

Gulf of Maine Council on the Marine Environment

Draft Work Plan
July 2008 to June 2009
(Dependent on funding being available)



November 20, 2007

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NOTES:

All budgets do not include the indirect rate. For each budget item there would need to be an additional 15%-18% raised to cover indirect (the rate will be set at December 2007 Council meeting).

Goal 1 – Coastal and marine habitats are in a healthy, productive and resilient condition

1.1 Continue to offer competitive Habitat Restoration Grant Program (Habitat Restoration Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) support the desired functions and values of those habitats.
- ❖ Mid-term
 - Partners leverage and invest funds in restoration of identified RSCH.
 - Non-governmental organizations provide an increased percent of restoration funds.
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., states, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - Community involvement in RSCH restoration is increased.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Leadership of the Gulf's nonprofit organizations working to conserve coastal lands is aware of the need to restore and monitor regionally significant coastal habitats.
 - Increase in local, nonprofit, and corporate funding that is used to leverage federal funds for the restoration of regionally significant coastal habitats on public and private lands.

Background and Context for Activity

The GOMC/NOAA Habitat Restoration Partnership has granted \$1.5 million for habitat restoration in all five jurisdictions of the Gulf, which has resulted in a considerable amount more in matching funds. The activity will continue under a three-year regional partnership agreement with NOAA provided funding is continued.

Activity Narrative

This activity will include assistance to potential grant applicants, development of an RFP, review of letters of intent and applications, and grant management in conjunction with US

Association. This program has historically provided \$385,000 per year for restoration grants, including barrier removal and fish passage, salt marsh restoration as well as planning, feasibility, and monitoring.

Council Role/Niche

Lead for continuing restoration partnership. (A-1)

Activity Leads and Supporters

Lead: Habitat Restoration Subcommittee

Supporters: NOAA Restoration Center; Science Translators; Outreach Committee

Crosscutting Services

The NOAA Restoration Center, Science Translation, and Outreach have been critical to the past success of this program. Several press releases, fact sheets, web-based documents and other products have resulted from the restoration partnership and in-kind assistance NOAA and GOMC resources

Activity Measures

Deliverables

- Funded restoration projects in the Gulf by January each year

Measures

- Statistics of habitat restored, etc., compiled by the Habitat Restoration Coordinator for each year of grants
- Assessment of updating needs over time

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Coordination of grant program	Contractual	\$80,000
Develop RFP and award grants		279,789
Total		\$359,789

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental, and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$400,000 (includes indirect not represented above)

NOAA regional restoration partnership funds

Prospective sources and amounts: Need: \$37,000 for Coordination (these funds may be available from Maine Yankee through the ME State Planning Office)

*1.2 Improve the Habitat Restoration web portal by updating and upgrading what is currently on the portal
(Habitat Restoration Subcommittee)*

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) support the desired functions and values of those habitats.
- ❖ Mid-term
 - Partners leverage and invest funds in restoration of identified RSCH.
 - Non-governmental organizations provide an increased % of restoration funds.
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., states, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - Community involvement in RSCH restoration is increased.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Leadership of the Gulf's nonprofit organizations working to conserve coastal lands is aware of the need to restore and monitor regionally significant coastal habitats.
 - Increase in local, nonprofit, and corporate funding that is used to leverage federal funds for the restoration of regionally significant coastal habitats on public and private lands.

Background and Context for Activity

The GOM Restoration Web Portal provides information on restoration projects, techniques, and mapping. There is currently an on-going effort to provide enhanced information over the web.

Activity Narrative

This activity will include work from a contractor to further develop the web portal capacity. Additionally, the Habitat Restoration Subcommittee will assist with providing database information to a developer including web-based mapping and project descriptions.

Council Role/Niche

Lead for improving and updating the web site on a regular basis. (A-1)

Activity Leads and Supporters

Lead: Habitat Restoration Subcommittee

Supporters: NOAA Restoration Center, Science Translators, Outreach

Crosscutting Services

Science Translation services and Outreach activities are integrally connected to production of the web services and outreach regarding its use.

Activity Measures

Deliverables

- Updated web portal by August 2008
- Strategy for on-going updates by December 2008
- Web portal entries are current June 2009

Measures

- Use statistics from website
- Assessment of updating needs over time

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Update web portal	Contractor - Web hosting/	\$10,000
On-going updating	maintenance	5,000
Fund Development	Contractor -Web hosting/ maintenance	2,000
	Contractor	
Total		\$17,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$0
Prospective sources and amounts: \$0

1.3B Develop and implement a social marketing campaign on the benefits of habitat restoration

(Habitat Restoration Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) support the desired functions and values of those habitats.
- ❖ Mid-term
 - Partners leverage and invest funds in restoration of identified RSCH.
 - Non-governmental organizations provide an increased % of restoration funds.
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., states, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - Community involvement in RSCH restoration is increased.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Leadership of the Gulf's nonprofit organizations working to conserve coastal lands is aware of the need to restore and monitor regionally significant coastal habitats.
 - Increase in local, nonprofit and corporate funding that is used to leverage federal funds for the restoration of regionally significant coastal habitats on public and private lands

Background and Context for Activity

Although the Council has undertaken five years of habitat restoration efforts, it is evident that knowledge of the benefits of habitat restoration that supports native species in the Gulf remains limited to practitioners and academics rather than the general public.

Activity Narrative

This activity will include the development of a social marketing campaign that will focus on the benefits of habitat restoration to the Gulf. This should include environmental, social, and economic benefits of functioning native habitats that can support biota, recreation, and economic returns. The Council has undertaken similar social marketing work as it relates to

general knowledge of the Gulf. The Outreach Committee will be integrally involved in developing and implementing social marketing concepts.

Council Role/Niche

Lead for developing and implementing social marketing campaign. (A-1)

Activity Leads and Supporters

Lead: Habitat Restoration Subcommittee

Supporters: NOAA Restoration Center, Science Translators, Outreach Committee

Crosscutting Services

Science Translation services and Outreach activities are integrally connected to social marketing since science and outreach must be the foundation for outreach materials, forums, etc.

Activity Measures

Deliverables

- Social marketing strategy by December 2008
- Materials developed and Phase 1 of outreach to implemented by June 2009

Measures

- Use of materials and feedback from region-wide interests

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Develop social marketing strategy for restoration		\$5,000
Implement phase 1 of outreach and marketing materials	Contractor	10,000 2,000
Fundraising		
Total		\$17,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$0
Prospective sources and amounts: \$0

1.4 Convene follow-up meeting with foundations for funding support for habitat restoration in the Gulf

(Habitat Restoration Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) support the desired functions and values of those habitats.
- ❖ Mid-term
 - Partners leverage and invest funds in restoration of identified RSCH.
 - Non-governmental organizations provide an increased % of restoration funds.
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., states, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - Community involvement in RSCH restoration is increased.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Leadership of the Gulf's nonprofit organizations working to conserve coastal lands is aware of the need to restore and monitor regionally significant coastal habitats.
 - Increase in local, nonprofit, and corporate funding that is used to leverage federal funds for the restoration of regionally significant coastal habitats on public and private lands.

Background and Context for Activity

Previous interactions between restoration interests and foundations regarding the development of support for habitat restoration within the Gulf started a dialogue to increase Foundation support for local restoration efforts. In general, the foundations are supportive of restoration activities and would like to develop options for supporting such efforts.

Activity Narrative

This activity will be performed by the Habitat Restoration Subcommittee with guidance from Science Translation and Outreach. An update will be provided to foundations with an interest in restoration activities and coordination undertaken to hold a working meeting to develop steps to increase Foundation support for implementing habitat restoration. Nonprofit

foundations could leverage a considerable amount of federal funds for restoration since their support provides non-federal match.

Council Role/Niche

Lead for developing a working relationship with foundations. (A-2)

Activity Leads and Supporters

Lead: Habitat Restoration Subcommittee

Supporters: NOAA Restoration Center, Science Translators, Outreach

Crosscutting Services

Science Translation services and Outreach activities are integrally connected to outreach and program development with foundations.

Activity Measures

Deliverables

- Meeting with foundations by December 2008
- Strategy for connecting foundations with habitat restoration by June 2009

Measures

- Increase in knowledge about GOM restoration by foundations
- Amount of funds and in-kind support offered by foundations

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Meeting with foundations and Strategy for leveraging foundation funds for restoration	Meals/facility	\$2,000
Total		\$2,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$0
Prospective sources and amounts: \$0

1.5 Prepare regional criteria to identify coastal habitats at risk from sea level rise and other climate change impacts; integrate into habitat restoration decision-making

(Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) are restored to support the desired functions and values of those habitats.
- ❖ Mid-term
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., states, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Increase the awareness of nonprofit organizations working to conserve coastal lands about the need to restore and monitor regionally significant coastal habitats.

Background and Context for Activity

Traditionally, decisions on restoring coastal habitats and watersheds in the Gulf of Maine depended on an assumption that future climates would support the same ecological functions as before they were degraded. Knowing what sort of ecological functions can be supported in the future will contribute to a decision as to whether restoration is worthwhile in the long term or not.

Activity Narrative

Regional criteria to identify coastal habitats at risk from sea level rise, extreme precipitation and other climate change impacts will be prepared. The results will then be presented to decision makers responsible for coastal habitat restoration as one way to increase their knowledge about the need to restore and monitor coastal habitats.

Council Role/Niche

This is a high priority activity affecting the entire Gulf of Maine coastline, which the council needs to initiate. (A-1)

Activity Leads and Supporters

Lead: Climate Change Network

Supporters: Habitat Conservation and Restoration Subcommittees, HRSC, NBDE, GOMMI, EPA, EC

Crosscutting Services

Science Translation -- assistance in framing the issues will be needed to explain those habitats at risk to decision makers.

Activity Measures

Deliverables

- Regional criteria are developed
- Habitat Restoration Subcommittee and Climate Change Network members commence work with decision makers in all jurisdictions to incorporate these criteria into their restoration decision making process
- Lists and/or maps of priority restoration projects
- Outreach strategy and subsequent presentations to decision makers on issue

Measures

- Restoration of priority sites
- Use of methodology by decision makers in several jurisdictions

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Prepare list and/or maps	Contractor	\$ 1,500
	GIS services	1,000
	Printing	500
Convene meetings/workshops	Contractor**	7,000
	Travel/lodging/meals	9,000
	Facility rental	1,000
Fundraising	Contractor	\$3,000
Total		\$23,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

**Contractor work could be handled by CCN Coordinator (in-kind)

Sources of Funding

Secured sources and amounts (US\$): \$0
Prospective sources and amounts: \$7,000 CCN Coordinator (in-kind EC)

1.6 Compile and disseminate information on coastal habitats and watersheds at risk due to climate change

(Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Adverse effect of invasive species on the coastal environment is minimized.
 - Impaired regionally significant coastal habitats (RSCH) are restored to support the desired functions and values of those habitats.
- ❖ Mid-term
 - Coastal policy makers enact effective regional policies and programs to minimize adverse effects.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Increase Provincial and State lawmaker knowledge about the threat posed by marine invasives.
 - Increase the awareness of nonprofit organizations working to conserve coastal lands about the need to restore and monitor regionally significant coastal habitats.

Background and Context for Activity

Coastal habitats and watersheds in the Gulf of Maine may be at risk from climate change induced sea level rise, coastal erosion, increased flooding, changes in temperature and precipitation, etc.

Activity Narrative

A contractor will identify existing research on significant habitats and watersheds and climate change impacts mapping, and bring them together using geographic information systems (GIS) to produce maps of vulnerable areas. An outreach strategy will then be developed and implemented to convey this information to provincial and state lawmakers and nonprofit organizations.

Council Role/Niche

This is a high priority activity affecting the entire Gulf of Maine coastline, which the Council needs to initiate.

Activity Leads and Supporters

Lead: Climate Change Network

Supporters: EC; EPA; NOAA; NBDNR; GOMMI; Habitat Conservation, Monitoring, and Restoration Subcommittees; Sewage Subcommittee

Crosscutting Services

Web services – facilitate communication among various groups undertaking activity (I/A)

Outreach – work with the Network to develop and implement the outreach strategy

Activity Measures

Deliverables

- Identify significant coastal habitats and watersheds around the Gulf of Maine -- August 2008
- Superimpose risk maps for the various impacts of climate change -- October 2008
- Evaluate overall level of risk for each location based on sensitivity to individual impacts and likelihood or severity of such impacts -- December 2008
- Produce risk maps -- February 2009
- Communicate results to decision makers -- July 2009
- list of significant coastal habitats and watersheds
- maps of areas at risk from climate change
- Outreach strategy

Measures

- Lawmakers are more aware and managers of important coastal habitats and watersheds incorporate climate change impacts into their management and protection plans

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Conduct research and compile data	CC Contractor**	\$8,000
	GIS services	2,000
Complete maps	CC Contractor	3,500
	GIS services	1,000
Outreach	Printing	500
Fundraising	Contractor	
	Contractor	2,000
Total***		\$17,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

** Part of Contractor job could be handled by CCN Coordinator (in-kind).

*** Possible to reduce amount of cost if incorporate lists and mapping created in Activity 1.5.

Sources of Funding

Secured sources and amounts (US\$): \$0

Prospective sources and amounts: \$5,000 CCN Coordinator (in-kind EC)

1.8 Ecosystem Indicators and State of the Environment Reporting

(Ecosystem Indicator Partnership Committee [ESIP])

Applicable Outcomes from 2007-2012 GOMC Action Plan

❖ Long-term

- The impact of land-based activities on regionally significant coastal habitats is minimized.
- Regionally significant marine habitats are managed in a way that maintains ecological integrity.
- Environmental conditions of the marine environment improve as contaminant releases are reduced.

❖ Mid-term

- Watershed residents and businesses seek to minimize the effect of their land use decisions on the coastal environment.
- Managers and regulators implement effective marine management initiatives and programs.
- Watershed residents demonstrate increased stewardship of the marine environment.
- Coastal lawmakers enact consistent standards and guidelines to reduce contaminant releases.

❖ Short-term

- Increase coastal lawmakers' knowledge about how to minimize adverse effects of land-based activities on the coastal environment.
- Increase understanding of coastal lawmakers, decision-makers and managers working at the Gulf of Maine scale about how to apply ecosystem-based management to conserve and protect GOM habitats and resources.
- Coastal lawmakers have increased knowledge about the need to reduce releases of priority pollutants that may affect the Gulf of Maine.

Background/Context for Activity

The Ecosystem Indicator Partnership (ESIP) was formed as part of the Council in 2006 in response to a regional and nationwide acknowledgement of the need to accelerate the use of sound data in the decision making process for ecosystem-based approaches to management. To achieve this goal, ESIP is, in part, tasked with developing indicators for the Gulf of Maine and integrating data into a web-based reporting system for indicator use with ecosystem-based approaches to management.

Activity Narrative

ESIP is currently completing work on a prototype of a web-based tool designed for nutrient and contaminant data in the Gulf of Maine. It is also working in partnership on a data discovery effort for coastal development. When completed, this web-based tool will present data from approximately 10 contaminant and nutrient databases.

ESIP will develop this tool into a valid mechanism for display of indicators from the six ESIP subcommittees (Aquatic Habitats, Eutrophication, Coastal Development, Climate Change, Contaminants, and Fisheries/Aquaculture). Concurrently, ESIP is continuing to update the ESIP Monitoring Map and working with subcommittees to establish an initial suite of priority indicators in the six above theme areas. It will also participate in the design and preparations for a 20th anniversary GOM Summit in the winter of 2009.

Council Role/Niche

ESIP is a crosscutting committee that utilizes a large volunteer network of scientists and managers to fulfill the Council need of delivering scientific information into the hands of coastal lawmakers and decision makers.

Activity Leads and Supporters

Lead: ESIP Program Manager, Steering Committee, and Subcommittee Chairs (5 member Steering Committee is composed of Department of Fisheries and Oceans, Environment Canada, NOAA, EPA, and Department of the Interior).

Supporters: Over 100 volunteer members from a wide variety of organizations.

Crosscutting Services

- Science Translation and Web Support – Support for ESIP Webpage, online collaboration site (www.gulfofmaine.org/esiplanning), and assistance with formatting final written materials.
- IT Support for ESIP Webpage, online collaboration site (www.gulfofmaine.org/esiplanning), ESIP Monitoring Map, and ESIP Indicator Reporting Tool.
- Communications/Marketing Contractor – Promotion of ESIP Indicator Reporting Tool and ESIP Monitoring Map.
- Funds Development – Assistance in procuring necessary funds.

Activity Measures

Deliverables

- Produce communication and marketing strategy by November 2008
- Web-based tools presented to regional decision makers through site presentations and user assessment/reviews by December 2008

- Second suite of indicators chosen by each subcommittee by May 2009
- Product/fact-sheet introducing priority indicators are distributed by July 2008
- Prototype of ESIP Indicator Reporting Tool is tested with users by April 2009
- ESIP report on indicators is drafted for 20th anniversary publication by June 2009

Measures in Knowledge and Skill Changes:

- Evaluation forms from site presentations and user assessments are favorable
- On-line tools are used by a diverse group as identified as .gov, .edu, etc.

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
ESIP Program Manager	Contractor	\$ 63,360
Travel	Travel/lodging/meals	5,000
Annual ESIP Steering Committee/Chairs	Facility rentals/meals	2,000
Meeting	Contractual	10,000
Web/Database Manager	Contractual	10,000
Science Translation	Contractual	15,000
Communications/Marketing	Contractual	10,000
Fundraising	Contractual	5,000
Total		\$123,360

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$0
 Prospective sources and amounts: EC funds

1.9B Develop a web and spatially-enabled data management system for input, synthesis, and reporting of regional habitat monitoring data that augments current efforts

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - The impact of land-based activities on regionally significant coastal habitats is minimized.
 - Ecosystem-based management of regionally significant coastal habitats maintains ecological integrity.
- ❖ Mid-term
 - Watershed residents and businesses seek to minimize the effect of their land use decisions on the coastal environment.
 - Coastal lawmakers enact, implement, and evaluate legislation that prevents land-based activities from adversely affecting the coastal environment.
- ❖ Short-term
 - Coastal lawmakers have a greater understanding of how to minimize adverse effects of land-based activities on the coastal environment.
 - 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.

Background/Context for Activity

Although many organizations throughout the Gulf of Maine are involved in habitat monitoring, presentation of data on a regional scale is inhibited by lack of a mechanism for data integration. This activity will expand on a pilot relational database management system that includes online data entry, centralized data storage, and synthesis and dynamic visual display of regional coastal habitat monitoring results.

Activity Narrative

This activity will be accomplished through the following tasks: 1) Develop user-friendly, web-based data entry tools for salt marsh monitoring data; 2) Develop a utility to transfer salt marsh monitoring data from an existing, stand-alone database to the Gulf of Maine online regional system; 3) Develop a web mapping service for visualization of selected data products from the salt marsh monitoring data.

Council Role/Niche

Council lead for high priority regional effort. (A-1)

Activity Leads and Supporters

Lead: Dr. Hilary Neckles, HMSC Co-chair; Dr. Al Hanson, HMSC Co-chair

Supporters: GoMOOS, ESIP, K2Science LLC, GOMC IMC, Science Translation, UNH, USGS, MEDMR

Crosscutting services

This activity is a collaboration among the Habitat Monitoring Subcommittee, Data and Information Management Committee, and Science Translation. GoMOOS is hosting a pilot regional habitat monitoring data system for the short-term, but GOMC web services for hosting and maintaining the data system are essential for long-term implementation.

- Science Translation and Web support for Habitat Monitoring webpage, assistance with final written materials
- IT Support for Habitat Monitoring Data System, development of web mapping services
- Communications/Marketing Contractor - Promotion of Habitat Monitoring Data System
- Funds Development - Assistance in procuring necessary funds

Activity Measures

Deliverables

- Database programming completed by Fall 2008
- Database populated with existing data by winter 2008
- New users added to system - ongoing
- Fully operational Regional Habitat Monitoring Data System by June 30, 2009

Measures

- Phone survey of pilot system users on ease of data entry and usefulness of output displays

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Environmental Monitoring Coordinator (50%)	Contractor	\$25,000
Travel	Travel/lodging/meals	1,000
Web/Database Manager	Contractor	15,000
Science Translation	Contractor	5,000
Communications/Marketing	Contractor	5,000
Fundraising	Contractor	10,000
	Contractor	3,000
Total		\$64,000

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$
Prospective sources and amounts: \$

1.10 Partnering to create a framework for ecosystem-based management

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Ecosystem-based management of regionally significant coastal habitats maintains ecological integrity.
- ❖ Mid-term
 - Managers and regulators implement effective marine management initiatives and programs.
 - Watershed residents demonstrate increased stewardship of the marine environment.
- ❖ Short-term
 - Coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale have an increased understanding how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources.

Background/Context for Activity

In June 2007, the Council convened a session at their meeting that focused on a conceptual and operational framework for EBM. (Rob Stephenson with DFO presented this framework.) Since then public, nonprofit, and private sector interests have organized to raise funds and pursue development of an EBM framework in Massachusetts marine waters that would be applicable to the entire Gulf of Maine region. The Mass Ocean Partnership Fund (MOPF) is funded to pursue a five-phase process that will use the DFO framework as a starting point (see below). This approach is consistent with the Action Plan and the current Council work plan.

Activity Narrative

The phases described below are based on the work planned by MOPF. It is envisioned the Council will be one of a number of partners that expands the MOPF funded efforts for the waters of Massachusetts into the broader Gulf of Maine.

Phase 1: Develop preliminary conceptual and operational framework:

- Establish high-level, broadly representative Working Group
- Review and analyze existing EBM-related models including Canadian MSE/EAM model, UNESCO marine spatial planning (ocean "zoning"), Green Accounting, and other relevant models. Conduct interviews, meetings, literature search. Produce written summary of research: identify strengths and shortcomings of each model relative to

applicability to the Gulf of Maine, identify preliminary architecture for framework.
(Project to be funded by MOPF)

- Conduct a workshop of Working Group and invited guests to review preliminary research and findings and develop preliminary architecture into preliminary framework.
- Prepare preliminary framework.

Phase 2: Share preliminary framework with stakeholders through a series of forums, workshops, on-line forums, etc. This may include:

- Coastal decision-makers workshop(s) - How to do spatially explicit integrated ocean management.
- Partners' forums - Interactive review of framework.
- Stakeholder/public meeting(s) - Introduce framework.

Phase 3: Forge general agreement among key partners on framework:

- Informed by input from Phase 2, revise preliminary framework to develop a broadly supported proposed framework. Conduct meetings as needed, produce iterative drafts.
- Consider illustrating framework with one or two examples of policy goals, operational objectives, and sector objectives.
- Seek "endorsement" of key parties, if appropriate.

Phase 4: Prepare and distribute "consensus" framework report:

- Document process, identify framework options considered with pros and cons, and provide rationale for selecting recommended framework.
- Present at partners' forum; distribute broadly for consideration by political leaders, resource managers, user groups and others.

Phase 5: Produce implementation materials:

In collaboration with partners and others, produce an EBM technical manual to assist in development of structures and processes to support implementation of the EBM framework. The tech manual will be the *translation* of the common framework into tangible structures and processes for implementation. It is intended as technical support for managers and will be developed in collaboration with relevant agencies. The tech manual will identify options and recommendations for: formal and informal planning processes, science advisory structures, information needs, governmental and non-governmental roles, stakeholder involvement, funding and other resource requirements, timeframes, and monitoring and evaluation provisions to enable management actions to respond to changing conditions (ecosystem dynamics, new information, improved technologies, etc.).

Council Role/Niche

The Council is the sole government-to-government organization whose mandate is specific to the GOM and to the conservation of the marine environment. In this capacity, it will partner with other public and nonprofit organizations.

Activity Leads and Supporters

Lead: Representatives designated by Council

Supporters: members of the Council's Habitat Committee

Crosscutting Services

Policy and fund development – Continue to engage the Council's policy contractor to support this effort and to work collaboratively with others to secure needed funding.

Gulf of Maine Times – Use the Times as an outreach tool by keeping people engaged.

Web services – Use the Council's web site to post materials.

Activity Measures

Deliverables

- Council deliberates and defines ongoing role by December 2007
- Outputs of the five phases

Measures

- The diversity and commitment of project supporters
- Specific and actionable recommendations

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Steering Committee	In-kind	\$40,000
Policy	Contractor	20,000
Fundraising	Contractor	10,000
Total		\$70,000

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Insert text about MOPF funding proposal

Secured sources and amounts (US\$):

Prospective sources and amounts:

Foundations
Government

1.11 Complete documentation (e.g., identify habitats and associated pieces) of existing coastal/marine managed areas in the Canadian portion of the Gulf of Maine that builds on existing inventories

(Habitat Conservation Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Regionally significant marine habitats are managed in a way that maintains ecological integrity.
- ❖ Mid-term
 - Managers and regulators implement effective marine management initiatives and programs.
 - Watershed residents demonstrate increased stewardship of the marine environment.
- ❖ Short-term
 - Increase understanding of coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale about how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources.

Background and Context for Activity

Various inventories have compiled information about existing marine managed areas in the U.S. and Canada, but there are still several gaps in the Canadian portion of the Gulf of Maine. Together these materials will describe the role of marine managed areas in ecosystem-based approaches to management.

Activity Narrative

need

Council Role/Niche

The Council will make this information available, so that it is consistent with efforts of lead organizations, like NOAA's MPA Center that has already made great progress on an inventory for the U.S. portions of the Gulf of Maine. (A-2)

Activity Leads and Supporters

Lead: Habitat Conservation Subcommittee

Partners: DFO; NBENV
Supporters: NOAA MPA Center

Crosscutting Services

Science Translation -- require assistance in formatting the final product (80 hrs)
Outreach -- Once format is determined, the material would be placed on the web site in an appropriate location (possibly a new section of the site [60 hrs]). Once it is on the web, publicity will be required (20 hrs).

Activity Measures

Deliverables

- Formatting of information consistent with the NOAA MPA website format by July 2008
- Design of web portal to house information by September 2008
- Materials uploaded to web site by October 2008
- Publicity regarding site by October 2008

Measures

- Public and managers are utilizing the web site to identify special/coastal marine areas.

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Formatting atlas/inventory material	Science Translation	\$1,800
Placing material on web	Web services	1,200
Publicity about the site	Publicity	400
Fundraising	Contractor	400
	Contractor	1,000
Total		\$4,800

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$
Prospective sources and amounts:

1.12 Support the mapping of priority areas identified in the Gulf of Maine Mapping Initiative's two-year work plan

(Gulf of Maine Mapping Initiative Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Managers and stakeholders will have seafloor maps of the entire Gulf of Maine for use in maintaining a healthy, productive ecosystem.
- ❖ Mid-term
 - Public agencies and non-government organizations have technical and financial capacity to undertake seafloor mapping of the Gulf of Maine annually.
- ❖ Short-term
 - Government and nonprofit sources are aware of the need to provide funding for seafloor mapping of the Gulf of Maine.

Background and Context for Activity

The Gulf of Maine Mapping Initiative (GOMMI) is a partnership of organizations in the US and Canada whose goal is to map the Gulf of Maine basin for better management of its uses. We aim to create a significant regional habitat mapping program in order to coordinate ongoing efforts, stimulate new mapping projects, and make maps and data widely available to managers and stakeholders. To this end, we have been building partnerships, conducting outreach and education, and identifying sources of logistical and financial support.

Activity Narrative

The Gulf of Maine Mapping Initiative (GOMMI) aims to create a significant seafloor mapping program for the region. Our strategy is to facilitate communication and collaboration within the mapping community, build logistical and financial support for new projects in priority areas, and make maps and data widely available to users and stakeholders. GOMMI's top mapping priority is to complete a pilot project that began in 2005 with the collection of acoustic imagery on Cashes Ledge and surrounding areas. Geological and biological data are required to produce of benthic habitat maps. Logistical and financial support must be secured for fieldwork, data analyses, production of maps and reports, and public outreach re availability and applications of mapping products.

Since holding a Planning Workshop in February 2006, GOMMI has been working toward meeting four main objectives laid out in its 2006-2008 Work Plan:

- Broaden base of support for GOMMI
- Coordinate mapping efforts in the GOM
- Complete a pilot mapping project on Cashes Ledge
- Map priority areas

These objectives will continue to guide the GOMMI Coordinator's work next fiscal year. In addition to the specific objectives described above, the GOMMI Coordinator will also continue to perform core administrative duties such as coordinating Steering Committee conference calls, and tracking and facilitating progress on action items.

Council Role/Niche

The funds required to fully support this work (roughly estimated at \$2.8 million) are considerably more than the Council can provide. However, the Council may be able to help secure logistical and financial support through its endorsement of GOMMI, and through crosscutting services such as fund development, and web hosting and maintenance.

Activity Leads and Supporters

Lead: GOMMI Coordinator and GOMMI Steering Committee

Supporters: Massachusetts CZM, Maine Department of Marine Resources, NH Dept. of Environmental Services Coastal Program, Northeast Fisheries Science Center, US Geological Survey, Geological Survey of Canada, UNH Center for Coastal and Ocean Mapping/JHC, NOAA's National Ocean Service, Gulf of Maine Research Institute, University of Ulster, Massachusetts Division of Marine Fisheries, Gulf of Maine Census of Marine Life

Crosscutting Services

GOMMI will require continued crosscutting service from the Fund Development Contractor to facilitate our legislative outreach strategy to secure funds for mapping work, and from the Web Services Contractor to post articles, newsletters, hyperlinks, and outreach materials on the web that will be provided by the GOMMI Coordinator.

Activity Measures

Major Tasks with Completion Dates

Broaden base of support for GOMMI

- Continue the legislative outreach strategy developed in 2007 (ongoing)
- Establish GOMMI office space in the new Integrated Ocean and Coastal Mapping Data Processing Center at UNH's Coastal and Ocean Mapping/Joint Hydrographic Center (CCOM/JHC) (scheduled to open July 2008)
- Work with CCOM/JHC, Northeast Fisheries Science Center and US Geological Survey to place a rotating benthic habitat mapping staff person at the IOCM Data Processing Center, to begin processing Gulf of Maine data (Summer or Fall 2008)
- Continue to write and distribute e-newsletters (Fall 2008 and Spring 2009)

Coordinate mapping efforts in the GOM

- Continue coordinating acoustic and groundtruthing surveys in Cape Cod Bay by working with NEFSC, Office of Coast Survey, CCOM/JHC, Mass CZM, Mass DMF, USGS, and others (ongoing).
- Help plan, coordinate and fund other regional seafloor mapping projects
- Update and improve website, including updated GOM high-resolution bathymetric survey coverage map (ongoing)

Complete a pilot mapping project on Cashes Ledge

- Disseminate and publicize preliminary habitat maps for Cashes Ledge, produced through 2006/07 collaborative project between University of Ulster, Gulf of Maine Research Institute, USM, UNH and GOMMI (Summer 2008)
- Seek additional logistical and financial support to expand project to unmapped areas on Cashes Ledge (Fall 08-Winter 08/09)

General support of GOMMI

- Convene and summarize Steering Committee conference calls (~ every 1-2 months)
- Write grant proposals to support GOMMI and regional mapping projects, as well as reports to funding agencies (ongoing)
- Solicit corporate funding (ongoing)

Deliverables

- Outreach presentations (at least 4) to specifically targeted audiences that can support GOMMI's mission
- Fully-supported office space and one rotating technical staff position at JHC/CCOM
- Preliminary habitat maps of Cashes Ledge disseminated to managers and interested public
- Updated outreach materials (printed and online)
- e-newsletter (2 per year)
- New grant proposals for general GOMMI support and for specific mapping projects (at least 2 of each type of proposal)
- Progress reports to funding agencies, i.e., Davis Conservation Foundation, NOAA, and the Council
- Summaries of GOMMI conference calls (as needed) and activities (quarterly) submitted to Steering Committee
- Schedule of next GOMMI steps for remainder of 2009 (June 2009)

Measures

- Amount of financial support raised for benthic habitat mapping in the GOM region
- Extent of areas mapped by a) high-resolution bathymetry, and b) benthic habitat
- Number of partners collaborating on regional mapping efforts that are coordinated by GOMMI

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
GOMMI Coordinator, general activities	Contractor	\$27,000
GOMMI Coordinator, targeted outreach	Contractor	10,000
Travel to presentations and meetings	Travel/meals/lodging	3,000
Legislative outreach assistance	Contractor (fund development)	1,550
Web maintenance	Web services contractor	4,000
Fundraising	Contractor	
Total		\$47,100

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$):	\$0
Prospective sources and amounts:	\$15,000 Davis Conservation Fdn. (new proposal due 4/08)
	\$5,000 MA CZM
	\$5,000 ME Coastal Program
	\$5,000 NH Coastal Program
	\$30,000 Subtotal
	tbd US Department of the Interior
	tbd Corporate sponsors
	t

1.13 Facilitate communication about sub-tidal habitat classification methodologies in the Gulf of Maine and work toward a consistent approach

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Regionally significant marine habitats are managed in a way that maintains ecological integrity.
- ❖ Mid-term
 - Managers and regulators implement effective marine management initiatives and programs.
- ❖ Short-term
 - Increase awareness of coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale about how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources.

Background/Context for Activity

The Conservation Subcommittee is engaged in a multi-year project to describe Gulf of Maine nearshore habitats and to facilitate discussions with its partners toward adoption of regional approaches to understanding and conserving marine habitats. One of the tools for maintaining ecological integrity of nearshore habitats is a methodology for classification of those habitats.

There are a number of classification methodologies that are being developed and tested in the GOM area. A report to be issued in the fall of 2007 identifies them. The next step is to bring researchers and managers together (workshop) to discuss the methods and the pilot projects to determine an approach that can be utilized throughout the Gulf of Maine. In 2008-2009, the proceedings from the workshop will be published. The Habitat Conservation Subcommittee will then organize a presentation for GOM Working Group to familiarize them with the classifications identified as appropriate for the GOM and to propose a strategy for incorporating into jurisdictional approaches coastal zone planning, marine habitat management, marine EIA reviews etc.

Activity Narrative

The Subcommittee will convene a group of experts (scientists and managers) to review classification options and identify feasible approaches for Gulf-wide implementation.

Council Role/Niche

The Council will serve as a convener of regional efforts.

Activity Leads and Supporters

Lead: Habitat Conservation Subcommittee; other Work Group members

Supporters: GOMMI, Mass CZM, DFO, universities and other research institutions, EPA, TNC,

Crosscutting Services

Outreach -- distribution of workshop results to the larger stakeholder group and to the experts.

Web services -- conveying information on workshop to participants and managers in each jurisdiction. (I/A)

Gulf of Maine Times -- news piece.

Activity Measures

Deliverables

- Produce workshop proceedings by August 2008
- Conduct workshop for GOM Working Group to provide knowledge and encourage response from member agencies by September 2008
- Public outreach on methodologies by September-Dec 2008

Measures

- Experts' consensus on a preferred methodology for Gulf of Maine-wide habitat classification is recorded in the proceedings from a workshop that occurs before the 2008-2009 budget year. The proceedings will be available on-line, and outcomes will be publicized to decision-makers and agencies.
- Workshop for GOM Working Group

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Proceeding	Contractual	\$2,000
Total		\$2,000

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$
Prospective sources and amounts: GOM
TNC
Various small contributions from agencies

1.16 Investigate options for voluntary private landowner restoration program that provides technical assistance

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Impaired regionally significant coastal habitats (RSCH) support the desired functions and values of those habitats.
- ❖ Mid-term
 - Partners leverage and invest funds in restoration of identified RSCH.
 - Non-governmental organizations provide an increased % of restoration funds.
 - Practitioners are implementing regional restoration monitoring standards.
 - Government agencies (e.g., States, provinces, and federal) incorporate RSCH priorities into restoration plans.
 - Community involvement in RSCH restoration is increased.
 - The technical and financial capacity of public agencies and NGOs to undertake restoration of RSCH is increased.
- ❖ Short-term
 - Leadership of the Gulf's nonprofit organizations working to conserve coastal lands is aware of the need to restore and monitor regionally significant coastal habitats.
 - Increase in local, nonprofit and corporate funding that is used to leverage federal funds for the restoration of regionally significant coastal habitats on public and private lands.

Background and Context for Activity

Restoration activities have focused on public lands that provide improved access as part of the restoration project. Private landowners have not been a target for restoration efforts in the GOM and this activity would develop a program for such efforts and provide technical assistance to landowners.

Activity Narrative

A contractor will be engaged to develop a feasibility analysis and program structure for private landowner restoration assistance. The Habitat Restoration Subcommittee and Subcommittee Coordinator will provide oversight of the contract to assist with development.

Council Role/Niche

Lead for overseeing feasibility and program development. (A-1)

Activity Leads and Supporters

Lead: Habitat Restoration Subcommittee

Supporters: NOAA Restoration Center; Science Translators; Outreach

Crosscutting services

Science Translation services and Outreach activities are integrally connected restoration activities including technical assistance and outreach services.

Activity Measures

Deliverables

- Draft feasibility and recommendations by December 2008
- Workshop to inform, finalize feasibility and engage private landowners by March 2009
- Final feasibility and recommendations by June 2009

Measures

- Survey of private landowners to gauge interest and knowledge of habitat restoration topics
- Number of private landowners willing to engage

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Draft feasibility and recommendations	Contractor	\$4,000
Workshop development and implementation	Contractor	3,000
Final feasibility and recommendations	Travel	1,500
Fundraising	Meals/Breaks	1,500
	Contractor	1,000
	Contractor	1,000
Total		\$12,000

*Allowable costs categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; and web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$0
Prospective sources and amounts: \$0

1.17 Conduct risk analysis and prioritize the vectors of invasive species and understand the effects of climate change

(Northeast Aquatic Nuisance Species Panel [NEANS] and Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Adverse effect of invasive species on the coastal environment is minimized.
- ❖ Mid-term
 - Coastal policy makers enact effective regional policies and programs to minimize adverse effects.
 - Regulators develop and implement legal instruments to minimize adverse impacts.
- ❖ Short-term
 - Increased Provincial and State lawmaker knowledge about the threat posed by marine invasives.

Background and Context for Activity

Many people are aware of the potential threat of invasive species to the Gulf of Maine. Unfortunately invasive species are assumed to arrive only by artificial means (e.g. by ship) and are limited in lifespan by inhospitable climate. As our climate warms, species may more frequently be able to migrate into the Gulf of Maine on their own and survive indefinitely. Consequently, it is important to identify the most significant vectors for invasive plant and animal species as well as better understand how to mitigate their affect on the marine environment.

Activity Narrative

Assessing the impacts of climate change on invasive species requires specialized knowledge of both climate change and biology. Therefore, it is important to bring experts from both disciplines together to understand each other's area of expertise and how their own is related before this activity can be completed. The latter can likely be found among organizations such as the Northeast Aquatic Nuisance Species Panel, so it will be the role of the Climate Change Network Coordinator to connect these people with Climate Change Network members.

Council Role/Niche

This is a shared activity, with which the Council will only play a minor role. The Council, through the Climate Change Network, will encourage those assessing the risk of marine

invasive species to consider how a changing climate will affect the future spread of such species. (A-3)

Activity Leads and Supporters

Lead: Climate Change Network members; Northeast Aquatic Nuisance Species Panel
 Supporters: Climate Change Network

Crosscutting Services

Gulf of Maine Times -- may be required to promote the concept to those undertaking assessments

Science Translation -- may be required to explain to decision makers and/or public the relationship between invasive species and climate change.

Activity Measures

Deliverables

- Background document on impacts of climate change on invasive species by August 2008
- Presentations to, meetings/workshops with those undertaking invasive species assessments by January 2009
- Hold workshops with these groups to discuss more specifically how climate change will impact the species they've already identified and identify potential species that would not invade otherwise by September 2009
- Use risk assessment techniques to identify priority invasive species under a changing climate by February 2010

Measures

- Follow up with assessors regarding their understanding of the issue
- Invasive species assessments address climate change issue

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Background document	CC Contractor**	\$ 2,500
	Printing/postage	500
Presentations, meetings, workshops	CC Contractor**	2,500
	Travel/lodging/meals	3,000
Fundraising	Facility rental	1,500
	Contractor	1,000
Total		\$11,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

**Contractor work could be handled by CCN Coordinator (in-kind).

Sources of Funding

Secured sources and amounts:

\$0

Prospective sources and amounts:

\$5,000 CCN Coordinator (in-kind)

1.18 Convene stakeholder workshops to identify and promote mitigative and adaptive strategies for dealing with sea-level rise and changes in water quality related to climate change

(Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Land-based activities are not adversely affecting regionally significant coastal habitats.
- ❖ Mid-term
 - Provincial and state lawmakers enact, implement and evaluate legislation that prevents land-based activities from adversely affecting the coastal environment.
 - Municipal governments are continuously improving local planning tools and making infrastructure investments that minimize adverse impacts on the coastal environment.
 - Watershed residents and businesses seek to minimize the effect of their land use decisions on the coastal environment.
- ❖ Short-term
 - Increase Provincial and State lawmaker knowledge about how to minimize adverse effects of land-based activities on the coastal environment.

Background and Context for Activity

The coastal and marine environments of all jurisdictions in the Gulf of Maine are susceptible to the impacts of climate change to varying degrees. New reports from the Union of Concerned Scientists and Council indicate that sea level rise and extreme precipitation are likely to have considerable impact on the watershed and region. In order for local jurisdictions to deal effectively with these impacts and their effects on water quality, government officials at all levels need to be aware of the nature and extent of these issues.

In 2001 the New England Governors Conference produced their Climate Change Action Plan (Action Item 7: The Reduction and/or Adaptation of Negative Social, Economic and Environmental Impacts of Climate Change) and in 2004 convened an adaptation strategy workshop. The Council will build on these and other regional efforts (e.g., Environment Canada, EPA, state coastal programs, etc.).

Activity Narrative

Task #1: Compile and assess existing reports and documents.

Task #2: To assist in the creation of individual adaptation plans by local experts, the Climate Change Network will convene experts and stakeholders in two separate one-day workshops to address sea level rise and extreme precipitation and discuss and detail ways of addressing threats to freshwater, storm water and waste treatment systems, and clean water.

Council Role/Niche

The Council is a partner with other organization concerned about climate change and adaptation strategies.

Activity Leads and Supporters

Lead: Climate Change Network/members; Provincial/State/municipal agencies

Supporters: Council, US EPA, Environment Canada (RARGOM, others)

Crosscutting Services

Science Translation will be needed to communicate the concept of adaptation and the need for strategies to the jurisdictions.

Activity Measures

Deliverables

- Determine knowledge and needs of state and provincial lawmakers and compile existing information by September 2008
- Convene workshops by November 2008
- Administer post survey and evaluate events by December 2008

Measures

- Better understanding of sea-level rise and water quality vulnerabilities and measures to protect water quality within the Gulf of Maine watershed.
- Higher profile of climate change network among local officials (this connects to M-T)

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
Compile workshop materials & recruit experts	Contractor	\$2,000
Convene meetings/workshops & prepare post workshop materials	Contractor	4,000
	Travel/lodging/meals	8,000
Fundraising	Facility rental	1,500

	Contractor	1,500
Total		\$17,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$0

1.19 Promoting interaction among practitioners through an EBM learning network

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Ecosystem-based management of regionally significant coastal habitats maintains ecological integrity.
- ❖ Mid-term
 - Managers and regulators implement effective marine management initiatives and programs.
 - Watershed residents demonstrate increased stewardship of the marine environment.
- ❖ Short-term
 - Coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale have an increased understanding how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources.

Background/Context for Activity

In March 2007, the Council in partnership with COMPASS and others convened a two-day meeting at the University of New Hampshire. One of the seven recommendations that emerged was the need for greater collaboration among EBM practitioners. Since that meeting, significant work has been performed to better articulate the specific approach.

Activity Narrative

The Council is partnering to develop an online EBM Toolkit for the Gulf of Maine. It will make existing EBM tools more accessible and respond to coastal managers evolving needs. Possible elements include:

- Dynamic information about what various groups are doing related to EBM in the region through such tools as web casting, interactive video conferencing, etc.;
- One-stop shopping for EBM tools such as web-based visualization and decision-support tools, data integration techniques, watershed point and non-point source assessments, communication methods, and mass-loadings, data synthesis tools specific to the Gulf of Maine that provide monitoring and observing data products that are useful to managers and linkages to others (e.g., EBM Tools Network, etc.);
- An evolving set of Gulf of Maine case studies of EBM activities that showcase innovation;

- Facilitated discussions for EBM practitioners in the Gulf of Maine where questions can be posed and responses obtained;
- Documentation of principles for EBM in the Gulf of Maine;
- Practical information and ideas about how to apply EBM approaches; and
- Lessons learned in other places, what’s already been done, and how those approaches might be applied here rather than reinvented.

Council Role/Niche

The Council is the sole government-to-government organization whose mandate is specific to the GOM and to the conservation of the marine environment. In this capacity, it will partner with other public and nonprofit organizations.

Activity Leads and Supporters

Lead: Representatives designated by Council

Supporters: members of the Council’s Habitat Committee

Crosscutting Services

Gulf of Maine Times -- Use the Times as an outreach tool by keeping people engaged.

Web services -- Develop web applications and use the Council’s web site to post materials.

Activity Measures

Deliverables

- Council deliberates and defines ongoing role by December 2007
- Dynamic compendium of current EBM efforts and case studies
- Web-based visualization and decision-support tools
- Facilitated discussions

Measures

- The diversity and commitment of project supporters

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount</u> <u>(US\$)</u>
TBD		
Fundraising	Contractor	
Total		\$

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of funding:

Secured sources and amounts: \$0

1.20 Enhance the climate change module of the Council's online KnowledgeBase by compiling programs, best practices, and other information

(Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Land-based activities are not adversely affecting regionally significant coastal habitats.
- ❖ Mid-term
 - Provincial and state lawmakers enact, implement and evaluate legislation that prevents land-based activities from adversely affecting the coastal environment.
 - Municipal governments are continuously improving local planning tools and making infrastructure investments that minimize adverse impacts on the coastal environment.
 - Watershed residents and businesses seek to minimize the effect of their land use decisions on the coastal environment
- ❖ Short-term
 - Increase Provincial and State lawmaker knowledge about how to minimize adverse effects of land-based activities on the coastal environment.

Background and Context for Activity

Many land based activities may be adversely affecting coastal habitat by contributing to climate change through greenhouse gas emissions and by increasing vulnerability to impacts of climate change. Other activities may be lessening emissions and reducing impacts and vulnerability. The latter need to be identified and shared.

Activity Narrative

Much of this activity involves compiling and sharing existing knowledge rather than generating new knowledge. An initial survey of stakeholders could identify existing best practices and knowledge gaps. Further research can locate additional best practices, which can then in turn be promoted among stakeholders through a workshop or similar format. Standard climate change education programs can be delivered to stakeholders through the same workshop.

As this approach could be very costly and time consuming to implement all across the Gulf Of Maine, a pilot study approach would be best. One community could be chosen and if successful the results could be duplicated in other communities as resources permit or entirely by other organizations or network members.

Council Role/Niche

This is a regional activity, which is relevant to the entire Gulf of Maine Region. The Council needs to partner with other organizations to accomplish this.

Activity Leads and Supporters

Lead: Climate Change Network

Supporters:

Crosscutting Services

Web services will be needed to maintain and expand the Knowledgebase (I/A)

Activity Measures

Major Tasks with Completion Dates

- Choose a community for pilot study by August 2008
- Survey stakeholders in community by December 2008
- Assess existing resources and good practices by surveying stakeholders in community by February 2009
- Further research good practices and knowledge elsewhere that is applicable by April 2009
- Compile information and disseminate to stakeholders by workshop by July 2009

Deliverables

- Inventory of existing resources and good practices
- Inventory of other resources and good practices
- Compilation of all relevant resources and good practices

Measures

- Identification of previously unknown resources and good practices
- Increased use of resources and good practices

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Research/survey	Contractor**	\$9,000
	Printing/ mailing	1,500
Production of compilation	Contractor	3,000
	Printing	500
Organize meetings/workshops	Contractors**	7,000
	Travel/lodging/meals	8,000
	Facility rental	1,000
Fundraising	Contractor	3,000
Total		\$33,000

*Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

**Portion of contractor work could be handled by CCN Coordinator (in-kind).

Sources of Funding

Secured sources and amounts: \$0

Prospective sources and amounts: \$7,000 CCN Contractor (in-kind)

1.22 Initiate Climate Change Network and Coordinate Climate Change Action Plan Activities

(Climate Change Network)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Land-based activities are not adversely affecting regionally significant coastal habitats.
- ❖ Mid-term
 - Provincial and state lawmakers enact, implement and evaluate legislation that prevents land-based activities from adversely affecting the coastal environment.
 - Municipal governments are continuously improving local planning tools and making infrastructure investments that minimize adverse impacts on the coastal environment.
 - Watershed residents and businesses seek to minimize the effect of their land use decisions on the coastal environment.
- ❖ Short-term
 - Increase Provincial and State lawmaker knowledge about how to minimize adverse effects of land-based activities on the coastal environment.

Background and Context for Activity

A network of climate change experts and professionals whose work is affected by climate change is needed to promote and distribute information on climate impacts and strategies for mitigation and adaptation.

Activity Narrative (this narrative is for 2006-07 and needs to be updated)

A list of individuals who need or who can provide accurate, timely information about climate change and mitigation and adaptation strategies in the Gulf of Maine region will be a critical first step to establish the climate change network envisioned in the March 2006 meeting in Dartmouth, Nova Scotia. In order to most effectively develop the list and inaugurate the network, a network coordinator should be hired early in this activity. The coordinator will take over and/or supervise the climate change activities being conducted by contractors up until this point. The coordinator position is envisioned to last the duration of the five-year work plan.

Council Role/Niche

This task builds the capacity of the Council to interact with Climate Change stakeholders.

Activity Leads and Supporters

Lead: Climate Change Network

Supporters: Working Groups

Crosscutting Services

NA

Activity Measures

Major Tasks with Completion Dates

- Hire a climate change network coordinator by July 2008
- Maintain network by July 2009
- Undertake network activities and participate in other action plan items as warranted by July 2009

Deliverables

- email contact lists, divided by areas of need and expertise
- 'snail mail' contact lists, divided by areas of need and expertise

Measures

- 'buy-in' from key individuals
- participation in Council activities by individuals
- increases awareness of measures, strategies, impacts by Council
- increased awareness of measures, strategies, impacts by key stakeholders in region
- potential for more effective outreach/communications and events

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Research and compile lists	CCN Coordinator	\$ 2,500
Hire Coordinator for 18-months	CCN Coordinator	47,500
Fundraising	Contractor	5,000
Total		\$55,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts (US\$): \$2,000 Environment Canada (Jan-Mar 07) for CCN Coordinator position (portion of total of \$10,000)

1.23 Document scientific thresholds and metrics for maintaining nearshore and coastal marine habitat integrity

(Habitat Conservation Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Regionally significant marine habitats are managed in a way that maintains ecological integrity.
- ❖ Mid-term
 - Managers and regulators implement effective marine management initiatives and programs.
 - Watershed residents demonstrate increased stewardship of the marine environment.
- ❖ Short-term
 - Increase understanding of coastal lawmakers, decision-makers, and managers working at the Gulf of Maine scale about how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources.

Background and Context for Activity

Activities in the marine environment can have a cumulative impact on habitats. Too often, we see the impact but do not have the tools to identify when that critical level will be reached. We need to know what factors (temperature, salinity, eH/sulfide, turbidity, etc) that will influence the cumulative impact and at what level those factors influence. This project will move us forward in identifying the factors and the critical levels. This is a continuation of the Habitat Conservation Subcommittee agenda of protecting marine habitats. We described the habitats in the Primer. We are working on identifying the relevant classification methods for those habitats so we can understand their interactions and their niche and now we need to understand their stress points and how to measure them.

Activity Narrative

Prior to July of 2008, a brief discussion paper will be completed that outlines the imperative of this search and some of the science thinking that has occurred regarding thresholds and metrics. The 2008-2009 activity will be to convene scientists and managers who have some background in this regard to undertake an advisory meeting. The outcome of the meeting would be to reach a consensus on tools and approaches for identifying metrics and thresholds. If our level of understanding of the issue is still insufficient for a consensus, a targeted research

agenda will be developed by the participants. The results of the advisory meeting will be posted on the web.

Council Role/Niche

Activity Leads and Supporters

Lead: Habitat Conservation Subcommittee

Supporters: Ecosystem Indicators Partnership, Habitat Monitoring Subcommittee, RARGOM, GoMOOS, National Programme of Action, state and provincial agencies undertaking project reviews, coastal/marine integrated management projects in the GOM

Crosscutting Services

Science Translation for help finalizing discussion paper and advisory meeting proceedings; web services to place the documents on the site.

Activity Measures

Deliverables

- Advisory meeting by October 2008
- Publication from meeting by January 2009
- Publication that provides a compendium of advice from experts to draw from in identifying thresholds and metrics to maintain nearshore marine habitat integrity

Measures

- Scientists and managers focus thinking on metrics and thresholds so that marine ecological protection tools are known and can be utilized by managers.

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Advisory meeting	Facility rental, meals, lodging, travel, contractual	\$7,000
Publication	Printing and publications, web maintenance	8,000
	Contractor	
Fundraising		1,500
Total		\$16,500

Sources of Funding

Secured sources and amounts: \$0

Goal 2: Improve environmental conditions in the Gulf of Maine to support ecosystem and human health

2.2 Gulfwatch Contaminants Monitoring Program

(Gulfwatch Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Environmental conditions of the marine environment improve as contaminant releases are reduced.
- ❖ Mid-term
 - Coastal lawmakers enact consistent standards and guidelines to reduce contaminant releases.
- ❖ Short-term
 - Coastal lawmakers have increased knowledge about the need to reduce releases of priority pollutants that may affect the Gulf of Maine.

Background/Context for Activity

The Council has funded the Gulfwatch Program since 1993 to document the status and trends of contaminants (in blue mussels) in the GOM. The Gulfwatch Program has undergone an external peer review in 2007 and has incorporated recommendations from this review into an enhanced monitoring program for contaminant exposure in the GOM marine environment.

Activity Narrative

Continue to conduct the Gulfwatch Monitoring Program which includes sampling prescribed locations along the Gulf of Maine and conducting contaminant analyses. Continue to implement recommendations from external scientific assessment and Council for the Gulfwatch Program. Disseminate Program Results. Develop resources to implement expanded Program. Develop annual data stream protocol for web dissemination.

Council Role/Niche

This is a Council program and hence no other organization will lead this effort. (A-1)

Activity Leads and Supporters

Lead: Peter Wells and Christian Krahforst

Supporters: Steve Jones; Gulfwatch Contaminants Monitoring Subcommittee members
Crosscutting Services

Needs for funds development probably requires proposal development from committee members with the science expertise and ties to academia; will require an organized needs assessment and prioritization effort.

Develop Gulfwatch data website, adding updates to database, including populating with emerging results. Requires resources from GoMOOS.

Local “stories” from Gulfwatch Data need for Science Translation, and possibly *Gulf of Maine Times* article.

Activity Measures

Major tasks with completion dates

- Monitor contaminant exposure in the GOM marine environment – on-going
- Incorporate recommendations for programmatic development and develop strategic plan by November 2008
- Submit proposal for funding expanded contaminants monitoring by December 2008
- Disseminate annual results by March 2009
- Produce report from long term GW observations where interesting results have emerged: “local/sub-regional stories”
- Incorporate recommendations from Review for synthesis of GW data (inclusive)

Deliverables

- 2007 Data from Inorganic (metals) analyses by August 2008
- Environmental samples from field sampling and sample processing by November 2008
- 2007 Data from Organic (PCBs, PAHs, Pesticides) analyses by December 2008
- Proposal submitted for funding expanded contaminants monitoring by December 2008/RFP deadline(s)
- 2007 Gulfwatch Data Report by February 2009
- Inclusive statistical analyses and synthesis report of Gulfwatch data following recommendations set forth by the Gulfwatch Review by May 2009
- Written minutes of meetings – one month after each meeting
- Database development and management, including updates and transfers of Gulfwatch data to website, Web results displayed by March 2008
- Local/sub-regional report by June 2009

Measures of knowledge and skill changes

- Outreach programs and materials presented/made available to lawmakers
- Gulfwatch data is frequently cited in environmental assessment and used in setting new policies
- Number of visits to GoMOOS site for Gulfwatch data

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Support Gulfwatch Program Coordinator	Contractor	\$15,000
	Travel	2,000
Annual report writer	Contractor	4,500
	Travel	500
Subcommittee Coordinator	Contractor	15,000
	Travel	1,000
Laboratory analysis of Gulfwatch samples	Contractors	53,000
	Postage/Transport	2,000
Expanded Gulfwatch sample collection and analyses	Other	76,000
	Contract w/	25,000
Develop working web-database with GoMOOS	GoMOOS	
Gulfwatch synthesis contractor(s)	Contractor	27,000
Fundraising	Travel	3,000
	Contractor	15,000
Total		\$224,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amount:

Prospective sources and amounts: \$76,000

2.5 Raise awareness of requirements, best management practices, and innovative technologies in sewage management and on-site residential septic systems

(Sewage Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Environmental conditions of the marine environment improve as contaminant releases are reduced.
- ❖ Mid-term
 - The Gulf's residents implement voluntary lifestyle actions to reduce their use and release of contaminants.
- ❖ Short-term
 - Adults living in coastal communities rimming the Gulf of Maine are aware of how lifestyle choices affect the condition of the marine environment.

Background and Context for Activity

The Council sponsored a Sewage Management Workshop in April 2002 at the Bedford Institute of Oceanography.

Activity Narrative

Raise awareness of requirements, best management practices, and innovative technologies in sewage management and on-site residential septic system by:

- preparing and including a session on sewage management in an appropriate workshop scheduled within the Gulf of Maine region;
- placing workshop session proceedings and recommendations on the website;
- web posting of web links to resource/educational information/materials available from government regulatory agencies in the GOM region on proper maintenance and management of on-site residential systems;
- completing a Factsheet on sewage impacts and management in the Bay of Fundy in association with the Bay of Fundy Ecosystem Partnership; and
- encouraging the development of preliminary background papers/posters on emerging sewage and wastewater management issues and technologies, for review by ATW and Sewage Management Subcommittee members.

Council Role/Niche

The Council provides a forum to raise awareness of GOM/Bay of Fundy issues and promote the sharing of information among member agencies and jurisdictions.

Activity Leads and Supporters

Lead: Serge Theriault, Peter Wells

Supporters: Sewage Subcommittee, NEWPCC, North Atlantic Chapter of Society of Environmental Toxicology and Chemistry, state nonpoint source pollution control programs, NEMO

Crosscutting Services

Workshop session

Conduct the preparations for a GOM workshop session on sewage management, best management practices, and innovative technologies including:

- Develop in conjunction with the GOM Sewage Subcommittee and Atlantic Region National Program of Action, On-Site Committee, a workshop session program on sewage management topics;
- Obtain agreement with the Bay of Fundy Ecosystem Partnership to incorporate a session on sewage management during the 8th BoFEP Workshop in the Spring of 2009 on environmental management;
- Select, contact, and schedule presenters/speakers for the session and incorporate their names into the workshop program;
- Work with the Sewage Sub-Committee Co-chairs to coordinate selection of applicants to receive travel assistance (if travel funding is available);
- Develop an invitation list;
- Develop and distribute outreach and marketing materials to advertise the sewage workshop session and invite individuals on the invitation list and others as appropriate, to attend;
- Participate in the workshop session in order to:
 - Develop a list session participants and contact information;
 - Record the workshop session;
 - Prepare workshop session proceedings including recommendations from the workshop session for Sewage Committee review and approval;
 - Post final proceedings and recommendations approved by the Sewage Sub-Committee, on the website;
 - Make one or more presentations on the results of the workshop session to the Working Group/other interested party(ies).

Preparation of advertisement materials and advertisement of the Workshop session (by email and website placement).

Web placement of final proceedings/summary of workshop session and recommendations.

Activity Measures

Deliverables

- Presentation
- Workshop session
- Publication on Proceedings of workshop session

Measures of Knowledge and Skill Changes

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Organize workshop	Contractor	\$9,000
	Travel/lodging/meals	3,700
	PR	800
	Proceedings	1,300
	Web hosting/maintenance	500
	Facility rental	500
Prepare materials for BoFEP workshop	Printing	2,000
Fundraising	Contractor	1,500
Total		\$18,300

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

Goal 3: Gulf of Maine coastal communities are vibrant and have marine-dependent industries that are healthy and globally competitive

3.1 Outreach and engagement of industry

(Sustainable Industries and Communities Committee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

❖ Long-term

- Coastal communities are supportive of marine-dependent industries, and the industries are implementing innovative, sustainable best practices that position them favorably for the future.
- Marine-dependent industries are sustainable and competitive in global markets.

❖ Mid-term

- Marine-dependent industries are utilizing renewable and non-renewable resources in ways that maintain ecosystem integrity.
- Marine-dependent industries accelerate the adoption of practices to become even more sustainable.
- Government and marine-dependent industries are working collaboratively to address social, cultural, environmental, and economic concerns.

❖ Short-term

- The level of participation in Council activities by marine-dependent industry representatives is increased.

Background/Context for Activity

The Council views marine-dependent industries as key decision-makers in ensuring a healthy and productive Gulf of Maine. Thus, it needs their active participation in Council subcommittees, forums, periodic web-based inquiries and other activities to develop effective regional initiatives.

Activity Narrative

Increase visibility of the Council among targeted industry sectors.

Outreach and engagement of industry to increase their participation in Council supported activities, committees, forums, etc.

Specific activities will be developed in January '08 based on recommendations from the Industry Engagement report and Council's decisions in December 2007.

Council Role/Niche

The Council will champion this work, which will be lead by SICC. (A-1)

Activity Leads and Supporters

Lead: SICC Chairs, Justin Huston NSFA, and Liz Hertz MESPO

Supporters: NBDF, MEDMR, MADMR, NHDMR

Crosscutting Services

- Council Coordinator and Policy & Development Coordinator for internal and external Council policy.
- Education & Marketing Coordinator for development and dissemination of communications and marketing materials.
- Web Producer (e.g. information on website, web-based surveys, etc.).
- Gulf of Maine Times for collection and dissemination of information.

Activity Measures

(Detail will be provided in January '08 when specific activities are developed based on recommendations from the Industry Engagement report and Council's decisions in December 2007.)

Deliverables

Measures of Knowledge and Skill Changes

Activity Financing

(Detail will be provided in January '08 when specific activities are developed based on recommendations from the Industry Engagement report and Council's decisions in December 2007.)

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
		\$TBD
Total		\$

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$
Prospective sources and amounts: \$

3.2 Support vibrant communities

Applicable Outcomes from 2007-2012 GOMC Action Plan

- ❖ Long-term
 - Coastal communities are supportive of marine-dependent industries, and the industries are implementing innovative, sustainable best practices that position them favorably for the future.
 - Marine-dependent industries are sustainable and competitive in global markets.
- ❖ Mid-term
 - Marine-dependent industries are utilizing renewable and non-renewable resources in ways that maintain ecosystem integrity.
 - Marine-dependent industries accelerate the adoption of practices to become even more sustainable.
 - Government and marine-dependent industries are working collaboratively to address social, cultural, environmental, and economic concerns.
- ❖ Short-term
 - Each year, between 2006 and 2011, the level of participation in Council activities by marine-dependent industry representatives (e.g., sustainable tourism, alternate energy generation, finfish aquaculture, and bivalve shellfish) will increase by 10%.

Background/Context for Activity

The Council views marine-dependent industries as key decision-makers in ensuring a healthy and productive Gulf of Maine. Thus, it needs their active participation in Council subcommittees, forums, periodic web-based inquiries and other activities to develop effective regional initiatives.

Activity Narrative

Develop and award annual Council Sustainability Awards for marine-based industries that demonstrate commitment to sustainability in the way that they do business.

Council Role/Niche

The Council will champion this work, which will be lead by the SIC Committee. (A-1)

Activity Leads and Supporters

Lead: SIC Chairs, Justin Huston NSDFA, and Liz Hertz MESPO
 Supporters: NBDF, MEDMR, MADMR, NHDMR

Crosscutting Services

- Expertise and services from Education & Marketing Coordinator in regard to development and dissemination of communications, marketing materials, press releases.
- Expertise and services from Web Producer (e.g. information on website, etc.).
- Gulf of Maine Times in regard to dissemination of information.

Activity Measures

Major Milestones

- Call for nominations – March 2008
- Awards granted – June 2008
- Call for nominations – March 2009
- Awards granted – June 2009

Deliverables

- Awarding of Sustainability Awards
- Press coverage for recipients

Measures of Knowledge and Skill Changes

- One Sustainability Award awarded annually
- Number of nominations/applications increases by 25% between 2008 and 2009.

Activity Financing

(Detail will be provided in January '08 when specific activities are developed based on recommendations from the Industry Engagement report and Council's decisions in December 2007.)

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Development of Sustainability Awards (SICC, Council Coordinator [10 hrs], Education & Marketing Coordinator [20 hrs])		\$ n/a
Call for Nominations (SIC Committee, Education and Marketing Coordinator, <i>Gulf of Maine Times</i>)	Advertising	\$2,000
Granting of Awards (Council, SIC Committee, Education & Marketing Coordinator, Science Translators, Web Producer, <i>Gulf of Maine Times</i>)	Award	\$200
Fundraising	Advertising	\$2,000
	Contractor	500
Total		\$4,700

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

none

Prospective sources and amounts:

Council core fund

Contributions from private sector
representatives on the Council

3.3 Assess working waterfront awareness

(Sustainable Industries and Communities Committee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

❖ Long-term

- Coastal communities are supportive of marine-dependent industries, and the industries are implementing innovative, sustainable best practices that position them favorably for the future.
- Marine-dependent industries are sustainable and competitive in global markets.

❖ Mid-term

- Marine-dependent industries are utilizing renewable and non-renewable resources in ways that maintain ecosystem integrity.
- Marine-dependent industries accelerate the adoption of practices to become even more sustainable.
- Government and marine-dependent industries are working collaboratively to address social, cultural, environmental, and economic concerns.

❖ Short-term

- By 2011, at least 20% of provincial and state lawmakers are aware of creative approaches to protecting and managing the working waterfront infrastructure that marine-dependent industries require to remain competitive.

Background/Context for Activity

The Gulf's working waterfronts consist of sites or facilities that provide physical access to the sea for commercial use, as well as related infrastructure and services. These areas are essential to our marine-dependent industries and often define the character of coastal communities. Provincial and state lawmakers, local officials (town councilors, selectmen, municipal, local service district representatives, etc.) and planning authorities are often searching for creative ways to protect and maintain these working fronts.

Activity Narrative

The SICC committee, under the leadership of NB Environment will develop a downloadable presentation illustrating the importance of working waterfronts in the Gulf of Maine region, the challenges they face, and innovative approaches underway to address these challenges.

Council Role/Niche

The Council will champion the regional aspect of this work, which will be lead by the SIC Committee. (B-2)

Activity Leads and Supporters

Lead: SIC Committee

Supporters: NBDF, MEDMR, MESPO, MADMR, NHDMMR, NSFA, ACOA, DFO SCH, NSOED, Island Institute, Maine Working Waterfront Coalition

Crosscutting Services

Expertise and services from Web producer (e.g. information on website, etc.)

Activity Measures

Major Milestones

- Presentation developed
- Presentation up on web site

Deliverables

- Presentation

Measures of Knowledge and Skill Changes

- Number of unique downloads from web site

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Develop presentation	Contractor	\$200
Upload to web site	Contractor	100
Total		\$300

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$0
 Prospective sources and amounts: Relevant state, provincial, and federal agencies

3.4 Conduct best management survey of the tourism sector

(Sustainable Tourism Subcommittee)

Applicable Outcomes from 2007-2012 GOMC Action Plan

❖ Long-term

- Coastal communities are supportive of marine-dependent industries, and the industries are implementing innovative, sustainable best practices that position them favorably for the future.
- Marine-dependent industries are sustainable and competitive in global markets.

❖ Mid-term

- Marine-dependent industries are utilizing renewable and non-renewable resources in ways that maintain ecosystem integrity.
- The public is willing to pay a fair price for marine products and services that are produced using sustainable practices.
- Marine-dependent industries accelerate the adoption of practices to become even more sustainable.

❖ Short-term

- Gulf-wide industry specific collaboration results in greater awareness of applicable best practices.

Background/Context for Activity

There is a need to identify the level of interest in and knowledge of sustainable best management practices within the tourism business sector.

Activity Narrative

We will be conducting a survey of 100 businesses within each of the jurisdictions to determine their level of knowledge of sustainable best management practices. We will then follow this with questions which help us evaluate their current interest in applying more sustainable practices to their businesses and finally would they be interested in workshops which would address the application of more sustainable practices within their businesses. A report will result with recommendations for next steps for sustainable tourism.

Council Role/Niche

Activity Leads and Supporters

Lead: Theresa Torrent-Ellis, Bruce Smith

Supporters: Karin Hansen

Crosscutting Services

Outreach and web services (yellahoose)

Activity Measures

Major tasks with completion dates

- Develop and conduct survey

Deliverables

- Report of survey's findings

Measures

- Number of responses received

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Survey development	Contractor	\$ 5,000
Conduct survey	Contractor	15,000
Review survey data and assessing results	Contractor	5,000
Total		\$25,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts: \$15,000 In-kind from Maine Coastal Program to
conduct survey

Prospective sources and amounts: 5,000 Contractor support survey development

Crosscutting Services/Programs

4.1 Produce three issues of the Gulf of Maine Times

Background/Context for Activity

Since 1997, the *Gulf of Maine Times* has provided up-to-date information to help readers appreciate, understand, and preserve the Gulf of Maine watershed and marine environment. The newspaper is an educational tool designed to expose readers to the fragile and complex ecosystems in the Gulf region and the role of humans in this environment. The *Times* audience includes educators, scientists, resource managers, conservationists, tourists, environmental nonprofit workers and the general public. Because of the span of its readership, the *Times* serves to bring the most complicated issues to a level where they can be understood by the greatest number of readers. The newspaper has a distribution of 11,500.

Activity Narrative

The Gulf of Maine Times to date has been produced in newspaper form and online. During this project period there will be three online issues produced.

Council Role/Niche

Activity Leads and Supporters

Lead: Lori Valigra, Cathy Coletti
Supporters: Theresa Torrent-Ellis

Crosscutting Services:

This is an outreach crosscutting service.

Activity Measures

Major Milestones

- To produce three on-line editions of the *Gulf of Maine Times*

Deliverables

- Three on-line editions of the *Gulf of Maine Times*

Measures of Knowledge and Skill Changes

- Increased subscription rate

Activity Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Production of three editions of the <i>Gulf of Maine Times</i>		\$50,000
Total		\$50,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts:

Council Dues - to be determined
\$5,000 Maine Coastal Program

4.2 Maintain GOMC Web Site

Service Narrative

The Council will continue to develop web site content and capabilities. Updates and new additions to the Council web site will continue to be handled by a web guild and managed by a web producer with additional technical support. The project will be overseen by the Council's Information Management Committee (IMC) co-chairs. The tasks and budget below are for basic maintenance and support. Additional funds for project specific web services will be included in funding requests for Action Plan projects.

Work Tasks

- Coordinate website infrastructure and management
- Facilitate development and maintenance of online tools for Council administration and internal activities.
- Perform day-to-day updating and maintenance of Web site, e.g., posting RFPs, news, Committee project information.
- Facilitate creation and posting of Web content by Council Committees and Subcommittees
- Coordinate web guild activities and help plan for future developments of the web site.
- Coordinate Technical services including maintenance of mailing lists, databases, dedicated server support and information back-up.

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Technical Support	Contractor	\$10,000
		\$9,000
Total		\$19,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts: Council Dues – to be determined

4.3 GOMC Outreach Services

Service Narrative

The Outreach Committee of the Council was organized almost at the outset of the Council itself. One of its most outstanding success stories was the creation of the *Gulf of Maine Times*, which has taken on a life of its own. Objectives of this project include conducting marketing and outreach to promote the identity of the Council and increase awareness of the Council's goals, objectives and activities as stated in the Action Plan. A Marketing and Education contractor is needed to carry out the tasks listed below. The tasks and budget below are for core outreach services.

Work Tasks

- Provide marketing and communications services to the Council working group and committees,
- Developed and maintain an overall Marketing and Distribution Strategy for Council publications, products and announcements,
- Attend committee planning meetings and provide guidance on the development of marketing and outreach strategies and then conduct requested marketing and distribution of products,
- Prepare and distribute regular Council press releases, Constant Contact e-mail announcements and listserv postings of Council publications, coming events, contract opportunities and news,
- Serve as contact and work cooperatively with communications staff in jurisdictional offices and NOAA public affairs to write and distribute joint press releases and coordinate events such as press conferences and awards ceremonies,
- Serve as communications contact to regional and national environmental organizations to build relationships to share information and market the Council to a broad network,
- Create other communications products such as fact sheets, PowerPoint presentations, web posts, briefing packets, etc...,
- Maintain and continually update database of targeted mailing lists of regional NGOs, media contacts, industry contacts, *Times* e-subscribers, etc...,
- Work cooperatively with technical staff to maintain functionality of on-line databases,
- Maintain media room on Council website,

- Serve as Outreach and Education representative to the Council Web Guild,
- Maintain Website Tools and Sites for Education and Marketing-maintain the educator’s resource room offering links to quality marine education resources including Council publications and products,
- Serve as the Outreach Committee contact to the *Gulf of Maine Times*, notify the editor of awards recipients and other news items to highlight in the paper. Update and maintain all *Times* mailing lists and upload and send to Gannett Offset for each printing. Maintain the e-subscribers mailing list and create and distribute subscriber announcements in Constant Contact.
- Coordinate Outreach Committee administrative tasks, communications, set up meetings, distribute minutes and serve as committee contact, prepare outreach reports for WG and Council meetings and monthly reports on deliverables,

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Outreach Coordination	Contractor	\$24,500
Total		\$24,500**

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

** Additional funds for project specific Outreach services will be included in funding requests for Action Plan projects. These additional funds are not included in the budget above.

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts:

4.4 Science Translation

Service Narrative

For the past five years, the Council has contracted with Science Translators to synthesize research findings related to Action Plan priorities, translate the findings into user-friendly language and formats, and disseminate the information and products to coastal decision-makers.

The Council has focused the Science Translation efforts on collaborating with the Council's committees and task forces on specific Action Plan activities. The budget below is based on current annual expenditures. Funds for Science Translation projects will be included in funding requests for Action Plan projects that require Science Translation. The work tasks will tie specifically to each project that is funded and so are not listed below.

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Science Translation	Contractor	project dependent

Total

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts: To be included in funding requests where Science Translation services are required.

4.5 GOMC Policy Development

Service Narrative

To operate effectively as a regional organization the Council requires routine updates and input on regional coastal and ocean policy issues. This input is used in Council, Working Group and Committee decision-making. To ensure adequate policy analysis and research, the Council has contracted with a Policy Coordinator. As the Council implements its 2007-2012 Action Plan, the Policy Coordinator is needed to play a crucial role in directing and promoting Council initiatives.

Work Tasks

- Identify policy issues relevant to the implementation of the *Council Action Plan* for presentation to the Working Group and Council
- Present proposals and position papers relative to Council policy and programs which would outline options, implications, and implementation strategies for Working Group and Council consideration
- Identify future/pending issues that will affect the Gulf of Maine and which the Council should begin considering. This would include not only environmental issues, but those economic, social and global issues that will affect our ecosystem and priorities.
- Advance Council priorities through research, writing position papers, partnerships, and meeting planning as directed by the Council Working Group

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Policy Coordination	Contractor/Travel	\$36,000**
Total		

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

** Based on prior current year budget

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts: Council Dues – amount to be determined

4.6 Fund Development

Service Narrative

Assist the Council, Working Group and Committees secure some of the funding required to implement the July 2008 – June 2009 work plan and the July 2009 – June 2010 work plan.

Work Tasks

- Research and identify potential funding sources (public, non-government, and business) to implement the *Council Action Plan*
- Assist committees in the preparation of applications and proposals for funding
- Work with funding agencies and organizations to secure funding to address priority projects
- Coordinate funding activities with USGOMA and CGOMA

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Fund Development	Contractor/Travel	\$18,000**
Total		

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

** Based on prior current year budget

Sources of Funding

Secured sources and amounts: Council Dues – amount to be determined

Prospective sources and amounts:

4.7 Action Plan Grant Program

Service Narrative

The Council has depended on and encouraged nongovernmental organizations (NGOs) to participate in carrying out the Council's action plan. Over the past nine years, grants have been awarded to organizations throughout the region. The average amount of grants awarded is \$10,000. The Council Coordinator administers the grants program.

Work Tasks

- Advertise and distribute Request for Proposals to potential applicants.
- Select proposals to be funded and announce on website.
- Administer grants.
- Receive completion reports and make them available to the Council.

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Action Plan Grant funds	grants	\$100,000
Total		\$100,000

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

Sources of Funding

Secured sources and amounts:

Prospective sources and amounts:

Section 5 Organizational Management

5.1 Secretariat

Service Narrative

The Council operates through the administration of an annual Secretariat, which rotates among jurisdictions. The Secretariat jurisdiction is responsible for convening meetings and maintaining the Council's daily operations. Contributions from each jurisdiction and some federal agencies pay for the Secretariat's annual operating costs: meetings, Council Coordinator, Administrative Assistant, and annual awards.

Work Task Areas

- Organizational management and primary point of contact
- Prepare agendas, meeting materials and summaries for Council, Working Group, Management and Finance, and Secretariat Team
- Coordinate meetings, forums, and other event logistics including awards program
- Internal Policy Research and Coordination
- Website updates and participation in Web Guild and Information Management Team
- Provide assistance to and collect work plans from Committees and Subcommittees and coordinate Action Plan activities
- Conference call scheduling
- Action Plan progress tracking and coordinate Action plan grant program
- Prepare Annual Report, update Reference Handbook

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Council Coordinator	Contractor/Travel	TBD**
Administrative Assistant	Contractor/Travel	TBD**
Meeting expense	Meals, facility	TBD**
Total		\$

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

**FY 08 budget is \$83,149 including Council Coordinator, Administrative Assistant, travel, meeting expense, award framing, and conference call line. A similar budget may be needed but is yet to be determined.

Sources of Funding

Secured sources and amounts: Council Dues – amount to be determined

Prospective sources and amounts: Indirect

5.2 The Association of U.S. Delegates to the Council on the Marine Environment Corporation

Service Narrative

The Association of U.S. Delegates to the Council on the Marine Environment Corp. (USGOMA) is a 501 c (3) nonprofit organization that solely supports the activities of the Council. The USGOMA provides administrative and fiscal management of funds for Council projects and disburses all funds in accordance with Council-established priorities.

Work Task Areas

- Financial management and internal controls
- Grant payment management
- Contract administration and Contract Manager communications
- Financial document preparation and presentation for Council, Working Group, Management and Finance, and Secretariat meetings
- Association Board meeting coordination
- Accounting Services and annual audit coordination

Service Financing

<u>Tasks</u>	<u>Cost Category*</u>	<u>Amount (US\$)</u>
Executive Director	Contractor/Travel	TBD**
Finance Assistant	Contractor/Travel	TBD**
Audit	Auditing Firm	9,000
D&O Liability Insurance/Regis. fees	Fees	2,800
Total		\$TBD**

* Allowable cost categories include contractual, printing and publications, postage, travel, lodging, meals, facility rental; web hosting/maintenance.

**FY 08 (July - June) budget is \$103,844 including USGOMA Executive Director, Finance Assistant, travel, audit fee, Directors and Officers liability insurance, legal fee, misc fees. A similar budget will be needed for at least the first 6 months of FY09 to prepare audit and close out grants. After that budget will depend on amount of incoming funds.

Sources of Funding

Secured sources and amounts: Indirect rate from secured funding

Prospective sources and amounts: Indirect rate from additional funds that are secured. Reserve account funds

5.3 The Association of Canadian Delegates to the Council on the Marine Environment

The Association of Canadian Delegates to the Council on the Marine Environment (CGOMA) was established to facilitate the transfer of funds from government departments to the Council, and to ensure that the Council meets Canadian charitable status requirements. The Association serves as a key venue for discussion on Council matters among Canadian Councilors and Working Group members outside of the regular Council meetings.