach efforts


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IFAS EXTENSION

Date: _____
Location: _____

Sea Grant Extension Program, Brevard County
1455 Treadwell Blvd. SE
Palm Bay, FL 32909-2212
(321) 992-4336 ext. 24
E-mail: seacomb@ufl.edu
<http://brevard.ifas.ufl.edu>

OCULINA BANK OUTREACH SURVEY (6/30/05)

Florida Sea Grant is developing new outreach materials to help fishermen better understand fisheries management and the regulations affecting their fishing activities. Please take a minute to answer the following questions so we can better serve you! All answers are confidential and anonymous.

- Check the following that best describes yourself:
☐ Recreational Fisherman ☐ Charter Captain ☐ Charter Mate
☐ Commercial Fisherman ☐ Boat Tackle Business Owner
☐ Marina Operator/Employee ☐ Other (please specify) _____
- Do you know about the Oculina Bank Habitat Area of Particular Concern (HAPC)?
☐ Yes ☐ No ☐ Unsure
- Do you know that there is an area inside the Oculina Bank HAPC that is closed to fishing for snapper/grouper species?
☐ Yes ☐ No ☐ Unsure
- Do you have the coordinates for the boundaries for the Oculina HAPC and the Oculina Experimental Closed Area?
☐ Yes ☐ No ☐ Unsure
- Oculina coral is found only in the deep waters off the central East Coast of Florida and nowhere else in the world. ☐ True ☐ False
- How do you prefer to get your fishing information? (Number your top 3 choices, #1 being your first choice.)
☐ Magazines ☐ Newsletters ☐ Television ☐ Internet
☐ Tackle Shop ☐ E-mail ☐ Radio Shows ☐ Newspaper
☐ Other Fishermen ☐ Other (please specify) _____
- If you own a boat, what size boat do you own?
☐ Under 17 ft. ☐ 17-24 ft. ☐ 25-32 ft. ☐ Greater than 32 ft.
☐ I don't own a boat (skip to Q. 9)
- Where do you keep your boat?
☐ On a trailer ☐ Marina/Dry Storage ☐ Other (please specify) _____

PLEASE TURN PAGE OVER TO CONTINUE

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Objective 4: Evaluation

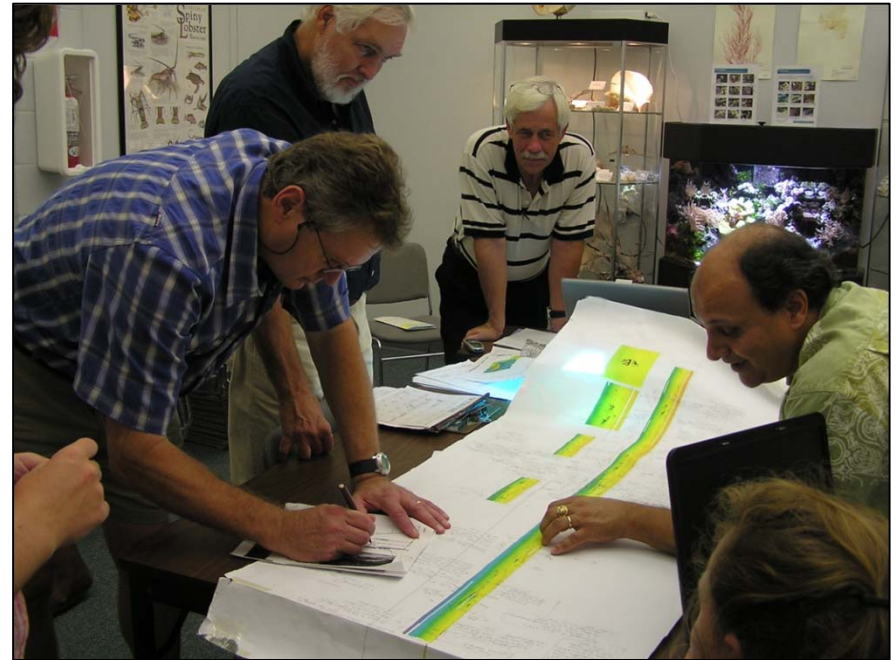
Project 2: Continued Community Input

- Continued contact with Smithsonian Marine Station
- Contact with Cape Canaveral Charter Captain's Association
- Oculina Bank business collaboration
- Need: Better utilize community contacts



Oculina Outreach Summary

- Good cooperation with Partners to achieve the projects defined under each objective
- Several projects are ongoing and others are dependent upon research and monitoring activities



Ongoing Outreach Needs

- Continue distribution of regulation information
- Continue to work with fishing chart manufacturers – assess available information and improve if necessary
- Coordinate additional distribution of regulation information with FWC
- Additional news releases and newsletter articles in conjunction with law enforcement and research and monitoring activities



Ongoing Outreach Needs

- Develop PowerPoint presentation and provide on SAFMC website and for use at fishing clubs, etc.
- Continue to distribute rack cards/printed materials and coordinate with local fishing tournaments for distribution
- Add teacher workshop/educational materials to SAFMC website



Ongoing Outreach Needs

- Continue to conduct teacher workshops and develop/update educational materials
- Offer media excursions and develop media packets in conjunction with ongoing research and monitoring activities
- Update portable display and increase use



Outreach Needs

- **Evaluation:**
- Surveys
- Additional community involvement
- Other methods?



