



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

## **Working Group Briefing Packet**

*Version 1*

Delta Brunswick, Saint John NB ♦ March 14-15, 2011

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**Monday, March 14, 2011 – Delta Brunswick, Saint John New Brunswick**

<b>7:00 AM</b>	<b>Committee meetings and breakfast on your own</b>
<b>8:30 AM</b>	<b>Welcome, introductions, and overview and objectives for the meeting</b> <i>Theresa Torrent-Ellis, Maine Coastal Program / Maine State Planning Office and Working Group Chair</i>
<b>8:40 AM</b>	<b>Accept consent agenda</b> <ul style="list-style-type: none"> <li>Working Group December 2010 meeting summary</li> <li>Committee and Subcommittee reports</li> <li>Marine Spatial Planning Ad-hoc group report (including preparation for final report 6.2011)</li> <li>US Gulf of Maine Habitat Restoration and Conservation Plan</li> <li>Great Waters advocacy</li> <li>Recommendation for the Sustainable Communities Award (for Council vote at 6.2011 meeting)</li> <li>Other reports as needed</li> </ul>
<b>9:00 AM p.4</b>	<b>Special local presentation</b> <i>Tim Vickers, ACAP ST John Storm water management project</i>
<b>10:00 AM p.7</b>	<b>Talking about the Council: what you need to carry the message</b> <i>Theresa Torrent-Ellis and Peter Alexander, Talking Conservation</i>  <b>Background:</b> At the December meetings, the Working Group and Council discussed the need for a one-page narrative document and an accompanying FAQ that WG members and Councilors could use in their briefings with decision makers and for orientation of new Working Group and Council members. The Outreach Committee was tasked with developing this tool using the model provided by the document created for outreach for the SICC.  <i>Outcome/Desired Action: Review and adoption of proposed one page GOMC fact sheet, a draft set of FAQs and proposed action plan for using these materials.</i>
<b>10:30 AM</b>	<b>Break</b>
<b>10:45 AM p.12</b>	<b>Coastal &amp; Marine Spatial Planning</b> <i>Glen Herbert</i>  <b>Background:</b>  <i>Outcome/Desired Action:</i>
<b>11:15 AM</b>	<b>Gulf of Maine Council Communications Strategy</b> <i>Peter Alexander, Talking Conservation, and Theresa Torrent-Ellis</i>  <b>Background:</b> The Outreach Committee, under the lead of EC Communications Specialist Debbie Buott-Matheson, began the process of building a communications strategy for the GOMC focusing on the current needs of ESIP and the SOER to build into an effective strategy for the December 2011 release of the revised Action Plan. Peter Alexander, with guidance from OC, has designed a Communications Strategy that he will share with the Working Group.  <i>Outcome: This training style presentation will familiarize the Working Group with the components of the Communications Strategy and will ensure that they will be adept in its application.</i>
<b>12:00 PM</b>	<b>Lunch on your own</b>

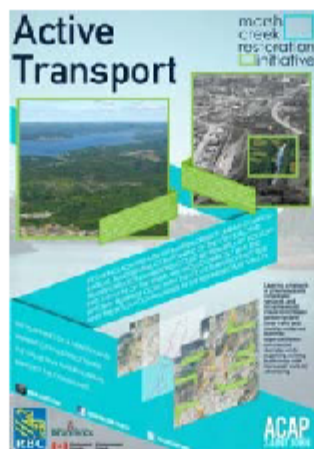
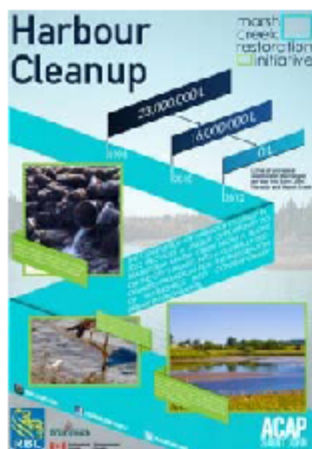
1:00 PM p.14	<p><b>Your Action Plan Part 1: review of Action Plan Working Group Outcomes and Recommendations</b> Theresa Torrent-Ellis, Matt Nixon, Maine Coastal Program and Program and Administrative Assistant to the Working Group</p> <p><b>Background:</b> After review of the outcomes of the Working Group and Council meeting in December the Action Plan Team and Maine Secretariat formed a revision of the Action Plan process which reflects the organization's strengths identified and the unique role of the Council. This process was adopted by the Action Plan Working Group and a new set of activities and outcomes has been developed.</p> <p><i>Outcome/Desired Action: Working Group will work through each topic area and review outcome recommendations for the revised Action Plan draft to be distribution for public comment in the spring.</i></p>
3:00 PM	<p><b>Your Action Plan Part 2: plan vision statement and Council mission statement</b> Theresa Torrent-Ellis</p> <p><b>Background:</b> The Working Group drafted a recommended vision statement for consideration by the Council. Councilors provided guidance for revisions and discussed review of the Council mission statement, guiding principles, and terms of reference. Theresa along with the Action Plan Working Group has drafted a new version for Working Group comment and for proposal to the Council on a March conference call.</p> <p><i>Outcome/Desired Action: Consensus on Action Plan vision statement and Council mission statement.</i></p>
3:30 PM	<p><b>Your Action Plan Part 3: committee and subcommittee evaluation</b> Theresa Torrent- Ellis and Mathew Nixon</p> <p><b>Background:</b> Since the start of 2011, the Maine Secretariat has worked with the committees and subcommittees to gather their input on directions and activities for the Plan. We will review current committee status, steps forward for committees, and recommendations on how to better facilitate Committee effectiveness.</p> <p><i>Outcome/Desired Action: Discussion and decision on committee directions and recommendations on how to best foster and maintain committee engagement and effectiveness.</i></p>
4:00 PM	<b>Wrap up and travel to Irving Nature Park</b>
4:15 PM	<b>Irving Nature Park Visit hosted by Samantha Perrin, Irving Oil Co.</b>
7:00 PM	<b>Group Dinner in Saint John</b>

**Tuesday, March 15, 2011 – Delta Brunswick, Saint John New Brunswick**

8:30 AM	<b>Meeting opening</b>
8:45 AM p.17	<p><b>ESIP – Indicator Tools Interactive Session</b>  <i>Presenters: Susan Russell-Robinson, US Department of Interior-US Geological Survey and Kathryn Parlee, Environment Canada</i></p> <p><b>Background:</b> Over the past twelve months, several of the first-tier ESP indicators have been completed and data quality checked and incorporated into the Indicator Reporting Tool. Now the tool is ready for prime time, that is ESIP 2.0 where users validate, evaluate and contribute to improving the tool.</p> <p><i>Outcome/Desired Action: <b>Please bring your laptop computer</b> to work through features of the tool, so you can answer questions and tell others about the Indicator Reporting Tool. The session provides guidance for Council June meeting discussion.</i></p>
9:30 AM	<b>Your Action Plan Part 1: Review of Activities from Monday's discussion</b>
10:15 AM	<b>Break</b>
10:35 AM	<b>Your Action Plan Part 1: Activity Review continued</b>
11:30 AM p.18	<p><b>Your Action Plan Part IV: Building support with an effective and inclusive public review process</b>  <i>Theresa Torrent-Ellis</i></p> <p><b>Background:</b> At its December meetings, the Working Group and Council discussed the need for an Action Plan public review process which would identify who should be our review audience, what we would like them to provide us in the way of feedback, and how this information will be used. We will review the public comment process used for the current action plan and how the information was applied.</p> <p><i>Outcome/Desired Action: Recommendation to the Council during the March conference call on an effective public review process to be conducted in Spring.</i></p>
12:00 PM	<b>Lunch on your own</b>
1:00 PM	<p><b>Council and Working Group meetings scheduling preferences and ideas for guest speaker presentations</b>  <i>Theresa Torrent-Ellis and Rob Capozzi, NB Department of Environment</i></p> <p><b>Background:</b> The meetings for the New Brunswick Secretariat year need to be scheduled. Issues including travel restrictions, days of the week, legislative sessions, and other conflicts need to be identified to maximize meeting participation.</p> <p><i>Outcome/Desired Action: The New Brunswick Secretariats will have clear guidance on all member and agency scheduling conflicts and preferences for meeting days. New Brunswick will be able to craft a schedule of meeting locations. A list of potential guest speaker presentations will be generated.</i></p>
1:30 PM p.26	<b>Committee updates</b>
3:00 PM	<b>Adjourn</b>

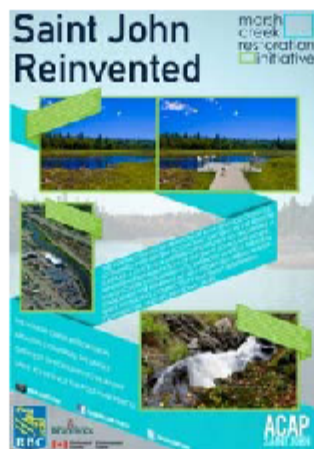
## Marsh Creek

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# marsh creek restoration initiative

The MCRI, is in reality much more than a restoration project, it is a strategically-timed sustainability initiative that seeks to set an example for the rest of the country of how a once-degraded and embarrassing ecosystem can be turned into a ground-breaking example of how an urban environment can be integrated with natural systems, rather than just being built on top them. It is for these reasons that the MCRI is beginning to gain international attention because other jurisdictions are looking at Saint John to see how a prototypical industrial city attempts to re-invent its most abused ecosystem as not only a safe place for fish and wildlife, but as a catalyst for a new model of urban living and growth.



## Find us on Facebook



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**ACAP Saint John** We encourage anyone with an interest in wetland issues to attend the Saint John public meeting on February 28th.

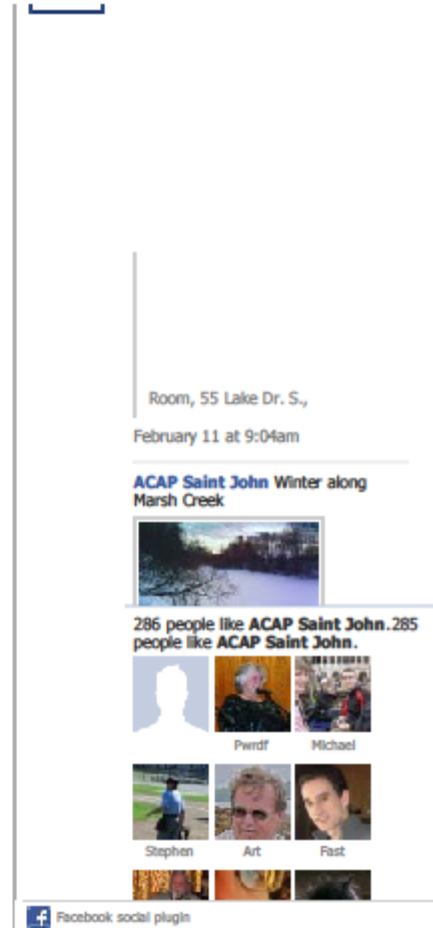
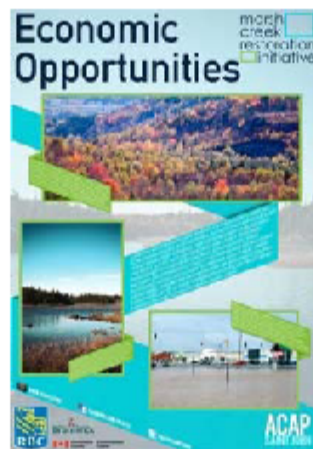
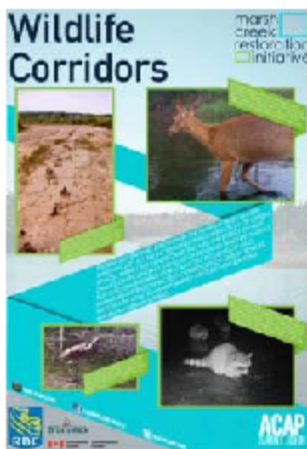
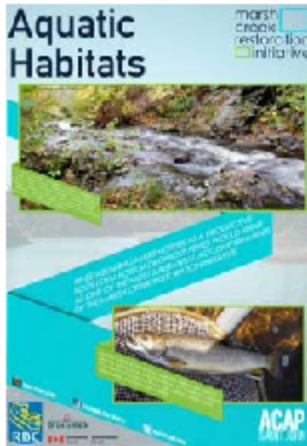
**Environment minister to engage New Brunswickers on the topic of wetlands**  
[www2.gnb.ca](http://www2.gnb.ca)  
 Saint John 9 a.m. to 11 a.m.,  
 Monday, Feb. 28, Lily Lake Pavilion, Wallace-MacMurray

[http://www.acapsj.com/Marsh\\_Creek.html](http://www.acapsj.com/Marsh_Creek.html)[2/28/2011 7:37:57 AM]





#### Marsh Creek



Want to learn more about how the Marsh Creek Restoration Initiative will transform Saint John? Click on these more detailed information sheets below to find out!

[http://www.acapsj.com/Marsh\\_Creek.html](http://www.acapsj.com/Marsh_Creek.html)[2/28/2011 7:37:57 AM]



Marsh Creek



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[http://www.acapsj.com/Marsh\\_Creek.html](http://www.acapsj.com/Marsh_Creek.html)[2/28/2011 7:37:57 AM]





## Communicating Effectively about the Gulf of Maine Council

And its activities

## THE FIRST AND MOST IMPORTANT QUESTION: Who is the "Audience"?

- In every 1000 people only about 2 are Conservation Professionals and Policy Makers\* \* With thanks to Eric Rold
- The other 998 people (the "general public") are:

### Sales Clerks



### Cashiers



### Office Clerks



### Food Service Workers



Nurses



Waiters



Customer Service Reps



Truck Drivers & Delivery Guys



Janitors



Teachers





### Secretaries



And on and on and on until  
finally...someone GETS it!



### Inconvenient Truths:

- None of those other 998 people know or care what GOMC, TMDL, MPA, CZM, MSP, or CMSP stand for.
- Very few know what a watershed is.
- None is likely to see, read, or care about the State of the Gulf reports.
- None knows what Gulf of Maine Council is.

### So What Do We Say?



### Rule #1: Anticipate the Questions

- Harold Stassen's first press conference at the Office of Mutual Security: a true story



### Exercise #1

- Write down a reporter's 3 likely questions about the Gulf of Maine Council.
- Write down three likely questions from one of your agency or NGO colleagues about the State of the Gulf of Maine report "*Climate Change and its effects on Ecosystems, Habitat and Biota.*"



## Exercise #2



You are at the Winter Games in Halifax and find yourself standing in line next to this gentleman. You have three minutes to tell him about the Climate Change (Ecosystems) report. Write down the three most important things for you to say.

## Communications Planning Goals

- Increase awareness about the Gulf of Maine Council (GOMC)
- Increase awareness about—and use of GOMC's publications and reports
- Measure, evaluate and continually improve GOMC's communication and outreach efforts.

## 1. Increase awareness re GOMC

- Step 1: Identify Target Audiences
- Step 2: Determine Best Communication Vehicle(s) for each audience
- Step 3: Develop Messages and Talking Points
- Step 4: Develop timeline and budget
- Step 5: Develop materials (brochures, etc.)
- Step 6: Train spokespeople
- Step 7: Implement!

## 2. Increase use of GOMC docs

- Step 1: Identify Target Audiences
- Step 2: Determine Best Communication Vehicle(s) for each audience
- Step 3: Develop Messages and Talking Points
- Step 4: Develop timeline and budget
- Step 5: Develop materials (brochures, etc.)
- Step 6: Train spokespeople
- Step 7: Implement!

## 3. Measure and Evaluate

- Metrics and criteria
  - Quantitative
  - Qualitative
- Tools
  - Surveys
  - Web Tracking
  - Etc.

## Exercise #3: Name the Audience

- 5 people in your organization who need to be kept informed about GOMC activities and reports.
- 5 people in your organization's close circle (partners) who need to be kept informed.



Parting Words...

Every report, fact sheet, and action plan should clearly articulate:

- WHO should use it
- WHY it is useful

And Every Council  
Member Should Be  
Able to Articulate  
These Things!

If you can't answer those  
questions

Don't spend your money!

Questions, Answers,  
Suggestions?

Thank you!

Peter Alexander  
Talking Conservation  
[peter@peteralexander.us](mailto:peter@peteralexander.us)  
(802) 380-3080

Special thanks to Eric Eide of Waterworks that Work



## 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 and led to the establishment of an ad-hoc Working Group to investigate and make recommendations on roles and activities for the Council that could be included in the forthcoming 2012-2017 Action Plan. The core Working Group members are Betsy Nicholson (NOAA), Tim Hall (DFO), 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 four occasions to date and is focused on the preparation of a discussion paper and gap analysis on CMSP in the Gulf of Maine bioregion to form the basis for recommendations on roles and activities for the Council. The Working Group is scheduled to present its results and recommendation at the June 2011 Council meeting. An interim report is being provided during the GOMC Working Group meeting on March 14-15, 2011.

### 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, a preliminary set of activities has been identified using the following criteria: (a) bioregional in scope; (b) beyond capacity or scope of single organizations; and (c) likely to benefit from a bilateral approach. Potential activities include the following:

- 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



The Working Group will complete its analysis and prepare a set of recommendations by June 2011 on roles and activities to be considered for inclusion in the 2012-2017 Action Plan.

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

## Organizing the Gulf of Maine 2012 – 2017 Action Plan

*Over the next twenty years we envision a healthy and resilient Gulf of Maine ecosystem where aquatic life and humans thrive.*

### Overarching and Defining Theme for the Next Five Years

The Council will more fully deliver on Premiers/Governors 1989 mandate to serve as a forum to exchange resource management information, innovative ideas and lessons-learned. By doing so it will leverage regional skills and expertise thus enabling Council agencies and its partners to make more rapid progress in improving the stewardship of the Gulf's resources. This will be a core tenant in all things it does. It will use a wide array of tools to achieve the outcomes described below. A special focus will be on bringing relevant science to the management communities.<sup>1</sup>

Goals	Council Five-Year Outcomes	Illustrative Activities	Work Plan Tasks
<i>Lofty, ambitious, long-term, inspiring</i>	<i>Important, measurable and compelling results the Council can attain in the next five-years</i>	<i>Functions the Council performs; the processes it uses to complete a task</i>	<i>Discrete things to be done</i>
<b>Protect and Restore Habitats</b> – Coastal and marine habitats are in a healthy, productive and resilient condition	<b>Water quality - Land-based Activities</b> (increased awareness of effects of water quality degradation on coastal and marine habitats)  <b>Habitat Restoration</b> (improved river and salt marsh habitat functions and values; increased awareness of need for restoration, habitat fragmentation & alternation)  <b>Habitat Conservation</b> (increased awareness about ecosystem-based approaches; increased capacity of managers to apply integrated approaches; increased awareness to respond to	Prepare & effectively disseminate materials about the effects of non-point source pollution degradation on coastal and marine habitats to priority audiences; disseminate BMPs, Provide restoration partnership grants; create tools managers needs;  Support marine spatial planning & watershed restoration planning; communicate about the need for seafloor maps/tools; promote climate change exchange/disseminate effective approaches; communicate	<i>To be completed after the outcomes are determined. (e.g., write &amp; disseminate reports, hold forums, produce the GOMT, organize workshops and meetings, write</i>

<sup>1</sup> Examples of tools the Council can use as a regional information broker:

1) information item/briefing at GOMC meetings or at partners meetings; 2) ½ day (or longer) forums/professional sessions/workshops/seminars at GOMC meetings or at partners meetings; 3) biennial conference; 4) internet based 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.); 5) telephone (e.g., conference calls, etc.); 6) in-person or virtual personnel exchanges (e.g., extending from hours to weeks);

	climate change	ecosystem health objectives and needs	
<b>Foster Environmental and Human Health – Environmental conditions in the Gulf of Maine support human and ecosystem health</b>	<b>Monitoring</b> (increased awareness about contaminants in the food chain; increased and more consistent monitoring of aquatic habitat change; <b>Ecosystem Health Indicators &amp; Reporting</b> (increased capacity of managers to address regional issues; increased awareness about environmental trends)	Operate Gulf watch program; foster region-wide aquatic habitat monitoring  Produce state of the environment reporting and ecosystem indicators materials responsive to managers needs	<i>fact sheets, review and award restoration grants, prepare funding proposals, maintain web pages, perform evaluations, collect &amp; assess monitoring data, awards programs, etc.)</i>
<b>Support vibrant communities – communities are vibrant and have marine-dependent industries that are healthy and globally competitive</b>	<b>Renewable Ocean Energy</b> (increased awareness about the assessment and approaches to developing the region's renewable ocean energy potential) <b>Sustainable Communities</b> (increased understanding of methods and lessons-learned about sustainable community networks and working waterfronts)	Actively facilitate the exchange of marine renewable energy information and initiatives;  Recognize sustainable industries, promote inter-industry communication about best practices, and promote sustainable communities (e.g., share funding opportunities)	

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 & 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.


**A note on methods to perform the activities and tasks in the Action Plan** (see footnote on preceding page about communication methods)

The Council will continue to use a variety of methods that, by their very nature, both cut across and may integrate the three goals. Examples include:

- **Marine spatial planning** (e.g., CMSP identifies areas most suitable for various types or classes of activities in order to reduce conflicts among uses, reduce environmental impacts, facilitate compatible uses, and preserve critical ecosystem services to meet economic, environmental, security, and social objectives. In practical terms, CMSP provides a public policy process for society to better determine how the ocean, coasts, and Great Lakes are sustainably used and protected now and for future generations.)
- **State of the Gulf reporting** (e.g., Gulf-wide synthesis of pressures on the environment, biophysical and socio-economic status and trends, and responses to identified issues) and **Ecosystem Indicators** (measurements that reflect the condition of the environment. Indicators can be social, economic, environmental, or a combination of indexes; indicators make complex systems understandable in simple terms.



Irving Nature Park - J.D. IRVING, LIMITED



# ENVIRONMENT

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Home > Environment > Irving Nature Park

## Irving Nature Park

AIR

LAND

WATER

RESEARCH

ACTIVE ENVIRONMENTAL APPLICATIONS

ENVIRONMENTAL POLICY

IRVING NATURE PARK

Schedule





IRVING ECO CENTRE (LA DUNE)

The Irving Nature Park is a 600 acre (243 hectare) site created by J.D. Irving, Limited to help protect an environmentally significant area. This special part of the Fundy coastline, minutes from downtown Saint John, a major urban centre of New Brunswick, is now a place where the public can enjoy and experience the various ecosystems of the Southern New Brunswick coastline.

The peninsula of volcanic rock and forest on the Bay of Fundy is swept twice daily by some of the highest tides in the world. Mud flats and salt marsh are along one side. A long sandy cobble beach is on the other. The area nurtures one of the province's richest marine ecosystems.

The area is a traditional staging site for migratory and marine birds that travel between the Arctic and South America. It is a breeding ground for many waterfowl of the Atlantic coastline. Park visitors enjoy the park's rugged beauty, its trails and lookout points, its boardwalk on the salt marsh with amazing birding opportunities, its picnic sites and its free gas barbecues. Special events like moonlight snowshoeing, geological history, meteor showers, mud flat ecology, butterfly identification, craft sessions, story sessions and children's day camps to explore nature are all free. Park upkeep, educational programs and beautification are fully funded by J.D. Irving, Limited.

Schedule of Park Events	Park Contact Information
Learn about the local ecosystems and habitat through our fun, interactive activities. Admission to all programs and parks is free.	Located In Saint John, New Brunswick, Canada
Hours of Operation May 1 to September 16 8AM to 8PM September 17 to October 7 8AM to 7PM October 8 to October 31 8AM to 6PM	For questions or pre-registration, contact the park at (506) 653-7367 or <a href="mailto:naturepark@jd Irving.com">naturepark@jd Irving.com</a>
<a href="#">[Schedule of activities...]</a>	To book a school tour: (506) 632-7777



Legal and Privacy Statement

[http://www.jdirving.com/environment.aspx?id=314&ekmensei=8\\_submenu\\_106\\_btnlink\[2/28/2011 7:36:57 AM\]](http://www.jdirving.com/environment.aspx?id=314&ekmensei=8_submenu_106_btnlink[2/28/2011 7:36:57 AM])





## ESIP and the Delivery of Ecosystem Indicators

### Indicator Fact Sheets

ESIP was elated to release its Aquaculture fact sheet and Climate Change fact sheet during the first two months of 2011. Both fact sheets generated significant interest with requests for hard copies, further information, and direct participation in ESIP with new members joining the coastal development and fisheries subcommittees. Fact sheets were the combined efforts of the subcommittees, data providers, design team, outreach committee and ESIP Steering Committee. ESIP team members look forward to releasing the Aquatic Habitats and Eutrophication indicator fact sheets later this year.

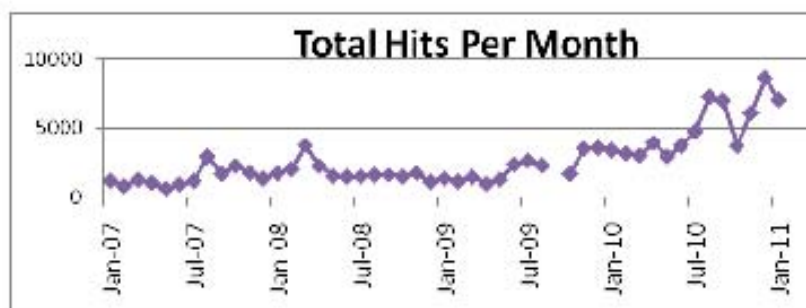


ESIP has also been very busy with the Indicator Reporting Tool. There are now sixteen separate datasets available for viewing in the tool. All the data sets are Canada – U.S. except where noted –

and the list keeps growing! Datasets include: eelgrass (U.S. only), salt marsh (), precipitation, sea level, air temperature, and registered point sources.

### Web site

Usage of ESIP's webpages has continued to increase over the past year. In 2010, there were greater than 57,000 hits on ESIP webpages. This is more than double the approximately 23,000 visits to the ESIP webpages in 2009. We look forward to growing even more in 2011.



**Come see an ESIP presentation.**

ESIP has been invited to participate in numerous meetings during the coming months. Below is a list of dates and locations where we will be. We'd love to see you!

- Fishermen and Scientists Research Society (Truro, NS): March 24-25
- COMPASS-MOP Indicators Workshop (Boston, MA): March 30-31
- ESIP-NERACOOS Workshop (Rye, NH): April 7
- Georges River Tidewater Association (Maine): Tentative in April
- NEIWPCC Nonpoint Pollution Meeting (Saratoga, NY): May 17-19
- Coastal Zone 2011 (Chicago, IL): July 17-21

## Survey Options: Action Plan: 2012 - 2017

Context – At the December 2010 Council meeting the following insights and suggestions were offered by Councilors:

- The Council will review and approve a draft document prior to any public review;
- If there was a public consultation phase decisions were needed about:
  - The purpose of consultation (e.g., affirm stated goals and priorities are important, learn of new issues the Council should address, proposed responses to issues are the correct ones, etc.);
  - Who would be asked for comments (e.g., possible implementation partners, general public, coastal businesses, coastal communities, potential funders of tasks, etc.);
  - The timing of the review and agreement on how the review comments would be used;
  - The cost (time and expense) of conducting and analyzing a survey vs. the benefits;
  - How to structure the consultation as the first of a series of engagement steps with Action Plan partners;
- The Council asked the WG to consider the options and to return with some options for them to act on.

Action Plan Survey: 2006 – As the Council prepared the 2007 – 2011 Action Plan it used an on-line survey that 200+ individuals responded to. The survey and its results are attached.

Current Survey Options – The Working Group can consider the following options:

1. **No survey** – In 2009 the Council decided that the 2012 – 2017 Action Plan would be a plan for the Council vs. a Plan for the region. Given this change in focus/orientation one could argue that rather than engaging the public in the development process that the Council's limited resources should be used to engage partners in its implementation.
2. **Affirmation Survey** – In the summer of 2011 prepare and disseminate an on-line survey that notifies Council partners that it is updating its Action Plan and asks for their comments on the draft goals and outcomes. The results could be used in finalizing the Plan.
3. **Engagement Survey** – Following the release of the 2012-17 Plan in December 2011 the Council could develop a communications strategy that includes a Partners' Survey. It would describe what is in the Plan and solicits their interest in partnering with the Council in addressing selected outcomes and in implementing specific tasks.



Export...

View Detail >>

## Results Summary

### Filter Results

To analyze a subset of your data,  
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Add Filter...

Total: 216

Visible: 216

### 2. Goal 1

1. How important is the following goal to enhance the Gulf's environmental quality and to allow for sustainable resource use?

	Very important	Important	Not very important	Don't know	Response Average
Coastal and marine habitats are in a healthy, productive, and resilient condition.	89% (192)	10% (22)	0% (1)	0% (0)	1.11
Total Respondents					214
(skipped this question)					2

2. If the Council is successful in addressing this goal, it expects the following long-term outcomes. Please indicate how important these outcomes are to you.

	Very important	Important	Not very important	Don't know	Response Average
Adverse effect of invasives species on the coastal environment	44% (96)	49% (106)	6% (13)	1% (2)	1.64



is minimized.					
Regionally significant coastal habitats are restored and support the desired functions and values of the restoration work.	59% (128)	35% (77)	5% (10)	1% (2)	1.47
Land-based activities are not adversely affecting coastal habitats.	67% (144)	29% (62)	4% (8)	1% (2)	1.39
Regionally significant marine habitats are managed in a way that maintains ecological integrity.	64% (138)	32% (70)	1% (3)	2% (5)	1.42
Total Respondents					216
(skipped this question)					0

### 3. Goal 2

3. How important is the following goal statement to enhance the Gulf's environmental quality and to allow for sustainable resource use?

	Very important	Important	Not very important	Don't know	Response Average
Contaminants in the Gulf of	59% (125)	37% (79)	3% (7)	1% (2)	1.46

Maine are at sufficiently low levels to ensure healthy conditions for humans					
Total Respondents					213
(skipped this question)					3

4. If the Council is successful in addressing this goal, it expects the following long-term outcome. Please indicate how important this outcomes is to you.					
	Very important	Important	Not very important	Don't know	Response Average
Marine and environmental health guidelines and standards result in reduced contaminant releases.	63% (133)	31% (65)	5% (11)	1% (3)	1.45
Total Respondents					212
(skipped this question)					4

#### 4. Goal 3

5. How important is the following goal statement to enhance the Gulf's environmental quality and to allow for sustainable resource use?					
	Very important	Important	Not very important	Don't know	Response Average
Gulf of Maine coastal communities are vibrant and have marine-dependent	39% (80)	51% (104)	8% (17)	2% (4)	1.73





industries that are healthy and globally competitive.					
Total Respondents					205
(skipped this question)					11

6. If the Council is successful in addressing this goal, it expects the following long-term outcome. Please indicate how important this outcome is to you.					
	Very important	Important	Not very important	Don't know	Response Average
Vibrant coastal communities are supportive of marine-dependent industries and the industries are implementing innovative best practices that position them favorably for the future.	41% (85)	49% (100)	7% (14)	3% (6)	1.71
Total Respondents					205
(skipped this question)					11

#### 5. Setting priorities for the three goals

7. Please rank the three goals in order of their importance with 1 being the highest and 3 being the lowest

	1	2	3	Response Average
Coastal and marine	77% (153)	17% (33)	7% (13)	1.30



habitats are in a healthy, productive, and resilient condition.				
Contaminants in the Gulf of Maine are at sufficiently low levels to ensure healthy conditions for humans.	13% (25)	53% (104)	34% (66)	2.21
Gulf of Maine coastal communities are vibrant and have marine-dependent industries that are healthy and globally competitive.	13% (27)	30% (61)	56% (113)	2.43
Total Respondents				205
(skipped this question)				11

8. Is there some other issue that the region faces that will cause irreparable harm or very costly damage to the ecosystem or economy that you believe the Gulf of Maine Council should address?

[View](#) Total Respondents 90

(skipped this question) 126

6. Tell us about yourself and get involved with the Council

9. Please tell us about yourself

	Maine	Massachusetts	New	New	Nova	Other	Response
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			Brunswick	Hampshire	Scotia		Average
I live in (please choose one)	27% (53)	28% (55)	11% (21)	13% (25)	15% (30)	8% (15)	2.84
Total Respondents							199
(skipped this question)							17

10. The following best represents the capacity in which I am responding to this survey								
	Government agency federal	Government agency provincial or state	Municipality	Nonprofit organization	Academia	Industry	Citizen	Other
Please choose one	24% (48)	14% (28)	3% (6)	23% (47)	11% (22)	3% (7)	16% (32)	6% (12)
Total Respondents								
(skipped this question)								

11. If you chose "other," please indicate or describe your affiliation		
<a href="#">View</a> Total Respondents		17
(skipped this question)		199

12. Optional: please indicate if you are interested in participating on a Council Committee in the following issue areas: Data and information management Environmental quality monitoring Habitat conservation, monitoring, and restoration Outreach and education Sustainable maritime activities Aquatic invasive species			
		Response Percent	Response Total
<a href="#">View</a> My area of expertise is		95.7%	66
<a href="#">View</a> My name and title are		97.1%	67
<a href="#">View</a> The name of my organization		89.9%	62



is			
<a href="#">View</a> I may be contacted at the following telephone number		94.2%	65
<a href="#">View</a> and the following email		97.1%	67
Total Respondents			69
(skipped this question)			147

13. Please indicate if you wish to learn more about the Council			
		Response Percent	Response Total
<a href="#">View</a> My name and title are		100%	29
<a href="#">View</a> My organization is		82.8%	24
<a href="#">View</a> My email is		100%	29
<a href="#">View</a> and my telephone number is		93.1%	27
Total Respondents			29
(skipped this question)			187

## **Associations of CA and US Delegates to the Gulf of Maine Council on the Marine Environment: developing a plan to have one Board of Directors to serve both organizations**

### **Background**

A group of CA and US representatives have held conference calls to develop recommendations for 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 Working Group and Council briefing packets. It would be beneficial from each association's perspective to have joint representation on the US and CA Boards. Such an arrangement would enable the US and CA Association to collaborate on carrying out Gulf of Maine Council on the Marine Environment (GOMC) directives. It would also allow for the non profit/charitable organizations to streamline business operations and unify efforts to compete more effectively in the current funding environment. In addition, this could help the GOMC become more strategic about carrying out the new action plan.

### **Recommendation**

Set up one Board of Directors that is equally comprised of CA and US representatives appointed by the GOMC. The Board of Directors (Board) would have approximately 14 members and would be the official Board for each of the separate CA and US Associations. Both organizations would keep their charitable status in their respective countries. The Board would carry out all required tasks for both organizations. 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. To stay informed of administrative issues, a CA and US Representative from the Board would participate in the Management and Finance Committee.

### **Proposed activities and next steps**

- Hold a conference call in April with the membership of both Canadian and US Association current Boards
- Hold a joint meeting of the Boards prior to the Council meeting in June
- Present a proposal to GOMC in June. The proposal would be presented by Board members with Working Group support.

### **Action or outcomes requested**

Critique of the recommendation.

*Submitted by Cynthia Krum, US Association Executive Director and Justin Huston, CA Association Secretariat*



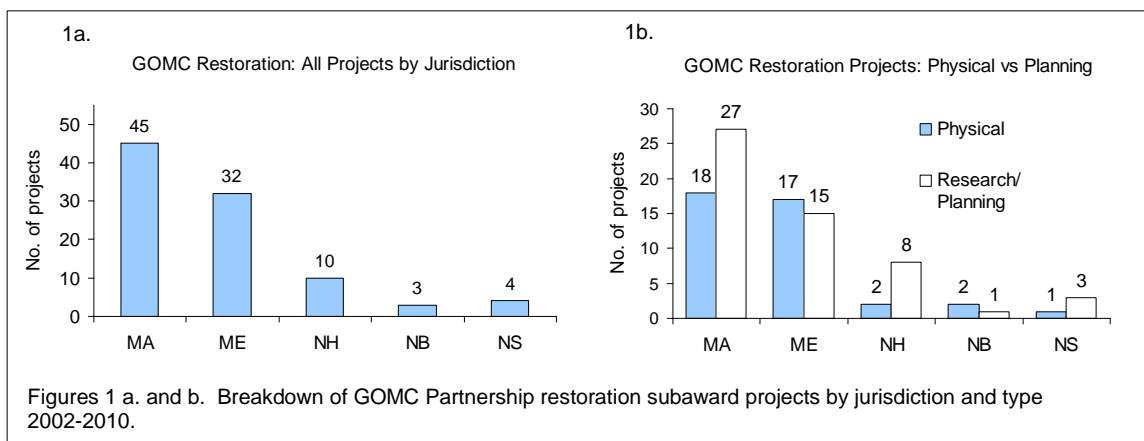
## Habitat Restoration Subcommittee

### Recent Activities

Activity 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 includes NOAA Restoration Center staff (John Catena, Matt Bernier, Mat Collins, Eric Hutchins, and Jack Terrell), U.S. Gulf of Maine Association contractors (Cindy Krum and Lori Hallett) and Liz Hertz of the Maine State Planning Office. 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. Contracting 2010 RFP habitat restoration subaward projects – Seven of eight projects selected from the 2010 GOMC-NOAA Habitat Restoration Partnership RFP round have undergone contracting, with the final subaward project nearing the contracting phase.
3. Administration/Oversight of Ongoing Habitat Restoration Projects – Since its inception, the GOMC-NOAA Habitat Restoration Partnership has awarded 94 projects (totaling \$3.25 million) across all jurisdictions of the Gulf, including Maine, Massachusetts, New Hampshire, New Brunswick and Nova Scotia (Figures 1a. and b.). Together, these projects re-opened access to rivers and streams for river herring, Atlantic salmon and American eel and rehabilitated salt marshes (Table 1).

As of the drafting of this document, 15 active projects are being administered by USGOMA and the Partnership, with additional projects under development. Active projects occur within all jurisdictions of the Gulf of Maine, less New Brunswick. Technical support is provided to these projects through a team approach. A NOAA Lead, Jurisdictional Technical Lead, and the Jurisdictional Representative for each of the jurisdictions provide technical and administrative oversight for each project. The Habitat Restoration Coordinator and USGOMA provide additional, cross-jurisdictional administrative support to grant recipients.



**Table 1.**  
**Performance of GOMC-NOAA physical habitat improvement projects**  
**by jurisdiction, 2002- March 2011. Actual and projected amounts are provided.**

Jurisdiction	Physical habitat improvements									
	Subtidal		Intertidal		Intertidal		Channel/riparian		Channel/riparian	
	acres (non-stream)		acres (non-veg)		acres (salt marsh)		acres		miles	
	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj
MA	8.0	18.7	1.0	1.3	249.8	268.9	0.00	0.00	0.00	0.00
ME	0.1	0.1	0.0	0.0	281.0	296.0	7.00	7.00	0.00	0.00
NB	0.0	0.0	0.0	0.0	36.0	36.0	0.70	0.70	0.60	0.60
NH	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.34	0.34
NS	0.0	0.0	0.0	0.0	74.0	74.0	0.00	0.00	0.00	0.00
Total	8.1	18.8	1.0	1.3	640.8	674.9	7.7	7.7	0.9	0.9

**Table 2.**  
**Performance of GOMC-NOAA projects for re-establishing diadromous fish access, by jurisdiction**  
**during the 2002- March 2011 reporting period. Actual and projected amounts are provided.**  
**Unverified stream miles include tributary streams that may be blocked by road-stream crossings.**

Jurisdiction	Diadromous fish access re-established							
	Stream		Stream		Stream		Lake/pond	
	miles (verified)		miles (unverified)		acres		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	72.2	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	95.3	111.0	111.0	0.2	0.2	2,590.9	2,590.9

Development and release of the 2011 GOMC-NOAA Habitat Restoration Grants Program RFP – The Partnership revised and released the RFP for 2011 habitat restoration projects in early October and expects to receive online applications for proposals that considerably exceed available resources of this grant program. The period for uploading Full Applications to the website concludes on March 16, 2011. The online application system underwent a considerable revision this year to facilitate improved functionality.

4. Refinement of a web-based grant tracking system – The web-based grant tracking system continues to be refined. This system has proven to enhance efficiency and accountability of grant management by integrating functionality and data capture of three distinct web screens, namely: 1) a Grantee's GOMC-NOAA Project Webpage, which is the clearinghouse for grant administration information, reporting and invoice templates, and project documentation for each individual subaward, 2) The Grant Tracking At-A-Glance page, which is a tool for Partnership members to rapidly assess the status of all grants on one screen, and 3) The Grant Tracking Sheets, which provide for each grant detailed information and fields for Partnership staff to indicate approval of submitted materials.
5. Refinement of grantee compliance measures and Partnership protocols – Guidance materials for promoting enhanced grant administration and grantee compliance were updated. These included the Grantee's Primer for Grant Administration, reporting forms, Partnership Protocols, and other materials. Automated email notifications of grantee uploads, which are sent to key Partnership members assigned to each restoration subaward project, have attached instructions for easier review. Grantees are also sent automated notifications alerting them of upcoming or past-due project reporting dates.
6. Support of the GOMC action planning process – The Partnership participated in this process early-on by reviewing and revising the "Committee Rapid Assessment and Recommendations" language as it pertained to HRSC tasking for the next Action Plan and by attending GOMC sessions and conference calls on the Action Plan. The Partnership continues to participate on relevant calls and at meetings.

#### **Anticipated Activities**

1. Continue GOMC-NOAA Habitat Restoration Partnership coordination – With renewed NOAA funding for this program, developing and administering new Partnership subaward projects will remain the primary focus of the Habitat Restoration subcommittee over the next 3-4 years.
2. Support GOMC Action Plan development – The Partnership will continue to support HRSC-focused Action Planning activities as requested.
3. Increase Maine's restoration capacity and coordination by continuing the work of the Maine Interagency Stream Connectivity Work Group.
4. Coordinate development of a restoration workshop, session, or outreach – Ecologically-meaningful habitat restoration, both at the local and ecosystem scales, requires adaptation to address advances in methodologies and restoration science. Scoping of a plan for this tasking is underway.



## U.S. Fish & Wildlife Service

# Strategic Habitat Conservation

## *The USFWS Framework for Landscape Conservation*

Strategic Habitat Conservation (SHC) is an adaptive resource management framework for making management decisions about where and how to deliver conservation efficiently to achieve specific biological outcomes. Although originally focused on habitat conservation, SHC encompasses all Service programs and addresses both habitat and non-habitat factors limiting fish and wildlife populations. It is a way of thinking and of doing business that requires us to set specific biological goals, allows us to make strategic decisions about our work, and encourages us to constantly reassess and improve our actions.

SHC incorporates these elements—biological planning, conservation design, delivery, monitoring, and research—in an ongoing process that changes and evolves.

- **Biological planning** involves identifying priority trust resources, determining population objectives, assessing the current status of



populations, identifying threats and limiting factors, and using models to describe the relationship of populations to habitat and other limiting factors.

- **Conservation design** uses the results of biological planning to develop decision support tools, including maps and models, to guide management. It also identifies priority geographic areas for conservation and determines population-based objectives for habitat or other limiting factors based on these tools.

- **Conservation delivery** involves implementing conservation actions through programs and partnerships that are guided by decision support tools and targeted to achieve specific biological results.



USFWS

- **Monitoring** collects data to evaluate the effectiveness of conservation actions in reaching biological outcomes and to provide feedback to future planning and delivery.
- **Research** tests assumptions in biological planning and conservation design that have the greatest impact on management decisions and provides feedback to future planning.

SHC builds on work the Service has accomplished for more than a century by leveraging the lessons we have learned, the data we have collected, the relationships and partnerships we have established, and the reputation we have acquired as the nation's foremost delivery system for fish and wildlife conservation.



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For more information, visit  
<http://www.fws.gov/science/shc/index.html>

December 2009





U.S. Fish & Wildlife Service

# Strategic Habitat Conservation and Climate Change

All effective conservation approaches address several basic questions. First, what are our goals? What species do we seek to conserve and what are our targets for healthy populations of these species? Second, how can we design a conservation strategy to meet these goals? Third, how will we deliver this conservation strategy? Fourth, what type of monitoring will we need to determine whether we've been successful or whether we need to adapt our strategy? Finally, what new scientific research do we need to meet our conservation goals?

Strategic habitat conservation (SHC) addresses these fundamental questions through an adaptive approach to landscape conservation. Landscape conservation initiatives seek to conserve a regional network of open space and shared natural resources for the ecological, economic and cultural values they provide, especially for increasing the resilience of fish and wildlife to climate change or other threats.

SHC incorporates five key principles:

- Biological Planning (setting targets)
- Conservation Design (developing a plan to meet the goals)
- Conservation Delivery (implementing the plan)
- Monitoring and Adaptive Management (measuring success and improving results)
- Research (increasing our understanding)

Because accelerating climate change will profoundly affect wildlife populations and habitats, it is

imperative that the U.S. Fish and Wildlife Service and our conservation partners consider the impacts of climate change as we create our SHC framework. In other words, setting realistic and achievable biological targets requires careful consideration of climate change effects on landscape-level ecological processes and functions. Without considering the effects of climate change, we could, for example, set species goals reliant on habitats that will not be available in the future. This would, in turn, undermine our conservation strategy.

The projected impacts from sea level rise provide a clear example: some valuable habitat today will be inundated in the years ahead and therefore not be able to support certain species. We must anticipate these changes and incorporate them into our analyses to meet our conservation goals over the long term.

Similarly, developing and delivering effective conservation designs requires thoughtful consideration of how climate change will affect wildlife and their habitats. We must answer fundamental questions such as "Are we conserving the right places based on the changes we believe lie ahead?"

Climate change makes monitoring and adaptive management more important than ever. The range of predicted impacts from climate change remains broad and the precise timing of these impacts is highly uncertain. These variables explain why we must monitor ecological change and species response, both to understand the results of our strategies and to understand how climate change is influencing the results. Only after we have established robust monitoring schemes will we be able to effectively modify our strategies over time.



Byron Hagerly/USFWS

Loggerhead sea turtle at Archie Carr National Wildlife Refuge

Climate change also must be integrated into our research focus and other activities aimed at enhancing conservation design and delivery. We must challenge ourselves to identify an environmental baseline for the future that considers the differences in landscape form and function caused by climate change and other stressors on the landscape. Integrating climate change into our research priorities and each of the five SHC elements will greatly assist our efforts to implement successful, sustainable landscape-level conservation.

For more information on SHC, visit <http://www.fws.gov/science/shc/>

For more information on how the Service is conserving the nature of America in a changing climate, visit <http://www.fws.gov/home/climatechange/>

April 2010

