

**Science – Strategic Goal for Draft Vision Blueprint**

**Background:**

In December 2012, the South Atlantic Fishery Management Council (Council) began its Visioning Project to construct a long-term vision for the snapper grouper fishery through development of a strategic plan for the fishery that would guide management actions into the future. This strategic plan, called the *Vision Blueprint*, consists of four strategic goals – *Science, Communication, Management, and Governance*. Each strategic goal will have specific goals, objectives and action strategies that will be used by the Council to guide future management of the snapper grouper fishery.

Following an approach similar to what the Mid-Atlantic Fishery Management Council used to draft a strategic plan for its managed fisheries, the Council sought stakeholder input early in the process and held a series of 26 informal meetings to solicit stakeholder input in coastal communities throughout the South Atlantic region. Because stakeholder needs and perceptions can vary widely, the Council has been careful not to exclude any input pertaining to the management of the snapper grouper fishery. Therefore, at this stage of the process, items that have been considered in the past as possible management tools but have not been developed further, will continue to be included among the many tools the Council may consider for long-term management of the snapper grouper fishery in the South Atlantic region. As such, the table below encompasses management actions/strategies as suggested by stakeholders in the fishery as well as those brought forth by the Council members themselves. The goals and objectives are not in order of priority and are all considered draft at this time. As the draft Vision Blueprint for the Snapper Grouper Fishery takes shape in 2015, the Council will provide their rationale for management strategies that are eventually excluded from further consideration.

**SCIENCE**

<b>GOAL: Management decisions are based upon robust, defensible science that considers qualitative and quantitative data analyzed in a timely, clear, and transparent manner that builds stakeholder confidence.</b>		
<b>Objective 1. Promote collection of quality data to support management plans and programs considered by the Council.</b>	<b>Strategy 1.1</b>	<b>Evaluate existing data collection, monitoring, and reporting programs affecting fisheries managed by the Council.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Evaluate fishery dependent and independent data programs.</li> <li><b>B.</b> Evaluate SEDAR.</li> <li><b>C.</b> Validate data collection programs.</li> <li><b>D.</b> Identify sampling resources needed to support data programs.</li> <li><b>E.</b> Improve the timeliness of SAFE reports.</li> <li><b>F.</b> Consider utilizing third party assessments using a standard stock assessment process.</li> </ul>
	<b>Strategy 1.2</b>	<b>Encourage consistency in data collection programs that incorporates standardized methods, reporting requirements and formats across the South Atlantic region.</b>

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	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Utilize ACCSP standards for data collection.</li> <li>B. Support efforts to create a uniform reporting mechanism for trip tickets and logbooks (C,FH).</li> </ul>
	<b>Strategy 1.3</b>	<b>Support improvement and expansion of fishery independent programs.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Identify alternative sources of funding to support expansion of fishery independent surveys.</li> <li>B. Work with management partners to secure long-term funding for the MARMAP survey.</li> <li>C. Support creation of a comprehensive data portal that provides access to all fishery independent data.</li> </ul>
<b>Objective 2. Encourage development of mechanisms to effectively engage and collaborate with stakeholders on cooperative research, data collection and analysis.</b>	<b>Strategy 2.1</b>	<b>Promote and expand opportunities for cooperative research and surveys in the South Atlantic region.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Identify sources of funding (both traditional and non-traditional) for cooperative research and surveys.</li> <li>B. Improve partnerships between potential researchers and fishermen. (ALL)</li> <li>C. Support partnerships to enhance habitat and ecosystem mapping in the region.</li> <li>D. Support a multi-disciplinary body to oversee and guide cooperative fishery independent surveys, monitoring, and research.</li> <li>E. Consider use of an industry research set-aside funding program to support fishery research and monitoring needs. (C)</li> <li>F. Utilize fishing vessels and captains as alternative observer platforms. (ALL)</li> </ul>
	<b>Strategy 2.2</b>	<b>Support development of citizen science programs for data collection needs in the snapper grouper fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Support a volunteer angler training program to collect specific data to address a science or management need. (ALL)</li> <li>B. Develop methods to incorporate volunteer data for use in stock assessments, and other management measures. (FH,R)</li> <li>C.</li> </ul>
<b>Objective 3. Improve knowledge about the social and economic elements of the snapper grouper fishery in the South Atlantic.</b>	<b>Strategy 3.1</b>	<b>Support collection of relevant economic and social data to produce analyses that allows Council to consider effects of management on fishing communities.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Evaluate cumulative social and economic impacts of proposed and existing management measures and alternatives.</li> <li>B. Support data collection that considers economics when determining allocation strategies.</li> <li>C. Develop partnerships with research institutions, agencies and other organizations with appropriate expertise to collect relevant and timely social and economic data to support the data needs of the Council.</li> </ul>

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<p><b>Objective 4.</b>  <b>Support improved and expanded monitoring and reporting programs for the snapper grouper fishery.</b></p>	<p><b>Strategy 4.1</b>     <b>Consider a wide range of monitoring options for the snapper grouper fishery that will meet a specific management objective.</b></p>
	<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li><b>A.</b> Consider the use of observers in the fishery to monitor for a specific management issue.</li> <li><b>B.</b> Support the use of observer data to improve discard rate estimates.</li> <li><b>C.</b> Consider development and use of appropriate electronic monitoring methods (scale, cost, approach, etc.)</li> <li><b>D.</b> Support for law enforcement to enforce monitoring requirements.</li> </ul>
	<p><b>Strategy 4.2</b>     <b>Support further development of reporting mechanisms for all sectors in the snapper grouper fishery.</b></p>
	<p><b>Actions:</b></p> <p>Reporting mechanisms that could be improved and considered include:</p> <ul style="list-style-type: none"> <li><b>A.</b> Development of a reporting program for the recreational sector.</li> <li><b>B.</b> Use of electronic reporting mechanisms for all sectors of the fishery (mobile apps, cellphones, web-based, etc.)</li> <li><b>C.</b> SwipeCards for the recreational sector.</li> <li><b>D.</b> A recreational fishing stamp/permit/license for the snapper grouper fishery.</li> <li><b>E.</b> Increase dockside biological sampling for the recreational sector.</li> <li><b>F.</b> Catch card reporting program for specific species.</li> <li><b>G.</b> Improvements to existing logbook programs (Better resolution on logbook grids, Vessel Trip Report in discard logbook, etc.)</li> <li><b>H.</b> Incentives for reporting in all sectors.</li> <li><b>I.</b> Consequences for lack of reporting.</li> <li><b>J.</b> Support for law enforcement to enforce reporting requirements.</li> <li><b>K.</b> Increase bycatch/discard reporting.</li> <li><b>L.</b> Implement Standard Bycatch Reporting Methodology</li> <li><b>M.</b> Develop a model to improve discard rate estimates for all sectors.</li> </ul>
<p><b>Objective 5.</b>  <b>Promote data collection and analysis to support ecosystem and habitat considerations for the snapper grouper fishery.</b></p>	<p><b>Strategy 5.1</b>     <b>Consider assessment of ecosystem and habitat data needs for the snapper grouper fishery.</b></p>
	<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li><b>A.</b> Improve understanding and consider species interaction with habitats and ecosystems.</li> <li><b>B.</b> Study the non-fishing ecosystem drivers.</li> <li><b>C.</b> Consider how to utilize ocean monitoring to support management decisions.</li> <li><b>D.</b> Improve understanding of the effects of contaminants on habitats/ecosystems.</li> <li><b>E.</b> Evaluate ocean dumping and impacts to habitat/ecosystems.</li> <li><b>F.</b> Improve timeliness and accuracy of bottom mapping.</li> <li><b>G.</b> Determine how habitats contribute to production of managed species and the distribution of different life stages.</li> </ul>

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		H. Evaluate habitat/ecosystem damage from disturbance (anchors, gear, fishing activities, etc.)
	<b>Strategy 5.2</b>	<b>Consider climate change impacts when developing management decisions for the snapper grouper fishery.</b>
	<b>Actions:</b>	<p>A. Support development of metrics to evaluate climate change.</p> <p>B. Evaluate the impact of sea level rise on the fishery.</p> <p>C. Evaluate impacts of cold water intrusion on the fishery.</p> <p>D. Evaluate impacts of ocean acidification on the fishery.</p>
	<b>Strategy 5.3</b>	<b>Support modeling efforts that incorporate habitat and ecosystem considerations for management of the snapper grouper fishery.</b>
	<b>Actions:</b>	<p>A. Utilize ecosystem modeling.</p> <p>B. Use climate change impacts on species in assessments.</p> <p>C. Support a simulation model showing ecosystem impacts between fisheries.</p> <p>D. Consider expanding the geographical boundary of the Snapper Grouper Fishery Management Unit as species spread.</p> <p>E. Monitor changes in species distribution and abundance.</p> <p>F. Address impacts of non-indigenous species on the fishery and habitats that support the fishery.</p> <p>G. Analyze the impacts of management on non-targeted species.</p> <p>H. Improve understanding of predator-prey interactions on snapper grouper species.</p> <p>I. Consider species habitat models.</p> <p>J. Consider external sources of recruitment.</p>

**Governance – Strategic Goal for Draft Vision Blueprint**

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**GOVERNANCE**

<b>GOAL: Commit to a transparent, balanced, and timely decision-making process that allows flexible yet well-defined protocols and strategies.</b>		
<b>Objective 1. Create an accountable and flexible decision making process for development and evaluation of management measures.</b>	<b>Strategy 1.1</b>	<b>Support an efficient decision making process for development of management measures for the snapper grouper fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Evaluate the current Council process.</li> <li><b>B.</b> Consider mechanisms for streamlining the process of amendment development.</li> <li><b>C.</b> Consider alternative methods for collecting public input on proposed management actions.</li> <li><b>D.</b> Ensure timely access of amendment documents and other materials to the Council and the public.</li> <li><b>E.</b> Develop mechanisms for evaluating the decision making process to ensure consistency and accountability.</li> <li><b>F.</b> Consider how scientific information is incorporated into management actions and provide flexibility in this process.</li> </ul>

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<b>Objective 2.</b> <b>Build capacity to streamline management efforts and better coordinate with management partners.</b>	<b>Strategy 2.1</b>	<b>Enhance existing and develop new partnerships with agencies, academic institutions, and other organizations to support comprehensive management strategies for the snapper grouper fishery.</b>
	<b>Actions:</b>	<b>A.</b> Establish working relationships with non-fishery entities and agencies (offshore energy development, etc.) for future marine management issues. <b>B.</b> Strengthen relationships with existing fishery management partners to clearly establish roles and responsibilities. <b>C.</b> Consider involvement with regional planning initiatives affecting the snapper grouper fishery in the region. <b>D.</b> Expand partnerships with academic and research institutions to coordinate fisheries science research to address data needs within the snapper grouper fishery.
<b>Objective 3.</b> <b>Improve communication with stakeholders to ensure the needs of the fishery are understood and considered throughout the Council process.</b>	<b>Strategy 3.1</b>	<b>Support a formal and informal process for engaging stakeholders in the snapper grouper fishery.</b>
	<b>Actions:</b>	<b>A.</b> Provide information to stakeholders that is timely and in an appropriate format about proposed management actions. <b>B.</b> Consider alternative methods for collecting public input. <b>C.</b> Evaluate the composition of advisory panels, committees, etc. to ensure representation meets the interests and needs of the fishery.

**Management – Strategic Goal for Draft Vision Blueprint**

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**MANAGEMENT**

<b>GOAL: Adopt management strategies that rebuild and maintain fishery resources, adapt to regional differences in the fishery, and consider the social and economic needs of fishing communities.</b>		
<b>Objective 1.</b> Develop management measures that consider sub-regional differences and issues within the fishery.	<b>Strategy 1.1</b>	<b>Consider development of different types of quota-based management systems.</b>
	<b>Actions:</b>	<b>A.</b> Consider species specific quota-based management such as, <ul style="list-style-type: none"> <li>• <i>state-by-state commercial quotas for vermilion snapper</i></li> <li>• <i>state-by-state quota-based management system for the recreational sector.</i></li> <li>• <i>state by-state recreational quotas for black sea bass.</i></li> <li>• <i>sub-regional management for deepwater species to include but not limited to snowy grouper, blueline tilefish and golden tilefish.</i></li> </ul>

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		<p><b>B.</b> Consider voluntary sector share management, community-based quota management (commercial and for-hire), and individual fishing quota management systems.</p> <p><b>NOTE:</b> Action B also applies to objectives 2 (access to the fishery) and 4 (reducing discards).</p>
	<b>Strategy 1.2</b>	<b>Identify the design elements needed for development of different types of quota-based management systems.</b>
	<b>Actions:</b>	<p><b>A.</b> Consider different design elements for quota-based management systems such as,</p> <ul style="list-style-type: none"> <li>• <i>quota transfer by subregion</i></li> <li>• <i>using average landings over a certain time period as a system design element;</i></li> <li>• <i>developing criteria for species to consider.</i></li> </ul> <p><b>B.</b> Consider different management elements for quota-based management systems such as,</p> <ul style="list-style-type: none"> <li>• <i>allowing the sub-region (however defined) to set landings limits and openings/closures;</i></li> <li>• <i>managing sub-regions by effort.</i></li> </ul> <p><b>C.</b> Set management boundaries based on the biogeography of the fishery (i.e., species or categories).</p>
	<b>Strategy 1.3</b>	<b>Consider use of alternative sub-regional management strategies that are not quota-based.</b>
	<b>Actions:</b>	<p><b>A.</b> Use staggered spawning season closures to address latitudinal differences in spawning activity.</p> <p><b>B.</b> Set regulations based on designated sub-regions (areas/zones), not on quota allocations.</p> <p><b>C.</b> <b>**Set state-by-state regulations for the either sector.</b></p> <p><b>D.</b> Apply sub-regional management strategies seasonally based on fish availability.</p> <p><b>E.</b> Establish alternating 2-week windows for fishing (by sub-region)</p> <p><b>**added after December 2014 workshop</b></p>
<b>Objective 2. Develop innovative management measures that allow consistent access to the fishery for all sectors.</b>	<b>Strategy 2.1</b>	<b>Support development of management approaches that address retention of snapper grouper species.</b>
	<b>Actions:</b>	<p><b>A.</b> Consider bag limit and trip limit adjustments such as,</p> <ul style="list-style-type: none"> <li>• <i>Use a step-down approach when a species is approaching the ACL for either sector;</i></li> <li>• <i>Consider smaller trip limits and bag limits for certain species.</i></li> <li>• <i>Institute commercial trip limits and recreational bag limits for those snapper grouper species that do not have limits.</i></li> <li>• <i>Use a bag limit step down as a post-season accountability measure for the recreational sector.</i></li> </ul> <p><b>B.</b> Re-evaluate the grouper aggregate and manage based on area.</p> <p><b>C.</b> Consider number of days allowed to fish vs. bag limits for the recreational sector</p> <p><b>D.</b> Consider an aggregate daily bag limit for the recreational sector with no size limit.*</p>



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		<p>E. Consider aggregate trip limits for the commercial sector (# of boxes with no size limit)*</p> <p>F. Implement a charter boat limit instead of a per person limit on charter trips.*</p> <p>G. Consider in-season bag limit reduction to avoid closures.*</p> <p><b>*NOTE:</b> These actions also apply to Objective 4 (reducing discards).</p>
	<b>Strategy 2.2</b>	<b>Support development of management approaches that address the amount of effort in the snapper grouper fishery.</b>
	<b>Actions:</b>	<p>A. Consider a recreational stamp/license for the snapper grouper fishery.</p> <p>B. Implement a limited number of days for fishing for deepwater species. (R, FH)</p> <p>C. Manage effort/permits in the commercial and for-hire sectors.</p> <p>D. <i>**Evaluate the 2-for-1 permit requirement in the commercial sector</i></p> <p>E. Evaluate the use of days-at-sea for the commercial sector.</p> <p>F. Evaluate the level of overcapitalization in the fishery (carrying capacity); <i>What are actual profits? How much resource is available? What is the gap?</i></p> <p><b>**added after December 2014 workshop</b></p>
	<b>Strategy 2.3</b>	<b>Support development of management approaches that account for the seasonality of the snapper grouper fishery.</b>
	<b>Actions:</b>	<p>A. Establish a recreational season for harvest of deepwater species by region.</p> <p>B. Establish a “time-out” period of no fishing for the recreational fishery.</p> <p>C. Expand the use of split seasons for the commercial fishery.</p> <p>D. Establish seasons for co-occurring species and stagger the seasons (use depth as a criteria – mid-shelf and deepwater).</p> <p>E. Adjust the seasonal spawning closure for shallow water grouper and consider; shortening by 1-month; allow fishing but reduce bag limit; or a rolling closure throughout the region.</p> <p>F. Shift the red snapper season outside of their known spawning season.</p>
<b>Strategy 2.4</b>	<b>Support development of management approaches that consider flexibility in setting Annual Catch Limits.</b>	
<b>Actions:</b>	<p>A. Shift sector allocations in-season.</p> <p>B. Use adaptive management for almaco jack and rudderfish to slowly increase the ACL.</p> <p>C. Use multi-year ACLs that use blocks of years to manage the ACL for a species (multi-year catch specifications).</p> <p>D. Ensure more data-poor species use alternative data-poor assessment approaches.</p>	

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	<b>Strategy 2.5</b>	<b>Consider development of alternative management approaches to expand access to the fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Investigate expansion of fisheries for under-utilized species.</li> <li><b>B.</b> Evaluate applicability and develop policies for aquaculture of snapper grouper species in the region.</li> <li><b>C.</b> Evaluate the use of harvest tags for specific snapper grouper species.</li> <li><b>D.</b> Use depth to set zones for recreational harvest of snapper grouper species.</li> <li><b>E.</b> Consider measures to simplify regulations for both sectors. (i.e. limits, aggregates, etc.)</li> </ul>
<b>Objective 3.</b> Ensure that management decisions help maximize social and economic opportunity for all sectors.	<b>Strategy 3.1</b>	<b>Consider development of management approaches that assist fishery-dependent businesses to operate efficiently and profitably.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider market availability when making management decisions.</li> <li><b>B.</b> Consider predictability in for-hire business planning when making management decisions.</li> <li><b>C.</b> Consider non-traditional stakeholders/ businesses when making management decisions (chefs, eco-tourism operators, bait/tackle shops, marinas)</li> </ul>
	<b>Strategy 3.2</b>	<b>**Consider development of management approaches that support recreational fishing opportunity.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A. NEED ACTIONS</b> **added after December 2014 workshop</li> </ul>
<b>Objective 4.</b> Develop management measures that reduce and mitigate discards.	<b>Strategy 4.1</b>	<b>Consider management approaches that consider catch limits, seasons, and the biology of the fishery in order to minimize bycatch of snapper grouper species.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Use spawning Special Management Zones.</li> <li><b>B.</b> Use time-area closures (either by region or a specific area).</li> <li><b>C.</b> Consider a spawning closure for all snapper grouper species with a low ACL.</li> <li><b>D.</b> Set a fishing season at the beginning of the fishing year with known open and close dates.</li> <li><b>E.</b> Set a recreational fishing season for co-occurring species.</li> <li><b>F.</b> Set a season for deepwater species and shallow water species by area.</li> <li><b>G.</b> Consider time/area closure for all snapper grouper species (whole region or area specific)</li> </ul>
	<b>Strategy 4.2</b>	<b>Consider management approaches that address the impact of depth on bycatch of snapper grouper species.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider full retention of deepwater species.</li> <li><b>B.</b> Establish a season for deepwater species.</li> <li><b>C.</b> Consider removal of size limits for deepwater species.</li> <li><b>D.</b> Consider alternate electronic monitoring methods for all sectors to obtain data on depth to monitor catch composition and location.</li> <li><b>E.</b> Use zone-based management that is set by depth.</li> </ul>

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	<b>Strategy 4.3</b>	<b>Reconsider management strategies that use size limits to reduce bycatch.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Re-evaluate and change size limits on a species by species basis.</li> <li><b>B.</b> Consider no-size limits for snapper grouper species.</li> <li><b>C.</b> Use differential size limits by area.</li> </ul>
	<b>Strategy 4.4</b>	<b>Develop management approaches that support “Best Fishing Practices” to help avoid bycatch and reduce discard mortality.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Promote opportunities for research, development, and evaluation of gear and technology to reduce bycatch (i.e., hook type/use, gear competitions, descending devices).</li> <li><b>B.</b> Consider gear requirement using “weak gear” or degrading hooks.</li> <li><b>C.</b> Create an incentive program for avoiding bycatch in the recreational sector and consider development of a Bycatch Avoidance Network for the commercial sector (to communicate “bycatch hot spots”).</li> </ul>
	<b>Strategy 4.5</b>	<b>Support development of management approaches that consider the use of bycatch quotas and allowances.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Allow a bycatch set-aside limit per commercial trip.</li> <li><b>B.</b> Consider a bycatch allowance of up to 5% for species with a low ACL (C, FH)</li> <li><b>C.</b> Consider multi-year catch specifications (averaged for accountability measures).</li> </ul>
<b>Objective 5. Support management measures that incorporate ecosystem and habitat considerations for the snapper grouper fishery.</b>	<b>Strategy 5.1</b>	<b>Support the enhancement of habitat for the snapper grouper fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Create new habitat using artificial reefs.</li> <li><b>B.</b> Evaluate the use of artificial reefs as a mechanism to improve fishery production.</li> <li><b>C.</b> Consider artificial reefs with limited or no fishing allowed.</li> </ul>
	<b>Strategy 5.2</b>	<b>Evaluate biological, economic, and social impacts when developing ecosystem and habitat management approaches.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider the impacts of human population growth and distribution on habitats.</li> </ul>
	<b>Strategy 5.3</b>	<b>Consider management approaches that support monitoring and enforcement of managed areas established to protect and conserve ecosystems and habitat.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider the use of alternative electronic monitoring systems or other innovative technology (surveillance buoys, drones, etc.) to monitor fishing activity in all sectors.</li> </ul>

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	<b>Strategy 5.4</b>	<b>Consider spatial management approaches to protect and conserve ecosystems and habitats for the snapper grouper fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider development of managed areas (MPAs, spawning SMZs) that allow no harvest of snapper grouper species.</li> <li><b>B.</b> Consider additional restrictions on existing managed areas (MPAs, etc.).</li> <li><b>C.</b> Evaluate areas that may be suitable for spawning Special Management Zones (SMZs).</li> <li><b>D.</b> Establish clear goals for creation of Habitat Areas of Particular Concern (HAPCs).</li> <li><b>E.</b> Create no-anchor zones to protect fragile habitat.</li> </ul>
<b>Objective 6.</b> <b>Develop management measures that support optimal sector allocations for the snapper grouper fishery.</b>	<b>Strategy 6.1</b>	<b>Support management approaches that consider the mechanics of designing allocation strategies (who, what, how, and social/economic considerations).</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider separate allocation for charter/headboat sectors.</li> <li><b>B.</b> Evaluate existing sectors and current harvest to help determine allocation strategies.</li> <li><b>C.</b> Truncate the recreational allocation time series from 2007 onwards due to the economy.</li> <li><b>D.</b> Manage by economic levels (primary, secondary, tertiary) in the fishery (1-harvesters, 2-dealers, 3-support industries).</li> <li><b>E.</b> Incorporate fairness and economics as part of the allocation equation.</li> <li><b>F.</b> Evaluate use of a mutual allocation pool (allocation is shared between sectors) for possible use for certain species.</li> <li><b>G.</b> After evaluation of existing sectors and current harvest consider options to: <ul style="list-style-type: none"> <li>i. set multiple ACLs/allocation</li> <li>ii. set only 1 ACL/allocation</li> </ul> </li> <li><b>H.</b> Consider setting ACLS/allocations for multiple years.</li> <li><b>I.</b> Consider individual quotas based on individual allocations or harvest levels (C, FH).</li> <li><b>J.</b> Consider revising allocations on a species-by-species basis.</li> <li><b>K.</b> Consider longer timeframe for developing allocations.</li> <li><b>L.</b> Consider allocations by gear type.</li> </ul>
	<b>Strategy 6.2</b>	<b>Identify alternative methods for determining allocation shifts and managing allocations within the fishery.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Consider sub-allocation shifts (for example, golden tilefish sectors).</li> <li><b>B.</b> Establish allocation shifts for species not reaching Optimal Yield (gag, vermilion, etc.).</li> <li><b>C.</b> Establish framework for in-season allocation shifts.</li> <li><b>D.</b> Consider establishing allocations by permit (each permit holder gets an allocation that fluctuates based on the ACL).</li> <li><b>E.</b> Examine reallocation for species with low ACLs.</li> </ul>

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		<ul style="list-style-type: none"><li><b>F.</b> Consider reallocation for commercially important species.</li><li><b>G.</b> Specify the allocation focus for each sector (Commercial-offshore; Recreational-nearshore).</li><li><b>H.</b> Examine recreational harvest for species that are not reaching their recreational ACL.</li><li><b>I.</b> Consider other methods for establishing sub-allocations (IFQs, EFPs, sectors, etc.).</li><li><b>J.</b> Before reallocation, consider increasing bag limits or other management measures first for the recreational sector.</li><li><b>K.</b> Increase the bag limit if the recreational sector does not reach their ACL.</li></ul>
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**Communication – Strategic Goal for Draft Vision Blueprint**

**Background:**

In December 2012, the South Atlantic Fishery Management Council (Council) began its Visioning Project to construct a long-term vision for the snapper grouper fishery through development of a strategic plan for the fishery that would guide management actions into the future. This strategic plan, called the *Vision Blueprint*, consists of four strategic goals – *Science, Communication, Management, and Governance*. Each strategic goal will have specific goals, objectives and action strategies that will be used by the Council to guide future management of the snapper grouper fishery.

Following an approach similar to what the Mid-Atlantic Fishery Management Council used to draft a strategic plan for its managed fisheries, the Council sought stakeholder input early in the process and held a series of 26 informal meetings to solicit stakeholder input in coastal communities throughout the South Atlantic region. Because stakeholder needs and perceptions can vary widely, the Council has been careful not to exclude any input pertaining to the management of the snapper grouper fishery. Therefore, at this stage of the process, items that have been considered in the past as possible management tools but have not been developed further, will continue to be included among the many tools the Council may consider for long-term management of the snapper grouper fishery in the South Atlantic region. As such, the table below encompasses management actions/strategies as suggested by stakeholders in the fishery as well as those brought forth by the Council members themselves. The goals and objectives are not in order of priority and are all considered draft at this time. As the draft Vision Blueprint for the Snapper Grouper Fishery takes shape in 2015, the Council will provide their rationale for management strategies that are eventually excluded from further consideration.

**Communication**

<b>GOAL: Employ interactive outreach strategies that encourage continuous stakeholder participation, supporting two-way engagement between managers and stakeholders while building a greater understanding of science and management.</b>		
<b>Objective 1. Develop communication approaches that provide streamlined and timely information to increase awareness and engage stakeholders.</b>	<b>Strategy 1.1</b>	<b>Expand the use of innovative technology to improve stakeholder participation and to communicate the Council process.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li><b>A.</b> Expand the format for public hearings through the use of web-based hearings facilitated by staff.</li> <li><b>B.</b> Utilize remote listening stations for public hearings and educational meetings to increase participation from remote groups of stakeholders.</li> <li><b>C.</b> Change the format of in-person public hearings to match the format of the visioning port meetings (interactive, less formal, less staff).</li> </ul>

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		<ul style="list-style-type: none"> <li>D. Utilize web-based tools (webinars, video conferencing, etc.) and other technology to collect public comment and provide educational workshops.</li> <li>E. Provide a comment box on the website for stakeholders to submit comment after viewing the recorded scoping presentation.</li> <li>F. Continue Q&amp;A webinars with Council staff to discuss upcoming amendments for public hearings and scoping.</li> <li>G. Consider hosting webinars just for snapper grouper permit holders on various topics.</li> <li>H. On the Constant Contact sign-up form, add a check-off box for indication of the sector they participate in.</li> </ul>
	<b>Strategy 1.2</b>	<b>Utilize the Council’s website as a clearinghouse for easy to access information on Council news, regulations, fishery management plans, and management actions.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Consider use of staff-moderated chat boards for each sector on the Council website.</li> <li>B. Incorporate a real-time calendar that displays current fishery closures for each sector.</li> <li>C. Create a separate page for educational resources/materials produced by the Council on various topics.</li> <li>D. Establish a comment and suggestion box on the website that allows users to provide comments on a specific topic or constructive comments on the Council’s activities and process.</li> <li>E. Track website analytics on presentation downloads and other documents to evaluate effectiveness and access of materials on the website.</li> </ul>
	<b>Strategy 1.3</b>	<b>Consider use of alternative outreach approaches to further engage stakeholders in the management process.</b>
	<b>Actions:</b>	<ul style="list-style-type: none"> <li>A. Consider using Public Service Announcements via VHF radio and/or local radio stations for meeting/issue announcements and regulation changes.</li> <li>B. Consider an advertising campaign highlighting Council activities and success stories.</li> <li>C. Send posters/flyers to fish houses to announce meetings/issue announcements and regulation changes.</li> <li>D. Consider creation of an incentive rewards program for stakeholders that remain active in the management process.</li> <li>E. Consider using recorded telephone messages to reach active stakeholders about Council activities.</li> <li>F. Determine how to use web-based surveys to solicit input on specific management topics.</li> <li>G. Support expansion of the Marine Resource Education Program SouthEast (MREP-SE) to other areas of the region.</li> </ul>

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		<ul style="list-style-type: none"> <li>H. Collaborate with local port agents to serve as community liaisons to convey management information to stakeholders.</li> <li>I. Participate in area festivals on a regular basis.</li> <li>J. Consider using paid angler focus groups to solicit input on specific management issues.</li> <li>K. Support more informal port meetings for educational purposes on relevant fishery issues/topics.</li> <li>L. Conduct annual informal outreach sessions in each state to discuss current and upcoming management issues.</li> <li>M. Diversify the locations of in-person meetings (public hearings, scoping, etc.) to allow for one-on-one interaction with Council members.</li> <li>N. Expand the Council’s social media efforts to include use of YouTube and a blog.</li> </ul>
<p><b>Objective 2.</b>  <b>Ensure that Council communication encourages and supports engagement with a diverse audience of stakeholders.</b></p>	<p><b>Strategy 2.1</b></p>	<p><b>Use targeted communication strategies to maintain and increase stakeholder engagement with the Council.</b></p>
	<p><b>Actions:</b></p>	<ul style="list-style-type: none"> <li>A. Consider use of direct mailings/other communication strategies targeting snapper grouper permit holders for significant management/regulatory actions.</li> <li>B. Develop a list of key industry stakeholders in the snapper grouper fishery and basic community profiles for the region.</li> <li>C. Develop and maintain a database of recreational fishing focused groups (fishing clubs, bait/tackle shops, dive clubs, etc.) for use in communication and outreach programs.</li> <li>D. Maintain a database of seafood dealers/retailers and other commercial fishing businesses for use in communication and outreach programs.</li> <li>E. Develop 1-page fishery management resources (print and electronic) for distribution to targeted audiences/sectors.</li> <li>F. Consider use of appropriate outreach materials that meet the needs of a wide generational range of stakeholders.</li> </ul>
<p><b>Objective 3.</b>  <b>Improve awareness and understanding of fishery science and research and how these inform management.</b></p>	<p><b>Strategy 3.1</b></p>	<p><b>Support collaboration with academic and research institutions, non-governmental organizations and agency partners on development of fishery-related outreach programs and materials.</b></p>
	<p><b>Actions:</b></p>	<ul style="list-style-type: none"> <li>A. Develop recreational angler education programs about how to reduce discards (i.e., barotrauma, best fishing practices for handling/releasing fish, descending devices, etc.).</li> <li>B. Consider developing youth outreach materials (electronic) and educational field trips related to fisheries and fisheries management.</li> </ul>



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	<p><b>Strategy 3.2</b></p>	<p><b>Support outreach programs that address the process of a stock assessment and how results are used in management.</b></p>
	<p><b>Actions:</b></p>	<ul style="list-style-type: none"> <li><b>A.</b> Develop targeted outreach programs aimed at all sectors about the Council process, including the role of the Scientific &amp; Statistical Committee.</li> <li><b>B.</b> Develop angler education programs about fisheries science, stock assessments and data collection.</li> <li><b>C.</b> Expand the use of educational webinars to convey information about stock assessments, data collection, and other fishery science concepts.</li> </ul>
<p><b>Objective 4. Improve awareness and understanding of how social and economic issues are linked to fisheries management measures.</b></p>	<p><b>Strategy 4.1</b></p>	<p><b>Work with agency partners to provide stakeholders with information on seafood and fishing business marketing strategies that may increase profits.</b></p>
	<p><b>Actions:</b></p>	<ul style="list-style-type: none"> <li><b>A.</b> Add information to the website about seafood marketing strategies for commercial fishing businesses (i.e., traditional model, direct marketing, etc.)</li> <li><b>B.</b> Work with MREP partners to add a seafood and fishing business marketing module to the annual MREP-SE Management Workshop.</li> <li><b>C.</b> Provide informational resources to fishermen about marketing of alternative/ underutilized species.</li> </ul>

**GAP Analysis Summary:**  
***Issues from port meetings not addressed by Council to date***

**Commercial:**

- Train dealers on new weekly reporting requirements and forms
- Allow for 3<sup>rd</sup> party review of stock assessments & aim for real time assessments
- Use underwater cameras on vessels to collect data on fish/fishing activity
- Give credits towards the Annual Catch Limit for the use of descending devices
- Implement a 12-inch minimum size limit on red porgy
- Address latent commercial effort in the fishery to determine true capacity of the fishery.
- Address and consider the value of owner-operators when making management decisions.
- Address methods and eligibility requirements for allowing new entrants to the fishery; specifically the endorsement programs for black sea bass and golden tilefish; no new endorsement programs
- \*Separate the Jacks complex and implement individual species level Annual Catch Limits for these species
- \*\*Consider limited harvest of goliath grouper (1 fish per boat during certain times of the year; harvest tags, etc.)
- Mixed opinions on catch share programs; majority in opposition to catch shares.
- Develop separate joint agreements between federal and state management agencies for regional management.
- Consider sunset clauses on closed areas (MPAs, etc.)
- No new MPAs

*\* Being addressed through another management action by the Council.*

*\*\*Being addressed by the Joint South Florida Issues Committee*

**Recreational:**

- Use underwater cameras on vessels to collect data on fish/fishing activity
- Develop joint agreements with the states for data improvements (similar to the Joint Enforcement Agreements currently in place for law enforcement).
- Create complex-specific permits for recreational (and for-hire) sectors based on the HMS model -- This would help identify users fishing for snapper grouper resources.
- Black sea bass management – size limits and bag limits need to be readdressed.
- Increase the recreational minimum size limit for lane snapper to 10-inches.
- Increase the recreational minimum size limit for mangrove snapper (gray) to 12-inches.
- Use a slot limit for mutton snapper (no recommendation on range for slot).
- Implement a recreational bag limit of 5 fish per species across all species.
- \*\*Address size limit for hogfish

- Allow limited harvest of goliath grouper; slot limit; harvest tags through lottery system; open fishery when shallow-water groupers are closed
- Mixed opinions on catch share programs; majority in opposition to catch shares.
- Regional stock assessments on economically important species.
- SC: Allow the state to manage certain species (black sea bass and red snapper) for the recreational sector.
- Regional stakeholder meetings with forecasting during meetings (similar to format of port meetings); Ask each stakeholder what is happening in each area at these meetings – also goes under incorporating fishermen’s knowledge into data collection

*\*\*Being addressed by the Joint South Florida Issues Committee*

**For-Hire:**

- Create complex-specific permits for the for-hire sector based on the HMS model -- This would help identify users fishing for snapper grouper resources.
- Improve recreational discard estimates headboat vs. charter/for-hire vs. private recreational
- Mixed opinions on catch share programs; majority in opposition to catch shares.
- No new MPAs

**Chefs:**

- Develop a “one-stop shop” for chefs/consumers to access region by region information on available quota, fishery openings and closures.
- More representation of this sector in Council advisory panels, activities, and outreach programs.