### Outreach and Education Action Items

Outreach is an essential component of effective ongoing fisheries and spatial management. Outreach activities within the community and with stakeholders helps to 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 similar to the outreach component of the Amendment 14 to the SG FMP (SAFMC 2007), SAFM Public Hearing Draft (2006), the Council’s Oculina Experimental Closed Area (OECA) Evaluation Plan (2005), and the Deepwater MPAs System Management Plan.

“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).

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

Goal 3: Environmental awareness and knowledge about the Spawning SMZs improved

Obj. I: Level of knowledge about the purpose, importance of and regulations in

Spawning SMZs held by the public increased. (SE 6C)

Obj. J: Stakeholder participation strengthened and enhanced. (G 3C)

Obj. K: Existence value of Spawning SMZs enhanced or maintained. (SE 3B)

The management plan will be enhanced through effective communication developed during outreach efforts. Specific communications targets for outreach include:

* Communication products accessible to the public in various formats.
* Management plan development delivered through transparent and open process.
* Compliance with the management plan is fostered through targeted communication.

The following eight outreach action items would be initiated by either Council staff and/or by potential partners and are sorted in order of priority rankings by the Information and Education Advisory Panel:

**Action Item 1:** *Work with fishing chart manufacturers (both printed and electronic) and/or vendors to improve available information for the Spawning Special Management Zones (SMZs).*

**Tasks:** Identify manufacturers of 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 spawning SMZs.

**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 constraints, outcomes of this project may not be immediately evident but will have long-reaching effects.

**Budget:** Staff time is the primary expected cost for working with electronic chart manufacturers; 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.

**Potential Partners/Roles:** Council staff will work with NOAA’s Marine Charting Division to investigate if spawning SMZ boundaries and regulations can be included in a new proposed digital overlay of marine protection boundaries.

**Action Item 1 addresses Goal 3, Obj I and J; Goal 4, Obj N and O**

**Action Item 2:** *Develop files for managed area boundaries that can downloaded onto a SD card from the website for various GPS units and have directions on how to use the file.*

**Tasks:** Create files that have boundaries with regulations for managed areas in the South Atlantic. Identify manufacturers of commonly used fishing charts in South Atlantic, contact manufacturers and coordinate methods to update products.

**Justification:** Fishermen have requested to have the boundaries of the spawning SMZs available for download onto SD cards for use in their GPS units.

**Deliverables:** Files available on the website.

**Schedule:** Year 1, identify manufacturers and file types for use in GPS units. Year 2, have files available for download on the website.

**Budget:** Staff time is the primary expected cost for working with electronic chart manufacturers; 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.

**Potential Partners/Roles:** Council staff will work with GPS manufacturers to investigate if spawning SMZ boundaries and regulations can be included in a new proposed digital overlay of marine protection boundaries.

**Action Item 2 addresses Goal 3, Obj I and J; Goal 4, Obj N and O**

**Action Item 3:** *Incorporate new information about spawning SMZs and rack cards (Northern and Southern SMZs) into the Council’s mobile application, SA Fishing Regulations.*

**Tasks:** new area specific rack cards – one for the Northern spawning SMZs (Carolinas) and one for the Southern spawning SMZs (Georgia/Florida) – will be developed under Action Item 2. 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.

**Schedule:** Year 1, design and development of rack cards; Year 2, rack cards made available on the Council’s website and mobile app; Years 3-5, update rack cards as needed.

**Budget:** Year 1, staff time designing rack cards; Year 2, cost of incorporating rack cards into mobile app and staff time to upload to the Council’s website; Years 3-5, staff time to update as needed.

**Potential Partners/roles:** Council Outreach Staff, mobile app developer (Verona Solutions), website management company (Nassau Web Design).

**Action Item 3 addresses Goal 3, Obj I and J; Goal 4, Obj N**

**Action Item 4:** *Develop a video presentation about the spawning SMZs in the region; post on the SAFMC Website and You Tube, and disseminate to fishing clubs, environmental groups, state Sea Grant programs, local governments, etc.*

**Tasks:** design and create a video to highlight information on spawning fish and habitat, spawning SMZs locations and regulations, etc.

**Justification:** provides a quick method to distribute information for use by various audiences that can be readily updated.

**Deliverables:** PowerPoint presentation on website and You Tube.

**Schedule:** Year 1, produce and distribute PowerPoint; Years 2-5, update as necessary with current news and information on research and monitoring.

**Budget:** $10,000

**Potential Partners/roles:** Council outreach staff;

**Action Item 4 addresses Goal 3, Obj I, J, K**

**Action Item 5:** *Expand the Council’s existing Managed Areas web pages to provide comprehensive education and outreach products about spawning SMZs. Publicize availability of information by having links posted on other fishing/Non-Governmental Organizations/tourism related web sites.*

**Tasks:** enhance the Council’s Managed Areas web pages and integrate materials (including PowerPoint Presentation), 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:** New material for website, App, and promotions.

**Schedule:** Year 1, develop expanded content with feedback from the Council’s I&E AP and program partners; Years 2-5, implement expanded web pages, promote availability, and update quarterly.

**Budget:** Year 1, staff time; Years 2-5, dependent on expansion of web page content and use of multi-media.

**Potential Partners/roles:** SAFMC Outreach Staff; State Marine Resource Agencies; NOAA Fisheries’ Southeast Fisheries Science Center (SEFSC) and Southeast Regional Office (SERO); NOAA Office for Law Enforcement; Sea Grant.

**Action Item 5 addresses Goal 3, Obj I, J, K;**

**Action Item 6:** *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 spawning SMZ sites to target outreach efforts and materials.*

**Tasks:** enhance targeted communication and outreach efforts about the SMZs through development of a database of key contacts in coastal communities in close proximity to SMZ 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 SMZ sites.

**Deliverables:** Database of key contacts in coastal communities.

**Schedule:** Year 1, work with program partners to develop database by state; Years 2-5, update database as needed.

**Budget:** Years 1-5, staff time.

**Potential Partners/roles:** SAFMC Outreach Staff, Sea Grant, State Marine Resource agencies, NOAA Fisheries’ Southeast Fisheries Science Center (SEFSC).

**Action Item 6 addresses Goal 1, Obj C and D;**

**Action Item 7:** *Develop area-specific rack cards of spawning SMZs (NC/SC and GA/FL) for print, website, and mobile application.*

**Tasks:** New area specific rack cards – one for the Northern spawning SMZs (Carolinas) and one for the Southern spawning SMZs (Georgia/Florida) in the region – will be developed and distributed to targeted businesses and fishing tournament directors and webpage and mobile application will be developed.

**Justification:** effectively designed rack cards would draw attention to the spawning SMZs and provide quick access to general information about habitat, fish species, maps, regulations, and law enforcement contacts.

**Deliverables:** rack cards

Schedule: Year 1, design two rack cards – one for the Northern spawning SMZs (Carolinas) and one for the Southern spawning SMZs (Georgia/Florida) in the region – and receive input from the Council’s I&E AP; Year 2, print and distribute rack cards; Years 3-5, edit and reprint rack cards as needed.

**Budget:** Staff time in Year 1; Year 2, printing and mailing costs for distributing rack cards; Years 3-5, printing and mailing costs for distribution, as needed.

**Potential Partners/roles:** SAFMC Outreach Staff; State Marine Resource Agencies; SAFMC Information & Education Advisory Panel; NOAA Fisheries; and Sea Grant.

**Action Item 7 addresses Goal 3, Obj I and J; Goal 4, Obj N**

**Action Item 8:** *Develop a SAFMC spawning SMZs informational brochure to area fishermen to be added to website.*

**Tasks:** Develop an informational brochure about spawning fish and habitats, the purpose of spawning SMZs and regulations within spawning SMZs for distribution to fishery stakeholders.

**Justification:** The informational brochure will provide a summary of regulations and information for the spawning SMZs as well as an identification chart for snapper/grouper species found in the region. The brochure will be available on the SAFMC website.

**Deliverables:** SAFMC informational spawning SMZs brochures.

**Schedule:** Year 1, develop brochure and receive input from the Council’s I&E AP; Year 2, develop webpage for SMZ brochure; Years 3-5, update as necessary.

**Budget:** Year 1, staff time; Year 2, webpage development.

**Potential Partners/roles:** Council Outreach Staff, State Marine Resource Agencies, SAFMC Information & Education Advisory Panel, NOAA Fisheries’ Southeast Fisheries Science Center (SEFSC), possible contractual graphic designer (if not produced in-house).

**Action Item 9:** *Develop and distribute news releases (coordinating with local contacts) to focus on research and monitoring projects, and the ecological importance of the spawning SMZs.*

**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 spawning SMZs.

**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.

**Schedule:** Years 1-5, produce at least one feature news release/year; research cruises provide good opportunities for releases and events (e.g., port days, at-sea visits).

**Budget:** Years 1-5, staff time.

**Potential Partners/roles:** Council Outreach Staff, NOAA Fisheries Southeast Fisheries Science Center, Sea Grant, State Marine Resource Agencies, NOAA Fisheries’ Southeast Regional Office, and NOAA Office for Law Enforcement.

Table 3.6.3. Estimated costs of Outreach and Education Action Items. Action items are listed in ranked order.

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| --- | --- | --- |
| Outreach Action Items (AI) | Estimated Annual Cost | Total Estimated |
| Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Cost Over 5 Years |
| AI 1: Work with fishing chart manufacturers to improve paper and electronic charts | TBD | $1,000  | TBD | TBD | TBD | *$1000 but dependent on manufacturer approached* |
| AI 2: Develop SMZ boundary map files for GPS units | $1,000  | $1,500  | $500  | $250  | $250  | *$3,500*  |
| AI 3: New rack cards into mobile app, SA Fishing Regulations | $200  | $0  | $0  | $0  | $0  | *$200*  |
| AI 4: Develop video presentation | $0  | $10,000  | $0  | $0  | $0  | *$10,000*  |
| AI 5: Expand the Managed Areas web pages with new products on Spawning SMZs | $0  | $2,000  | $0  | $0  | $0  | *$2,000*  |
| AI 6: Develop list of key contacts for outreach efforts and materials | $0  | $0  | $0  | $0  | $0  | *$0*  |
| AI 7: Develop area-specific rack cards for spawning SMZs | $1,000  | $1,500  | $500  | $250  | $250  | *$3,500*  |
| AI 8: Develop SAFMC spawning SMZ brochure (website only) | $0  | $2,000  | $0  | $0  | $0  | *$2,000*  |
| AI 9: Develop and distribute news releases | $0  | $0  | $0  | $0  | $0  | *$0*  |
| **TOTAL Budget:** | **$2,200**  | **$18,000**  | **$1,000**  | **$500**  | **$500**  | ***$22,200***  |