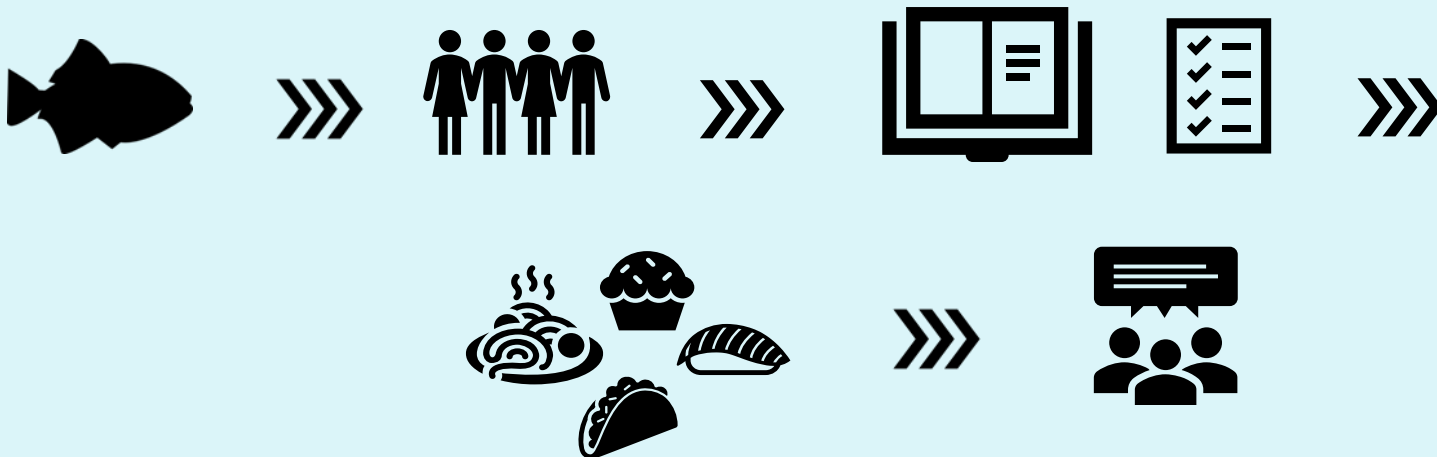


Outreach and Education Technical Committee:

Fishery Ecosystem Outreach

Acronyms

EBFM	Ecosystem Based Fishery Management
ETC	Ecosystem Technical Committee
FEP	Fishery Ecosystem Plan
FEI	Fishery Ecosystem Issue
O&E	Outreach and Education Technical Committee



Gulf FEP (Document)

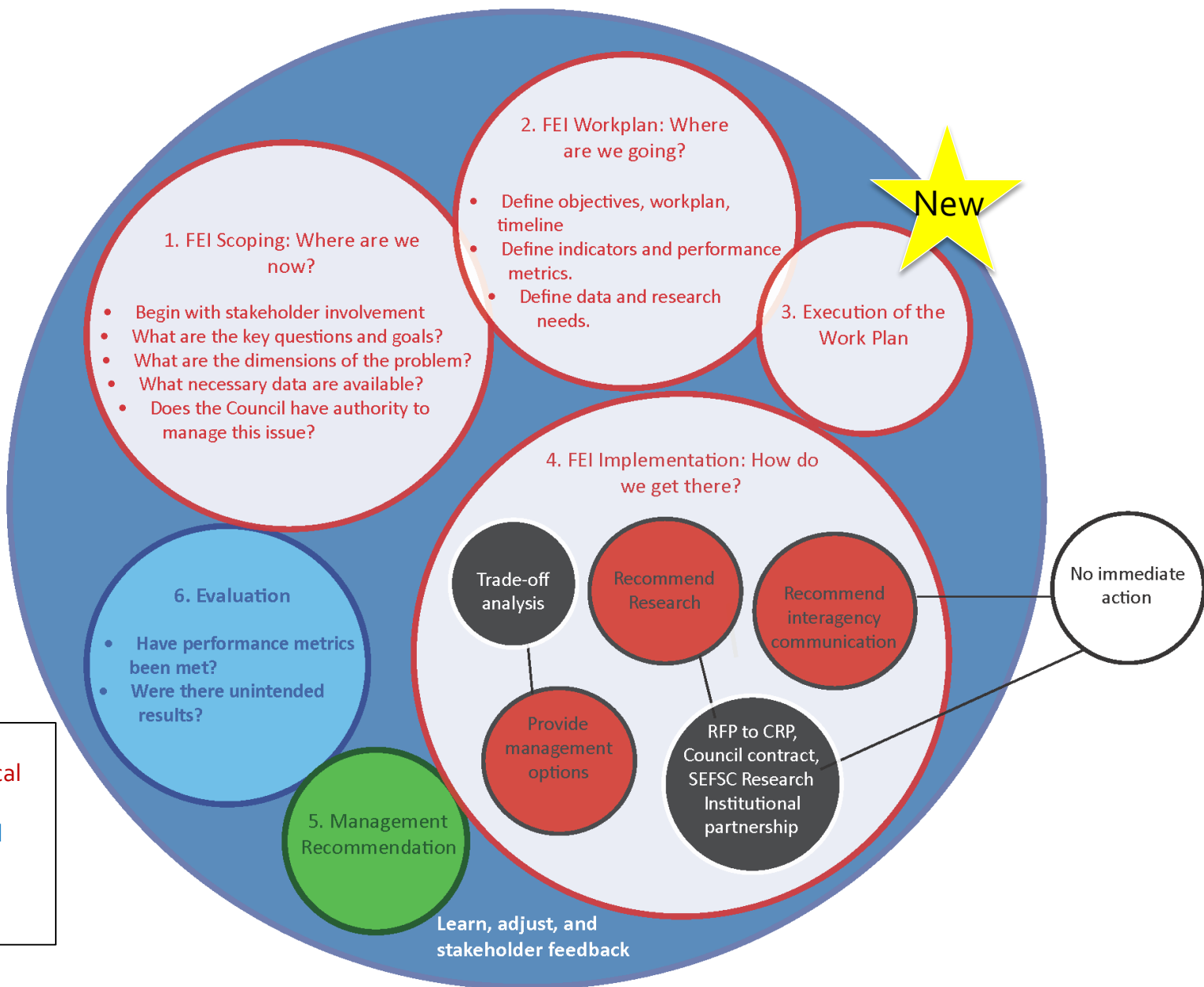
	Content
Ch 1	<ul style="list-style-type: none">• Introduction to national guidance to implement EBFM into Council process• Gulf Council's EBFM Efforts• Overarching Goal and Objectives
Ch 2	<ul style="list-style-type: none">• Intro to FEP• Intro to FEIs• Protocol for prioritizing FEIs• Protocol for addressing extra jurisdictional issues
Ch 3	<ul style="list-style-type: none">• Communications Plan
Ch 4	<ul style="list-style-type: none">• Intro to FEI Loop• Specifications of what information would come out of each step within the loop
Appendix	<ul style="list-style-type: none">• List of FEIs on the docket. The list would be revised at an interval determined by the Council (e.g., annually, biannually)
Separate Modules	<ul style="list-style-type: none">• Each FEI would be its own document outlining the issue and outcomes from each step of the FEI Loop. This would live within the Council's <i>Ecosystem</i> webpage

Gulf FEP (Process)

- ETC recommends including opportunities to review and reassess the FEI list and loop to ensure the success of the FEP
 - Annual revisions to the FEI list may entail a large workload; a 3-5 year assessment period may be more appropriate.
- Persistent feedback from/communications with the public is ideal.
 - Importance of the Communications Plan



Draft Fisheries Ecosystem Issue Loop



Key Actor Roles

- IPT and O&E Technical Committee
- Ecosystem Technical Committee
- Gulf Council
- SEFSC/Researchers

O&E Involvement Background

December 2022: O&E received and overview of Council's work on it's FEP.

Motion: To charge the O&E with developing the Fishery Ecosystem Plan stakeholder engagement plan in collaboration with the ETC.

January 2023: Council Motion: That the Ecosystem Technical Committee charge be revised to have the Outreach and Education Technical Committee develop the plan to engage stakeholders in the process of creating the Fishery Ecosystem Plan.



O&E Involvement Background

April 2023: ETC discussed O&E role and outreach of FEP

- Stakeholders should include a broad range of constituents, not just fishermen.
- The public should play a role in FEI identification and ranking.
- Stakeholder Identification
 - The O&E should curate a list of priority stakeholder groups to engage across all potential FEI's.
 - Identify when there is a diversity of opinions within a stakeholder group and ensure that multiple opinions are represented across each sector/stakeholder type.
 - Once an FEI loop is initiated, the O&E should be instrumental in identifying which stakeholders are appropriate for each FEI taskforce.
- For each FEI:
 - Stakeholders would play an integral role in:
 - Identifying how to address objectives of each FEI
 - Evaluating whether the Council was successful in addressing each FEI
 - There is also a need for communicating progress as the Council works through each FEI.

O&E Involvement Background

MOTION: Task the Outreach and Education Technical Committee with the following:

1. Determine when and how to engage the public in identifying/prioritizing FEIs.
2. Once a 'case study' FEI is selected, develop an engagement plan while the case study FEI process is being developed.
3. After the case study FEI is completed, evaluate the effectiveness of communications methods and inclusion of stakeholder feedback. Suggest improvements for future FEIs.



O&E Involvement Background

September 2023: Staff presented the following preliminary plan for operationalizing the communications portion of FEI loop:

Before

- Determine when and how to engage the public in identifying/prioritizing FEIs.

During

- Once a 'case study' FEI is selected, develop a public engagement plan while the case study FEI loop process is being developed.

After

- After the case study FEI loop is developed and completed, evaluate the effectiveness of communications methods and inclusion of stakeholder feedback. Suggest improvements for future FEIs.

O&E Involvement Background

September 2023: ETC provided feedback on preliminary plan:

- Quantitative social science methods could be used to measure stakeholder impacts and communications effectiveness
- Crucial to temper expectations on FEI outcomes, especially in cases where the Council lacks jurisdiction
- FEP/FEI process must be communicated to the public so stakeholders understand what outcomes are feasible
- Creating a communications feedback loop is ideal



O&E Roles/Responsibilities

Before

Identifying FEIs

- Ask for suggestions for novel FEIs

Helping to prioritize FEIs

- Measure how many stakeholders are impacted by potential FEIs and the geographic region impacted*
- Measure the degree to which stakeholders are impacted by potential FEIs*

During

Each FEI will require an individualized approach to stakeholder engagement dependent upon:

- The issue itself
- Scope of impacted stakeholders (sector, fleet, geographic area, magnitude of impact, etc.)
- How the Council will be able to address the issue

After

Evaluate :

- Effectiveness of communications methods*
- Effectiveness of inclusion of stakeholder feedback
- Suggest improvements for future FEIs.

Communicate results:

- Enhance broad awareness of the Council's work and usefulness of the effort
- With the aim of continuous engagement in the FEP and Council processes

*May require a collaborative approach with social science component

So..... What now?



Before an FEI is Identified

- How/how much do we communicate the FEP/FEI in general?
- How/how often do we ask stakeholders for suggestions for novel FEIs?

To inform FEI prioritization/ranking of FEIs:

How do we estimate stakeholder impact for potential FEI (i.e. numbers impacted and magnitude of impact)?



Once an FEI loop is Initiated: Red Tide

How do we develop and curate a list of priority stakeholder groups and extra jurisdictional agencies to engage in Red Tide FEI?

- Identify when there is a diversity of opinions within a stakeholder group and ensure that multiple opinions are represented across each sector/stakeholder type.

How do we measure stakeholder impact?

Potential Social Science / O&E Collaboration

- How do we measure how many stakeholders are impacted by an identified FEI?
- How do we measure the degree to which stakeholders are impacted by identified FEIs?

During the FEI Loop

- What strategies do we use and how often do we communicate while we're working on the Red Tide FEI?

Red Tide cannot directly be addressed by Council regulatory action

- What communications strategies can be used to encourage useful outcomes?
- Inside fisheries science/management?
- Externally?

Red Tide: Stakeholder Engagement After the FEI loop is identified

Evaluate :

- How do we evaluate the effectiveness of communications methods*?
- How do we evaluate the effectiveness of inclusion of stakeholder feedback into the FEI loop?
- How can stakeholders identify and suggest improvements for future FEIs?

*May require a collaborative approach with social science component

Communicate results:

- How do we enhance broad awareness of the Council's work and usefulness of the effort with the aim of continuous engagement in the FEP and Council processes?