



# **Gulf of Maine Council on the Marine Environment**

## **Working Group Briefing Packet**

*Version 1*

Bar Harbor Regency, Bar Harbor ME ♦ June 13-14, 2011

## TABLE OF CONTENTS

Working Group Agenda .....	1
Consent Agenda	
Coordination of CA and US Delegates Update .....	5
ESIP Factsheet.....	7
ESIP Work Plan.....	8
Council Fund Development .....	13
MSP Working Group Update.....	15
Habitat Restoration Subcommittee Update .....	17
2012-2017 Action Plan Communication Strategy .....	21
Evaluation of Survey Materials and Accomplishments .....	27
Gulf of Maine Action Plan: 2012-2017 .....	37
Budget Review (separate documents)	
Northeast Great Waters Update.....	41
Enhancing Regional Collaboration.....	43
Steps to Finalizing the Action Plan .....	45
Recommendations for Agency and Partner Consultation .....	47
Informational Items	
Initiative Purposes Progress Report .....	49
NROC MOU.....	53

**Monday, June 13, 2011 – Bar Harbor Regency, Bar Harbor Maine**

7:30 AM	<b>Committee Meetings</b>
9:00 AM	<b>Welcome, introductions, and overview and objectives for the meeting</b> <i>Theresa Torrent-Ellis, ME Coastal Program/State Planning Office and Working Group Chair</i>
9:05 AM pp. 5-20	<b>Accept consent agenda</b> <ul style="list-style-type: none"> <li>▪ Committee and Subcommittee reports</li> <li>▪ Working Together: Canadian and US nonprofit combined governance</li> <li>▪ FY 12 Scopes of Work for Contractors</li> <li>▪ Update on user information gathering pilot with Salt Marshes in the Gulf of Maine GOMC publication</li> </ul>
9:15 AM pp. 21-26	<b>GOMC Communication Strategy</b> <i>Peter Alexander, Talking Conservation; Theresa Torrent-Ellis</i> <b>Background:</b> The Outreach Committee was tasked with developing a Communications “Plan or Strategy” for use in Council activities. <b>Outcome/Desired Action:</b> Communications strategy is approved and recommended for presentation to Council.
10:00 AM	<b><a href="http://www.GulfofMaine.org">www.GulfofMaine.org</a> – what you need and where you can find it</b> <i>Jennifer Hackett, Department of Fisheries and Oceans and Information Management Committee Canadian Co-chair</i> <b>Background:</b> The Council’s website is a fundamental tool for internal and external communication. The Working Group requested recommendations to update and enhance its functionality. <b>Outcome/Desired Action:</b> Working Group members are conversant in how to most effectively use <a href="http://www.GulfofMaine.org">www.GulfofMaine.org</a> and the Council’s Information Management Committee has recommendations for website refinements.
10:30 AM pp. 27-36	<b>GOMC 2007-2012 Accomplishments Summary</b> <i>Matt Nixon and Theresa Torrent-Ellis, Maine Coastal Program</i> <b>Background:</b> The Working Group, as one element of its evaluation strategy, has surveyed all committees and the Working Group on outputs and outcomes from 2007 to 2010. This information was presented to the Council at the December 2010 meeting. It can now be used to communicate with external audiences when the new Action Plan is launched. <b>Outcome/Desired Action:</b> The Working Group approves these materials and the Outreach Committee uses it in the communications roll-out of the Action Plan.
10:45 AM	<b>Break</b>

11:00 AM	<p><b>Action Plan Alignment with Agency Priorities</b> <i>Theresa Torrent-Ellis; David Keeley, The Keeley Group</i></p> <p><b>Background:</b> At the October 2010 Working Group meeting, Environment Canada presented their internal assessment of how the emerging Action plan priorities aligned with agency's mandates/ requirements. There was consensus that this Excel spreadsheet should be adapted and provided to all Council agencies for them to conduct a similar assessment. Canadian federal and provincial agencies have now updated this information. The US federal and state agencies need to provide comparable information.</p> <p><b>Outcome/Desired Action:</b> The Working Group assures that the draft Action Plan aligns well with agency priorities.</p>
12:00 PM	<p><b>Lunch on your own in Bar Harbor or at the Regency</b> <i>Suggestions for restaurants within walking distance will be provided.</i></p>
1:30 PM pp. 37-40	<p><b>Council Action Plan – Review of tasks that implement proposed Activities</b> <i>Theresa Torrent-Ellis; David Keeley</i></p> <p><b>Background:</b> At the March Working Group meeting the new Action Plan outcomes and activities were finalized. Since this meeting committees were solicited and materials previously provided by the committees were reviewed to identify the “tasks, responsible parties and evaluation methods”.</p> <p><b>Outcome/Desired Action:</b> Working Group develops recommendations to Council.</p>
3:00 PM	<p><b>Break</b></p>
3:15 PM Separate documents	<p><b>FY 2012 Budget Review</b> <i>Cindy Krum, Executive Director, US Gulf of Maine Association</i></p> <p><b>Background:</b> The Management and Finance Committee has prepared recommendations for Working Group and Council for the FY12 (July 1, 2011 – June 30, 2012) GOMC budget.</p> <p><b>Outcome/Desired Actions:</b> Recommend Council approval of budget.</p>
3:45 PM pp. 41	<p><b>The US Gulf of Maine Habitat Conservation and Restoration Plan</b> <i>Ted Diers, NH DES; Jackie Olsen, Environment Canada (support from Peter Alexander)</i></p> <p><b>Background:</b> The US Gulf of Maine Habitat Restoration and Conservation Plan and the Nova Scotia and New Brunswick Needs Assessment: Documenting Habitat restoration and Land Conservation Programs and Needs are completed.</p> <p>There is agreement that while the US Plan was created by an external ad-hoc group (and hence not a publication of the Council) there are possible implementation roles for the Council. (A briefing memorandum, <i>Options for the GOMC to advance the US Gulf of Maine Habitat and Restoration Plan</i>, was included in the March WG packet.) The Canadian Association has also discussed next steps with the Nova Scotia and New Brunswick Needs Assessment.</p> <p><b>Outcome/Desired Action:</b> The Working Group will discuss these two reports and consider developing recommendations to the Council on next steps.</p>

4:00 PM pp. 43-44	<p><b>Exploring ways to enhance regional collaboration</b> <i>Theresa Torrent-Ellis; David Keeley</i></p> <p><b>Background:</b> The Gulf of Maine/Southern New England region, extending from the Bay of Fundy to Long Island Sound, has a growing institutional infrastructure to address regional and sub-regional ocean and coastal issues. Participants feel pride and ownership in these organizations, value existing relationships and have a track record of accomplishments. However, human and financial resources to support these efforts and the parent institutions (e.g., government agencies) are declining. There may be insufficient resources (people, expertise, time and money) for them all to prosper. While some interim efficiency measures have been taken, such as joint MOU's between organizations, it may be timely to explore ways to increase collaboration, productivity and to be even more efficient.</p> <p><b>Outcome/Desired Results:</b> The Working Group will develop recommendations to the Council about whether the organization should enter into preliminary discussions with other organizations and to report-back with options in the fall.</p>
4:45 PM	Time for items removed from Consent Agenda or unfinished business
5:00 PM	Recess for the day
6:30 PM	Meet in the Bar Harbor Regency lobby for a group supper

**Tuesday, June 14, 2011 – Bar Harbor Regency, Bar Harbor Maine**

7:00 AM	Action Plan Team Meeting / Committee Meetings
8:00 AM pp. 45-48	<p><b>Gulf of Maine Council Action Plan 2012-2017 (continued)</b> <i>Theresa Torrent-Ellis</i></p> <p><b>Background:</b> Discussions continued from previous day.</p> <p><b>Outcome/Desired Action:</b> Working Group develops recommendations to Council on:</p> <ul style="list-style-type: none"> <li>▪ Contents of Action Plan Watch-list</li> <li>▪ Agency and partner consultation recommendations on draft plan</li> <li>▪ June 2011 to March 2012 Action Plan schedule</li> <li>▪ Discuss initial presentation/design ideas and production schedule</li> </ul>
11:00 AM	Meeting adjourns for Whale Watch – Oli's Trolley Pick Up at the Regency
3:30 PM	Trolley will return to the Regency
6:30 PM	Group Dinner Reservation at Rupununis Downtown Bar Harbor



Gulf of Maine  
Council on the  
Marine Environment

Working Group Meeting  
June 13-14, 2011  
Bar Harbor Regency, Bar Harbor  
Agenda DRAFT – Version 8

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## **Associations of CA and US Delegates to the Gulf of Maine Council on the Marine Environment: Working together to provide Canadian and US nonprofit combined governance**

### **Background**

In response to growing recognition from Councilors and Working group members about the need for: 1) greater Council direction in financial and organizational matters; and 2) more time at the Council table for policy-related discussions and dialogue, an ad-hoc group of CA and US Councilors, WG members, and contractor support have developed recommendations for improved collaboration between the Association of US Delegates to the Gulf of Maine Council on the Marine Environment and the Association of Canadian Delegates to the Gulf of Maine Council on the Marine Environment (CA and US Associations).

This effort was reported on in the Consent Agenda for the December, 2010 Council meeting and the past three Working Group meetings. The purpose of this effort was to recommend an arrangement that would enable the US and CA Association to collaborate on carrying out Gulf of Maine Council on the Marine Environment (GOMC) directives. The plan has been to propose a method that allows for the non profit/charitable organizations to streamline business operations and unify efforts to compete more effectively in the current funding environment. In addition, the intention has been to set up a stronger joint US-CA Association that could help the GOMC become more strategic about carrying out the new action plan.

### **Recommendation**

Form a bi-national membership to the US Association Board of Directors (New Board). This New Board would not supplant the Canadian board which would remain in operation and continue to collect and transfer funds to the US Association. However, this New Board would be the primary board supporting the Council. This Board would focus on financial management, review of audits, supporting development work and overseeing general contracting procedures. The Board would report to the GOMC on a regular basis. The New Board would:

- Remain a 501(c) 3 nonprofit organization in the United States.
- Have approximately 14 members appointed by the GOMC. Membership would be 3/5 US and 2/5 Canadian (due to number of jurisdictions).
- Be made up Council members or their designee from provincial and state agencies, non-government organizations and the private sector. Federal representatives would be invited to sit in on board meetings, but would not be voting members.
- Have a CA and US Representative from the New Board participate in the Management and Finance Committee.

### **Actions/Considerations**

- Items needing legal assistance include changing US Association bylaws to allow for CA membership, reviewing the governance structure, nominating procedures and the relationship between the two Associations.

- Either a “doing business as” or actual name change could be made such as The Association of Delegates to the Gulf of Maine Council on the Marine Environment or the Gulf of Maine Association.
- Determining expanded roles for board members.
- Reviewing the role of the Executive Director.

**Proposed next steps (Funding or in-kind time-dependent)**

- Hold a conference call in July/August with the ad-hoc group of Canadian and US Association representatives that have formed this recommendation to determine next steps.
- Make changes to the US Association bylaws to include the Canadian representation and name change.
- Prepare a recommendation to Council in December, 2011 for establishing Board membership.
- Began holding conference calls with the New Board in January/February, 2012.
- Determine frequency of meeting, board member and Executive Director roles.

***Action or outcomes requested***

Approval of the recommendation.

*Submitted by the ad-hoc group - Don Hudson, US Association Board President, Jackie Olsen, Environment Canada, Rob Capozzi, New Brunswick Environment, Justin Huston, Nova Scotia Fisheries and Aquaculture, Ted Diers, New Hampshire Department of Environmental Service, Theresa Torrent-Ellis, Maine State Planning Office with contractor support from Cynthia Krum, US Association Executive Director.*



## ESIP and the Delivery of Ecosystem Indicators

### Indicator Fact Sheets

ESIP was elated to release both its **Aquaculture** fact sheet and **Climate Change** fact sheet during the first two months of 2011. Both fact sheets have been announced at major meetings and workshops since their release.

In addition, the ESIP communication folder, which includes the general ESIP fact sheet and the two specific indicator



fact sheets, has been distributed to nearly 200 people at the recent Ecosystem Health Workshop (Boston, MA), ESIP-NERACOOS Webtools Workshop (Rye, NH), Fishermen and Scientists Research Society Meeting (Truro, NS), and NEIWPCC Nonpoint Source Pollution Meeting (Saratoga Springs, NY).

**Up Next:** the **Aquatic Habitats** fact sheet will be released

in Summer 2011 and ESIP's annual Steering Committee meeting.

### Demonstration DVD

ESIP has worked with Waterview Consulting, as part of a DFO funded project, to produce a new-improved version of the "User's Guide" for both the ESIP Indicator Reporting Tool ([www2.gulfofmaine.org/esip/reporting](http://www2.gulfofmaine.org/esip/reporting)) and ESIP Monitoring Map ([www2.gulfofmaine.org/esip/map](http://www2.gulfofmaine.org/esip/map)). This new guide takes a more visual approach and walks users through a series of slides that mimic the tool's steps for obtaining information to specific questions. No more reading a plain-vanilla user's guide!

### ESIP-NERACOOS Webtools Workshop

ESIP hosted a well-attended webtools workshop with the Northeastern Regional Association of Coastal Ocean Observing Systems (NERACOOS) in Rye, NH. Individuals from the University of Maine, Wells National Estuarine Research Reserve, New Hampshire Department of Environmental Services, USGS, NOAA and many others attended. Evaluations were submitted by nearly every participant with great reviews and suggestions received. Summary notes and the participant list from the workshop are available on ESIP's on-line collaboration webpage: <http://www2.gulfofmaine.org/ESIPPlanning/neracoos-esip-webtools-workshop>.

**Up Next:** a second webtools workshop will be held in Canada (location TBD) during Fall 2011

## ESIP Work Plan – Narratives for Priority Tasks

### Introduction

This document provides greater detail for three priority tasks contained in the February 2011 ESIP 18-month Work Plan. These narratives will be used to develop a common understanding about what we seek to accomplish and will contribute to subsequent funding proposals.

### ESIP's objectives

ESIP acknowledges that human and financial resources are finite and as such needs to be targeted in the projects that it pursues. In doing so it will focus on the following objectives:

1. Strengthen decision-making and management regarding the Gulf of Maine ecosystem by providing ESIP products (e.g., factsheets, presentations, etc.) and web services (e.g., monitoring map, ESIP Reporting Tool, etc.) to its primary audience; and
2. Inform ESIP's secondary and tertiary audience about Gulf of Maine ecosystem health issues.

Primary ESIP Audience	Secondary ESIP Audience	Tertiary ESIP Audience
<p>The primary user community consists of federal, provincial, state and local government representatives with policy, planning and regulatory mandates to:</p> <ul style="list-style-type: none"> <li>• Manage fresh, estuarine and marine water quality;</li> <li>• Manage coastal and marine resources/environments (e.g., fisheries, land use, etc.)</li> </ul>	<p>Other applicable government representatives, staff of environmental non-governmental organizations (ACAP, NEP, TNC, TOC, etc.), formal and informal educators, scientists and academics conducting research related to the coastal and marine environment.</p>	<p>Owners and managers of shoreline businesses and marine-based industries, shoreline land owners and residents, members of the public with a professed interest in the coast and ocean</p>

### **Project #1: Conduct formal web tool usability studies and enable ESIP's primary audience to use ESIP products and services to address their policy, planning and regulatory needs**

#### Desired project results:

Immediate – 1) Direct end-user advice on needed improvements to the layout, content management, and labeling and chunking of content on the ESIP website; 2) implement recommended improvements. Long-term – Within 18-24 months on the conclusion of this project ESIP's primary audience is using ESIP data and products to make more informed decisions.

Rationale: Since 2007 the Council has produced a variety of ESIP and State of the Gulf products and services. These were designed and developed to address the needs of a range of users (e.g., coastal resource managers, decision-makers, environmental policy analysts, etc.). Initially these products and services flowed from user comments provided through four focus groups/listening sessions and a series of interviews conducted in 2005. The report [Gulf of Maine Indicators: Final report of listening sessions and evaluation of the Tides of Change](#) provides data and insights into what priority users need. Since that time anecdotal user evidence has been collected via user testimonials, meetings and training sessions. In addition to information specific to the Gulf of Maine many regions around the globe have

prepared and assessed user satisfaction with indicator and state of the environment products. (A review of these materials would provide valuable insights for refining our work in the Gulf of Maine.)

It is timely to better understand, through some rigorous analysis, what the users of indicators, data products and state of the environment reporting need. Usability testing engages representative users and evaluates how they use specific products. It focuses on measuring a product's capacity to meet its intended purpose (e.g., measures the usability, ease of use, etc.). The intent is to observe people using the product to discover both errors in the products and methods of delivery as well as identify areas of improvement that the users would value.

Setting up a usability test involves creating a scenario or situation where users, representative of the larger community, perform a list of tasks using the product being tested while observers watch and take notes. Since usability is related to a specific set of users an adequate sample size is required to attain the desired confidence level. (Nielsen, J. (1994). Usability Engineering, Academic Press Inc, p 165). Elements to be considered include:

*Performance* -- How much time and how many steps are required for people to complete basic tasks? (For example, find some data, compare data sets and graph a product.)

*Accuracy* -- How many mistakes did people make? (And were they fatal or recoverable with the right information?)

*Recall* -- How much does the person remember afterwards or after periods of non-use?

*Emotional response* -- How does the person feel about the tasks completed? Is the person confident, stressed? Would the user recommend this system to a friend?

#### Tasks:

##### *Part One: Conduct formal web tool usability studies*

- Develop list-serves, by jurisdiction, of representatives of ESIP's primary audience (e.g., land managers, policy analysts, permitting/regulatory staff, etc.). Document the types of decisions they make and align corresponding ESIP products and services;
- Analyze the results of the April 7-8, 2011 user workshop and develop an amended training template for subsequent workshops;
- Prepare compelling invitational materials, invite representatives of the primary user audience and cultivate/encourage their participation. (Consider posting an introductory video to the web site.) Solicit issues and/or questions participants want answers to at the workshops.
- Organize and offer 3-4 issue-oriented workshops located throughout the region over a 12-18 month period. They will describe how the indicators were selected and compiled; use geographically relevant case studies or scenarios to train the users on how to use ESIP products and services; assess the strengths and weaknesses of the indicator materials prepared to-date (e.g., monitoring map, the tool, fact sheets, etc.) as well as methods to access supporting data; determine how current materials meet user needs; assess the usability of the Monitoring Map Tool and describe desired new features; review the graphing and product output capabilities of the Indicator Reporting Tool, etc.
- Engage participants in exit surveys (e.g., specific feedback on the value and functionality of the tools, etc.)
- Report-out results and present recommendations to the ESIP Steering Committee on next steps.

Deliverables/Outputs:

1. Compilation of primary audience contact information
2. Workshop materials
3. Participant feedback/evaluation and recommended next steps

*Part Two: Responding to user needs*

- Host dynamic links on the ESIP page that support primary user needs. Possible examples include:
  - one-way communication (e.g., *FAQs/Knowledge-base* that new users can use to learn about ESIP products and services,
  - interactive exchanges among the users via a *forum* that allows ESIP administrators (e.g., the coordinator, committee chairs, etc.) to post questions and users to respond to each other);
  - a *support ticket system* that enables users to post specific questions and get on-line technical support within a specified period.

Deliverables/Outputs:

1. Improved and new web tools that meet primary audience needs
2. Hands-on technical assistance to users and user testimonials about the value of ESIP

Projected Budget: Building on the April 2011 workshop materials and lessons-learned it is estimated that each workshop will cost \$20,000 to support workshop development costs, logistics and invitational travel for participants. (Providing travel support is often required to secure user participation.) To enhance ESIP's on-line presence it will require \$15,000 to create the web tools and \$10,000/year to manage/moderate the on-line presence.

Assessment and evaluation methods: workshop pre and post user evaluations; analysis of web interactions; user testimonials and descriptions of how ESIP products affected decision-making;

Funding opportunities: Grantors with an interest in improving find, get and use applications on the web might fund this work. Jakob Nielsen, leading authority on web usability, might consider the Gulf of Maine Council as one of his case studies about usability. See <http://www.useit.com/>.

**Project #2: Broaden awareness and communicate with ESIP's primary and secondary audiences about ESIP products and services**

Desired Results: Primary and secondary ESIP audiences know about and are using ESIP products and services

Rationale for project: Since inception ESIP has focused on creating Tier 1 indicators (e.g., indicator selection, data discovery and analysis, tool development, indicator production, fact sheets, etc.). It is timely to now launch a sustained communications campaign that gets ESIP products and services, including State of the Gulf materials, out to the primary and secondary audiences in a manner that affects their policy, planning and regulatory decision-making.

Tasks

- Gather and assess communication plans from 3-5 indicator programs to learn of techniques used. Interview program staff to document lessons-learned. (Relevant sections of the 2008 ESIP-wide communications plan can be adapted.)
- Assess existing literature (e.g., NOAA Coastal Resource Management Customer Trends Survey 2010, user assessment materials from other indicator programs, etc.) to understand how ESIP audiences want to receive information (e.g., one-on-one meetings, hard-copy mailings, internet tools (e.g.,

webinars, web sites, portals and information exchanges, GOM Times, e-newsletters, RSS feeds, FAQs, Podcasts, Blogs, video, moderated bulletin board, events calendar, GOM e-library/Information Center/expanded GOM Knowledgebase, links with others, Press room, etc.). Engage audiences within the region to confirm this information.

- Describe what products/sources users within the region currently use, whether and how they are using indicator products and how the information from these products/sources are incorporated into their decision making processes.
  - Describe ESIP products and services and the different forms of media to disseminate them (e.g., print, on-line, presentations, etc.) Determine the media focus of this communications initiative.
  - Document and characterize the types of policy, planning and regulatory decisions that ESIP products and services can inform;
  - Describe information delivery methods that ESIP should use and ensure they consider US and Canadian cultural differences. Determine thematic messages for the campaign such as human health, contamination, environmental health, etc.;
  - Develop an ESIP outreach and communications strategy  
The purpose of the strategy is to increase the awareness of the primary audience about how they can use ESIP products and services (and SOG materials) in their policy, planning and regulatory decisions. Possible elements include communication objectives, audience needs, key messages, methods/media, timing, evaluation and assessment, etc.
  - Implement the strategy over a 12-month period (specific methods TBD when strategy is developed)
  - Assess effectiveness of the campaign, report on results and make recommendations for improvements
- Deliverables/Outputs:
1. ESIP outreach and communications plan
  2. 12-month implementation report on the methods and results

Projected budget: Literature review and communications strategy \$20,000; Strategy implementation and assessment \$40,000

Assessment and evaluation methods: TBD when strategy is developed

### **Project #3: Support State of the Gulf Reporting Initiative**

#### Desired results:

Immediate – Data and information for

Long-term -- ESIP's diverse audiences have access to the data and information about the Gulf of Maine ecosystem that they need to make informed decisions

Rationale: It is widely recognized that there is no scientifically rigorous, gulf-wide synthesis of how biophysical and socio-economic conditions are changing, the respective status and trends, and the long-term implications of these changes for people working and living around the Gulf.

There is an abundance of data and information about the Gulf of Maine and its watershed. It was collected, stored and analyzed over the past two hundred years in two countries by many organizations using varying approaches and collected for different reasons.

A primary ESIP objective is to find high quality data (and meta-data) for the ecosystem, analyze and organize it, and display it in ways that ESIP audiences find useful in their decision-making. The Council's complimentary State of the Gulf Initiative seeks to use this data and information to explain the status and trends affecting the ecosystem including human uses.

The Council is committed to preparing and disseminating fourteen theme papers about pressing issues affecting the Gulf of Maine ecosystem. Six papers remain to be written including: *Aquaculture in the Gulf of Maine*; *Commercial Fisheries and Fish Stock Status*; *Land Use and Coastal Development*; *Offshore Ecosystems and Habitats*; *Watershed Status*, and *Species at Risk*. (Those items in *italics* are ESIP 1.0 topics and would be a priority for this project.)

Tasks:

- ESIP will continue to support the State of the Gulf Report initiative by providing data and analysis for the aquaculture, fisheries, land use/coastal development theme papers. Using the common format for these theme papers ESIP will:
  - Identify the data required to write the papers;
  - Locate, gather and assess the quality of existing data/information; and
  - Organize and display the priority data.

Deliverables/outputs

1. Data and information required for the aquaculture, fisheries, land use/coastal development theme papers are made available

Projected Budget: TBD (Seven theme papers have been written and each cost between \$3,000 and \$6,000. If ESIP helped to gather and organize the data this might account for 1/3 of the budget for each theme paper.)

Assessment and evaluation methods: The primary measurement method will be through Google Analytics (e.g., the frequency of users accessing the data on the ESIP web page, length of visits, etc. and comments registered there).



### Gulf of Maine Council Fund Development: July 2009 to March 2011

This table summarizes proposals and other fund-raising initiatives that the Council's Fund Development Coordinator organized between July 2009 and March 2011 (21-months, FY 10 and 9 months of FY 11). The Council's fund development priorities for this period included: Climate Change, ESIP, GOM Times, IT, and Habitat Restoration. Total funds raised were \$128,750, total in-kind services negotiated were \$16,000 and expenses were \$67,077. The return on investment for this period exceeds 2:1. There is close to \$600,000 in pending proposals awaiting action by six funders.

Purpose	Funding Source	Amount Funded 7/1/2009- 3/31/2011	In-Kind 7/1/2009- 3/31/2011	Amount Not Funded	Amount Pending for FY 12	Comments
Gulf of Maine Times	NB Environmental Trust Fund			\$28,000		Huntsman Marine Science Center & GOMC developed joint proposal
	<b>Annual Donations:</b> <b>\$500 level</b> – Mass Ocean Partnership, Chewonki, UMass Boston <b>\$1000 - \$1500 Level</b> – CLF, Census for Marine Life, EC, NERACOOS, TNC, Fundy National Park <b>\$2000 Level</b> – Northeast Consortium, DOI/NPS, DFO, MSPO	\$16,225			\$16,225  \$100,000	Three levels of donations and benefits from \$500 to greater than \$2,000; expectation these are ongoing annual contributions; one-on-one solicitation; Environmental Education proposal to EPA. Approximately \$10,000 will be used for the GOMT, remaining \$90,000 is put in this category since it is education based.
	<b>Foundation Support:</b> NH Charitable Foundation, Maine Community Foundation Cox Charitable Trust	\$13,500				
<b>Total - Gulf of Maine Times</b>		<b>\$29,750</b>		<b>\$28,000</b>	<b>\$116,225</b>	
<b>Total Habitat Restoration Partnership</b>	<b>Foundation Funding:</b> Maine Community Foundation NH Charitable Foundation Cox Charitable Trust	<b>\$6,170</b>				Secured matching funds for the Council's restoration coordinator

Purpose	Funding Source	Amount Funded 7/1/2009- 3/31/2011	In-Kind 7/1/2009- 3/31/2011	Amount Not Funded	Amount Pending for FY 12	Comments
Total Restoration and Conservation Plan	Foundation Funding: NH Charitable Foundation, Maine Community Foundation Cox Charitable Trust	\$77,830	\$10,000			DFO provided \$10,000 to support Canadian contractor working on Canadian programs assessment; \$30,000 Davis Foundation proposal was drafted by Coordinator but submitted through National Wildlife Federation
Ecosystem Indicator Partnership	NERACOOS	\$15,000				Funds to support April 2011 user workshop at Sea Coast Science Center
	NERACOOS				\$82,000	ESIP to collaborate with other indicator efforts in New England; present region-wide information
	EPA/GEOSS Program			\$175,000		
State of the Environment	Agency contribution -- EPA		\$6,000			Secured agency staff to write eutrophication theme paper
	Davis Conservation Foundation				\$45,000	
	Island Foundation				\$40,000	
	Jane's Trust				\$35,000	
	Sea Grant				\$12,000	
Climate Change	NOAA/CSI Coasts				\$280,000	Proposal engaging five state agencies, the provinces, three non-profits and a university; secured in excess of \$500K in cash and in-kind match
Council priorities	US Congress	NA			Pending	Prepared New England Coasts Program Office authorization language; promoted language with members of Congress/staff
	US Congress					Requested \$10 million for NROC/GOMC to support science, education, indicators, monitoring and data management
Totals (July 2009 – March 2011)		\$128,750	\$16,000	\$203,000	\$610,225	
Total Fund Development Expenses		\$67,077				July 2009 – March 2011



## **Update: Ad-Hoc Working Group on Coastal and Marine Spatial Planning in the Gulf of Maine Bioregion**

### **Background**

In December 2010, the Council hosted a ½ day forum on coastal and marine spatial planning (CMSP) as part of its biannual meeting in Portland, Maine. This event demonstrated significant interest in CMSP among Council members as a tool for use as we consider the future use of the GOM as a bioregion, and led to the establishment of an ad-hoc Working Group. This group was charged with investigating an appropriate role for the GOMC and recommending activities for the Council that could be included in the forthcoming 2012-2017 Action Plan. The core Working Group is co-chaired by Betsy Nicholson (NOAA) and Tim Hall (DFO), and includes members Jack Wiggin (UHI/UMB), Priscilla Brooks (CLF) and Rob Stephenson (RARGOM/DFO), with support by Shannon Dionne (NOAA), Scott Coffen-Smout (DFO) and Glen Herbert (DFO). The Working Group has met by conference call on five occasions, presented an interim report during the GOMC Working Group meeting on March 14-15, 2011, and it is preparing a comparison paper on CMSP approaches in Canada and the United States to inform our collaboration across the border.

### **Status on Progress**

The ad hoc Working Group has provided a forum for sharing information on CMSP developments in both countries through a discussion paper organized around the following topics:

- Comparative summary of CMSP in Canada and the US, including definitions, legislative basis, key elements, and current and planned implementation activities
- Identification of common elements and differences between the two countries to determine minimum criteria for CMSP approaches
- Gap analysis to determine missing elements and priority needs for CMSP in the Gulf of Maine bioregion
- Identification of Council roles and activities to support and advance CMSP, focusing on those things that the Council is uniquely best able to accomplish.

Based on the findings of the December 2010 CMSP forum and work completed to date by the ad hoc Working Group, we have used the following criteria to determine activities that would benefit from the Council's involvement: (a) bioregional in scope; (b) beyond capacity or scope of single organizations; and (c) likely to benefit from a bilateral approach. Activities considered included:

- Identification of bioregional considerations in marine spatial planning and development of bioregional objectives/priorities
- Identification and comparison of existing efforts, approaches etc.
- Identification, engagement or informing stakeholders or the public
- Identification, engagement or consultation with scientific or technical experts
- Evaluation of potential management scenarios on a bioregional basis
- Communication and evaluation of processes, plans or products
- Bioregional level assessments (including data gathering) and data sharing products
- Garnering and/or demonstrating bioregional support from federal, state and provincial governments, non-governmental partners and stakeholders

- Prioritization and communication of specific shared data and research needs in bioregion (e.g., seafloor mapping)
- Recommend how existing transboundary groups (e.g., NERACOOS, GOMMI, RARGOM) could contribute to advancing MSP in bioregion
- Share experiences and knowledge on identification of ecologically and biologically significant areas

### **Recommendations**

The Ad-Hoc Working Group has completed its initial analysis and makes the following recommendations.

- The 2012 – 2017 Action Plan contain a profile of CMSP in the Gulf of Maine
- The list of potential activities be prioritized and included in the Action Plan either in support of the individual goals or as part of the CMSP profile
- The Ad-Hoc Working Group be established as a standing Cross-Cutting Committee that would evaluate, communicate and promote CMSP as a valuable integrative activity in the Gulf of Maine

*Submitted by Ad-Hoc Working Group on Coastal and Marine Spatial Planning, June 15, 2011.*

## Habitat Restoration Subcommittee

### Recent Activities

Activity during the past three months has focused primarily on supporting key goals of the GOMC-NOAA Habitat Restoration Grant Partnership and contributing to the GOMC Action Planning process. Activities included:

#### 1. GOMC-NOAA Habitat Restoration Grant Partnership Coordination

The Partnership's primary focus is to build capacity for restoration of habitats supporting NOAA Trust Resources. This is accomplished by developing projects with local proponents, disbursing NOAA Restoration grant funds, managing subawards, providing restoration expertise, and coordination/administration of the grant program. Partnership members engage in monthly (at least) conference calls on the first Tuesday (1:00-2:00 pm) of each month to discuss gulf-wide restoration activities, issues associated with restoration grant management, and other topics of relevance to restoration in the GOM. The Partnership's efforts are supported by NOAA Restoration Center staff (John Catena, Matt Bernier, Mat Collins, Eric Hutchins, and Jack Terrell), the U.S. Gulf of Maine Association (Cindy Krum, Lori Hallett) and staff from each of the state/provincial jurisdictions. The Partnership's Jurisdictional Representatives are:

- Canada: Anita Hamilton – GOMC Habitat Restoration Subcommittee Co-Chair, Habitat Assessment Biologist, Department of Fisheries and Oceans
- Massachusetts: Hunt Durey – Acting Deputy Director, Division of Ecological Restoration, Massachusetts Department of Fish & Game
- Maine: Slade Moore – Habitat Restoration Coordinator, Maine Coastal Program
- New Hampshire: Ted Diers – Director, New Hampshire Coastal Program

#### 2. Administration/Oversight of Ongoing Habitat Restoration Projects

The GOMC-NOAA Habitat Restoration Partnership has completed 82 projects (Figure 1). An additional thirteen projects are nearing completion or underway. Total awards are \$3.25 million, which have been expended (albeit unevenly) across all jurisdictions of the Gulf (Figure 1). Together, these projects have rehabilitated salt marshes, intertidal and subtidal communities, and riparian and riverine environments (Table 1). Much of the Partnership's work has focused on re-establishing unimpeded access to rivers and streams for diadromous fish species (e.g. river herring, Atlantic salmon, American eel, etc...), and also resident aquatic organisms (Table 2).

Twelve projects are being administered by the Partnership, with additional projects under development in the pre-proposal stage. Active projects occur within all jurisdictions of the Gulf of Maine, less New Brunswick. Technical

### GOMC-NOAA Restoration Projects by Type

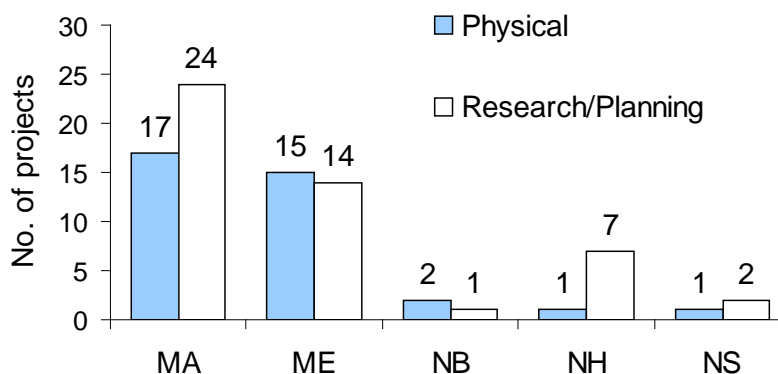


Figure 1. Number of Partnership subaward projects by jurisdiction and type (=82). One Maine project had major physical and planning components, hence the total number of projects by type is shown here as 83.

Table 1. Performance of GOMC-NOAA physical habitat improvement projects by jurisdiction, 2002- May 2011. Actual and projected amounts for only completed projects are provided.

State / Prov.	Physical habitat improvements									
	Subtidal acres (non-stream)		Intertidal acres (non-veg)		Intertidal acres (salt marsh)		Channel/riparian acres		Channel/riparian miles	
	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj
MA	8.0	8.0	1.0	1.0	249.8	263.9	0.0	0.0	0.0	0.0
ME	0.1	0.1	0.0	0.0	281.0	281.0	7.0	7.0	0.0	0.0
NB	0.0	0.0	0.0	0.0	36.0	36.0	0.7	0.7	0.6	0.6
NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
NS	0.0	0.0	0.0	0.0	74.0	74.0	0.0	0.0	0.0	0.0
Total	8.1	8.1	1.0	1.0	640.8	654.9	7.7	7.7	0.9	0.9

Table 2. Performance of GOMC-NOAA projects for re-establishing diadromous fish access by jurisdiction, 2002 - May 2011. Actual and projected amounts for only completed projects are provided. Potential stream miles include tributary streams that may be blocked by road-stream crossings or natural barriers.

State/ Prov.	Diadromous fish access re-established							
	Stream miles (verified)		Stream miles (potential)		Stream acres		Lake/pond acres	
	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj
MA	2.1	2.1	0.0	0.0	0.2	0.2	20.9	20.9
ME	62.3	69.2	106.0	106.0	0.0	0.0	2,570.0	2,570.0
NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NH	14.0	21.0	5.0	5.0	0.0	0.0	0.0	0.0
NS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	78.4	92.3	111.0	111.0	0.2	0.2	2,590.9	2,590.9

support is provided to these projects via a team approach. A NOAA Lead, Jurisdictional Representative, and Technical Lead specific to each of the jurisdictions provides technical and administrative oversight for each project. The Habitat Restoration Coordinator and USGOMA provide additional, cross-jurisdictional administrative support to grant recipients.

### 3. Selection of 2011 GOMC-NOAA Habitat Restoration Partnership grant applications

The selection process was delayed by approximately a month this year due to uncertainty regarding our federal funding source. In late-May we learned that funding will be reduced from what was anticipated, but several projects that were recently completed under budget helped mitigate the shortfall. Over two calls and one meeting, the Partnership Application Review Team provisionally selected 10 proposals for subawards. Official notification packages will be distributed to all applicants in late-June.

### 4. Support of the GOMC action planning process

The Habitat Restoration Subcommittee was invited to engage in the Action Planning process through a conference call, meetings during the March WG meeting, and several email exchanges. Participation was slight beyond those already members of the Habitat Restoration Partnership, but a list of draft outcomes and activities under the "restoration" theme was proposed and approved.

## Anticipated Activities

### 1. Continue GOMC-NOAA Habitat Restoration Partnership coordination

Contingent upon continued availability of funding, developing and administering new Partnership subaward projects will remain a primary focus of the Habitat Restoration subcommittee.

2. Support GOMC Action Plan development  
The Partnership will continue to support HRSC-focused Action Planning activities and suggests a meeting of other committee chairs to discuss how they are supporting the effort.
3. The Habitat Restoration Coordinator (HRC) will increase Maine's restoration capacity and coordination by continuing the work of the Maine Interagency Stream Connectivity Work Group  
The HRC will continue to convene this group in its efforts to pursue key objectives for restoration in Maine. See the attached "Maine Interagency Stream Connectivity Work Group: 2009-2010 (Year One) Summary and Recommendations" (Laser and Moore 2010).
4. The Partnership will develop, coordinate, and/or support development of a restoration workshop, session, or outreach  
The HRC is engaged in developing statewide stream barrier restoration outreach with diverse project partners under the auspices of Maine Audubon. This project may be used to fulfill the Partnership's commitment to a featured restoration outreach project executed during this NOAA grant period. Since last March, the HRC presented a poster characterizing the scope and implications of road-stream barriers to connectivity in Maine.

#### Literature Cited

Laser, M. and S. Moore. 2010. Maine Interagency Stream Connectivity Work Group: 2009-2010 (Year One) Summary and Recommendations. A joint report of the Maine Coastal Program, Maine State Planning Office and Bureau of Sea Run Fisheries and Habitat, Maine Department of Marine Resources. Augusta, Maine.

## Action Plan 2012-2017: Communication Recommendations

The Gulf of Maine Council on the Marine Environment is guided by a 5-year action plan. Over the past 20-years each plan has identified broad strategic goals and set programmatic priorities and objectives that were scalable based on the availability of funding, time and expertise.

As the Council develops goals and objectives for the next five years (2012-2017) it is timely to consider how we can make most effective use of the new Action Plan. This requires an examination and evaluation of the successes and challenges we have experienced with earlier Action Plans. Further, it involves identifying what is actually achievable with increasingly limited budgets. Finally, and perhaps most importantly, it requires a realistic communications and outreach plan to engage the many organizations, agencies, administrations, and individuals upon whom most of the actual work of implementing the new Action Plan will depend.

### **COMMUNICATION CHALLENGES (Lessons Learned and Needs Assessed)**

Discussions with members and contractors of the Gulf of Maine Council point to a number of substantial internal and external communications challenges encountered during implementation of recent Action Plans. Among these are:

- 1. A lack of sufficient funding and staff time dedicated to the Council and its activities by various participating agencies and the five jurisdictions.** Funding support tends to be cyclical and depends on a variety of factors such as the economy and the political climate. Nonetheless, communication with elected officials can have a dramatic impact on the level and timing of funding. Effective communication with decision-makers among participating agencies and organizations could positively affect the allocation of staff and other resources. As we begin implementation of the new Action Plan it will be important to communicate effectively with these two audiences (elected and agency officials), framing our work in terms of the tangible economic, ecological, and social benefits that will result from implementation of the Action Plan.
- 2. A lack of clarity about specific measurable outcomes.** In planning for the outreach and communication components of the new Action Plan it will be critical to establish in advance the projected outcomes and impacts. Further, the Council needs to develop measurement and evaluation criteria and methodologies that are linked to and inform the communication and outreach objectives and tactics.
- 3. Insufficient connections made between Action Plan tasks and existing mandates of participating agency and organizational members.** Since the GOMC does not have its own operational staff and cannot, on its own, carry out most of the tasks identified in Action Plans, it is often dependent upon its participating member organizations to implement the tasks. Thus,

it is critical that as the Action Plan is being developed and implemented there be excellent lines of communication to ensure that the outcomes and tasks identified in the Plan are in close alignment with the priorities already established by Council participants and partners.

**4. Inadequate processes and staff time dedicated to planning for turnover and succession within the Council itself** (e.g., Councilors, Working Group members, and committees). Recent surveys of Working Group and Council members showed that most did not share a consistent view of the GOMC's mission and work. Key to effective implementation of the next Action Plan—and to the working of the Council itself—will be clear, consistent, and effective communication with new and existing members of both the Council and Working Group, and a more thoughtful and comprehensive approach to planning for succession and orientation of new members.

#### **Promulgation of the Action Plan**

Although communication goals, audiences, and tactics will be established for each GOMC *publication, project and program* anticipated by the new Action Plan, we will start with an overarching plan for the Action Plan itself. The communication and outreach plan will have two overarching goals:

- 1) **Ensure effective and widespread implementation** of the Action Plan, and
- 2) **Reinforce the perceived value of the Gulf of Maine Council** to its own members and to the organizational heads and elected officials upon whose goodwill the work of the Council depends (by highlighting beneficial impacts of Action Plan *implementation*).

Of these, the highest priority is the first—and this necessarily demands a very strong *internal* communications process, rather than media outreach.

Since GOMC is in the unusual position of “leading from behind” (that is, the Council does not have its own dedicated staff to carry out most projects, but depends on its members and partners to do most of the actual work) the Council should ensure that:

- Action Plan goals and objectives are closely in alignment with the goals and objectives of our member and partner organizations.
- Member and Partner organizations clearly understand how their contributions towards achieving Action Plan goals and objectives will serve their own self-interest.
- Member and Partner organizations are committed to highlighting the new Action Plan and reporting on successes in which they play a part.



**There are three phases of communication efforts needed for the Action Plan:**

- 1) Internal Vetting—this will take place through the summer and fall as staff communicate with council members and close partners to ensure that the Action Plan is in alignment and complements Agency and Partner priorities. This will also provide an opportunity to demonstrate to partners the benefits and leveraging of their own missions provided by working with the Council in the implementation of the new Action Plan
- 2) Release of the Plan itself—this will take place in or around December 2011 and will involve a media event in which the economic and ecosystem benefits will be highlighted, with specific anticipated benefits sited for each of the 5 political jurisdictions.
- 3) Outreach to Partners—this will begin with the internal vetting and will continue throughout the 5 year implementation of the Action Plan.

**Individual Contact Needed**

Past experience has proven that meaningful feedback is rarely offered in response to listserv mailings. Further, the types of tables typically used for summarizing Goals, Objectives, and Action Steps in planning documents tend to be very difficult to wade through—especially when a particular organization's interests or anticipated contributions may be buried in a small segment of the overall plan. Thus, communication with council members and partners will be individualized as much as possible, and tailored to their interests and capacities.

## **Recommendations to improve our ability to connect with our constituents: Merging the NGO Directory into PeopleFinder**

### **Background**

Currently the Council has three primary tools to contact its constituents when it wants to notify and engage people: the Gulf of Maine Times, PeopleFinder, and the Non-government Directory. For example, when a new publication is produced (e.g., Salt Marsh Booklet, SOG theme paper, Gulfwatch report, etc.), a new web-page created (e.g., SOG site, etc.), or regional events occurring we use these tools to notify our constituents. In short, they are fundamental to effective Council communication.

In 2010 the Council made some technical/software updates to PeopleFinder and created a GOMT template that is disseminated when there are updates and new editions posted to the web. It is now timely (and needed) to:

- Update the 670 entries in the NGO Directory. (The current NGO data for each entry reveals the fields are incomplete and the information is over 10-years old.);
- Expand the entries to better reflect organizations with an interest in the issues in the new Action Plan; and
- Merge it into PeopleFinder to create a single communication tool.

### **Recommended Next Steps**

#### Phase one: Update current data/entries

Examples of tasks to be performed include: reviewing current entries, conducting web research to glean new/accurate data when available, making phone calls, sharing applicable data with each jurisdiction to confirm accuracy, asking current entries to update their information, paring back data fields to the bare minimum, etc.

#### Phase two: expand scope of organizations

Examples of tasks to be performed include: working with knowledgeable jurisdictional staff to identify priority organizations not contained in the Directory (and using information in their list-serves), conducting web research, collecting and entering new data, etc.

#### Phase three: make software and database modifications

Examples of tasks to be performed include: merge the NGO Directory with PeopleFinder (e.g., create a single address book); add vCard uploads; create the ability to link to RSS/XML feeds, LinkedIn, etc.; add the ability to upload a logo; create a "Share this feature"; etc.

### **Budget and timeframe**

A budget of \$3,000 and six-months should produce significantly improved data and tools to connect with our constituents.



## An Introduction to the Gulf of Maine Council on the Marine Environment

*Working to protect the Gulf of Maine environment and ensure sustainable resource use  
by current and future generations*

The Gulf of Maine Council on the Marine Environment is an American-Canadian partnership of government agencies, non-government organizations, and business interests. The governors and premiers of the five states and provinces that border the Gulf of Maine—Massachusetts, New Hampshire, Maine, New Brunswick, and Nova Scotia—created the Council in 1989 as a regional forum to exchange information and engage in long-term planning.

The Councilors are leaders of state, provincial, and federal agencies; non-government organizations; and the private sector. The Council fosters consensus-based

decision-making and collaboration among a wide range of parties with an interest in the Gulf. Its meetings are open to the public, and its activities incorporate diverse public input.

The Council seeks to address the region's socioeconomic, cultural, and environmental needs without compromising the needs of future generations. Working in partnership with others, the Council works to protect the Gulf of Maine environment to ensure sustainable resource use by current and future generations.



Recreational and commercial uses (see top of page) of the Gulf of Maine are cornerstones of the region's economy

### Partnership of Public & Private Sectors

Representatives of numerous government agencies, academia, businesses, and non-government organizations participate in the Council and its committees. On an annual rotating basis, one of the three states or two provinces serves as the Secretariat and coordinates the Council's work.

Contract staff located around the region work with the Council and its committees to help accomplish its goals. The Council is supported by non-profit associations in the United States and Canada.

### Council at a Glance

- Established in 1989 as a regional forum to exchange information and engage in long-term planning.
- Business, government, and non-profit organizations are represented.
- Members from Massachusetts, New Hampshire, Maine, New Brunswick, Nova Scotia, and U.S. and Canadian federal governments.
- Committees focus on habitat restoration, ecosystem monitoring, water quality, sustainable maritime industries, and other topics.
- Focal area: Cape Cod to southwest Nova Scotia including ocean waters, rivers, and coastal lands.
- Website: [www.gulfofmaine.org](http://www.gulfofmaine.org)

### Council Activities

- Scientific information for management
- Raising awareness about the Gulf
- Connecting people, organizations, and information in the region.
- Grants and awards
- Conferences and workshops
- Environmental monitoring



## Programs of the Gulf of Maine Council on the Marine Environment

### Habitat Restoration Partnership Grants

The Council supports habitat restoration activities that help sustain fishing and other marine-related businesses in the Gulf of Maine. A partnership between the Council and the U.S. National Oceanic and Atmospheric Administration (NOAA) has provided more than \$1.4 million in competitive grants to community-based organizations in Massachusetts, New Hampshire, Maine, New Brunswick, and Nova Scotia. The 56 projects contributed to restoration of salt marshes, rivers, lakes, and other habitats for sea-run fish; shellfish habitats and populations; and shoreland habitats that support clean water.

More information: <http://restoration.gulfofmaine.org>



### Ecosystem Indicator Partnership

The Council is developing ecosystem health indicators for the Gulf of Maine and integrating regional data for a new Web-based reporting system for marine ecosystem monitoring. These indicators focus on coastal development, contaminants and pathogens, eutrophication, aquatic habitat, fisheries and aquaculture, and climate change. Closely related to this Initiative is a State of the Gulf reporting program that explains how the Gulf is changing and the implications of these changes on the ecosystem and people.

More information: [www.gulfofmaine.org/esip](http://www.gulfofmaine.org/esip)



Crews install a culvert to restore water flows and fish passage to a tidal basin formerly blocked by a causeway.



### Gulfwatch

Gulfwatch is a chemical-contaminants monitoring program organized and administered by the Gulf of Maine Council on the Marine Environment. Since 1993, Gulfwatch has measured contaminants in blue mussels (*Mytilus edulis*) to assess the types and concentration of contaminants in coastal waters of the Gulf of Maine. It is the only monitoring program in the Gulf of Maine to be coordinated across international borders. Gulfwatch is coordinated and conducted by scientists and managers from agencies and universities around the Gulf.

More information: [www.gulfofmaine.org/gulfwatch](http://www.gulfofmaine.org/gulfwatch)



For more information about the Council: [www.gulfofmaine.org](http://www.gulfofmaine.org)

## **GULF OF MAINE COUNCIL ON THE MARINE ENVIRONMENT EVALUATION OF SURVEY AND ASSESSMENT MATERIAL**

### **MATERIALS PREPARED FOR THE MARCH 2011 WORKING GROUP**

A primary objective of the Gulf of Maine Council on the Marine Environment's (GoMC) Action Plan Working Group (APWG) throughout the 2010-2011 Maine Secretariat year was the development of a new five year action plan for a period encompassing 2012-2017. A key step to the development of the new Action Plan is the analysis of workshops, reports, and evaluation materials produced by the Council between 2006-2010. The Maine Secretariat was asked to review these materials, document the results and identify lesson-learned that might inform the development of the new Action Plan.

To accomplish this, the Maine Secretariat reviewed the following materials:

- *Publications of the Gulf of Maine Council on the Marine Environment and Their Use*; Cordes, MacDonald, and Wells, 2006\*<sup>1</sup>.
- *The Evaluation Strategies for Short-Term Outcomes in the Gulf of Maine Council on the Marine Environment's 2007-2012 Action Plan*; Eastern Research Group, 2008\*.
- *Evaluations of the GoMC's 2005-2006 and 2006-2007 Action Plan Grants*\*
- *A summarized collection of Subcommittee Accomplishments between 2006-2010*\*

### **I. Recommendations**

In an effort to summarize both recommendations made and actual objectives achieved, this report will first discuss recommendations made throughout the several attempts at documentation and evaluation. Please see Table 1 below for a brief summation.

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<sup>1</sup> \*Denotes that product is available on the Gulf of Maine Council Website: [www.gulfofmaine.org/council/publications](http://www.gulfofmaine.org/council/publications)

**TABLE 1: Recommendations Made to the Gulf of Maine Council**

RECOMMENDATIONS MADE BY:	COUNCIL'S DESIRED OUTCOME	RECOMMENDATION
1. Eastern Research Group (ERG)	Coastal lawmakers have a greater understanding of how to minimize adverse effects of land-based activities on the coastal environment.	Conduct a web-based (email) survey of coastal lawmakers
2. ERG	Organizations working to conserve coastal lands have an increased understanding of the need to restore and monitor regionally significant coastal habitats.	Obtain agreements from the core group of organizations and then collect data annually from those groups.
3. ERG	Local, non-profit, and corporate sources are aware of the need to increase funding for the restoration of regionally significant coastal habitats on public and private lands.	Perform a survey (phone or email) of in-scope local, non-profit, and corporate sources.
4. ERG	Coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale have an increased understanding of how to apply ecosystem- based management to conserve and protect Gulf of Maine habitats and resources.	<ul style="list-style-type: none"> <li>▪ A web-based survey of coastal lawmakers.</li> <li>▪ A survey of another group (besides coastal lawmakers) that would fit the definition that GOMC develops under Step 1 of this measurement activity. (Survey implementation mode to be determined.)</li> </ul>



5. ERG	Coastal lawmakers have increased knowledge about the need to reduce releases of priority pollutants that affect the Gulf of Maine	A web-based survey of coastal lawmakers.
6. ERG	Adults living in coastal communities of the Gulf of Maine have increased awareness about how their lifestyle choices affect the condition of the marine environment.	A phone survey of adults living in coastal communities.
7. ERG	The level of participation in Council activities by marine-dependent industry representatives is increased.	GOMC should track nominations/applications for the sustainability awards program.
8. Publications of the GoMC and their Use (PGoMC)	Difficulty establishing and maintaining consistent publication practices and to keep good records of what has been published	<p><b>5.1 Centralized oversight of publications</b></p> <ul style="list-style-type: none"> <li>Assign responsibility for oversight of publications to a single person or office. When publications are prepared by various people or groups, this authority would check that bibliographic information is included and consistent, and that plans for publicity and distribution are adequate.</li> <li>Assemble and maintain a central collection of all print publications.</li> <li>Check the collection at the Maine State Planning Office for publications which have been missed in compiling the lists in this report.</li> </ul> <p><b>5.2 Creating new publications</b></p> <ul style="list-style-type: none"> <li>Develop guidelines for authors and editors to follow when preparing new publications <ul style="list-style-type: none"> <li>Post the guidelines on the GOMC website.</li> </ul> </li> <li>Include all the information needed to describe the publication accurately: <ul style="list-style-type: none"> <li>Title.</li> <li>Author(s).</li> <li>Publication date.</li> <li>Publisher.</li> <li>Place of publication.</li> <li>ISBN (International Standard Book Number) (See Appendix E) and/or</li> <li>ISSN (International Standard Serial Number) (See Appendix E)</li> </ul> </li> <li>If there is a title page, ensure that the information is consistent with that on the cover. <ul style="list-style-type: none"> <li>Libraries use information from the title page for catalogue records, since the cover may be damaged or replaced.</li> </ul> </li> </ul>



		<ul style="list-style-type: none"><li>• If a recommended citation format is included, ensure that it agrees with the details found on the title page and cover.<ul style="list-style-type: none"><li>◦ Inaccurate citations make it difficult to locate a cited item in library catalogues or other sources.</li></ul></li><li>• If an electronic version of the publication will be put on the GOMC website, note that information in the printed report.</li></ul> <p><b>5.3 Promoting awareness of new publications</b></p> <ul style="list-style-type: none"><li>• Continue to provide initial publicity through press releases, the GOMC website and <i>Gulf of Maine Times</i>.</li><li>• Provide on-going awareness by sending copies to libraries and indexing services (see below).</li><li>• Continue to send copies to individuals and organizations already on distribution lists.</li><li>• Continue to distribute new fact sheets with copies of the <i>Gulf of Maine Times</i>.</li></ul> <p><b>5.4 Distributing copies of publications to libraries</b></p> <ul style="list-style-type: none"><li>• Develop or update the list of libraries in each jurisdiction that should receive copies of new publications. The list should include<ul style="list-style-type: none"><li>◦ Library of Congress.</li><li>◦ Library and Archives Canada.</li><li>◦ Provincial and state legislative libraries, and state and provincial libraries.</li><li>◦ Libraries of departments, agencies and businesses that are represented by Council members.</li><li>◦ Public and academic libraries.</li><li>◦ Other special libraries with environmental concerns, e.g.:<ul style="list-style-type: none"><li>▪ Environmental NGOs</li><li>▪ Environmental engineering companies</li></ul></li></ul></li><li>• Identify relevant libraries using directories, e.g.:<ul style="list-style-type: none"><li>◦ Maine Library Directory ("Generate Library Lists" may be useful) <a href="http://msl1.ursus.maine.edu/statsnew/searchn.cfm">msl1.ursus.maine.edu/statsnew/searchn.cfm</a></li><li>◦ Massachusetts Library Directory (may not be complete) <a href="http://www.mlin.lib.ma.us/libraries/directory/index.php">www.mlin.lib.ma.us/libraries/directory/index.php</a></li><li>◦ New Hampshire: Directory of NH Libraries (search or pdf list) <a href="http://www.oit.nh.gov/libdir/">www.oit.nh.gov/libdir/</a></li><li>◦ Nova Scotia Provincial Library's Directory of Libraries <a href="http://dnsi.ednet.ns.ca/">dnsi.ednet.ns.ca/</a></li><li>◦ The most recent New Brunswick directory is too old to be useful. (<i>Directory of New Brunswick Libraries</i>, 9<sup>th</sup> ed. 1996; print only)</li></ul></li><li>• Contact newly identified libraries to assess interest in receiving new or existing GOMC publications.</li><li>• Review and update the distribution list periodically (annually recommended).</li><li>• Evaluate the intended audience of each publication to determine how widely it should be distributed.</li></ul>
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		<p><b>5.5 Indexing services</b></p> <ul style="list-style-type: none"><li>• Contact the national partners of ASFA<sup>5</sup> to arrange inclusion of as many GOMC publications as possible.<ul style="list-style-type: none"><li>◦ American partner:<ul style="list-style-type: none"><li>▪ Ms Janice Beattie National Oceanic and Atmospheric Administration (NOAA) Library and Information Services Division NOAA Central Library (SSMC3, 2nd floor), 1315 East-West Highway Silver Spring, Maryland 20910, USA Tel. (1) 301 713 2607 ext 139 / Fax: (1) 301 713 45 98 E-mail: <a href="mailto:Janice.Beattie@NOAA.gov">Janice.Beattie@NOAA.gov</a></li></ul></li><li>◦ Canadian partner:<ul style="list-style-type: none"><li>▪ Mr Emil Daniel / (Ms Charlotte McAdam, ASFA input) Fisheries and Oceans Canada Library Policy and Services 200 Kent Street, 7E244 Ottawa, ON, K1A 0E6, Canada Tel. (613) 993-2926 / Fax: (613) 990-4901 E-mail: <a href="mailto:daniele@dfo-mpo.gc.ca">daniele@dfo-mpo.gc.ca</a> / <a href="mailto:mcadam@nbnet.nb.ca">mcadam@nbnet.nb.ca</a></li></ul></li></ul></li><li>• Recommend GOMC publications for inclusion in the new <i>Web Citation Index</i> being created by <i>Web of Science</i> publishers Thomson ISI.<ul style="list-style-type: none"><li>◦ Send e-mail to their help desk: <a href="mailto:ts.support.americas@thomson.com">ts.support.americas@thomson.com</a></li></ul></li></ul> <p><b>5.6 Electronic distribution of new publications</b></p> <ul style="list-style-type: none"><li>• Make an electronic version of each publication available on the GOMC website in pdf format.</li><li>• Include each publication in the searchable <i>KnowledgeBase</i>.</li><li>• Check each pdf for completeness. Mistakes can happen:<ul style="list-style-type: none"><li>◦ In the course of this project, we noticed and reported to the GOMC webmaster that the pdf of the 2001 nitrogen workshop report was missing fourteen pages. We later found a complete pdf on the Cooperative Institute for Coastal and Estuarine Environmental Technology (CICEET) website, and the incomplete copy on the GOMC site has now been replaced.</li></ul></li><li>• Consider creating a "home printer friendly" version of publications with less use of background colour, to reduce the time and expense of printing.</li><li>• Consider adapting the information in pdf formats to HTML format, as was done with the <i>Mapping the Undersea Landscape</i> fact sheet.</li><li>• Include identifying information in conference documents posted on the website, to provide context and credibility.</li></ul>
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		<ul style="list-style-type: none"><li>○ Search engines may link directly to the pdf document which means a searcher does not see the context for the document.</li><li>○ Include at least a title, author(s), date and conference title.</li><li>○ Many background documents from the Northeast Coastal Indicators Workshop and the Atlantic Northeast Coastal Monitoring Summit only have a title.</li></ul> <p><b>5.7 Online directories</b></p> <ul style="list-style-type: none"><li>• The <i>People Finder, NGO Directory and Environmental Monitoring Program Locator</i> appear only online.<ul style="list-style-type: none"><li>○ These directories rely on people updating their own entries, but many are unlikely to do this without reminders.</li><li>○ Outdated entries remain, e.g.:<ul style="list-style-type: none"><li>▪ John Leefe MLA, was last a member of the NS Legislative Assembly in 1999.</li><li>▪ David Nathan Alward and Paul Robichaud are both listed as the New Brunswick Minister of Agriculture, Fisheries and Aquaculture. (Mr. Alward is the current minister).</li></ul></li></ul></li><li>• Make regular efforts to update online directories.<ul style="list-style-type: none"><li>○ E-mail reminders could be sent where addresses are available, but many entries do not include addresses.</li></ul></li><li>• Automatically add a "last updated" date to each entry when it is created or changed.<ul style="list-style-type: none"><li>○ An old date indicates that the information may be inaccurate.</li><li>○ When there is more than one entry for a person or an organization, users can select the most recent one.</li><li>○ If no date information is available, display "updated before..." (using the date when recording of dates begins)</li></ul></li></ul> <p><b>5.8 Other website recommendations</b></p> <ul style="list-style-type: none"><li>• Post the publication list on the GOMC website, preferably in database format, to make it readily available.<ul style="list-style-type: none"><li>○ While draft versions have been included in the publication list in this report, it may be appropriate to omit them from the version posted on the website.</li></ul></li><li>• Regularly update the database with information about new, or newly discovered, publications</li><li>• Make as many publications as possible available through the website.<ul style="list-style-type: none"><li>○ Older publications could be scanned and posted to the web.</li></ul></li><li>• People come to the site with varying ideas or uncertainty about what they want and how they might find it.<ul style="list-style-type: none"><li>○ Make it easy to find each publication by providing links from several reasonable pages in the website.</li><li>○ Apply usability testing; asking even a few people to find some information on the website, may suggest appropriate improvements.</li></ul></li></ul>
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		<ul style="list-style-type: none"> <li>• Provide additional resources for website quality control and development of new content.</li> </ul> <p><b>5.9 Gulf of Maine Times</b></p> <ul style="list-style-type: none"> <li>• Improve access to the website content:             <ul style="list-style-type: none"> <li>◦ Add search facilities (a Google "Search this site" box) to the <i>Archives</i> webpage. (Home pages of issues since Spring 2004 have search boxes.).</li> <li>◦ Include a link from the <i>Archives</i> page to the current issue, so users can get back to the current issue.</li> <li>◦ Make the <i>Archives</i> page more attractive. (Libraries may choose to link from their catalogues to that page, rather than the home page.).</li> <li>◦ Consider adding a few keywords describing the contents of each issue beside each link on the <i>Archives</i> page.</li> <li>◦ Consider including <i>Times</i> articles in the <i>KnowledgeBase</i>.</li> </ul> </li> <li>• Obtain an ISSN (International Standard Serial Number) for the <i>Times</i> <ul style="list-style-type: none"> <li>◦ See Appendix E for details.</li> <li>◦ Include the ISSN in each issue, on the front page or masthead.</li> </ul> </li> <li>• Have the <i>Gulf of Maine Times</i> indexed by commercial services.             <ul style="list-style-type: none"> <li>◦ Indexes are available online through public, academic and special libraries.</li> <li>◦ The indexes could include searchable full text copies of the <i>Times</i>.</li> <li>◦ Contact will be established between the editor of the <i>Times</i>, and the publishers of indexes such as:                 <ul style="list-style-type: none"> <li>▪ Gale Infotrac: <i>CPI.Q (Canadian Periodicals Index)</i> and <i>General Reference Center</i></li> <li>▪ ProQuest: <i>Research Library</i></li> <li>▪ EBSCO: <i>Canadian Reference Centre</i> and <i>Environment Index</i>.</li> </ul> </li> </ul> </li> <li>• Include all content from the print version in the online version:             <ul style="list-style-type: none"> <li>◦ Print "ads" for GOMC publications on the <i>Resources</i> page are missing from the online <i>Resources</i> section, e.g.:                 <ul style="list-style-type: none"> <li>▪ <i>Marine Habitat Primer</i> (Winter 2004, Spring 2005)</li> <li>▪ A collage of publications (Summer 2005)</li> <li>▪ Habitat restoration portal &amp; Gulfwatch mapping tool (Fall 2005).</li> </ul> </li> <li>◦ Other "filler" items from the <i>Calendar/Resources</i> page could be added to <i>Gulf Log</i>, e.g.:                 <ul style="list-style-type: none"> <li>▪ <i>Cheverie Creek opening underway</i> (Winter 2005)</li> <li>▪ Fundy Baykeeper project photo and text (Summer 2004)</li> <li>▪ Historic photo of beached dolphins (Spring 2006)</li> </ul> </li> <li>◦ The Gulf of Maine Watershed Map, and lists of Council members and contact people, are found on the last page of each print issue, but not in the electronic version,                 <ul style="list-style-type: none"> <li>▪ Perhaps the link to the main GOMC site is sufficient.</li> </ul> </li> </ul> </li> </ul>
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## II. Publications

The table above lists recommendations primarily to facilitate communication and to assess utility of council publications, both being the obvious drivers of each of the documents used. These two sets of recommendations are both critical to a core function of the GoMC: facilitate the distribution of information on a regional scale relevant to the Gulf of Maine. After careful review, Recommendations 1-6 have not been either attempted, or if they have been attempted, have not been successfully completed.

Recommendation 7 has not been directly attempted, though it would be easy enough to research past nominees and recipients of the Sustainability Award. How this translates into increased participation in Council activities by Marine Industry representatives could be accomplished in one of two ways:

- i. ***Include nominees and recipients in correspondence regarding Council Meetings and major publications role outs (State of the gulf, etc) or;***

- ii. Request that nominees and recipients, as a requirement of eligibility for the award, attend a Council Meeting or segment of a Council meeting in the previous year.*

### **III. Publications**

Recommendation Eight provides significant and highly detailed processes by which the Council can streamline, standardize, and enhance outreach related to publications and Council information via the GoMC website. Many of these recommendations have been implemented, including the digitization of publications, publication website presence, and the promotion of publications through the Council's listserves. However, the underlying issue related to both the website and to publications, is the absence of a centralized and responsible entity. This problem is systemic, and is difficult to avoid due to the revolving nature of the Council and the Secretariat. Possible remedies could include:

- i. Designation of a Council Publications Officer;*
- ii. Stronger emphasis within the Management and Finance Committee or the Working Group on publication standardization and processes;*
- iii. Establishment of a Publications Committee*

### **IV. Continuity**

Again, as a result of the dynamic nature of the Council and its Secretariat, it is difficult at best, to maintain a semblance of continuity, communication, and standardization in any of the Committees or the Working Group. Institutional memory comes and goes. It is my personal recommendation that a briefing packet be created by each outgoing Secretariat, documenting the responsibilities of each party, the technical functions of Council software (webpage, listserves, etc), a document detailing the responsibilities of each group (Working Group, Committees, Council, GoMA, etc), a document showing the accomplishments and activities of the outgoing Secretariat, and possibly have each Committee Submit an "end of the year" report on their respective accomplishments.

### **III. Conclusions**

In summary, the Council has at its disposal, very well written and thoroughly researched recommendations, which in most cases give very specific detail to accomplish said recommendations on many topics that continue to come up in discussion both within the Working Group and the Council itself. Many of these recommendations can be acted upon without additional monetary resources. It is the purpose of this report to highlight the existence of these recommendations, their whereabouts, and to advocate for their use in current discussions on outreach and publication organization – the two primary functions of the Council.

## **B. ACCOMPLISHMENTS SYNTHESIS**

### **I. Action Plan Goals and Summarization Methodology**

At the October, 2010 Working Group Meeting in Portsmouth, NH all Committees had been asked to submit for Working Group review, summaries of their accomplishments between 2007 and 2010. This synthesis draws from those accomplishment summaries and aligns each respective accomplishment with one of the three Goals of the 2007-2012 Action Plan, which are:

- Protect and Restore Habitat;
- Foster Environmental and Human Health and;
- Support Vibrant Communities

## II. Action Plan Goal 1: Protect and Restore Habitat

The following bullets are a collection of actions and activities taken by Committees that have worked towards accomplishing this goal:

- **Gulf of Maine Mapping Initiative (GOMMI):**
  - Coordinator Hired to provide GOMMI support including research, outreach, and administrative support
  - Preparation of GOMMI Brochure:  
([http://www.gulfofmaine.org/knowledgebase/seafloor\\_mapping/docs/seafloor\\_mapping.pdf](http://www.gulfofmaine.org/knowledgebase/seafloor_mapping/docs/seafloor_mapping.pdf))
  - Seafloor Mapping Priority Identification:  
(<http://www.gulfofmaine.org/gommi/docs/gommiusersurvey.pdf>)
  - Support provided for collaborative Cashes Ledge Seafloor Mapping project
  - Organization and support of two mapping workshops: *Integrated Seafloor Mapping and Benthic Ecology Into Fisheries Management in the Gulf of Maine* and *Survey Methods for Shallow Water Habitat Mapping in Northeast National Parks, Wildlife Refuges, and Estuarine Research Reserves*.
- **Habitat Restoration Subcommittee**
  - 94 restoration projects were funded that
    1. Restored Access to 144 miles of rivers and streams for river herring, Atlantic Salmon, and American Eel;
    2. Re-established access to 2,400 acres of alewife spawning habitat and;
    3. Rehabilitated over 500 Salt Marsh Acres
  - Web-portal Maintenance and Operation
  - Release/promotion of stream barrier removal guidelines
  - Grant requirement amendments to incorporate climate change awareness
- **Habitat Monitoring Subcommittee**
  - Support provided for website
  - Production of *Salt Marshes in the Gulf of Maine: Human Impacts, Habitat Restoration, and Long-term Change Analysis*
- **Habitat Conservation Subcommittee**
  - Completed documentation of coastal/marine managed areas in the Canadian portion of the GOM, creation of a user portal, and uploaded data to the GOMC website
  - Organization of a workshop regarding sub-tidal habitat classification methodologies
  - American Eel information Dissemination

## Action Plan Goal 2: Foster Environmental and Human Health

The following bullets are a collection of actions and activities taken by Committees that have worked towards accomplishing this goal:

- **Gulfwatch Contaminants Subcommittee**
  - Samples collected and analyzed for the years, 2007, 2008, 2009, and 2010.

- Past data was reconciled for the years 1993-2006 for web publishing
  - 2007 and 2008 Data Reports were produced
- **Climate Change Network**
  - Network initiation event held in New Brunswick
  - Production of publications: *Identifying Coastal Habitats at Risk from Climate Change Impacts* and *Identifying the Possible Effects of extreme Precipitation and Other Climate Change Impacts on Streamflow and Water Quality*
- **Ecosystem Indicators Partnership (ESIP)**
  - Produced fact sheet on 22 Indicators
  - Completion of the ESIP communications plan
  - ESIP Monitoring Map and Tool improvements

### **Action Plan Goal 3: Support Vibrant Communities**

The following bullets are a collection of actions and activities taken by Committees that have worked towards accomplishing this goal:

- **Sustainable Industries and Communities Committee**
  - Report entitled *Industry Engagement with the GOMC* prepared with recommendations
  - Dissemination of the Sustainable Industry Awards, Longard Award, Susan Snow-Cotter Award, and Visionary Awards.

### **Cross-Cutting Accomplishments**

The Council also provided grants for evaluation of the 2007-2012 Action Plan, produced and released the Gulf of Maine context report for the *State of the Gulf Initiative as well as several theme papers and the launch of a web page*. It also created an evaluation methodology for the Council's Actions.

- **Outreach Subcommittee**
  - Support for the Gulf of Maine Times and production of the quarterly on-line and print editions of the Times. It also provides various marketing and outreach functions for the Council's Subcommittees, Working Group, and the Council itself.
- **Information Management Committee**
  - Supported the IT needs of the Committees, Working Group, and Council including maintenance of the Council's web site and web tools.



## Gulf of Maine Action Plan: 2012 – 2017

*We envision a healthy and resilient Gulf of Maine ecosystem where aquatic life and humans thrive in 2030.*

Goal #1 Protect and Restore Habitats – Coastal and marine habitats and their watersheds are healthy, productive and resilient			
Desired Five-Year Outcomes	Activities <sup>2</sup>	Work Plan Tasks	Evaluation
<i>Important, measurable and compelling results the Council can attain in the next five-years.</i>	<i>Functions the Council performs (responsible entities are in parentheses).</i>	<i>Discrete things to be done.</i>	<i>Methods to measure outputs and results.</i>
<b>Water Quality Protection</b> Increased awareness among decision-makers, managers, and stakeholders about best practices, needs, and the benefits of improved water quality.	Assemble and disseminate existing products describing the impact of land-based activities on water quality and management measures (e.g., BMP's, etc.). Communicate the ecosystem and economic benefits of clean water (Outreach).	<ul style="list-style-type: none"> <li>Identify existing products &amp; location</li> <li>Create "directory of resources" web page</li> <li>Use GOMT to disseminate information about best practices, needs, and the benefits of improved water quality</li> </ul>	Google analytics; conduct pre and post query to document awareness about best practices, needs, and the benefits of improved water quality.
<b>Habitat Restoration</b> Increased pace, type, and quantity of habitats restored.	<ul style="list-style-type: none"> <li>Manage the Restoration Grants Program (Restoration)</li> <li>Facilitate information exchange and foster coordination among restoration practitioners (Restoration)</li> <li>Communicate the region's top restoration issues and benefits (Outreach)</li> </ul>	<ul style="list-style-type: none"> <li>Renew partnership with NOAA/NMFS; solicit projects, select, fund, secure non-federal match, assist, manage on-line systems, conduct monthly call, and report on results</li> <li>Maintain Restoration Portal and promote its use; convene monthly inter-jurisdictional discussions, convene the Maine Stream Connectivity Work Group, present restoration re-search/assessment results, organize restoration workshop/ conference session</li> <li>Use GOMC web site and GOMT to communicate about restoration issues and benefits; raise</li> </ul>	<ul style="list-style-type: none"> <li>Data on the pace, type, and quantity of habitats restored</li> <li>Goggle analytics; user satisfaction queries</li> <li>Google analytics; GOMT readers query of awareness and action</li> </ul>

<sup>2</sup> In performing these activities the Council will do one or more of the following: communicate within the Council, communicate externally with others, foster/promote actions by others and take action itself.

	<ul style="list-style-type: none"> <li>• Support restoration initiatives at various scales (Restoration)</li> </ul>	<p>awareness of and support for the GOM Restoration and Conservation Initiative &amp; Plan; make the Partnership's restoration statistics and information on program success more easily accessible</p> <ul style="list-style-type: none"> <li>• Develop community- and regional-level restoration projects for assessment, feasibility, design, and construction</li> <li>• Support technical needs of GOM Restoration and Conservation Initiative and "plan"</li> </ul>	
<p><b>Habitat Conservation</b> Increased use of ecosystem-based management approaches.</p>	<ul style="list-style-type: none"> <li>• Inform decision-makers and stakeholders on the uses and benefits of ecosystem-based management approaches and build the capacity of managers (Outreach)</li> <li>• Foster coastal and marine spatial planning (CMSP ad-hoc group)</li> <li>• Promote the mapping of the seafloor, consistent approaches to data collection, and web-based tools for managers (GOMI)</li> <li>• Promote information exchange on the effects of a changing climate (Climate Change Network CCN)</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare materials and use GOMC web site and GOMT to communicate about the uses and benefits of ecosystem-based management approaches</li> <li>• TBD</li> </ul> <p>Determine priority end-users, assess existing needs assessments, engage users to determine needs, contribute to a catalogue of planned seafloor mapping initiatives, define regional priority areas where maps are required.</p> <ul style="list-style-type: none"> <li>• Develop and disseminate a routine e-correspondence tool for decision-makers (e.g., local, state, provincial and federal representatives, non-profits, legislative staff, etc.) engaged in climate change issues. Use existing communications tools (e.g., GOMT, etc.) and integrate/adapt existing materials</li> </ul>	<ul style="list-style-type: none"> <li>• Google analytics; GOMT readers query of awareness and action</li> <li>• TBD</li> </ul> <p>Data on pace of seafloor mapping and end-user testimonials on the use and value of map products to decision-making.</p> <ul style="list-style-type: none"> <li>• Query recipients on the value of the information exchange</li> </ul>



		(e.g., CZMA Climate Change, Coastal Hazards E-News from NOAA, etc.)	
<b>Goal #2: Assess Environmental and Human Health</b> – Environmental conditions in the Gulf of Maine support human and ecosystem health			
<b>Monitoring</b> Increased knowledge of and awareness about environmental conditions in the marine environment.	<ul style="list-style-type: none"> <li>• Manage Gulf Watch Program (Gulfwatch Committee)</li> <li>• Foster region-wide aquatic habitat monitoring (Habitat Monitoring)</li> <li>• Communicate about existing monitoring activities, gaps and partnership opportunities (Outreach)</li> </ul>	<ul style="list-style-type: none"> <li>• Collect, analyze and report on contaminants in Blue Mussel tissue (and new analytes)</li> <li>• Produce web-based tools that synthesize data on habitat condition and make information available to resource managers, decision makers, and the public in a useful format</li> <li>• Prepare and disseminate articles in the GOMT</li> </ul>	<ul style="list-style-type: none"> <li>• Query of end users to assess increased knowledge and awareness</li> <li>• Query of end users to assess increased knowledge and awareness</li> <li>• GOMT readers report increased knowledge and awareness</li> </ul>
<b>Ecosystem Health Indicators and Reporting</b> Increased awareness about environmental trends; increased capacity of managers to address regional issues.	<ul style="list-style-type: none"> <li>• Produce and disseminate ecosystem indicator products that are responsive to manager's needs (ESIP)</li> <li>• Produce State of the Gulf information, describe the use and influence of indicators and SOG materials (SOG)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete production of Tier One indicators; review and select Tier 2 indicators, improve current web tools, engage in the regional indicators community of practice, participate in conduct formal web tool usability studies and enable ESIP's primary audience to use ESIP products and services to address their policy, planning and regulatory needs; broaden awareness and communicate with ESIP's primary and secondary audiences about ESIP products and services; support State of the Gulf Reporting Initiative</li> <li>• Complete five remaining theme papers; conduct communications campaign, assess use and influence of SOG products</li> </ul>	<ul style="list-style-type: none"> <li>• Query of ESIP's primary audience (e.g., federal, provincial, state and local government representatives with policy, planning, monitoring/assessment and regulatory mandates to: manage fresh, estuarine and marine water quality; and manage coastal and marine resources/environments (e.g., fisheries, land use, etc.)</li> <li>• Query primary audience on use and influence of SOG materials</li> </ul>

<b>Climate Adaptation</b> Increased awareness of the impacts of a changing climate among decision-makers and key stakeholders.  Increased awareness by the region's communities about the need to work together to respond to a changing climate.	<ul style="list-style-type: none"> <li>Facilitate the exchange of innovative approaches used by CAN/US regional adaptation initiatives (CCN)</li> <li>Provide decision-makers with information to better prepare and recover from natural disasters such as storms and sea-level rise (CCN)</li> </ul>	<ul style="list-style-type: none"> <li>Engage climate change practitioners in creating and implementing a climate change "exchange" (see above)</li> <li>Develop consistent StormSmart Coasts web-resources throughout the region including the sharing of municipal adaptation approaches</li> </ul>	<ul style="list-style-type: none"> <li>Query decision-makers and key stakeholders about changes in awareness</li> <li>Google analytics; awareness queries of municipal leaders</li> </ul>
<b>Goal #3 Foster Sustainable Coastal Communities – Communities have the understanding and capacity to adapt to change</b>			
<b>Environmental &amp; Resource Stewardship</b> Increased awareness at the community level about the environment and the sustainable use of resources.	<ul style="list-style-type: none"> <li>Engage partners and facilitate region-wide information exchanges (e.g. socio-economic evaluation, land-use planning, CMSP, non-point source reduction, working waterfronts, community value criteria, local green economy initiatives, etc.) (SICC)</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate and/or host workshops, webinars, and other learning sessions that support knowledge building and capacity building</li> </ul>	<ul style="list-style-type: none"> <li>Measure attendance at learning events; Query of participants</li> </ul>
<b>Renewable Energy</b> Increased regional dialogue on marine renewable energy development by practitioners.	<ul style="list-style-type: none"> <li>Support region-wide information exchanges (e.g., sharing of energy policies, practices, technologies etc.); (Outreach)</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate and/or host workshops, webinars, and other learning sessions to support the exchange of policy approaches and ideas</li> </ul>	<ul style="list-style-type: none"> <li>Measure attendance at learning events; query of participants; query GOMT readers</li> </ul>

Council Watch List	
<i>Issues – may be an emerging concern or one that is known</i>	<i>Examples of outputs &amp; activities</i>
Species at risk and invasive species	Organize Council meeting agenda topics on migratory species, biodiversity, etc.; produce GOMT articles; identify cross linkages between multi-species-focus (e.g. "Habitat") and single species-specific SAR; etc.
Implementation of US National Ocean Policy	Organize or participate in information roundtables for the following priorities: <ol style="list-style-type: none"> <li>Resiliency and Adaptation to Climate Change and Ocean Acidification (CC Network)</li> <li>Regional Ecosystem Protection and Restoration (Restoration Grants)</li> <li>Water Quality and Sustainable Practices on Land (ESIP)</li> <li>Ocean, Coastal, and Great Lakes Observations, Mapping, and Infrastructure (GOMMI &amp; ESIP)</li> </ol>

## Northeast Great Waters Initiative

### Background

- Habitat restoration is a priority in the Council's 2006-2011 Action Plan and over half of the Council's annual budget supports on-the-ground habitat restoration activities.
- December 2010 marked the completion and public release of the **US Gulf of Maine Restoration and Conservation Plan**—a needs assessment for the states of Maine, New Hampshire, and Massachusetts. The document can be located at <http://www.gulfofmaine.org/gomrc/>
- The “plan” focuses on four major issue areas: water quality (waste and storm water infrastructure), fish and wildlife habitat, adaptation to climate change, and long-term science, planning and communications.
- The Association of US Delegates to the Gulf of Maine Council served as fiscal agent for this initiative and many members of the Working Group participated in various ways
- Concurrently, Rhode Island reconfigured its “Bays, Rivers and Watershed-wide Plan” to match the Gulf of Maine plan's format, and quantified the needs. The provinces have also completed an assessment of restoration programs, needs and priorities.
- Together, the two state-based plans identify over \$4 Billion in short-term (five year) need for the US northeast coastal region.
- The US Congress is now considering the need to implement the Gulf of Maine and Rhode Island plans. Staff for Rep. Chellie Pingree has drafted legislation for that purpose. Similar legislation is taking shape in the US Senate.

### Possible activities and next steps

Although the current economic climate in DC makes significant funding to implement these plans unlikely in the short term, there is a strong argument in favor of passing a bill that would formalize greater cooperation and collaboration among relevant agencies in order to maximize efficiencies in the expenditure of tax-payers' money. Possible Council activities include:

- Share information about the US Gulf of Maine plan among relevant partners in both countries so that all agencies are aware of the plan and the need for implementation.
- Stay informed: request information from Senator Collins and the rest of the Gulf of Maine delegation about status of implementing legislation.
- Prepare articles in GOM Times and on website about the plan(s), the economic and environmental benefits of restoration, and ways to get engaged in promoting the need for restoration.
- Integrate the plan(s) into the new GOMC Action Plan and highlight habitat restoration and conservation needs in the Council's communications strategy.

*Submitted by Peter Alexander • [peter@peteralexander.us](mailto:peter@peteralexander.us)*



Gulf of Maine  
Council on the  
Marine Environment

Working Group Meeting  
June 13-14, 2011  
Bar Harbor Regency, Bar Harbor

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## Exploring ways to enhance regional collaboration

**Synopsis** -- The Gulf of Maine/Southern New England region, extending from the Bay of Fundy to Long Island Sound, has a growing institutional infrastructure to address regional and sub-regional ocean and coastal issues. Participants feel pride and ownership in these organizations, value existing relationships and have a track record of accomplishments. However, human and financial resources to support these efforts and the parent institutions (e.g., government agencies) are declining. There may be insufficient resources (people, expertise, time and money) for them all to prosper. While some interim efficiency measures have been taken, such as joint MOU's between organizations, it may be timely to explore ways to increase collaboration, productivity and to be even more efficient.

**Situation** – Examples of issues and concerns that have been raised over the past few years include:

- Multiple regional and sub-regional organizations have similar missions and engage many of the same people. These organizations have varying geographic scopes.
- Several organizations emerged in the past 5-7 years to address specific aspects of ocean management and a new “regional planning body” will be formed soon by the US National Ocean Council for ocean planning from CT-ME
- Many of the organizations lack legal mandates (i.e., no legislative imperative to act) which affects participation and the ability of participants to focus adequate time and resources on efforts, etc.
- There is insufficient, high-level political support (i.e., mid-level managers are engaged but Governors, Premiers and cabinet members may be only vaguely aware and may place emphasis on other, competing interests).
- There are anecdotes but few evaluations of outcomes that document results of some efforts. Absent this data, it is increasingly difficult for members to sustain (or increase) their resource commitments.
- Federal and state/provincial agency equality in decision-making is a hallmark.

Missions & People	Limited overlap of group missions	Significant overlap of group missions
Limited overlapping people	NEFMC RARGOM/BoFEP	NEP/LIS/ACAP NERR RI - RBW
Significant overlap of people	NERACOOS GOM Science Council NEODP	GOMC NROC RCOM

**Options** – Potential responses to this situation are numerous and span a continuum from incremental fixes to systemic change/organizational mergers.

### Possible next steps

1. NERACOOS (May 10<sup>th</sup>), NROC (May 19<sup>th</sup>), and GOMC (June 15<sup>th</sup>) arrange for discussion of the situation at their spring meetings and determine if they want to explore these issues in greater detail. If so, each designates three delegates to represent their interests in preliminary discussions and to report-back with options.



2. July – September – An independent, neutral facilitator (provided by contract through the Maine State Planning Office) organizes, leads and records 2-3 conference call discussions of the delegates; reviews and summarizes seminal reports that would inform these deliberations; conducts a limited number of phone interviews with key individuals; offers some organizational options for the delegates to refine; and prepares a report to the organizations for their consideration.
3. September – October – Delegates report-out to their respective organizations and determine if there is interest in continuing the deliberations.

### Finalizing and Releasing the Action Plan: May 2011 to March 2012 schedule

Background – The Council’s intent is to release the 2012-2017 Action Plan at its December 2011 meeting in New Brunswick. To meet this deadline the following needs to occur.

Months	Activity	Lead/Support
May	<ol style="list-style-type: none"> <li>1. Produce draft 2007-2012 “accomplishments” summary &amp; circulate to GOMC, WG and Committees for comment</li> <li>2. Provide instructions and solicit committee input by May 15<sup>th</sup> on illustrative/proposed work tasks</li> <li>3. Action Plan alignment with Council priorities -- Disseminate instructions to WG to use project Excel sheet to align agency priorities with proposed Council activities (WG members bring results to June meeting)</li> <li>4. Prepare WG and Council meeting materials (e.g., updated Action Plan table to include columns for evaluation and responsible entity, revised Watch List, Public consultation recommendations on draft plan, sketch for Action Plan rollout strategy in 1<sup>st</sup> quarter of 2012</li> <li>5. Convene May 24<sup>th</sup> (9:00 AM) APWG conference call</li> </ol>	<p>Matt</p> <p>David/Matt</p> <p>David/Theresa</p> <p>David/Theresa</p> <p>Theresa</p>
June	GOMC approves AP content; discusses initial presentation/design ideas and production schedule; receives WG recommendations for draft roll-out strategy	Theresa
July - August	<ol style="list-style-type: none"> <li>1. Clarify committee implementation roles and recruit/fill gaps</li> <li>2. Finalize Action Plan production plan (writing, layout, etc.)</li> <li>3. Convene APWG calls July 19<sup>th</sup> and August 23<sup>rd</sup></li> </ol>	<p>M&amp;F</p> <p>Theresa</p> <p>Theresa</p>
Fall	<ol style="list-style-type: none"> <li>1. Use draft Plan to conduct internal agency engagement/securing buy-in;</li> <li>2. Begin collaboration discussions with regional partners (e.g., this is what we want to work on, how do you want to be involved, what can you contribute, etc.)</li> <li>3. Provide final materials to writing and layout team; Amend/adapt current AP introductory and supporting materials for new Plan create “elevator speech” about the plan, relevance to agency objectives, etc.;</li> <li>4. Develop communication/rollout strategy including AP web site</li> <li>5. Fall Working Group meeting</li> </ol>	<p>WG members</p> <p>TBD</p> <p>Writing team</p> <p>Theresa/Peter</p>
October	<ol style="list-style-type: none"> <li>1. Complete final writing of the plan and proceed to layout</li> <li>2. Governors/Premiers update/heads-up</li> </ol>	<p>WG</p> <p>WG</p>
December	Release 2012-2017 AP in New Brunswick & in each jurisdiction	NB Secretariat
Jan - March	Commence communication and rollout strategy	Outreach Committee



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## 2012-2017 Action Plan: Recommendations for agency and partner consultation

### Background

In December 2010 the Council discussed the merits of a public consultation period (e.g., what is it, is it necessary, what do we gain from it, etc.). The following is an excerpt from the Council meeting minutes.

*The Council agreed that they would need to see the first draft of the action plan before any public consultation. There was no formal decision made regarding whether to post the draft agenda or just issue items, but the Council seemed to lean towards the issue items. They also agreed that if there is a survey, it should only go out to a targeted audience (e.g. coastal communities, selective industry, NGO's, and universities).*

*There was discussion about why a survey and its results would be useful. People were concerned about raising the expectations of the survey participants in the decision making process and with regards to its influence on the final action plan. Several responses confirmed that the survey's introductory explanation could sufficiently set boundaries for participant expectations. There were several voiced opinions that the survey would, in the least, help to identify potential new partnerships for the Council and help to get their name out there, always a positive thing. There was some support for making the survey more of an engagement-type process. This would also help to increase public and partnership relations.*

*There were also several comments about adding the question, "What are we missing?" There was some disagreement about the usefulness of this question.*

*There was no formal agreement about how to proceed or the methodology of the survey. However, the Council seemed ok with allowing the Working Group to first hash out the action plan this spring and passing it to the Council for review through email, with the possibility of needing a couple of follow-up conference calls before the June meeting.*

### Possible activities and next steps

On May 24<sup>th</sup> the Action Plan Working Group discussed the following "consultation rationale" and three steps.

#### Consultation Rationale

It is timely to ensure Council agencies (e.g., internal audiences) and likely non-profit partners (e.g., external audiences) are aware of the Council and the contents of its emerging Action Plan; are able to identify how the contents of the Plan align with their organization's interests/priorities for the next few years; and are requested to identify pertinent people and resources within their organizations that they currently plan to provide to address respective AP priorities.

### Next Steps

1. Prepare for consultation (July)
  - The three goals in the Action Plan provide the basis for determining who should be consulted with;
  - Identify the sub-themes (e.g., restoration, contaminant monitoring, etc.) within each goal;
  - Create a draft template to record the names of organizations, determine criteria to establish priorities since the list of organizations will exceed Council's outreach/engagement capacity, and apply criteria to determine relative priority (e.g., high/med/low). Examples of criteria include existing relationship with the Council, most likely to work on themes with us, etc.
2. Conduct consultation (August – September)
  - Ask how these priorities in the Plan align with their interests (use the information from the WG inquiry)
  - Identify people's names within the agencies and partners that we have a relationship with
3. Assess results (October)
  - Review responses and incorporate results as appropriate

### ***Action or outcomes requested***

Develop recommendations to the Council on how to proceed with a consultation process

*Submitted by the Action Plan Working Group*

Initiative Purposes

- *Jointly identify and cooperatively implement projects so as to accelerate the pace of coastal and marine stewardship;*
  - *Strengthen inter-organizational collaboration and leverage limited resources*

**Progress Report – May 2011**

October 27, 2010 Priority Projects (2-3 page narratives are available for each project)	Progress
• Produce high-resolution maps of the ocean floor spanning the region's highest priority geographic areas	X
• Create an atlas (e.g., database or spatial data layers) of the spatial extent and intensity of consumptive and non-consumptive human uses of the ocean	X
• Develop protocols for environmental assessment, monitoring and mitigation	X
• Develop and test a New England/Maritimes methodology that describes the economic value of ecosystem goods and services	
• Conduct research to enhance our understanding of regional climate change impacts	
• Develop regional ecosystem management plan	X
• Create a data management distributed portal/network	
• Regional nutrient loading to coastal waters from land and air sources	X
• Bio-regional (web-based indicators)/Ecosystem States tool (BEST)	
• Coordinated ecosystem health communication strategy for New England/Maritimes	X
• Develop a northeast Coastal hazards directory	X
• Coordinated coastal hazards messaging, training and outreach	X
• Coastal storm impact forecasting	
Inter-organizational Collaboration	X

Produce high-resolution maps of the ocean floor spanning the region's highest priority geographic areas

Project description: Regional scale high resolution seafloor mapping products (e.g., multi-beam, side scan, sea bed, etc.) are needed (as well as site specific maps) to guide the siting of alternative energy projects and manage protected areas, support planning level analysis of in-water development, and evaluate anthropogenic impacts to marine habitats including oil spills, sewage outfalls, boating and fishing practices, dredging, and disposal.

Tasks: A seven step process was developed by the Partners that would produce a strategy to prepare mapping products that meet end-user needs (e.g., set the protocols for data quality and data dissemination) and release map products including on-line discovery of metadata).

Progress: Two follow-up conference calls were organized to support planning for a summer 2011 workshop. (NOAA/CSC has offered funding and in-kind support is being explored by the NOAA North Atlantic Regional Team, ME Coastal Program, NERACOOS, URI and USGS.) A steering committee is being formed and consists of state, NROC, academic and federal representatives.

Create an atlas (e.g., database or spatial data layers) of the spatial extent and intensity of consumptive and non-consumptive human uses of the ocean

Description: Prepare and disseminate an on-line database, information management system or data layers that describe the spatial extent and intensity of consumptive and non-consumptive human uses

of the ocean (e.g., location of shipping lanes, concentrations of commercial fishing activity, aquaculture sites, spatial patterns of recreational use protected areas, marine archeology, etc.) to promote an understanding cross-sectoral impacts.

Tasks: Five priority actions were identified that would lead to the development of a regional information management system, acquisition of new data and assess user satisfaction with the information products.

Progress: NROC, in partnership with Third Sector New England, has secured the resources and hired John Weber for 12-months to serve as the NROC Coastal and Marine Spatial Planning Managing Director. John has four primary duties including "... develop a process to enable NROC and partners to define and represent ecologically significant areas and human use areas in the Northeast ....". The Maine Coastal Program is also contracting with the Island Institute to gather and present human use data for coastal Maine.

#### [Develop protocols for environmental assessment, monitoring and mitigation](#)

Description: Develop and test standardized protocols for baseline studies and monitoring for the collection and comparison of scientifically valid and comparable data for specific offshore renewable energy issues that seamlessly integrate with a newly designed conceptual framework and approach cumulative environmental impact evaluation of offshore renewable energy development.

Tasks: Describe anticipated impacts and risks (based on experiences elsewhere); identify regional data requirements; create consistent data collection procedures (including management, access, ability to aggregate); develop a method for public and private pooling of funds to pay for data collection; develop a method to assess impacts of new uses, existing uses and their interaction; create consistent monitoring protocols; create method to record "lessons-learned" and adapt management strategies; develop strategy to integrate into decision-making process.

Progress: The National Ocean Partnership/BOEMRE is funding a two-year project to perform the following: 1) develop and test standardized protocols for baseline studies and monitoring for the collection and comparison of scientifically valid and comparable data for specific offshore renewable energy issues that are developed in coordination with and ultimately supported by scientists, regulators, and industry; and 2) develop a conceptual framework and approach for cumulative environmental impact evaluation of offshore renewable energy development, as part of a larger framework for a site evaluation tool for decision makers. The project manager is Jennifer McCann, URI Coastal Resources Center/Rhode Island Sea Grant.

#### [Create a data management distributed portal/network](#)

Description: An integrated, regional data management network that is robust with searchable metadata; interoperable with existing state, provincial, federal and non-profit data management investments; and is user friendly.

Tasks: Develop data needs for supporting CMSP by interviewing regional managers; develop data profiles (scoping documents) for needed data themes; develop an information management system and the data layers needed; develop data viewer; develop data discovery mechanisms; and develop a communication strategy.

Progress: The Northeast Regional Data Portal Working Group, which includes MOP, NERACOOS, TNC, NOAA CSC, and GMRI has raised \$500,000 in cash and in-kind support. They have worked on: stakeholder identification of eighteen regional CMSP data priorities (e.g., vessel traffic, channels, energy

infrastructure, VTR data, shipwrecks, etc.), production of data profiles which describe cost and next steps needed for high priority regional data products, initiation of regional data product development, and implementing a prototype web site for data access, viewing and collaboration. (Note: these priorities mesh well with the human use atlas task described above.)

#### Bio-regional (web-based indicators)/Ecosystem States tool (BEST)

Project Description: This effort would track the condition of the region's ecosystem status and trends; and publicize and disseminate information through communication programs that serve all user interests.

Tasks: Identify priority audience(s) and needs; build on and expand ESIP and other indicator efforts (e.g., Maritimes/NE coverage to NY Bight); build interoperable data management into this regional effort; conduct an inventory of data and indicators; develop and implement communications strategy; etc.

Progress: In late March MOP, COMPASS, UMass Boston, NROC, NERACOOS and other regional partners raised approximately \$75,000 and convened 80 representatives of the region's indicator, monitoring, and management communities at a two-day workshop on the Boston waterfront. The objectives were to: improve familiarity with the indicator programs in attendance; share indicator programs' communication methods and communication challenges; explore management applications, indicator selection, funding and partnership challenges; explore strategies for improved short and long-term indicator program collaboration; and define a series of next steps towards improved coordination and collaboration and develop an implementation strategy (e.g., who could take the lead, funding, etc.). The result of the conference was agreement to create a New England community of practice that furthers the objectives described above. A steering committee is being formed.

In April, 2011 NERACOOS, the Gulf of Maine Council/Ecosystem Indicator Partnership and USGS convened 30 plus practitioners from throughout New England to discuss: the strengths and weaknesses of the indicator suites selected for the Gulf of Maine and how they would apply to southern New England waters; the usability of the Monitoring Map Tool to find adjacent data collection sites; the graphing and product output capabilities of the Indicator Reporting Tool; and discuss an implementation plan for building out a New England Indicator Portal.

#### Coastal Hazards Directory

Project Description: Create a web-based searchable database that would function as a directory of coastal hazards materials including documents, tools, data and pilot projects.

Tasks: Identify the content of the directory, and create the database and the input forms and dynamic web pages to view the content.

Progress: The New England States are in the process of creating their individual Storm Smart Coast pages, which facilitate the identification of directory content that would not duplicate existing products. In the interim it has been suggested that the directory focus on coastal hazards tools. Last year, NERACOOS developed a directory of coastal hazards observation tools

(<http://coastalhazards.uconn.edu/saltmarsh/>). The NERACOOS Projects Team will be reviewing the format of this page to recommend a final format so that the pages can be revised and made accessible through the NERACOOS website. Absent a database, a directory of other coastal hazards tools will be developed as a series of html pages. The host site for these might be the New England Storm Smart Coast Regional page.

#### Coordinated coastal hazards messaging, training and outreach

Project Description: Convene a series of webinars for coastal hazard and emergency managers and planners.

Tasks: Identify webinar topics, presenters and establish a schedule. Develop outreach products.

Progress: NROC Coastal Hazards Standing Committee is the lead for the webinar series. A draft schedule has been developed. To maximize audience access, states are in the process of identifying potential video conferencing hubs.

Last fall, NERACOOS shared project suggestions with regional partners for an internal funding opportunity known as the NOAA Preserve America Initiative. The team decided to submit a proposal to develop a video of David Vallee's (NWS) presentation about New England Hurricanes. This project was not selected for funding.

#### Coastal Storm Impact Forecasting

Project Description: Complete the development of the Massachusetts Storm Reporter Database and expand the geographic area to include coastal New England. The purpose of this browser accessible database is to compile post-storm damage information that can be used to improve storm impact forecasting. This is a high priority product for the National Weather Service.

Tasks: The Massachusetts Office of Coastal Zone Management developed the database in 2010 and had generated the online form for data entry. The forms and searching capability to view the data could not be completed with available funding. NERACOOS agreed to provide funding via their planning grant to complete this regional database.

Progress: Significant progress has been made toward completing the database. Testing and viewing will begin in early May and the project will be completed by May 30, 2011.

#### Inter-organizational Collaboration

Project Description: In New England and the Maritimes there are a wide variety of government, non-government and government/non-government organizations engaged in ocean and coastal stewardship activities. Equally diverse is their legal basis (e.g., some created in federal or state statute, gubernatorial agreements, etc.), their longevity (e.g., several are a few years old while others have decades of experience), geography (e.g., spanning from the Canadian Maritimes to the NY Bight), membership composition, scope of interest (e.g., communications, resource management, research, education, policy, etc.) and financial capacity (e.g., dues driven, grants, federal appropriations, etc.) to name but a few distinguishing characteristics.

Tasks: A few organizations describe and assess differences and commonalities, describe shared agreement on vision or goal for collaboration (shared values) – "common ground", create a well-defined purpose that is real, practical and shared by the group.

Progress: NERACOOS (May 10<sup>th</sup>), NROC (May 19<sup>th</sup>), and GOMC (June 15<sup>th</sup>) will arrange for discussion of this situation at their spring meetings and determine if they want to explore these issues in greater detail. If so, each will designate three delegates to represent their interests in preliminary discussions and to report-back with options. (See 1-page narrative in Board meeting packet with options and recommendations.)





#### Memorandum of Understanding

Northeast Regional Ocean Council &  
Gulf of Maine Council on the Marine Environment  
February 2010

#### Parties

The Northeast Regional Ocean Council (NROC) is a U.S. state and federal partnership with the goal of engaging in regional protection and balanced use of ocean and coastal resources. NROC's coordinated approach reaches across state boundaries from Maine to Connecticut to find and implement solutions to the region's most pressing ocean and coastal issues.

The Gulf of Maine Council on the Marine Environment (GOMC) is a U.S.-Canadian partnership of government and non-government organizations working to maintain and enhance environmental quality in the Gulf of Maine to allow for sustainable resource use by existing and future generations. The Council represents a unique non-regulatory forum for bi-national discussion on environmental issues of shared concern.

#### Overview

Our organizations have a shared interest in the wise management of coastal and ocean resources for the benefit of current and future generations. Further we have a common geographic focus around the Gulf of Maine and shared priorities around a healthy and resilient coastal and ocean ecosystem. As such we have a strong interest in collaborating with each other and leveraging human and financial resources to the benefit of our shared ecosystem.

#### Methods of collaboration

Our organizations agree to partner on the following:

1. Coordinated strategic planning – As each organization prepares and/or updates its long-range plans it will ensure strong consultation occurs to capitalize on opportunities and minimize redundancies. We understand how our missions are intertwined and will work cooperatively to implement them, including the pursuit of joint work plans where appropriate. We commit to substantive and ongoing dialogue. We will be mutually supportive, responsive to requests for assistance and solicit advice from each other as needed. In this way we will sustain a durable and effective working relationship.
2. Ecosystem Health Activities – Healthy ecosystems is a shared priority for both organizations. On an annual basis the organizations will assess their planned ecosystem health activities and identify a point of contact (POC) for purposes of maintaining communication and sharing information and lessons learned. The designated POCs will identify opportunities for collaboration in the Gulf of Maine region as well as opportunities to transfer ideas to their broader geographies of Southern New England and the Canadian Maritimes.
3. Climate Change Activities – The economic, social and environmental effects of a changing climate are another shared priority. Both organizations are working on climate change policy, communications and technical assistance. On an annual basis the organizations will designate a point of contact (POC) that will identify opportunities for collaboration in the Gulf of Maine region as well as opportunities to transfer ideas to their broader geographies of Southern New England and the Canadian Maritimes.
4. Joint projects – Subject to available funding, the organizations will jointly support projects of shared interest that are identified during the development of each organization's annual work plans.
5. Progress reports – The organizations will periodically report to their respective boards on progress in implementing this MOU and solicit suggestions for other collaboration opportunities.
6. Fund development and management – When appropriate the organizations will work cooperatively on funding requests to ensure an integrated, seamless approach. In addition, the Association of US Delegates to the Gulf of Maine Council on the Marine Environment, when

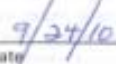


requested by NROC, may assist that organization by receiving, disbursing and accounting for funds that the organization receives.

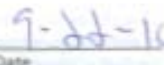
Duration and termination of Agreement

The duration of the agreement will be for one year. Renewal will be automatic unless specifically terminated. Amendment of the agreement may be made at any time, by signature of both parties. Termination of the agreement may be initiated by either party in writing with a notice period of 30 days.

  
\_\_\_\_\_  
Northeast Regional Ocean Council

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Gulf of Maine Council on the Marine Environment

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Association of US Delegates to the Gulf of Maine Council  
on the Marine Environment (for fiscal purposes only)

  
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Date