



Tab O, No. 4

Outreach and Education Technical Committee

Communication Plan to Promote Return of Shrimp Vessel Position Data



Background

Shrimp ELBs stopped transmitting shrimp vessel position data at the end of 2020 when the 3G cellular network expired
(Industry effort is derived from vessel position data)

Shrimpers must manually send data to NMFS by mailing SD cards twice a year until a new program is implemented



A Summary of Previous Efforts to Promote SD Card Return

NOAA Fisheries has:

- Sent letters and new SD cards in three separate mailings
- Sent a compliance letter
- Asked Shrimp AP and Outreach and Educational Technical Committee to promote SD card return

Despite these efforts, SD card return rates are low.

O&E Recommendations: NOAA Mailings

- Since there is no mechanism to account for inactive boats, mailings should include postcards that allow operators to complete no-fishing reports.
- Quarterly postcards should be sent to operators to address equipment issues including non-functioning units and/or corrupted SD cards.
- Targeted letters should be sent to individual operators who have repeatedly been non-compliant.



O&E Recommendations: Face to Face Outreach

- Shrimp gear experts at NOAA's Pascagoula, Mississippi Lab should promote SD card return during scheduled workshops.
- Commercial port agents should promote SD card return when they encounter shrimp vessels.
- Observers should also promote SD card return, if possible.
- Sea Grant agents should promote SD card return, if possible.

O&E Recommendations: Outreach Materials

Print and Multi-Media materials should be developed that:

- Explain why compliance is important (including examples of how vessel position data has been used to preserve access to historical fishing grounds).
- Note the timeline for SD card mailing until implementation of a new vessel position data collection system.



O&E Recommendations:

Distribution of Outreach Materials

Print materials

- Sea Grant agents who work with shrimpers
- NOAA port agents
- Pascagoula Lab gear experts
- JEA patrols for compliance assistance
- State agency outreach staff
- Regional and local shrimp associations

Online materials

- Gulf Council website
- Gulf States Marine Fisheries Commission website
- NOAA Fisheries website
- Gulf state websites and social media
- Louisiana Fisheries
- Shrimpers of the South (Facebook)
- Shrimp Boat Enthusiasts (Facebook)
- Regional and local shrimp associations

O&E Recommendations: Timeline

Suggested outreach should be developed prior to the next mailing of SD cards in January 2023, so they can be rolled out alongside that effort.

