



**NOAA
FISHERIES**

Recreational Fisheries Engagement Initiative

East Coast Fisheries Forum

May 4-7, 2014

The background of the slide features a close-up, slightly blurred view of various fishing lures and jugs. At the top, there are several coiled fishing jugs in clear, blue, and white plastic. Below them, a variety of colorful fishing lures are visible, including spinnerbaits with pink, purple, and green blades, and other multi-colored soft plastic lures. The overall scene is brightly lit, highlighting the textures and colors of the fishing gear.

AGENDA

- NOAA Fisheries Recreational Fisheries Engagement Initiative
- Angler Attitudes and Preferences Survey
- 2014 Summit Overview
- What's Next
 - National Marine Recreational Fishing Policy
 - National Action Agenda

Recreational Fisheries Economic Impact Trends for the United States (thousands of dollars and trips)



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NOAA's Commitment to Anglers

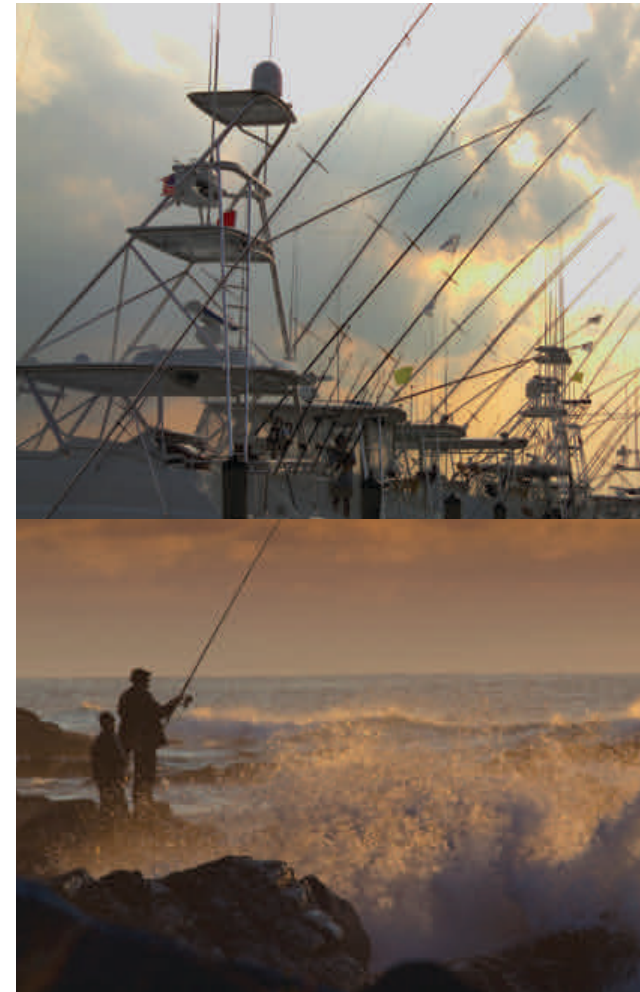
Establish a strong and trusting partnership with the recreational fishing community through action





NOAA Initial Actions

- **MAFAC Recreational Fisheries Working Group created**
- **2010 Saltwater Recreational Fisheries Summit**
- **Russ Dunn, National Policy Advisor for Recreational Fisheries appointed**
- **Regional Recreational Fisheries Coordinator network created**
- **2010 National Saltwater Recreational Fisheries Action Agenda**



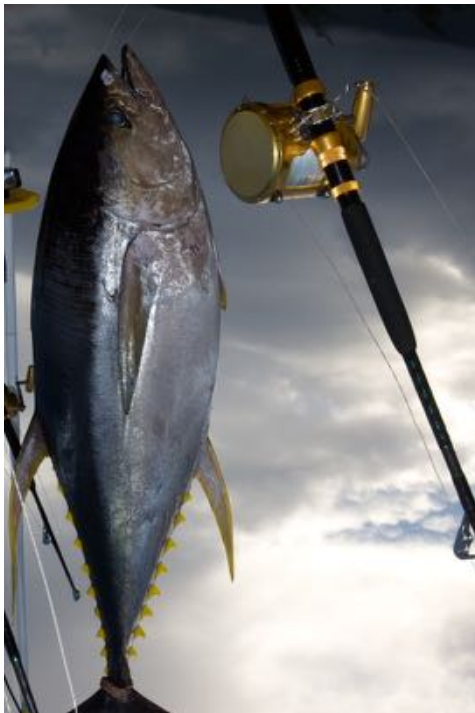


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Engagement Initiative Pillars

2010-2014

- **Fishing Opportunities**
- **Recreational Catch and Effort Data**
- **Socio-economic data**
- **Communication**
- **Institutional Orientation**



Recreational Engagement Initiative Highlights



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- **Improved Fishing Opportunities**
 - Release mortality
 - Allocation
- **Improved Recreational Catch and Effort Data**
 - Marine Recreational Information Program
- **Improved Socio-Economic Data**
 - Saltwater Recreational Fisheries Expenditure Survey
 - National Saltwater Angling Perceptions Survey
 - Stakeholder Economics Workshop



Recreational Engagement Initiative Highlights



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- **Improved Communication**

- Regional recreational fisheries websites and newsletters
- MAFAC Recreational Working Group re-appointments
- Regional Round Tables

- **Institutional Orientation**

- Visibility of Recreational Fishing
- Regional Action Agendas





Angler Attitudes and Preferences Survey



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**Attitudes and Preferences of
Saltwater Recreational Anglers:
Report from the 2013 National
Saltwater Angler Survey, Volume I**



National Angler Attitudes Survey

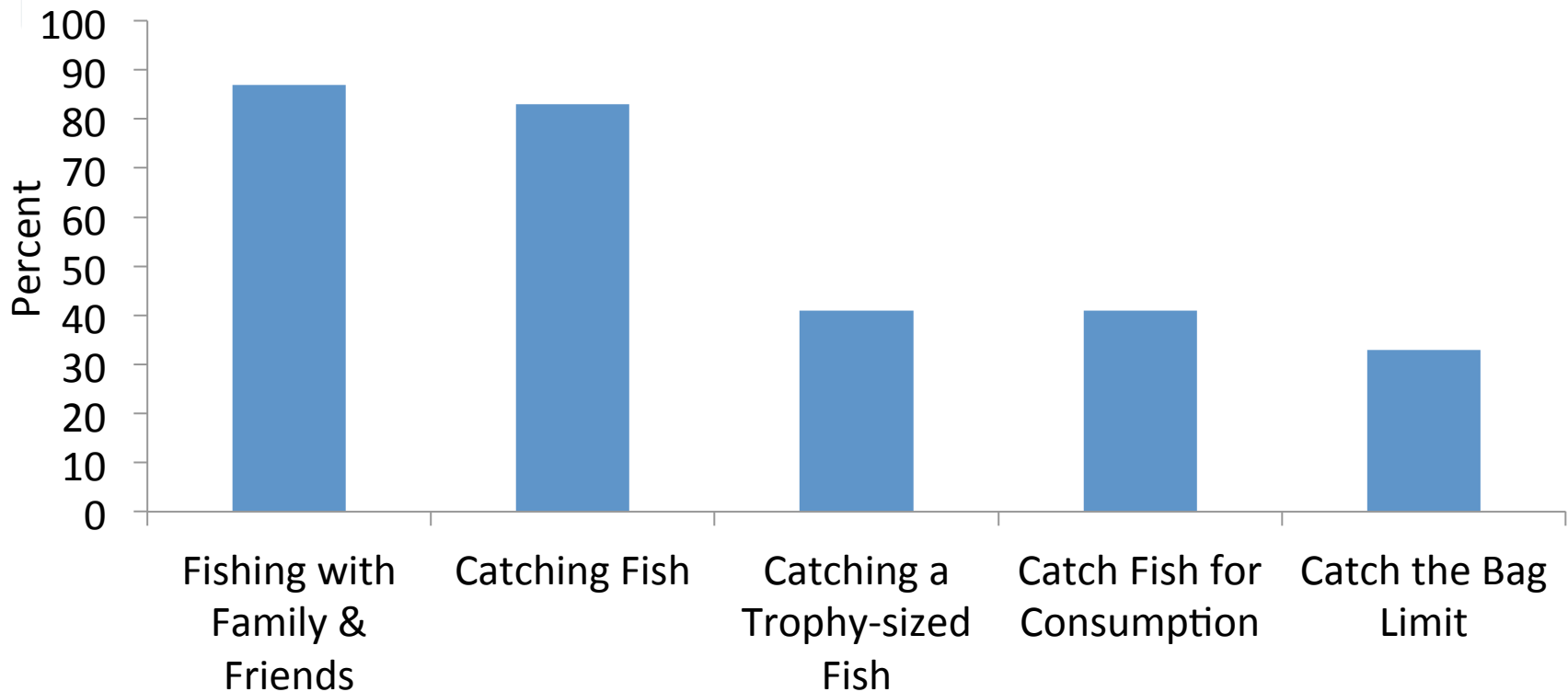
- National survey implemented Feb. – May 2013 (Pacific Islands to follow in 2014)
- Pool of anglers surveyed was drawn from 2012 licensed anglers
- 36,362 mailings, 9,226 completed surveys
- Report completed



Most Important Fishing Trip Characteristics

(Nationally)

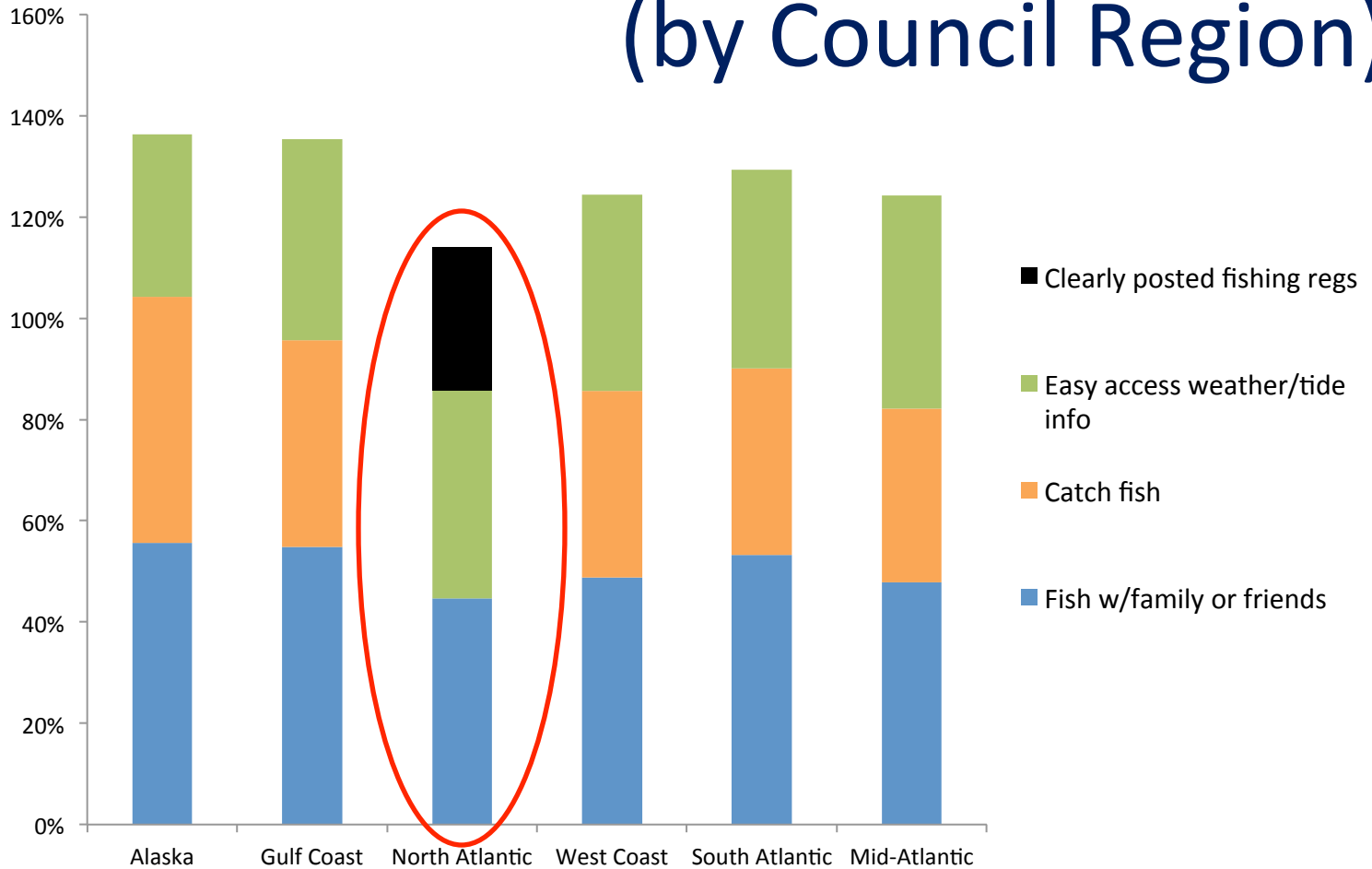
Extremely or Somewhat Important





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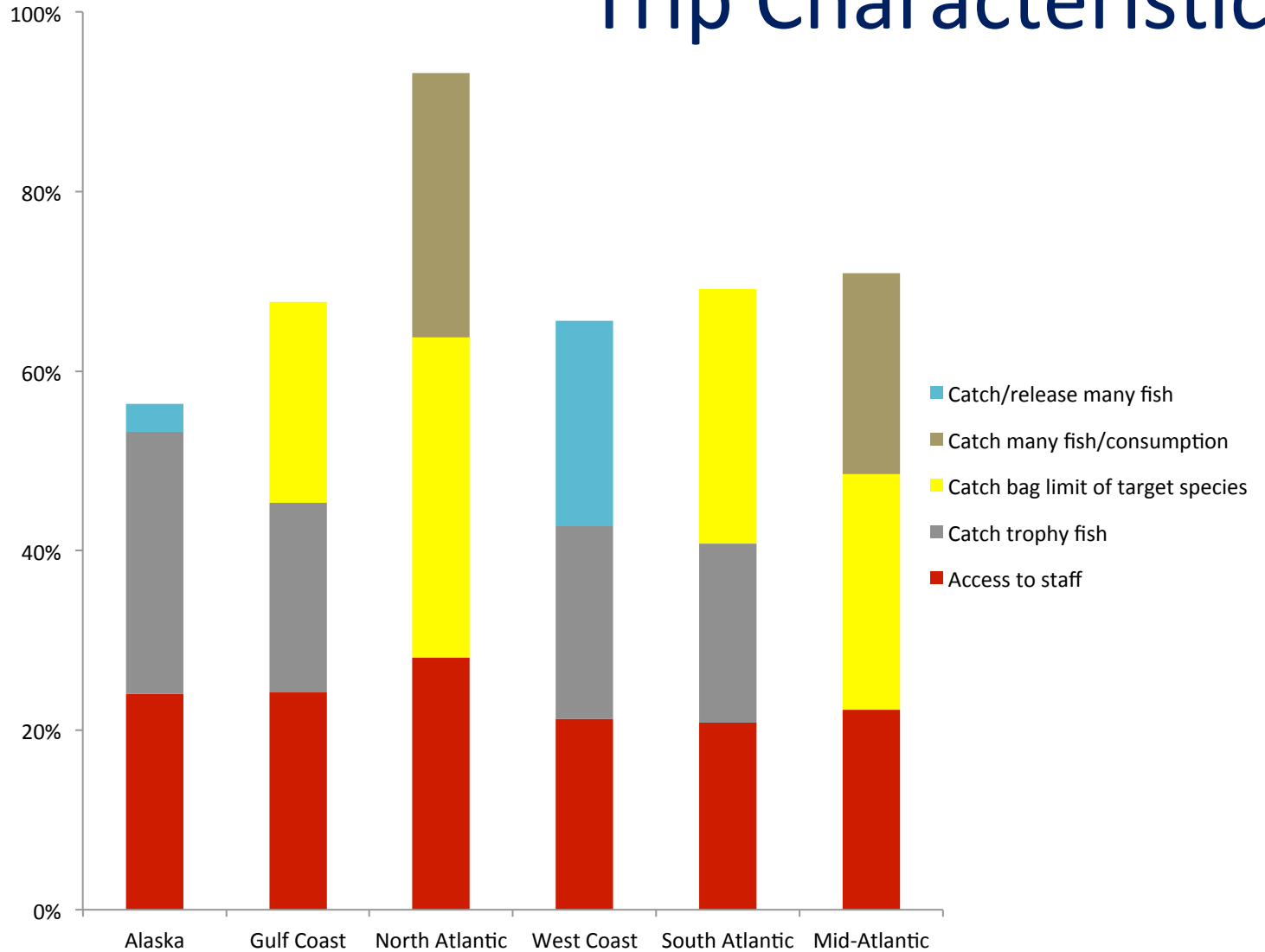
Most Important Fishing Trip Characteristics (by Council Region)





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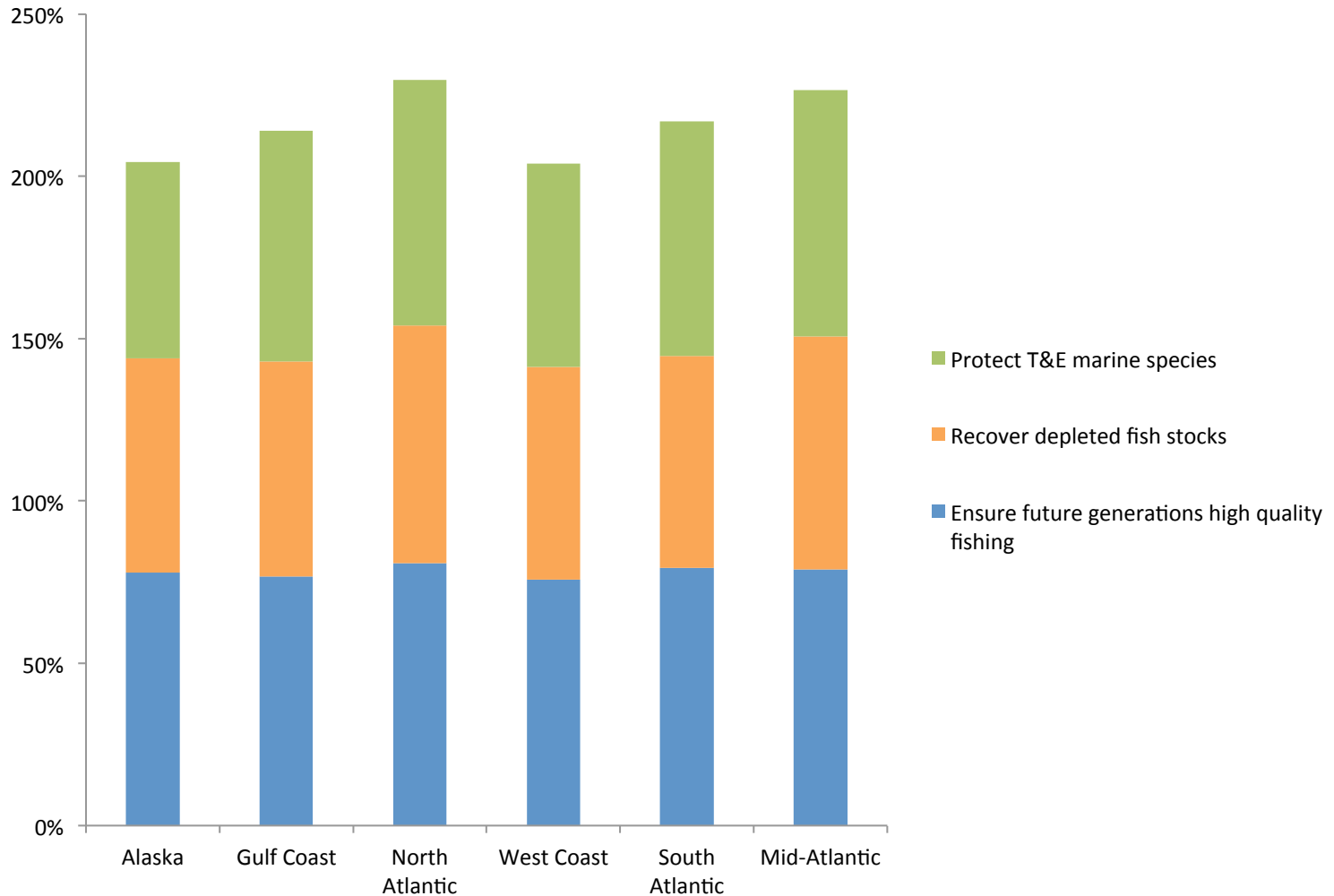
Least Important Fishing Trip Characteristics





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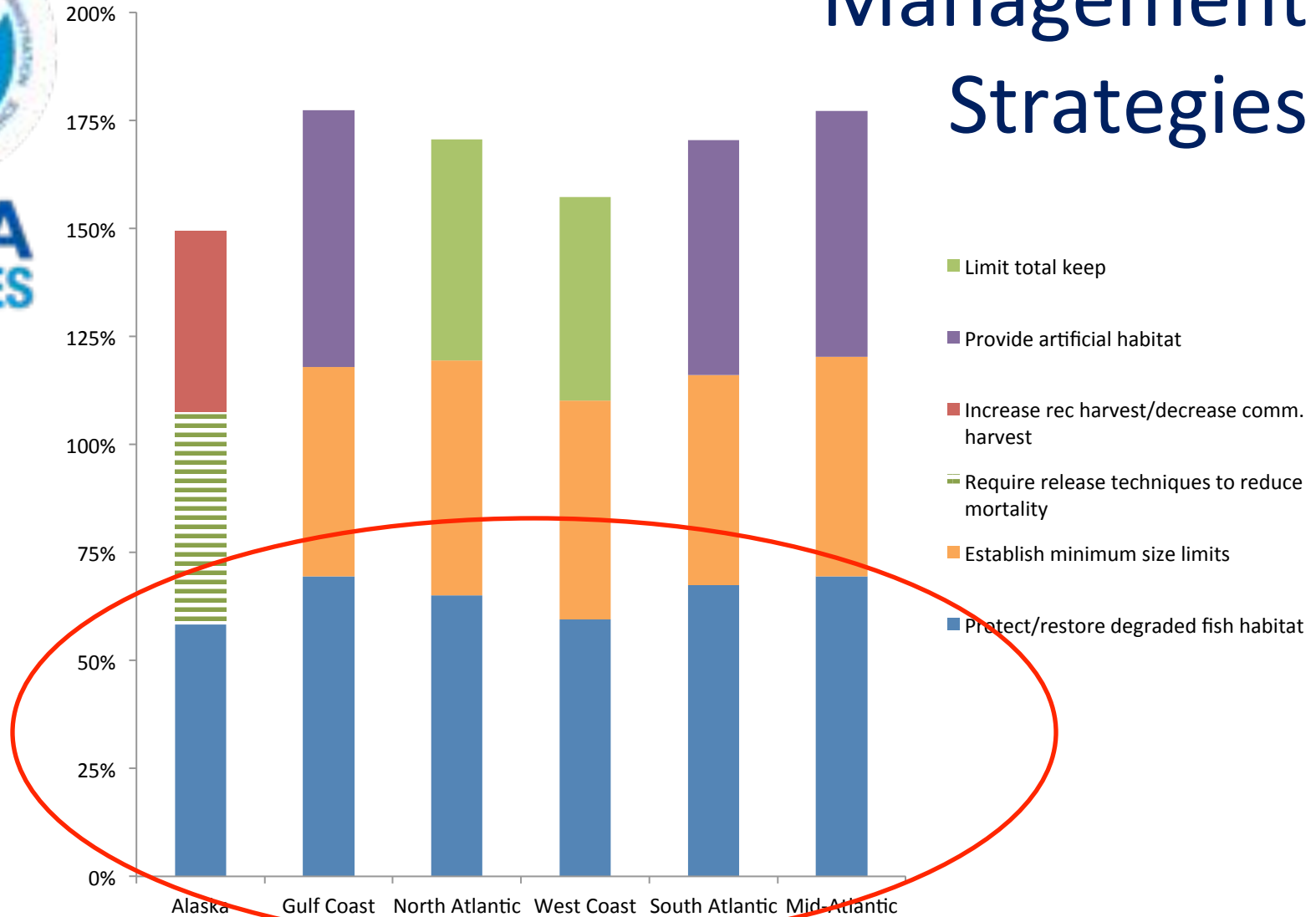
Most Important Management Objectives





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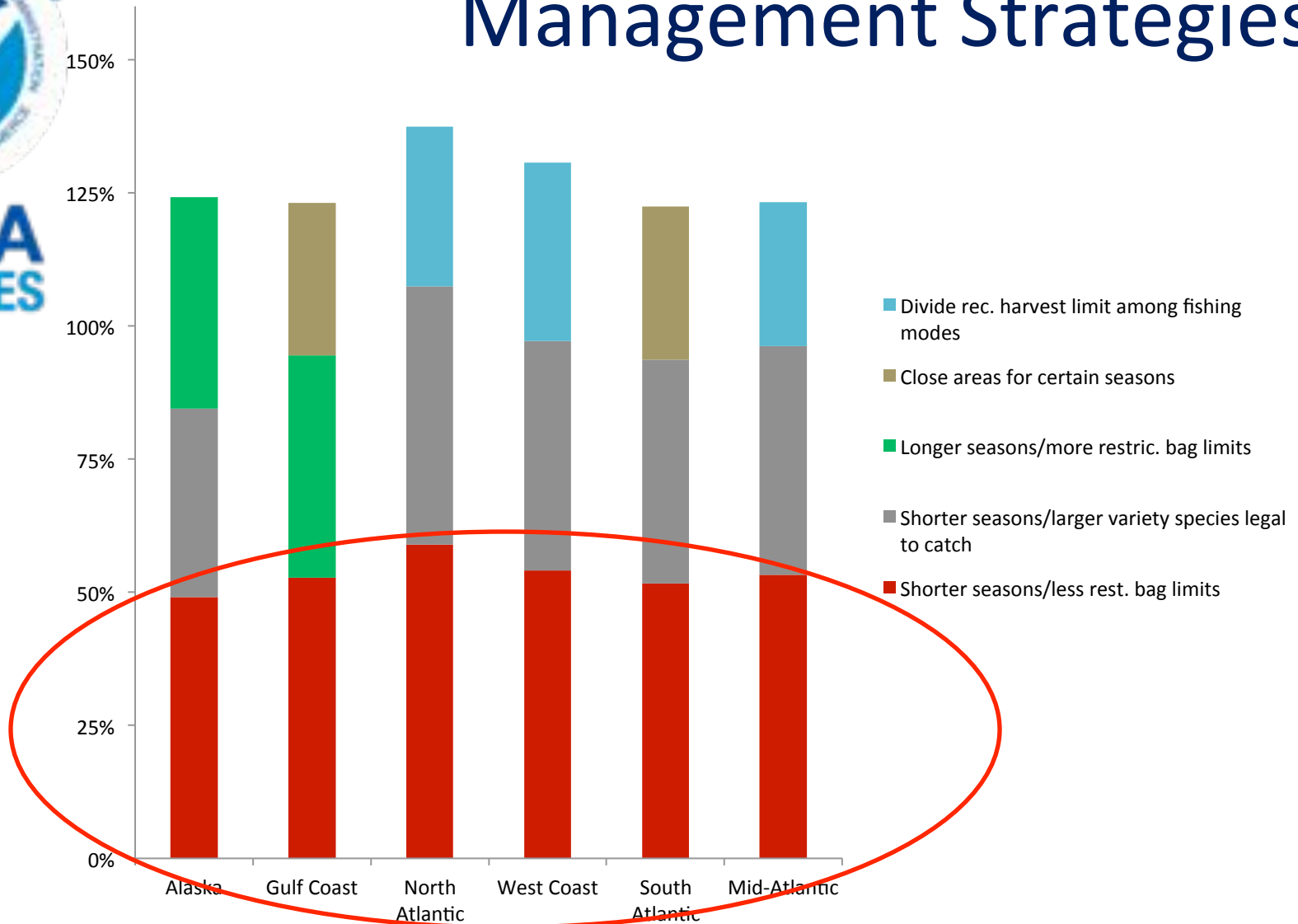
Most Preferred Management Strategies





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Least Preferred Management Strategies





**2014 National Saltwater
Recreational Fishing Summit**



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Saltwater Recreational Fishing Summit

(April 1-2, Alexandria, VA)

Goal: Identify priority saltwater recreational fishing community issues and collaborative solutions

Objectives:

- Information to develop road-map for action
- Open lines of communication

Outcomes:

- Plan of action for phase II of NOAA Fisheries' Engagement Initiative
- Tools for enhanced regional responsiveness



Participant Evaluations

CATEGORY	SCORE
Overall Rating	4.1 out of 5
Treated participants with respect	4.6
Ensured a variety of perspectives were heard	4.3
Clearly explained objectives and process	4.2
Strengthened lines of communication	4.1
Identification of challenges and solutions	4.0
Provide input for national Action Agenda	4.0
Develop framework for actions to improve management	3.8
Clearly communicated next steps	3.7



Summit Participants



88



49

Councils and
Commission
s

ALL



Building the Agenda

Managing Our
Nation's Fisheries 3

Regional Constituent
Roundtables

Recreational Fishing
Community

MAFAC White Paper

Morris Deal Commission

NOAA Fisheries staff

Pre-Summit Attendee
Survey



Summit Agenda



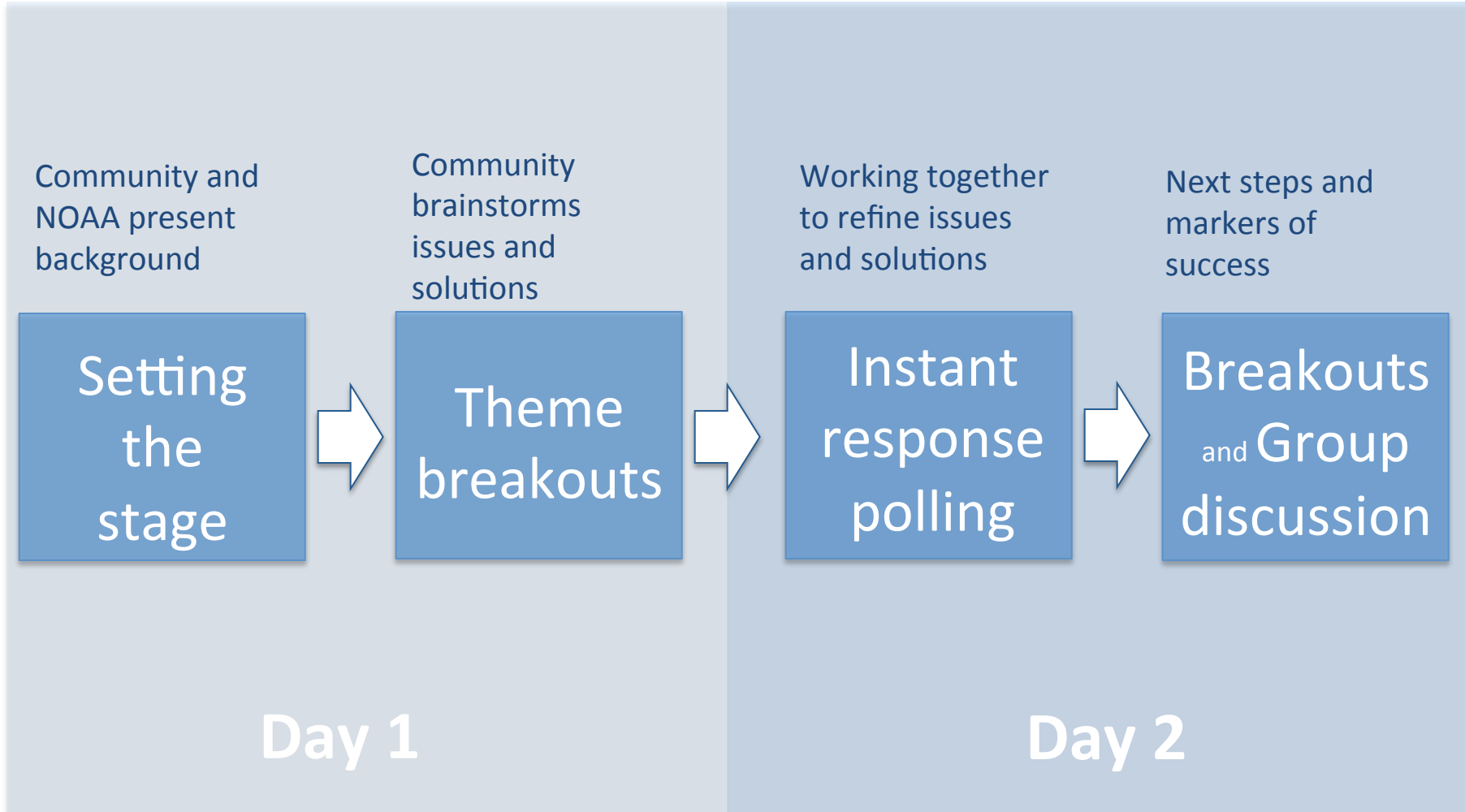
Building the Agenda



Summit Agenda

1. Angler Satisfaction: Management & Policy Considerations
2. Healthy Recreational Fisheries
3. Science & Data
4. Success Relationships
5. Regional Engagement

Summit Process





Discussion Highlights

Managing for Angling Satisfaction

What are some challenges?

- Predictability and consistency
- Need for new management approaches
- Lack of understanding among anglers
- Council make-up and orientation
- Inadequate tools and resources of data collection

What are some potential solutions?

- Create a national marine recreational fishing policy
- Recognize the social and economic importance of recreational fishing
- Enhance angler coordination and collaboration with NOAA regional offices and science centers
- Use up-to-date technology for catch accounting





Discussion Highlights

Healthy Recreational Fisheries

What are some challenges?

- Forage base
- Habitat loss
- Post-release survival
- State/Federal coordination
- Communication

What are some potential solutions?

- Transition to ecosystem-based management
- Manage to protect the forage base
- Continue FishSmart





Discussion Highlights

Science and Data

What are some challenges?

- Trust and confidence in catch information
- Integration of socio-economic information into decision-making
- Timeliness of data
- Lack of angler involvement
- Adequate stock assessments

What are some potential solutions?

- More fishery independent data
- Use social and economic data to inform allocation decisions
- Increase angler involvement in data collections
- Improve quality and timeliness of data





Discussion Highlights

Successful Relationships

What are some challenges?

- Commercial orientation of decision-makers
- Limited regional communication
- Lack of funding to support regional outreach
- Weak relationship between states and NOAA
- Decentralized and diverse constituency

What are some potential solutions?

- More regular, consistent interaction between NOAA and angling community
- Require governors to submit at least one recreational representative for council seats
- Prepare best practice guide for more effective communication
- Improve state-level advocacy for recreational fishing at councils



A group of people are fishing from a boat on the ocean. The man in the foreground is wearing a purple cap, glasses, and a dark jacket with a patch. He is smiling and holding a fishing rod. Other people are visible behind him, also fishing. The ocean is blue and the sky is overcast.

P.S. *(post summit)*

We've committed to both a
**national marine recreational
fishing policy**
and an updated
national action agenda
by early 2015 .

A collection of fishing lures and jugs is displayed on a white surface. The top portion of the image shows several clear plastic jugs with black handles, some of which are coiled. Below them are numerous colorful fishing lures, each featuring a metal hook and a skirt made of long, thin, translucent plastic strips in various colors like pink, yellow, blue, and purple. The lures are arranged in a row, with some overlapping. The text "National Marine Recreational Fisheries Policy" is overlaid in the center of the image in a dark blue, sans-serif font.

National Marine Recreational Fisheries Policy

Policy Development Process





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Stakeholder Input (Virtual)

- Website for public comment
- Host national town hall webinar
- MAFAC Subcommittee and RFWG call
- Host State Directors & Interstate Commissions webinar





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Stakeholder Input (In Person)

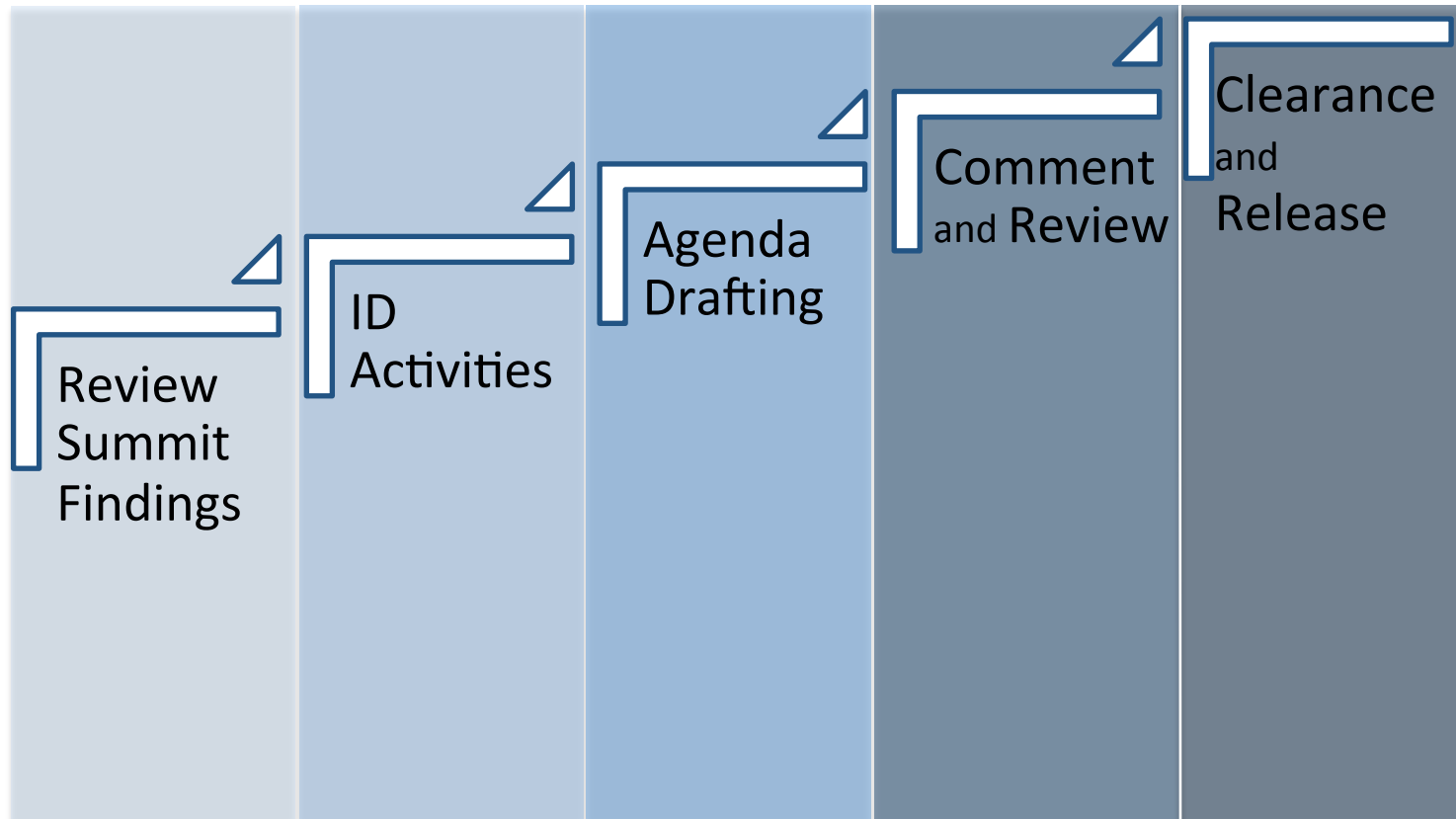
Listening sessions:

- 6/9 SAFMC - Ponte Vedra Beach, FL
- 6/11 MAFMC - Freehold, NJ
- 6/17 NEFMC - Portland, ME
- 6/23 PFMC - Garden Grove, CA
- 6/25 WESPFMC - Honolulu, HI
- 8/11 CFMC (*tentative*)
- 8/25-8/29 GFMC - Biloxi, MS (*specific date tbd*)
- Alaska (TBD)
- Washington, DC (TBD)
- Atlantic Highly Migratory Species Advisory Panel (TBD)



National Recreational Fisheries Action Agenda

Action Agenda Update Process



Review and Next Steps

Following up on commitments made at the Summit

- **National Policy development** (Early 2015)
 - *Join us for public listening sessions at Council meetings*
- **Finalize and distribute Summit report** (June 2014)
- **Formulation of National Action Agenda** (July – December 2014)

The background of the slide is a close-up photograph of various fishing lures and jugs. At the top, there are several clear plastic jugs with black handles, some of which are tied with white and blue fishing line. Below the jugs, there are numerous colorful fishing lures, including spinnerbaits with pink, yellow, and green blades, and other multi-colored lures. The overall scene is brightly lit, highlighting the textures and colors of the fishing gear.

Useful Websites:

NOAA Fisheries Regional Recreational Contacts:

http://www.nmfs.noaa.gov/sfa/PartnershipsCommunications/recfish/recfish_contacts.htm

Recreational Fisheries Updates and Reports:

<http://www.nmfs.noaa.gov/sfa/PartnershipsCommunications/recfish/index.htm>

2014 Recreational Fisheries Summit

http://www.nmfs.noaa.gov/sfa/management/recreational/2014_summit/index.html