DRAFT – SOME ACTIONS ITEMS STILL NEED TO BE COMPLETED

3.3 Outreach Action Items

IPT Member: Amber VonHarten

See comments in side panel and see items in red italics to note, edit, or complete.

Outreach is an essential component of effective ongoing fisheries and spatial management. Outreach activities within the community and with stakeholders help inform the public of the purpose and associated laws and regulations of the protected areas, and achieves a level of awareness and understanding while promoting public participation, ownership, and compliance. The desired outreach action items in this section are listed as projects and are modified from the outreach component of the Amendment 14 to the SG FMP (SAFMC 2007), SAFM Public Hearing Draft (2006), and the Council's *Oculina* Experimental Closed Area (OECA) Evaluation Plan (2005).

"The Council will solicit input from its Information and Education Advisory Panel and the Information and Education Committee in reviewing these needs and possibly developing further recommendations. As with the outreach component of the *Oculina* Experimental Closed Area Evaluation Plan, the Council acknowledges the need to work closely through partnerships to achieve these outreach needs. Possible partners in outreach efforts include, but are not limited to: Sea Grant, NOAA Fisheries, NOAA National Undersea Research Center at the University of North Carolina – Wilmington (NURC/UNCW), NOAA Office for Law Enforcement, individual state marine resources and law enforcement agencies, NOAA National Marine Sanctuary Program, Harbor Branch Oceanographic Institution, Centers for Ocean Sciences Education Excellence (COSEE) in South Carolina and Florida, Project Oceanica, and others" (SAFMC 2007).

As of date, the SAFMC in collaboration with project partners produced the following outreach items:

- Deepwater MPA Regulation brochures with updated type II MPA content, in collaboration with the S.C. Sea Grant Extension Program (SAFMC 2009).
- Information about MPAs and Deepwater MPAs on the SAFMC website (http://www.safmc.net/managed-areas/marine-protected-areas).

The outreach action items aim to address the following goals and objectives of the System Management plan:

Goal 1. Environmental awareness and knowledge enhanced.

1a. Understanding of local knowledge enhanced.

1b. Public's understanding of environmental and social 'sustainability' improved.

1c. Level of scientific knowledge held by the public increased.

Goal 2. Effective stakeholder participation and representation ensured.

2a. Collaborative management systems ensured through equity of representation and efficacy in management practices.

2b. Co-management supported by effective strategies that improve resource user capacity.

2c. Community organizing and participation strengthened and enhanced.

Goal 3: Management plan compliance by resource users enhanced through effective communication.

3a. Communication products accessible to the public in various formats.

3b. Management plan development delivered through transparent and open process.

3c. Compliance with the management plan is fostered through targeted communication.

Top priorities:

- Action Item 2: Work with fishing chart manufacturers (both printed and electronic) and/or vendors to improve available information for the Deepwater Type 2 MPAs
- Action Item 5: Update current rack card information and develop area-specific rack cards (Northern and Southern MPAs) to distribute at area bait and tackle shops, marinas, fish houses, boating stores, fishing tournaments, boat shows, etc.
- Action Item 8: Incorporate new rack cards (Northern and Southern MPAs) into the Council's mobile app, *SA Fishing Regulations*.
- Action Item 9: Develop a mechanism or delegate a point of contact to coordinate and share news and activities within the MPA sites (research, monitoring, educators, and law enforcement) with Council staff for use in outreach and media events (e.g., social media, blogs, newsletters, etc.).

The following ten outreach action items would be initiated by either Council staff and/or by potential partners:

Action Item 1: Provide SAFMC Deepwater MPA regulation brochures to area fishermen.

- *Tasks:* reprint a limited number of updated Deepwater MPA Regulation brochures to include the new content regarding *Oculina* (once Coral Amendment 8 is implemented) and distribute to federal, state, and local law enforcement offices for distribution.
- *Justification:* the regulations brochure will provide a summary of regulations and information for the Type 2 MPAs as well as an information on changes to the Oculina HAPC (once Coral Amendment 8 is implemented), and identification chart for snapper/grouper species found in the area. The brochure will also be available on the SAFMC website and the mobile application, *SA Fishing Regulations*.
- *Deliverables:* Updated *Deepwater MPA* SAFMC regulation brochures.
- *Schedule:*
- *Budget:*
- Potential Partners/roles: *ADD*

ADD: Schedule, Budget

Action Item 2: Work with fishing chart manufacturers (both printed and electronic) and/or vendors to improve available information for the Deepwater Type 2 MPAs.

- *Tasks:* identify manufacturers of more commonly used fishing charts in South Atlantic, contact manufacturers and coordinate methods to update products.
- *Justification:* fishermen have expressed concerns that charts commonly used do not currently portray the coordinates and restrictions for new Type 2 MPAs.

- *Deliverables:* add information to electronic and printed charts, possible labels to apply to existing printed charts available at retail outlets.
- *Schedule:* Year 1, identify manufacturers and assess best method to modify information currently available. Year 2, work with cooperating manufacturers to modify electronic data for products. Due to publishing constrains, outcomes of this project may not be immediately evident but will have long-reaching effects.
- *Budget: ADD*; dependent upon the number of printed fishing charts currently available (including those in storage), cost of creating and printing additional labels for existing printed charts, and willingness of electronics manufacturers to modify electronic products.
- *Potential Partners/Roles*: *Council staff will work with NOAA's Marine Charting Division to investigate if OECA, HAPC, and MPA boundaries and regulations can be included in a new proposed digital overlay of marine protection boundaries.*

Action Item 3: Develop and distribute news releases (coordinating with local contacts) to focus on research and monitoring projects, and the ecological importance of the Type 2 MPAs.

- *Tasks:* create science-based news releases relevant to ongoing research and monitoring activities with focus on habitat, snapper grouper species, and links to ecosystem-based management. Coordinate releases with ongoing activities and strive to provide high-resolution photos and graphics to media.
- *Justification:* increase awareness of all activities in the Type 2 MPAs.
- *Deliverables:* news releases; outlets may include NOAA News, local/national media, and ENN. Coordinate releases with ongoing activities and strive to provide high-resolution photos and graphics to media.
- *Potential Partners/roles:* NOAA Fisheries Southeast Fisheries 1 Science Center, NOAA Undersea Research Center, Sea Grant; Harbor Branch Oceanographic Institution; NOAA Fisheries' Southeast Regional Office; NOAA Office for Law Enforcement, and Florida Fish and Wildlife Commission.
- *Schedule:* Produce at least one feature news release/year; research cruises provide good opportunities for releases and events (e.g., port days, at-sea visits).

ADD: Budget

Action Item 4: Develop PowerPoint presentations about the deepwater Type 2 MPAs; distribute on CD, post on the Web site, and disseminate to fishing clubs, environmental groups, state Sea Grant programs, local governments, etc.

- *Tasks:* design and create a PowerPoint presentation using existing photos, video, maps, and other information to highlight Type 2 MPAs, history of management, research and monitoring activities, law enforcement, etc.
- *Justification:* provides a quick method to distribute information for use by various audiences that can be readily updated.
- *Deliverables:* PowerPoint presentation on CD and Web site.
- *Potential Partners/roles:* NOAA Fisheries Southeast Fisheries Science Center; Florida Fish and Wildlife Commission; Sea Grant; and National Undersea Research Center.

ADD: Schedule, Budget

Action Item 5: Update current rack card information and develop area-specific rack cards (Northern and Southern MPAs) to distribute at area bait and tackle shops, marinas, fish houses, boating stores, fishing tournaments, boat shows, etc.

- *Tasks:* update rack cards, distribute to targeted businesses and fishing tournament directors.
- *Justification:* effectively designed rack cards would draw attention to the Type 2 MPAs and provide quick access to general information about habitat, fish species, maps, regulations, and law enforcement contacts.
- *Deliverables:* posters, rack cards and/or brochures.
- *Potential Partners/roles:* Harbor Branch Oceanographic Institute; National Undersea Research Center; U.S. Coast Guard; Florida Fish and Wildlife Commission; NOAA Fisheries; and Sea Grant.

ADD: Schedule, Budget

Action Item 6: Expand the Council's web site to provide comprehensive education and outreach products (e.g., regulations, publications, research and monitoring information, law enforcement activities, news releases, high-resolution video and photographs, maps, etc.). Publicize availability of information by having links posted on other fishing/Non-Governmental Organizations/tourism related web sites.

- *Tasks:* enhance the Council website and integrate materials, including links to other relevant sites. Publicize the availability of web-based information.
- *Justification:* The Web site is the best media for maintaining comprehensive, dynamic content and imagery. The availability of this information can be publicized from other existing high profile Web sites.
- *Deliverables:* Web site and promotion.
- *Potential Partners/roles:* National Undersea Research Center; NOAA Fisheries' Southeast Fisheries Science Center (SEFSC); Florida Fish and Wildlife Commission; Florida Fish and Wildlife Research Institute (FWRI); US Geological Service; and NOAA Office for Law Enforcement.

ADD: Schedule, Budget

Action Item 7: : Collaborate with agencies and organizations that specialize in developing and conducting teacher workshops/materials on outreach aimed at highlighting the Council's managed areas (MPAs, *Oculina*, SMZs, etc.).

- *Tasks*: identify educational partners and suitable workshops for incorporating curriculum on all existing protected areas designated by the SAFMC (including current MPAs, SMZs, HAPCs, etc.) to disseminate to the public and to potential partners to collaborate on conducting outreach workshops.
- *Justification:* identified as a need at both *Oculina* constituent meetings and determined a priority item by the Information and Education Advisory Panel for *Oculina*. Initial groundwork will be needed to identify local education needs.
- *Deliverables:* education materials as identified.
- *Potential Partners/roles:* Centers for Ocean Sciences Education Excellence (COSEE) in South Carolina and Florida; Sea Grant; Project Oceanica; and local school systems and teacher partners. Identify and develop education materials for children.

ADD: Schedule, Budget

NEW ACTION ITEMS (A.vonharten) -

Action Item 8: Incorporate new rack cards (Northern and Southern MPAs) into the Council's mobile application, *SA Fishing Regulations*.

- *Tasks:* new area specific rack cards – one for the Northern MPAs and one for the Southern MPAs – will be developed under Action Item 5. These new rack cards would be incorporated and made available on the Council's website and the Council's mobile app for fishing regulations, *SA Fishing Regulations*.
- *Justification:* Area specific rack cards with a concise summary of regulations can be used for targeted outreach efforts in the Carolinas/Georgia (Northern) and Florida (Southern). Using the Council's website and mobile app are ideal platforms for making the information readily available to the public and easy to update in electronic form.
- *Deliverables:* Rack cards available for electronic download on the Council's website and mobile app.
- *Potential Partners/roles:* SAFMC outreach staff; mobile app developer (Verona Solutions); website management company (Nassau Web Design).
- *ADD: Schedule, Budget*

Action Item 9: Develop a mechanism or delegate a point of contact to coordinate and share news and activities within the MPA sites (research, monitoring, educators, and law enforcement) with Council staff for use in outreach and media events (e.g., social media, blogs, newsletters, etc.).

- *Tasks:* enhance communication efforts regarding news and activities within the SAFMC MPAs through a communication portal (either a web portal or point of contact).
- *Justification:* To date, there has not been a point person or host site to share information about activities and news from the MPA sites. Establishing this portal mechanism would ensure that information is gathered and shared in a timely manner among all partners involved in MPA research, monitoring, enforcement and outreach.
- *Deliverables:* Portal for communicating news and activities.
- *Potential Partners/roles:* SAFMC outreach staff, National Undersea Research Center; NOAA Fisheries' Southeast Fisheries Science Center (SEFSC); Florida Fish and Wildlife Commission; Florida Fish and Wildlife Research Institute (FWRI); US Geological Service; and NOAA Office for Law Enforcement.
- *ADD: Schedule, Budget*

Action Item 10: Develop a list of key contacts (tackle shops, state parks, county government offices, outreach staff in other agencies, etc.) in the port communities near the deepwater MPA sites to target outreach efforts and materials.

- *Tasks:* enhance targeted communication and outreach efforts about the MPAs through development of a database of key contacts in coastal communities in close proximity to deepwater MPA sites. Working with partners to identify key contacts will be critical to developing the contacts database.
- *Justification:* Identifying key contacts that facilitate information exchange within their local communities (tackle shops, state parks, county government offices, outreach staff in other agencies, etc.) will help streamline outreach efforts about specific deepwater MPA sites.

- *Deliverables:* Database of key contacts in coastal communities.
- *Potential Partners/roles:* SAFMC outreach staff, National Undersea Research Center; NOAA Fisheries' Southeast Fisheries Science Center (SEFSC); Florida Fish and Wildlife Commission; Florida Fish and Wildlife Research Institute (FWRI); US Geological Service; and NOAA Office for Law Enforcement.
- *ADD: Schedule, Budget*

Include a summary table of the costs of the Action Items on an annual basis over 3 to 5 years. Highlight the items that are high priority. (Table adapted from the U.S. DOC FKNMS Revised Management Plan 2007).

Outreach Action Items	Estimated Annual Cost					Total Estimated Cost Over 5 Years
	Year 1	Year 2	Year 3	Year 4	Year 5	
AI 1: Provide SAFMC Deepwater regulation brochures to area fishermen						
AI 2: Work with fishing chart manufacturers to improve paper and electronic charts						
AI 3: Develop and distribute news releases on research related to the A14 MPAs						
AI 4: Develop PowerPoint presentations and distribute						
AI 5: Update rack cards, develop area specific rack cards						
AI 6: Expand website to provide extensive outreach and educational materials						
AI 7: Collaborate with agencies and organizations that specialize in developing and conducting teacher workshops/materials aimed at highlighting the Council's managed areas (MPAs, Oculina, SMZs, etc.).						
AI 8: New rack cards into mobile app, SA Fishing Regulations						
AI 9: Mechanism / Point of contact to share A14 MPA and other SAFMC protected areas news/activities						
AI 10: List of key contacts to target for outreach efforts & materials						

Here is an example from the U.S. DOC FKNMS Revised Management Plan (2007).

Table 3.4 Estimated costs of the Education and Outreach Action Plan

Education and Outreach Action Plan Strategies	Estimated Annual Cost (in thousands)					Total Estimated 5 Year Cost
	YR 1	YR 2	YR 3	YR 4	YR 5	
E.4: Developing Training, Workshops and School Programs	200	200	250	300	300	*1,250*
E.6: Continuing the Education Working Group	1	1	1	1	1	*5*
E.10: Establishing Public Forums	-	1	1	1	1	*4*
E.11: Participating in Special Events	-	110	125	125	125	*485*
E.1: Printed Product Development and Distribution	100	242	226	281	281	*1,130*
E.2: Continued Distribution of Audio-Visual Materials	2	2	2	2	2	*10*
E.3: Continue Development of Signs, Displays, Exhibits, and Visitor Centers	75	250	115	125	600	*1,165*
E.5: Applying Various Technologies	-	-	-	25	10	*35*
E.12: Professional Development of Education and Outreach Staff	6	7	8	9	10	*40*
Total Estimated Annual Cost	*384*	*813*	*728*	*819*	*1280*	***4,124***

Literature Cited and Resources Consulted

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