

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

**Working Group
Action Plan Session and Business Meeting
Briefing Packet**

Version 1 • March 7, 2006

St. Andrews-by-the-Sea, NB • March 14-15, 2006



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Working Group agenda

Tuesday, March 13, 2006, Algonquin Fairmont, St. Andrews, NB

9:00 AM	Welcome, introductions, and review of agenda and outcomes <i>Liz Hertz, ME State Planning Office and Working Group Chair</i>
9:15 AM	Break into three Goal groups to refine SMAART objectives/logic models (casual and unstructured breaks as needed)
12:00 PM	Lunch on your own
1:30 PM	Continue breakout groups' work and complete logic models
2:30 PM	General session review of SMAART objectives/logic models (casual and unstructured breaks as needed)
4:30 PM	Program evaluation for the 2006-2011 GOMC Action Plan <i>Cindy Krum, US Gulf of Maine Association</i>
5:00 PM	Make supper plans and adjourn

Tuesday, March 13, 2006, Algonquin Fairmont, St. Andrews, NB

9:00 AM	Business meeting <ul style="list-style-type: none"> ▪ GOM Ocean Data Partnership (15 minutes) <i>Betsy Nicholson, NOAA</i> ▪ NROC update (10 minutes) <i>Betsy Nicholson and Russ Henry, NB Department of Agriculture, Fisheries, and Aquaculture</i> ▪ Literacy plan, communication plan, and newsletter/bulletin: (30 minutes) <i>Theresa Torrent-Ellis, ME State Planning Office and Karin Hansen, PEPC</i> ▪ Update on June Working Group and Council meeting and forum planning (5 minutes) <i>Liz, Michele Tremblay, and Tracy Wilson</i>
10:00 AM	Organizing for the future <i>David Keeley and Michele Tremblay, GOMC</i>
11:45 AM	Lunch on your own
1:00 PM	Continue Organizing for the future discussion <i>David, Michele, and everyone</i>
2:30 PM	Revisit Action Plan timeline and review action items <i>Liz Hertz</i>
3:30 PM	Adjourn



SMAART objectives / logic model guidance

Guidance for writing “SMAART” objectives

Objectives are:

Specific: What exact actions, behaviors, or issues you want to address,

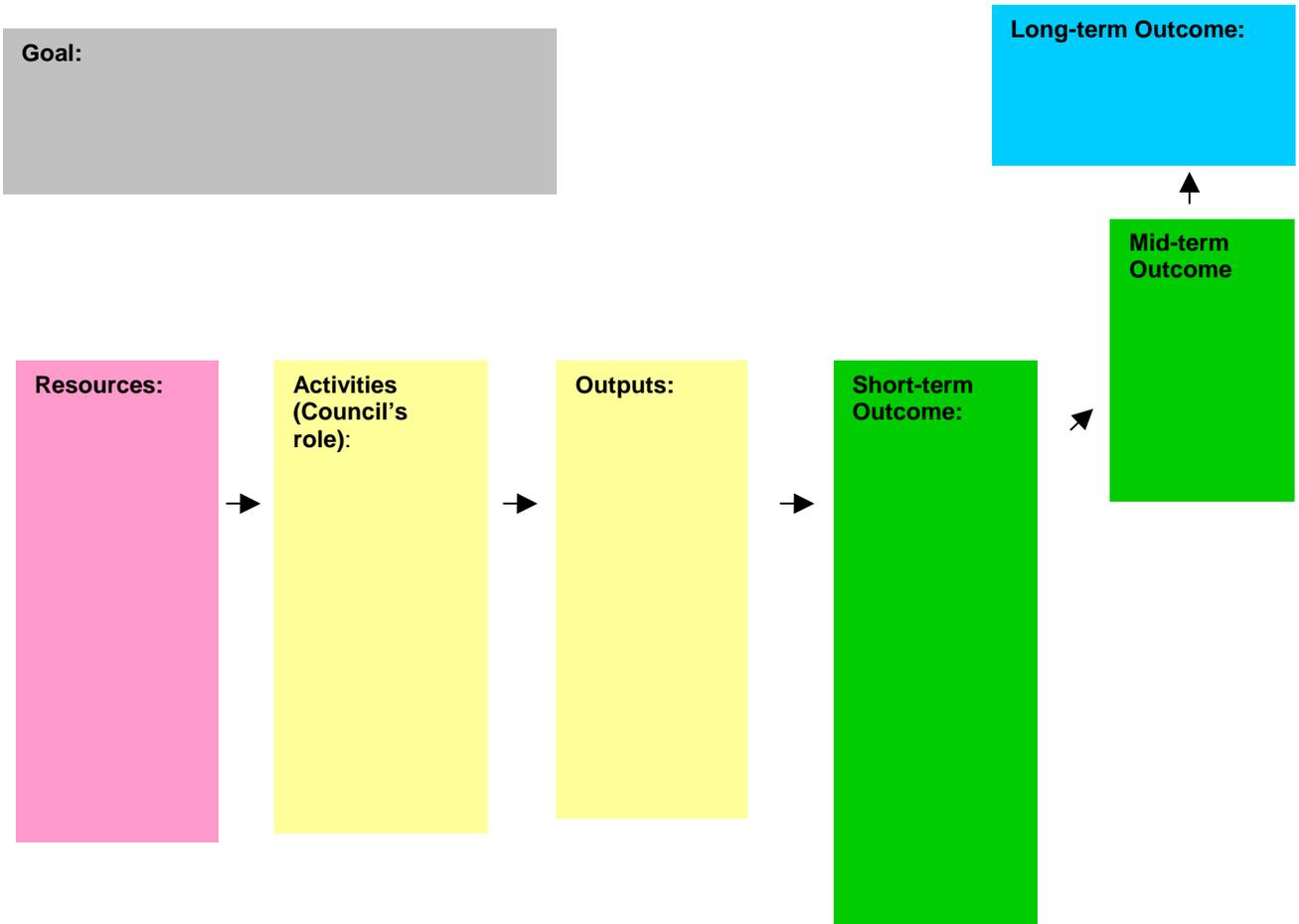
Measurable: The amount of this change,

Audience-Directed: What you want your audience to get out of this, not what you are doing,

Ambitious and

Realistic: Expectations for change are not impractical or out of reach, but are ambitious enough to effect real change and be worth the resources invested, and

Time-Bound: How much time you’ve allowed for your objectives to be reached Check that your objectives are SMAART by asking **who** will be able to do **what, how** (and how well), and by **when**.





Logic models (with committee revisions)

Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Adverse effect of invasive species on the coastal environment is minimized.

Mid-term Outcomes:

- Coastal policy makers enact effective regional policies and programs to minimize adverse effects.

SMAART: All GOM state/province and federal coastal policy makers enact regionally consistent policies and programs aimed to minimize the presence of invasive species by X. – better reporting role (Sounds like something that can be approached in state and regional management plans. NEANS provides the forum for identifying regional priorities and providing technical guidance to further their implementation)

- Regulators develop legal and regulatory instruments to minimize adverse impacts. (Also items that the Panel is dealing with; i.e. Early Detection and Rapid Response, ballast water management)
- Active resource users adopt best practices (observe, report, etc.) to minimize adverse impacts of invasives.

SMAART: By 2011, 25% of registered recreational boaters in the GOM can recognize five identified invasive species, know to whom to report their presence, and undertake best practice action. (Panel members ME, NH, VT, MA, others have initiated identification and training programs)

Short-term Outcomes:

- Coastal policy makers, regulators, active resource users understand significance of threat.

SMAART: 90% of active resource users that attended workshop are still committed to conducting best practices six months after the workshop.

- Policy makers and regulators know suite instruments/strategies available to minimize adverse impacts.

Outputs:

- Report on vectors of invasive species
- Guide to best practices on mitigating risk of invasive species

Activities (Council's role):

- Identify specific vectors of invasive species. (much of this exists)
- Create and distribute ID guides for invasive species in the GOM. (I think we've got this covered pretty well also, but could use some help with more focused outreach.)
- GOMC works with NEANS panel to develop guide of best practices.
- Conduct series of workshops around region to introduce educational materials on invasive species threat.

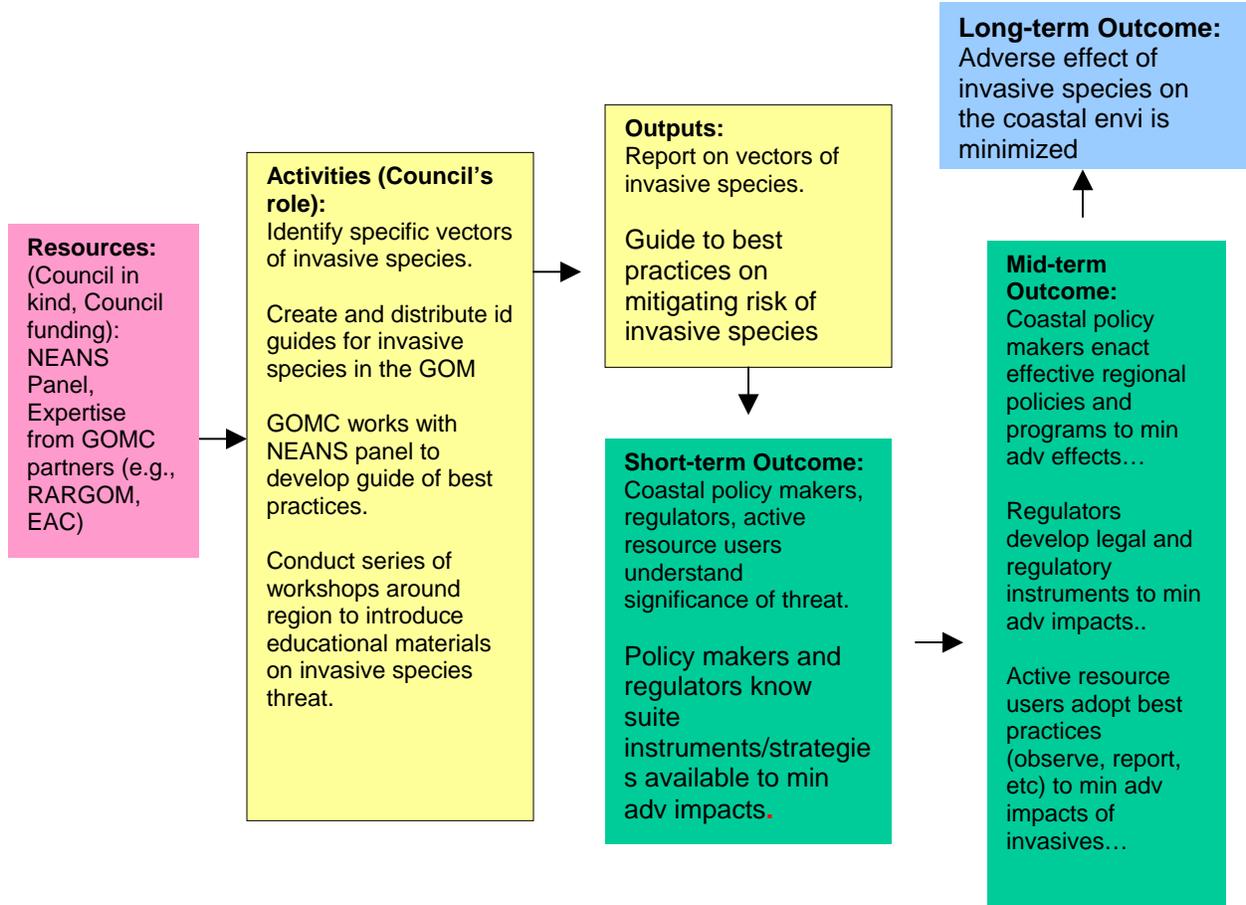
Resources: (Council in kind, Council funding):

- NEANS Panel
- Expertise from GOMC partners (e.g., RARGOM, EAC)



Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Adverse effect of invasive species on the coastal environment is minimized.

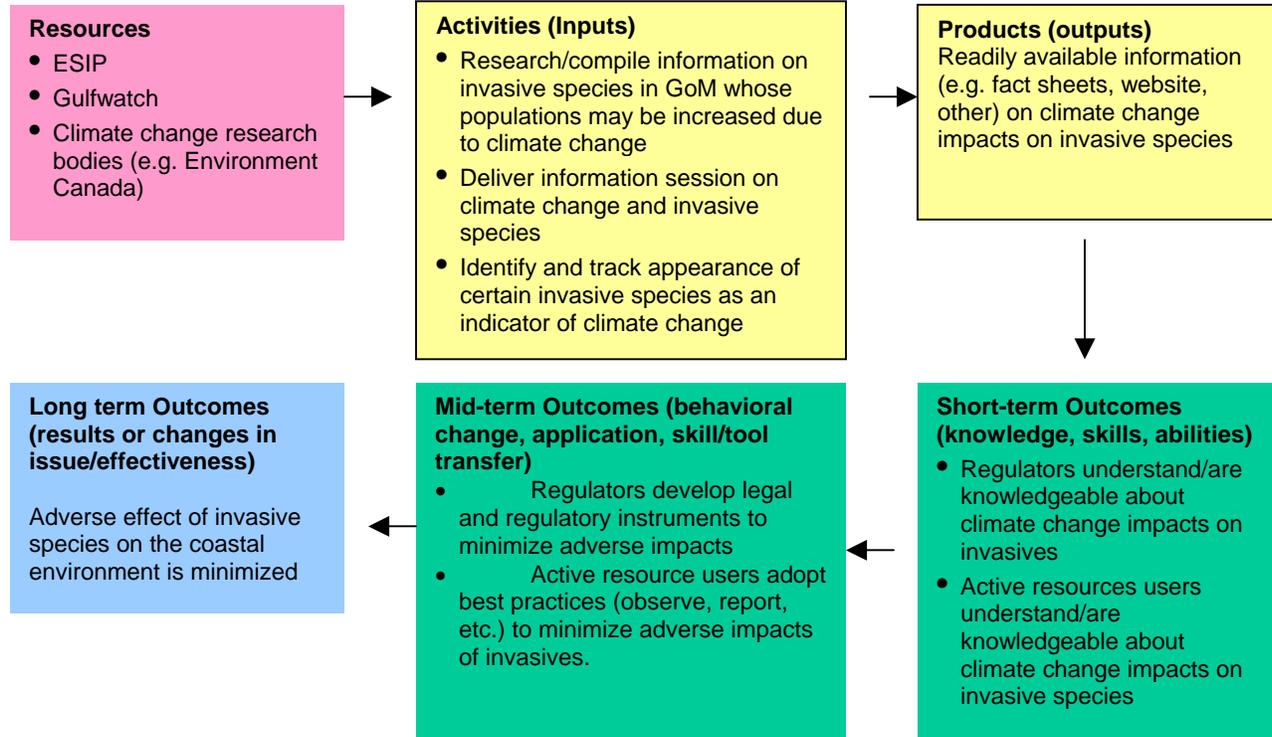




Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Adverse effect of invasive species on the coastal environment is minimized.

Climate Change Cross-Cutting Logic Model





Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Regionally Significant Coastal Habitats (RSCH) are restored and support the desired functions and values of the restoration work.

Mid-term Outcomes:

- Partners leverage and invest funds in restoration of identified RSCH.
- NGO's provide an increased % of restoration funds.
- Restoration is occurring on public and private lands at an increased rate.
- Practitioners are implementing regional monitoring standards.
- States/provinces incorporate RSCH priorities into restoration plans.
- Increased community involvement in RSCH restoration.
- Increased capacity to undertake restoration of RSCH.

Short-term Outcomes:

- Increase knowledge and appreciation for restoration of RSCH (communities, lawmakers, NGO's).
- Private landowners are supportive of habitat restoration.
- NGO's are engaged in habitat restoration activities.
- Practitioners are knowledgeable about barrier removal monitoring standards.

Outputs:

- Published standards for barrier removal monitoring
- Restoration plans for priority projects
- Web-based information available on restoration of RSCH.
- Linkages between NGO's and community-based restoration activities.
- Analysis of voluntary landowner program options.
- Analysis of possible ways to use social marketing strategy.

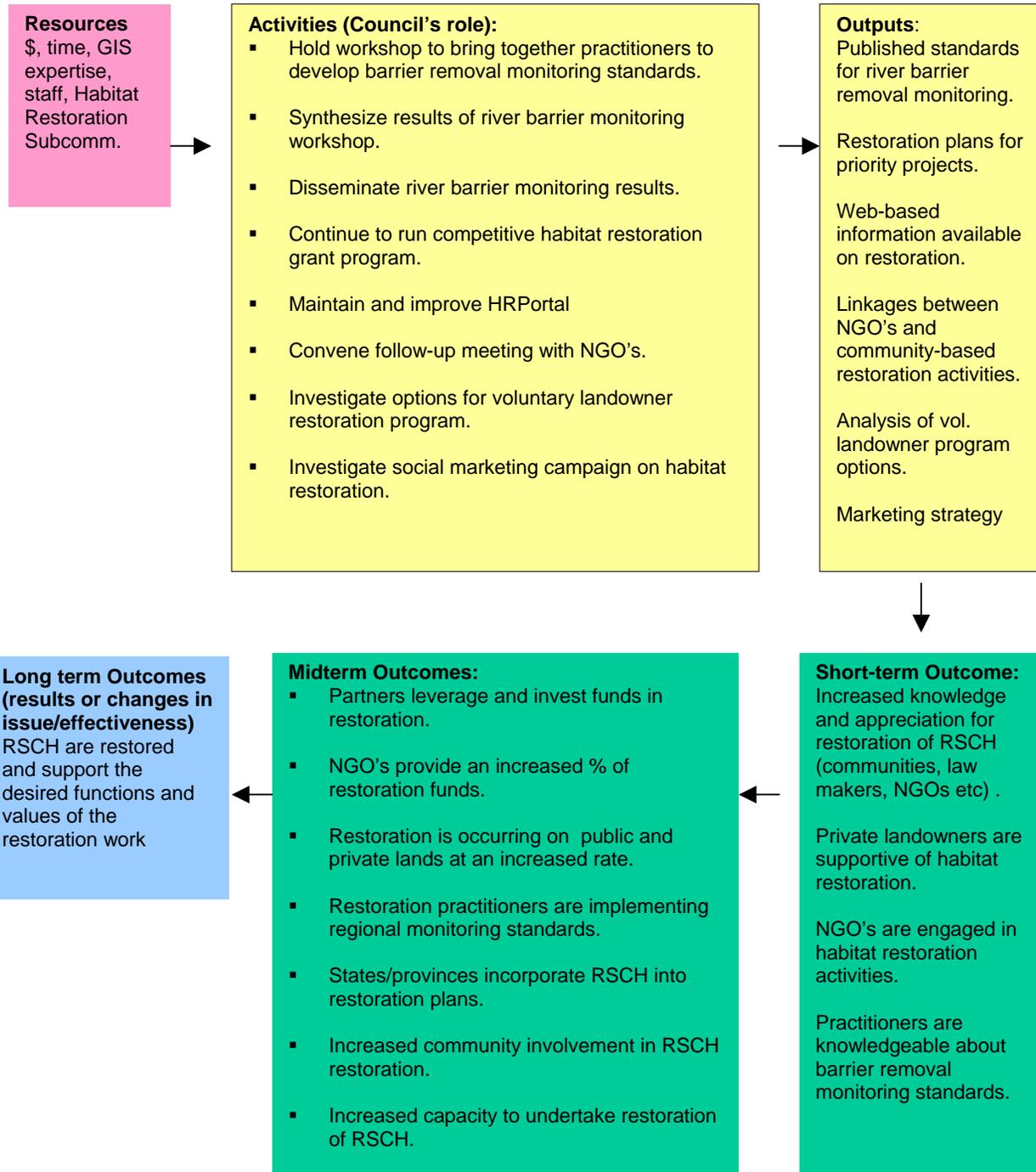
Activities (Council's role):

- Hold workshop to bring together practitioners to develop barrier removal monitoring standards.
- Synthesize results of barrier removal monitoring workshop.
- Disseminate barrier removal monitoring results.
- Continue to run competitive habitat restoration grant program.
- Maintain and improve Habitat Restoration Web Portal
- Convene follow-up meeting with NGO's
- Investigate options for voluntary landowner restoration program.
- Investigate social marketing campaign on habitat restoration.



Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: RSCH are restored and support the desired functions and values of the restoration work.

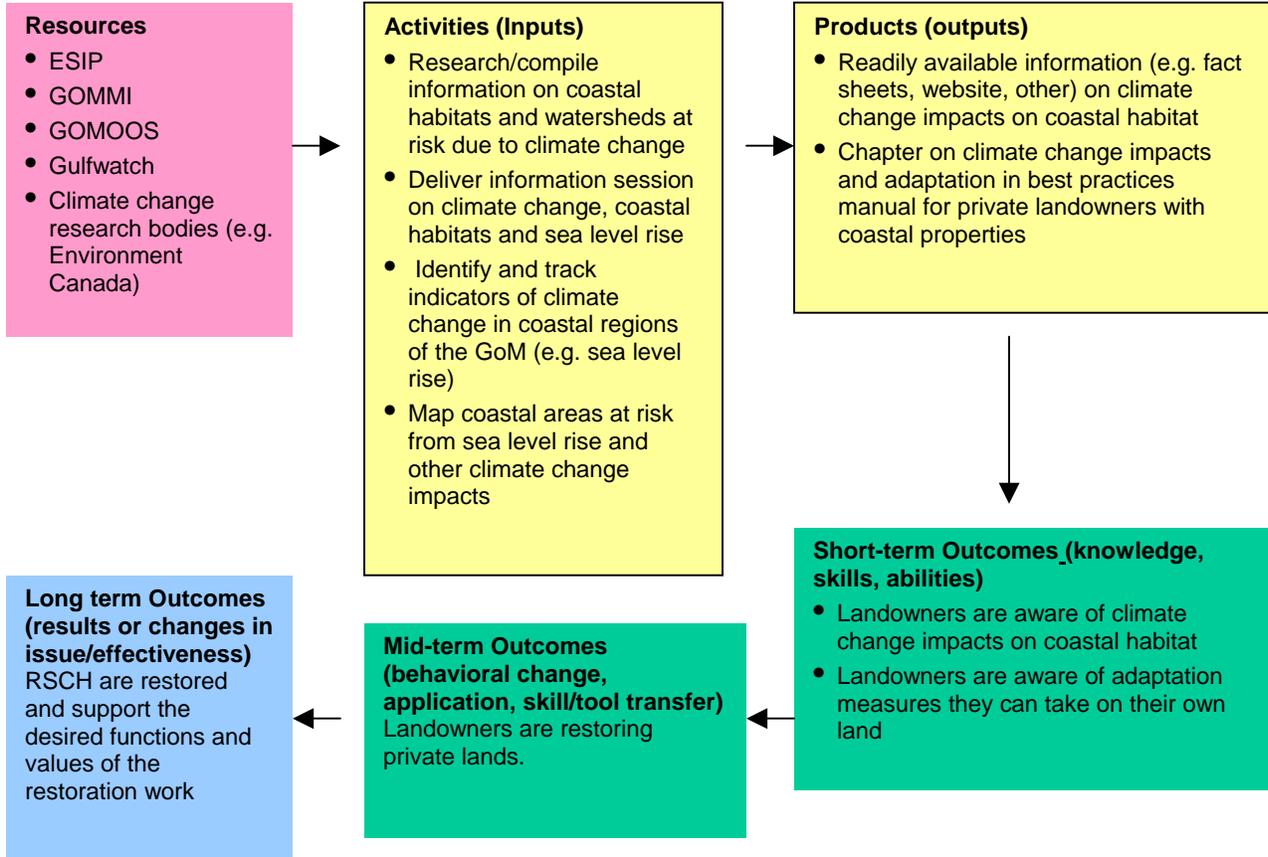




Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: RSCH are restored and support the desired functions and values of the restoration work.

Climate Change Cross-Cutting Logic Model



Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Land-based activities are not adversely affecting the coastal environment.

Mid-term Outcomes:

- Lawmakers pass effective legislation to prevent land-based activities from adversely affecting the coastal environment.
- Lawmakers fund effective programs to prevent land-based activities from adversely affecting the coastal environment.
- Lawmakers periodically evaluate results of programs that work to prevent land-based activities from adversely affecting the coastal environment.
- Municipal governments are planning and improving infrastructure to minimize adverse impact on coastal environment.
- Local planning tools effectively minimize impact on the coastal environment.

Short-term Outcomes:

- Lawmakers, private sector and landowners are knowledgeable and ready to take action to minimize adverse effect to the coastal environment.
- Regulators assess potential for cumulative impacts as each new project emerges

Outputs:

- Report on priority activities that have adverse impact on coastal environment.
- Campaign materials
- Uniform BMPs throughout the Gulf of Maine for activities such as coastal erosion structures, on-site sewage maintenance.
- Indicators to evaluate results of programs, legislation, planning tools and infrastructure in improving the marine ecosystem health.
- Informative materials about management options targeted to the appropriate entity

Activities (Council's role):

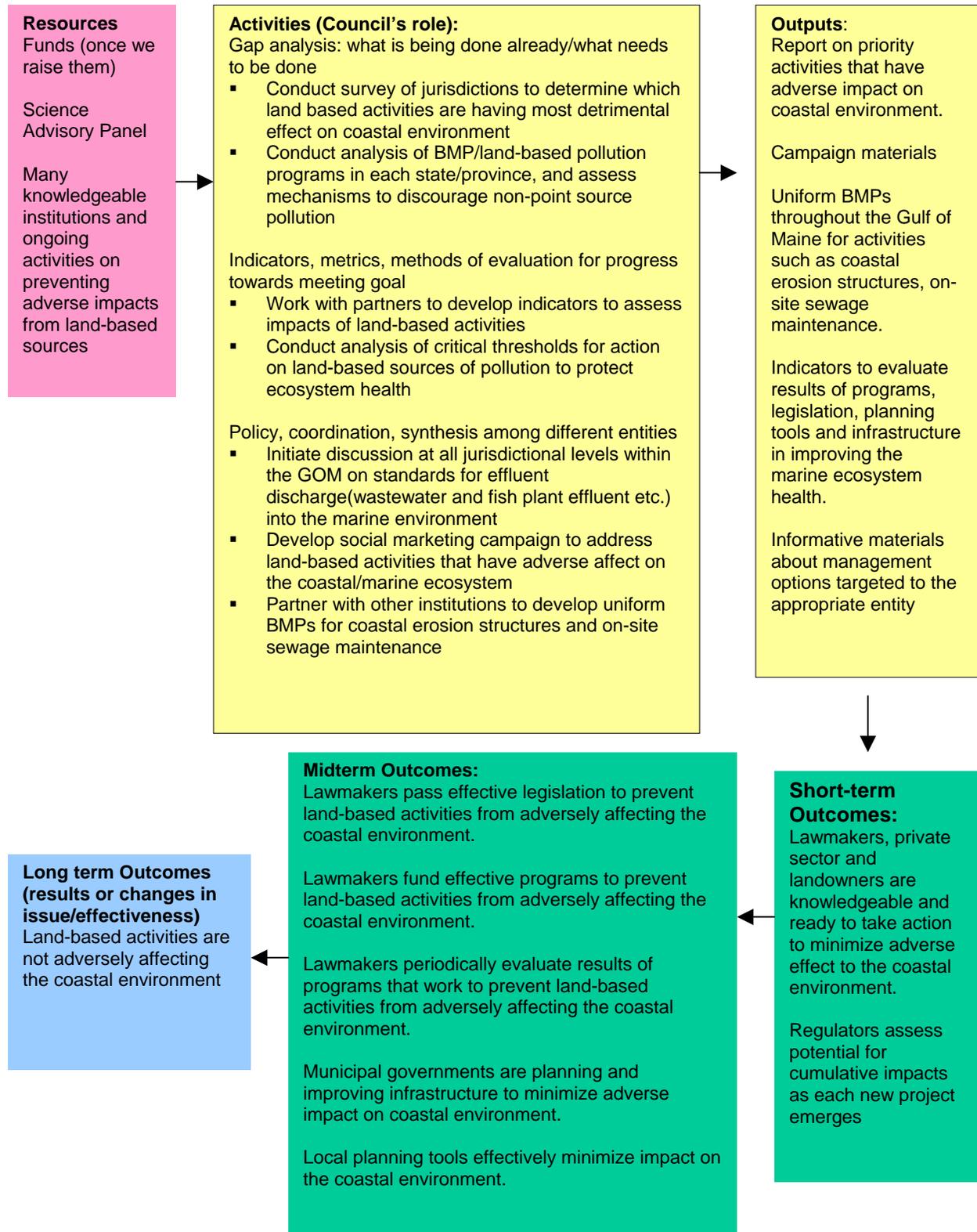
- Gap analysis: what is being done already/what needs to be done
 - Conduct survey of jurisdictions to determine which land based activities are having most detrimental effect on coastal environment
 - Conduct analysis of BMP/land-based pollution programs in each state/province, and assess mechanisms to discourage non-point source pollution
- Indicators, metrics, methods of evaluation for progress towards meeting goal
 - Work with partners to develop indicators to assess impacts of land-based activities
 - Conduct analysis of critical thresholds for action on land-based sources of pollution to protect ecosystem health
- Policy, coordination, synthesis among different entities
 - Initiate discussion at all jurisdictional levels within the GOM on standards for effluent discharge(wastewater and fish plant effluent etc.) into the marine environment
 - Develop social marketing campaign to address land-based activities that have adverse affect on the coastal/marine ecosystem
 - Partner with other institutions to develop uniform BMPs for coastal erosion structures and on-site sewage maintenance

Resources:

- Funds (once we raise them)
- Science Advisory Panel
- Many knowledgeable institutions and ongoing activities on preventing adverse impacts from land-based sources

Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Land-based activities are not adversely affecting the coastal environment.

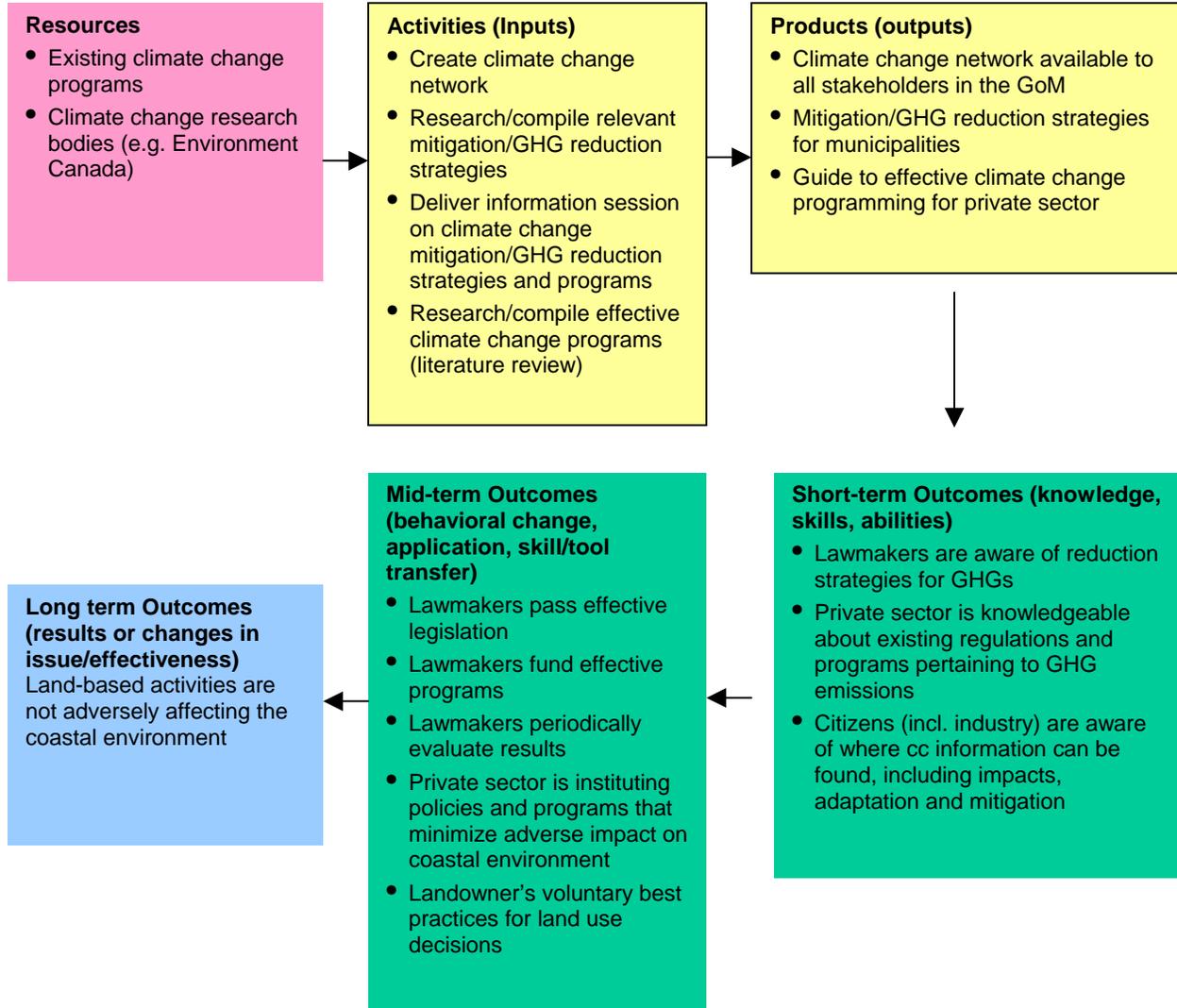




Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Land-based activities are not adversely affecting the coastal environment.

Climate Change Cross-Cutting Logic Model





Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Regionally significant coastal/marine habitats are managed in a way that maintains habitat values for the full suite of plant and animal species within the GOM.

Mid-term Outcome:

- Managers and regulators implement, through adaptive management, the applicable/relevant management /conservation options for coastal/marine habitats.

Short-term Outcomes:

- Partners can identify regionally significant coastal/marine habitats.
- Partners know the suite of management/conservation options available to help protect coastal and marine habitats.
- Partners are knowledgeable of plant and animal species that reside in significant GOM coastal habitats.
- Partners understand ecosystem dynamics and use that understanding in decision-making
- Cumulative impacts are understood and factored into upland, coastal and marine planning and management processes.
- Partners have capacity to manage coastal/marine habitats in a way that maintains habitat values.
- MPA managers in the Gulf of Maine region are aware of each other
- Partners have a suite of policy tools to achieve and maintain thresholds of ecosystem health for marine habitats

Outputs:

- Maps and/or informative materials on regionally significant coastal/marine habitats
- Informative materials about management options to help protect coastal and marine habitats.
- GOM Marine Habitat Conservation Strategy
- Improved agreement within GOM scientific community on habitat characterization using mapping technologies and other tools
- Informative materials on existing coastal/marine protected areas in the Gulf of Maine region, including information on habitats and associated species within existing coastal/marine protected areas
- Informative materials on ecological connections between coastal/marine protected areas
- Human Use Atlas for Gulf of Maine region
- Analysis of jurisdictional programs and processes for maintaining habitat values

Activities (Council's role):

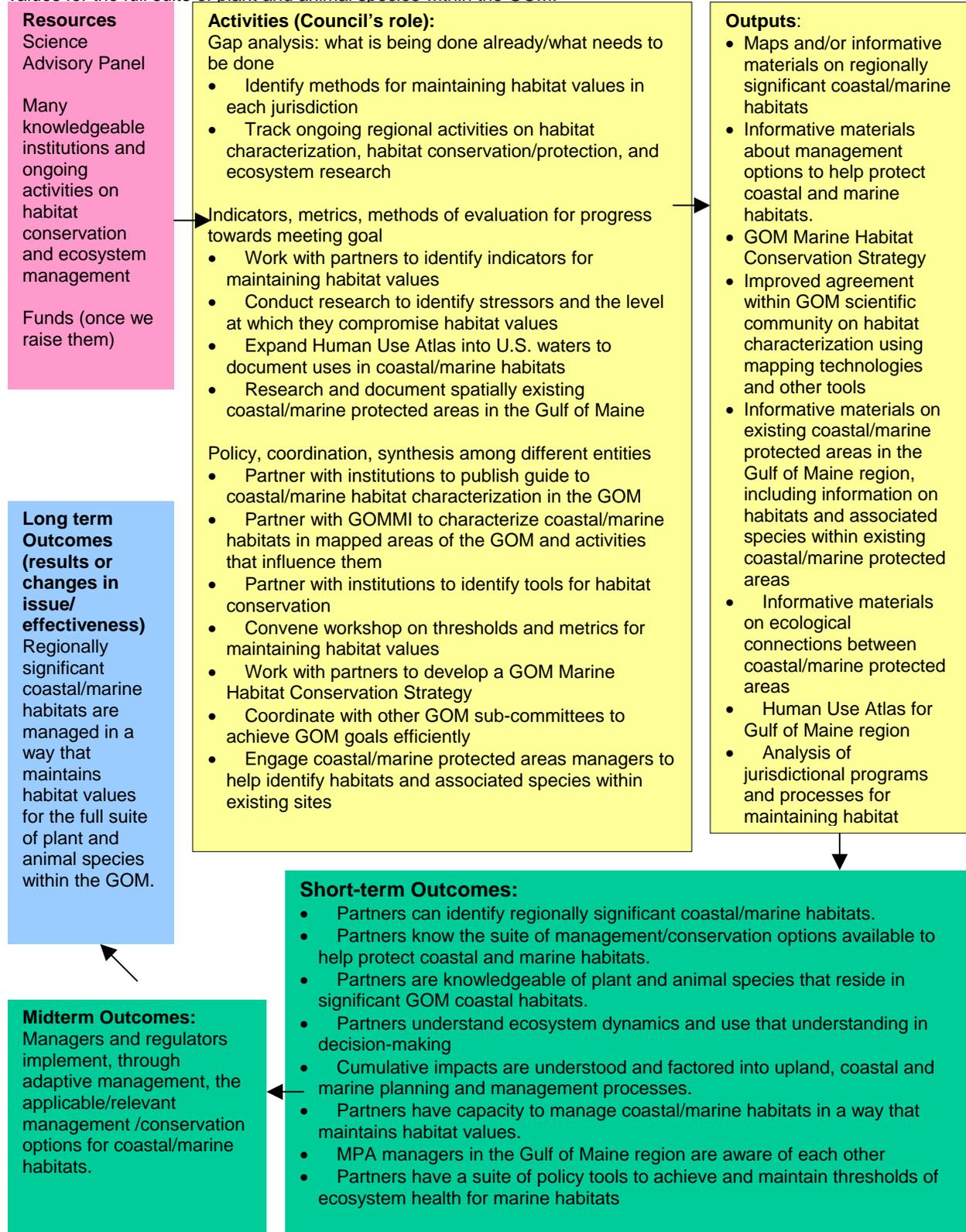
- *Gap analysis: what is being done already/what needs to be done*
 - Identify methods for maintaining habitat values in each jurisdiction
 - Track ongoing regional activities on habitat characterization, habitat conservation/protection, and ecosystem research
- *Indicators, metrics, methods of evaluation for progress towards meeting goal*
 - Work with partners to identify indicators for maintaining habitat values
 - Conduct research to identify stressors and the level at which they compromise habitat values
 - Expand Human Use Atlas into U.S. waters to document uses in coastal/marine habitats
 - Research and document spatially existing coastal/marine protected areas in the Gulf of Maine
- *Policy, coordination, synthesis among different entities*
 - Partner with institutions to publish guide to coastal/marine habitat characterization in the GOM
 - Partner with GOMMI to characterize coastal/marine habitats in mapped areas of the GOM and activities that influence them
 - Partner with institutions to identify tools for habitat conservation
 - Convene workshop on thresholds and metrics for maintaining habitat values
 - Work with partners to develop a GOM Marine Habitat Conservation Strategy
 - Coordinate with other GOM sub-committees to achieve GOM goals efficiently
 - Engage coastal/marine protected areas managers to help identify habitats and associated species within existing sites

Resources:

- Science Advisory Panel
- Many knowledgeable institutions and ongoing activities on habitat conservation and ecosystem management
- Funds (once we raise them)

Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Regionally significant coastal/marine habitats are managed in a way that maintains habitat values for the full suite of plant and animal species within the GOM.

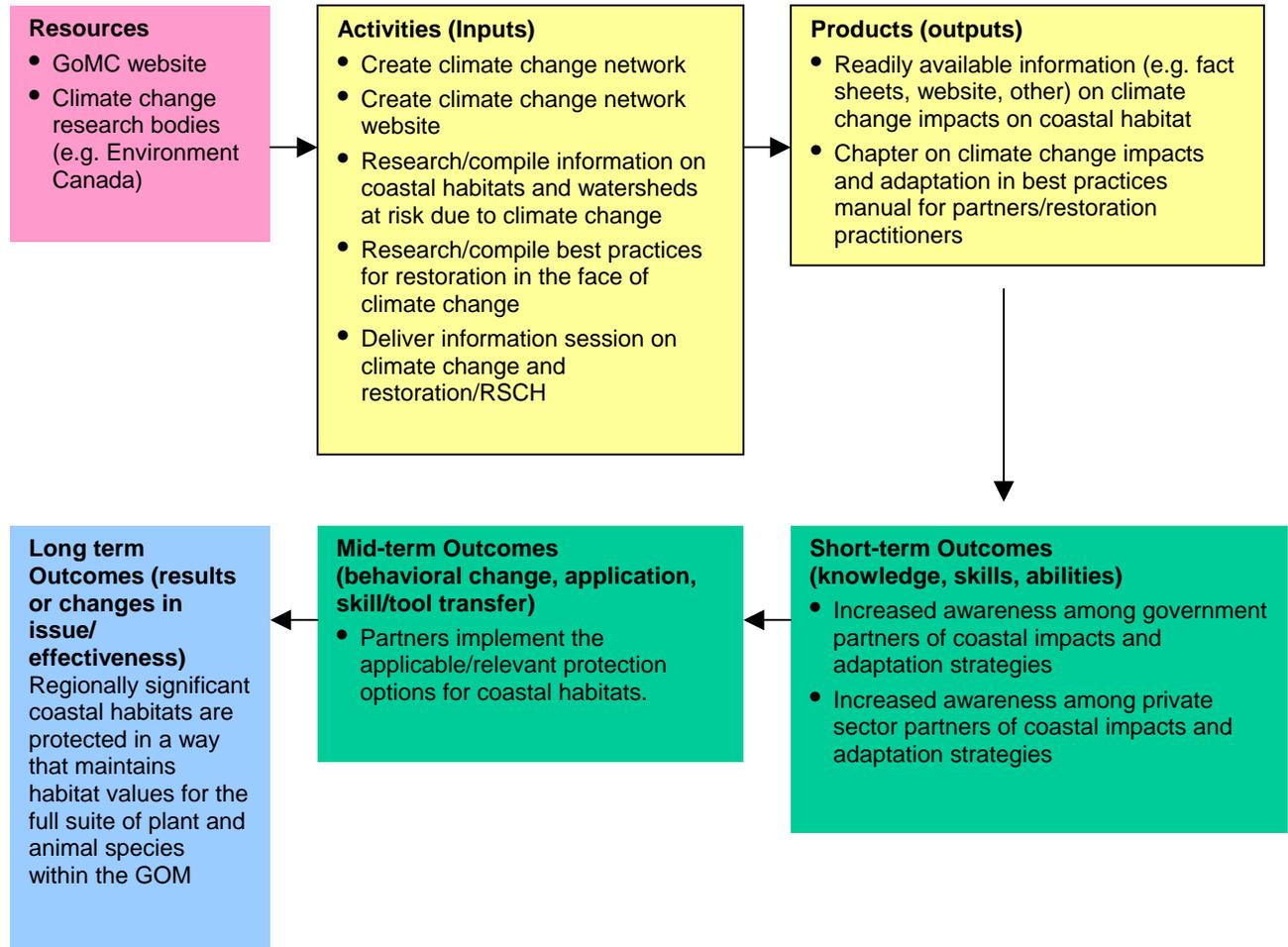




Goal 1: Gulf of Maine Marine Ecosystem is Healthy

Long-term Outcome: Regionally significant coastal/marine habitats are managed in a way that maintains habitat values for the full suite of plant and animal species within the GOM.

Climate Change Cross-Cutting Logic Model





Goal 2: Environmental conditions in the GOM support optimum human health.

Long-term Outcome: Marine environmental and health standards, consistent across jurisdictions, are in place by 2016, resulting in reduced contaminant releases.

Mid-term Outcome:

- Jurisdictional governments deliberate on effective and consistent regulations to reduce contaminant releases by 2014.
- An engaged citizenry implements voluntary lifestyle actions to reduce contaminants by 2014.

Short-term Outcomes:

- More than 50% of lawmakers are knowledgeable about creating and achieving consistent regulation that effectively reduces contaminant releases by 2010.
- Citizens know how lifestyle choices affect marine contaminants by 2010.

Outputs:

- Data that supports and validates regulation
- Risk assessment (ecological and human)
- Human activity solutions (e.g. BMPs)
- Treatment technologies

Activities (Council's role):

- Develop a regionally integrated baseline of contaminants in marine and estuarine ecosystems.*
- Develop metrics and indices to describe the status and trends of nutrient related water quality.*
- Develop translation tools to link environmental data with human health.*
- Create a network for resource referral and information sharing.*
- Facilitate interactions between jurisdictions and public health advocates.
- Using the tools developed above, develop outreach campaigns targeting contaminant release.
- Include a multi-part *GOMT* feature on regulatory needs to reduce point and nonpoint source pollution.
- Review literature, conduct survey, and convene experts to adapt existing BMPs for the GOM (and develop where necessary)
- Measure baseline percentage of lawmakers knowledgeable about regulating contaminant releases

Resources (Council in kind, Council funding):

- \$

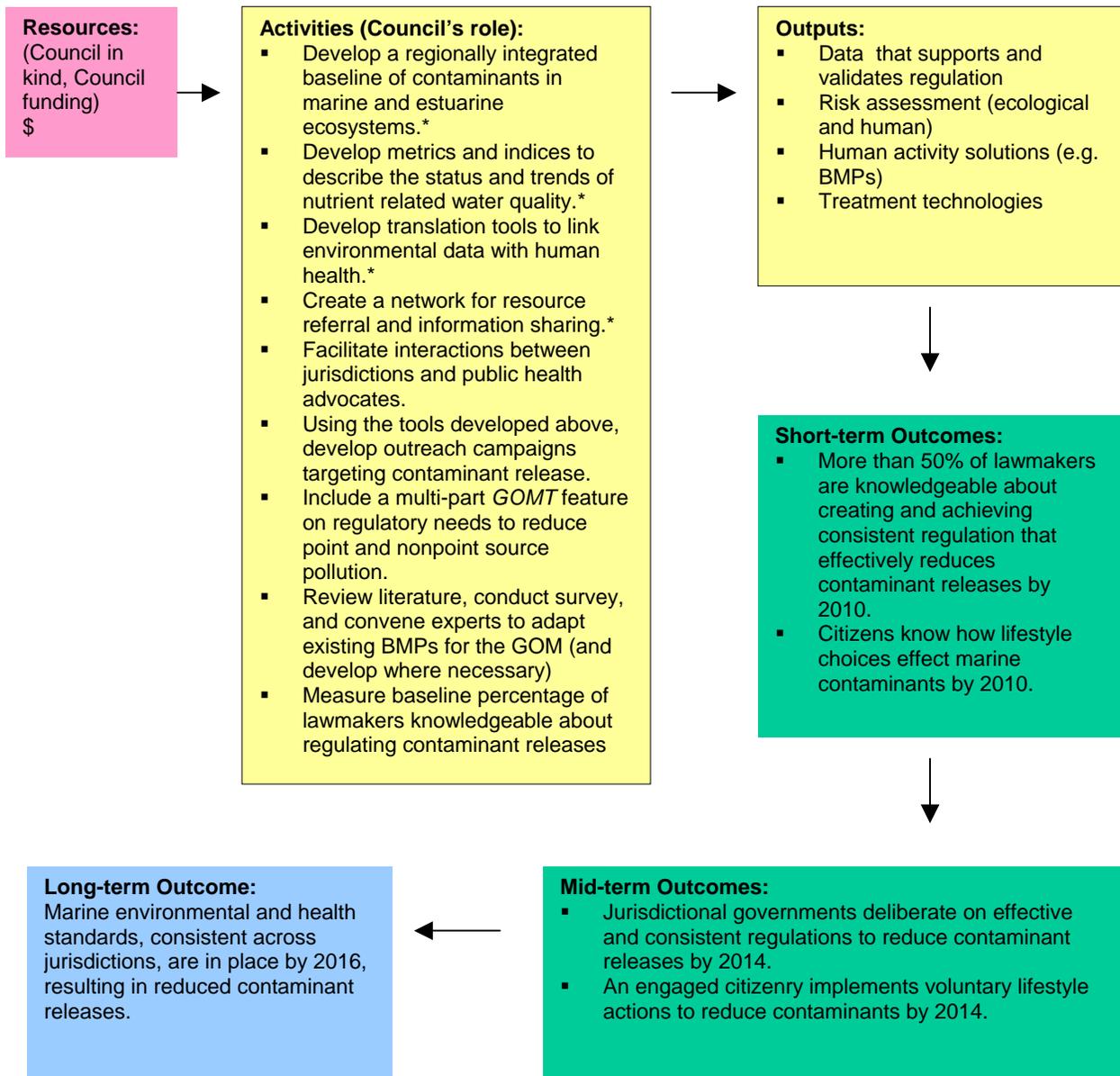
Definitions

Law and policy-makers?
Legislators?
Elected officials?
Key contaminants;
Priority contaminants;
Contaminants

* Activities recommended by the *Atlantic Northeast Coastal Monitoring Summit*, December 10-12, 2002

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Definitions
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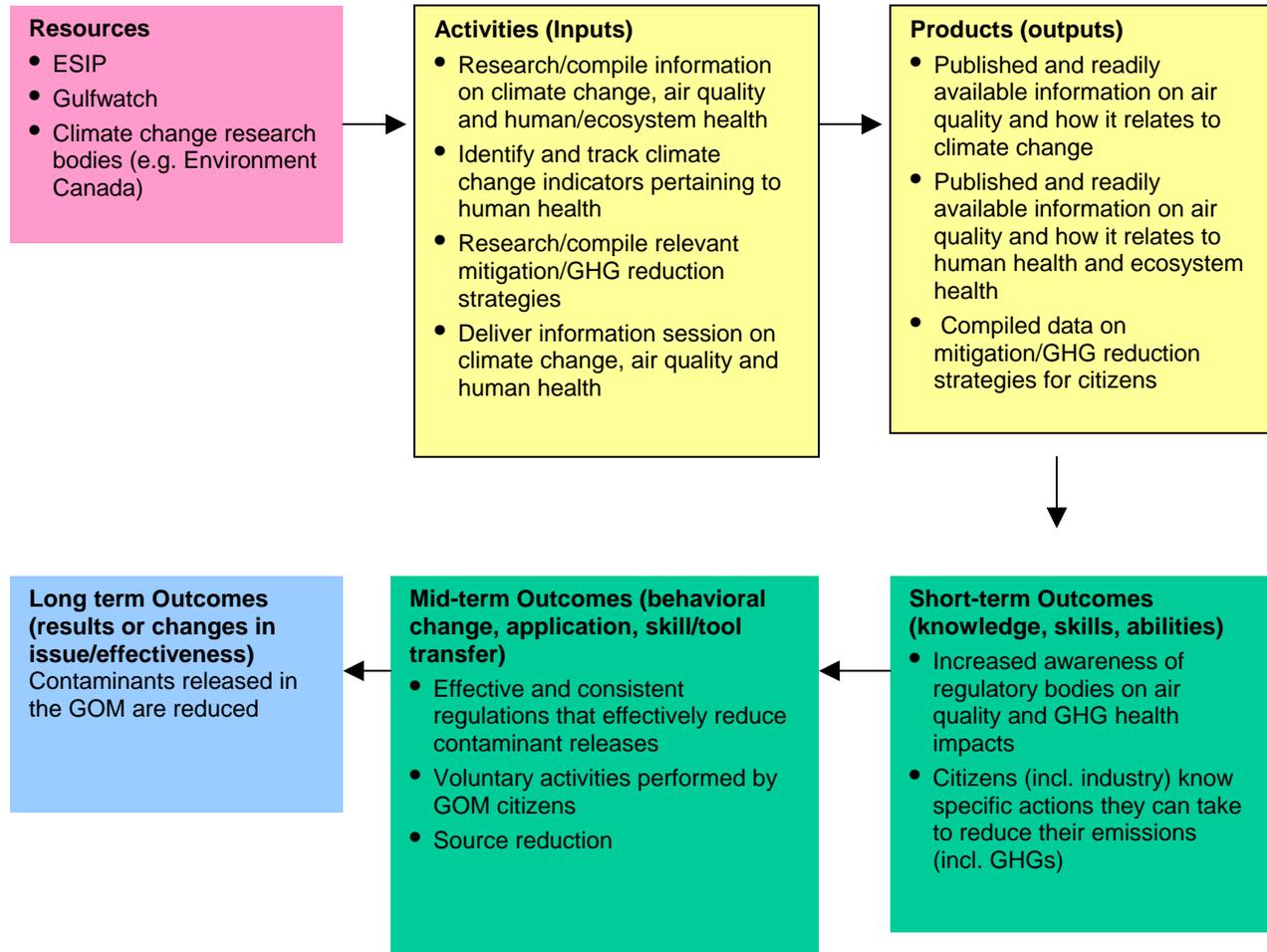
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Goal 2: Environmental conditions in the GOM support optimum human health.

Long-term Outcome: Marine environmental and health standards, consistent across jurisdictions, are in place by 2016, resulting in reduced contaminant releases.

Climate Change Cross-Cutting Logic Model





Goal 3: Gulf of Maine marine-dependent industries are healthy and sustainable, supporting vibrant coastal communities
(sustainability is defined as the long-term utilization of resources based upon socio-econ-environmental principles)

Sustainability definitions:

- The long-term utilization of resources based upon socio-econ-environmental principles
- The ability of natural resources to provide ecological, economic, and social benefits for present and future generations University of Wisconsin
- Sustainable development improving the quality of human life whilst living within the carrying capacity of the ecosystems. IUCN, UNEP, WWF (1991)

Long-term Outcome: Industries operating on ecologically sound principles are more economically competitive than those that do not.

Mid-term Outcomes:

- Industry sustainability is facilitated by ecosystem-based management.
- Renewable and non-renewable resources are utilized in manners so as to maintain ecosystem integrity.
- The public recognizes the value of and supports sustainable practices and products of marine industries.

Short-term Outcomes (5 yr):

- By 2011, key industries (aquaculture, commercial fisheries, tourism and energy) and resource managers in the GOM have jointly identified regional ecological, social and economic sustainability objectives for each sector, and the Best Management Practices required to get there.
- By 2011, at least one ecosystem-based management initiative incorporating socio-economic concepts is underway in each Province/State of the region.
- By 2011, the number of operators in key marine-based industries which utilize Best Management Practices increases by 25% over the baseline.
- By 2011, public consumer knowledge of industry sector sustainability practices and purchases of such products within the GOM both increase by 50%.

Outputs:

- Recommendations are developed on how to incorporate the values of natural capital into ecosystem-based management initiatives.
 - Council coordinates and funds the production of this report (\$15,000).
 - Council facilitates the implementation of the recommendations into the practical model developed for ecosystem-based management (\$10-15,000/yr).
- A practical model is developed to incorporate socio-economic concepts into ecosystem-based management with full consideration of jurisdictional interests.
 - Council coordinates and funds the production of this model (\$50-100,000).
 - Council facilitates the implementation of this model into ecosystem-based management within the region (\$10-15,000/yr).
- A baseline report identifying existing Best Management Practices relative to sustainability within key marine-based industries and the proportion of operators that utilize them.
 - Council coordinates and funds the production of this report (\$15,000).
 - Council promotes greater application of such BMPs.
 - Develop a grant program for industries to develop and adopt BMPs (\$35,000/yr).
- A baseline report Identifying sustainability issues within key industries for which relevant Best Management Practices have not yet been developed.
 - Council coordinates and funds the production of this report (\$15,000).
- A report identifying Best Management Practices which address the sustainability issues within the key industries for which such practices have not yet been developed.
 - Council coordinates and funds the production of this report (\$30,000).
 - Council facilitates the development and implementation of new Best Management Practices where lacking.
 - Develop a grant program for industries to develop and adopt BMPs (\$35,000/yr).
- A baseline report identifying public knowledge of sustainability and products produced by industries utilizing sustainable practices, with recommendations on how to increase such public awareness and consumption.
 - Council coordinates and funds the production of this report (\$20,000).
 - Council facilitates the implementation of the recommendations.
 - Develop a grant program for industries to promote sustainable practices within the sector and to the public (\$35,000/yr).

Activities (Council's role):

(listed above with open-circle bullets)

Resources: (Council in kind, Council funding)

(listed under activities in brackets)

Goal 3: Gulf of Maine marine-dependent industries are healthy and sustainable, supporting vibrant coastal communities

Long-term Outcome: Industries operating on ecologically sound principles are more economically competitive than those that do not.

Resources: (Council in kind, Council funding) \$

- Develop a grant program for industries to develop and adopt BMPs (\$35,000/yr).
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Outputs:

- Recommendations are developed on how to incorporate the values of natural capital into ecosystem-based management initiatives.
- A practical model is developed to incorporate socio-economic concepts into ecosystem-based management with full consideration of jurisdictional interests.
- A baseline report identifying existing Best Management Practices relative to sustainability within key marine-based industries and the proportion of operators that utilize them.
- A baseline report Identifying sustainability issues within key industries for which relevant Best Management Practices have not yet been developed.
- A report identifying Best Management Practices which address the sustainability issues within the key industries for which such practices have not yet been developed.
- A baseline report identifying public knowledge of sustainability and products produced by industries utilizing sustainable practices, with recommendations on how to increase such public awareness and consumption.

Short-term Outcomes:

- By 2011, key industries (aquaculture, commercial fisheries, tourism and energy) and resource managers in the GOM have jointly identified regional ecological, social and economic sustainability objectives for each sector, and the Best Management Practices required to get there.
- By 2011, at least one ecosystem-based management initiative incorporating socio-economic concepts is underway in each Province/State of the region.
- By 2011, the number of operators in key marine-based industries which utilize Best Management Practices increases by 25% over the baseline.
- By 2011, public consumer knowledge of industry sector sustainability practices and purchases of such products within the GOM both increase by 50%.

Long-term Outcome:

Industries operating on ecologically sound principles are more economically competitive than those that do not.

Mid-term Outcomes:

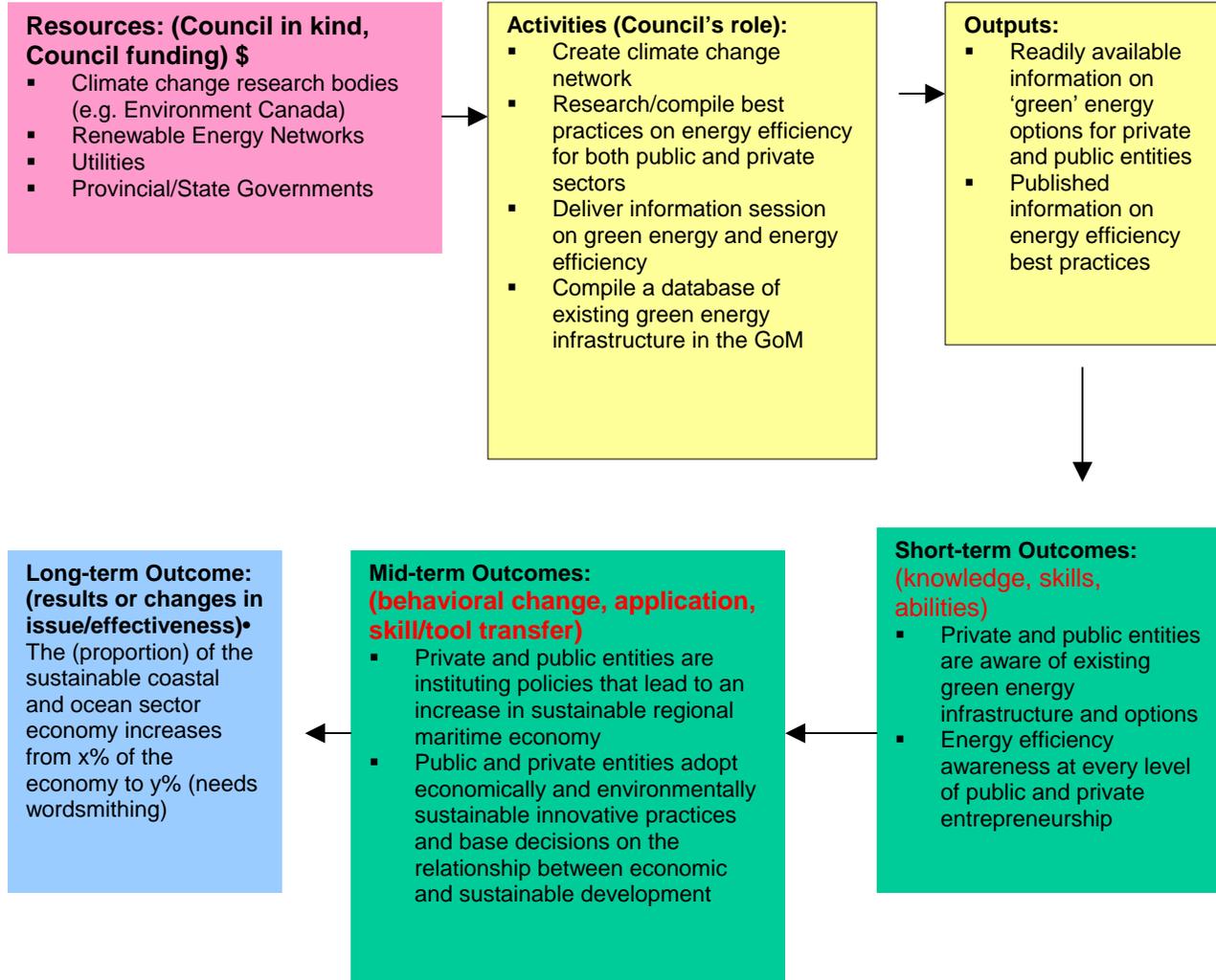
- Industry sustainability is facilitated by ecosystem-based management.
- Renewable and non-renewable resources are utilized in manners so as to maintain ecosystem integrity.
- The public recognizes the value of and supports sustainable practices and products of marine industries.



Goal 3: Gulf of Maine marine-dependent industries are healthy and sustainable, supporting vibrant coastal communities.

Long-term Outcome: Industries operating on ecologically sound principles are more economically competitive than those that do not.

Climate Change Cross-Cutting Logic Model



Goal 3: Gulf of Maine marine-dependent industries are healthy and sustainable, supporting vibrant coastal communities (sustainability is defined as the long-term utilization of resources based upon socio-economic and environmental principles)

Long-term Outcome: Healthy coastal communities and healthy marine-based industries are mutually supportive.

Mid-term Outcomes:

- Coastal communities contribute to a clean and robust operating environment for marine-based industries.
- Coastal communities support a diversity of marine-based industries.
- Marine-based industries and coastal communities jointly agree upon and support sustainability objectives.

Short-term Outcomes (5 yr):

- By 2011, acreage of recreational and harvest areas closed due to *E. coli* decreases by 20%.
- By 2011, the percentage of untreated sewage entering the Gulf of Maine is reduced by 10%
- By 2011, contaminants detrimental to the sustainability of marine-based industries and coastal communities decrease by 10%.
- By 2011, 25% more municipalities in the Gulf of Maine are implementing measures to promote diversity of marine-based industries.
- By 2011, at least 1 coastal community in each State/Province has jointly developed sustainability objectives with all its marine-based industries and has incorporated them into its planning documents.

Outputs:

- Regional methodology for determining sources of *E. coli* contamination.
 - Council facilitates regional workshop (\$10,000)
- A baseline report on the acreage of recreational and harvest areas closed due to *E. coli*, and identifies sources of contamination.
 - Council coordinates and funds the baseline report (\$10,000)
- A report on the socio-economic impact of closures on coastal communities and regional economies.
 - Council coordinates and funds study (\$20,000)
 - Council Public and government awareness campaign (\$5,000/yr)
- A baseline report on contaminants (and their sources), which are detrimental to the sustainability of marine-based industries and coastal communities.
 - Council coordinates and funds the baseline report (\$10,000)
- A report on the socio-economic impact of contaminants on coastal communities and regional economies.
 - Council coordinates and funds study (\$20,000)
 - Council Public and government awareness campaign (\$5,000/yr)
- A baseline report on the number of municipalities in the Gulf of Maine that are implementing measures to promote diversity of marine-based industries, and makes recommendations on implementation to other municipalities.
 - Council coordinates and funds the baseline report (\$10,000)
 - Council promotes and facilitates measures to promote diversity of marine-based industries among municipalities (\$5,000/yr)
- A model is created on how sustainability objectives can be jointly developed by coastal communities and marine-based industries, and the incorporation of such objectives into community planning documents.
 - Council coordinates and funds the development of the model (\$10,000)
 - Council promotes and facilitates adoption of this model (\$5,000/yr)

Activities (Council's role):

(listed above with open-circle bullets)

Resources: (Council in kind, Council funding)

(listed under activities in brackets)



Please note this goal was been prepared to be consistent and supportive of the Gulf of Maine Summit proclamation signed by Premiers and Governors and the Summit report:

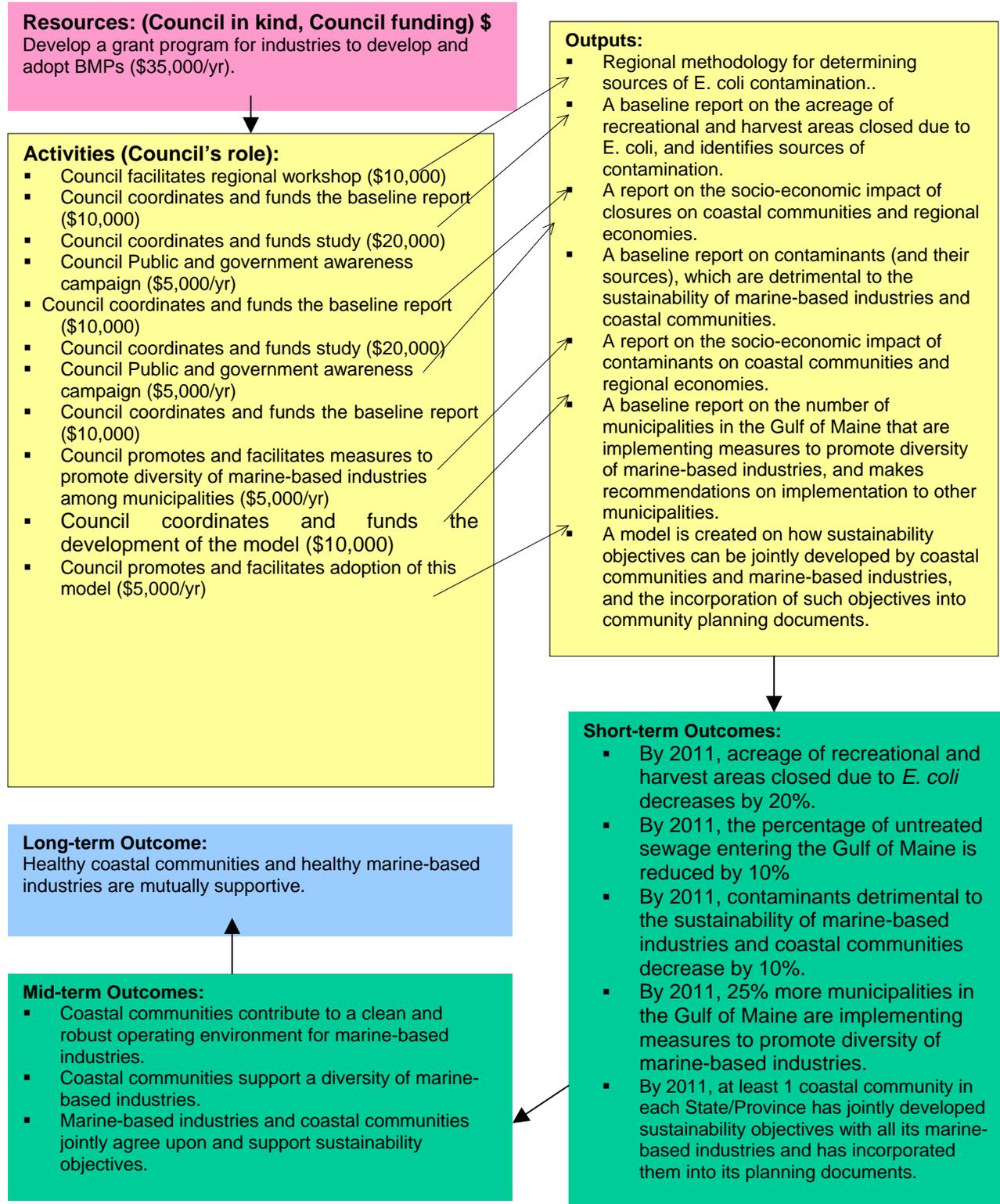
- *“Whereas, traditional and emerging maritimes activities in the Gulf of Maine contribute significant economic and social benefit to our respective jurisdictions”*
- *Therefore:*
 3. *Support Sustainable Maritimes Activities;*
 - *Support sustainable maritimes activities by developing and promoting **Best Management Practices** for resource based activities and identify marine research needs in order to address pressing management issues and support economic development opportunities.*

This Goal also aligns itself with the pivotal pillar of the Canadian Oceans Strategy, i.e. *“Integrated Oceans Management for **Sustainable Development**”*.

Crucial to further development and implementation of this Goal will be the engagement of industry and municipal planning organizations. Although not stated financial support for a coordinator to deliver this goal will be required and should be dealt within the context of the Council development agenda. It is recommended that a budget of **\$35,000.00** per year be provided for such a position.

Goal 3: Gulf of Maine marine-dependent industries are healthy and sustainable, supporting vibrant coastal communities (sustainability is defined as the long-term utilization of resources based upon socio-econ-environmental principles)

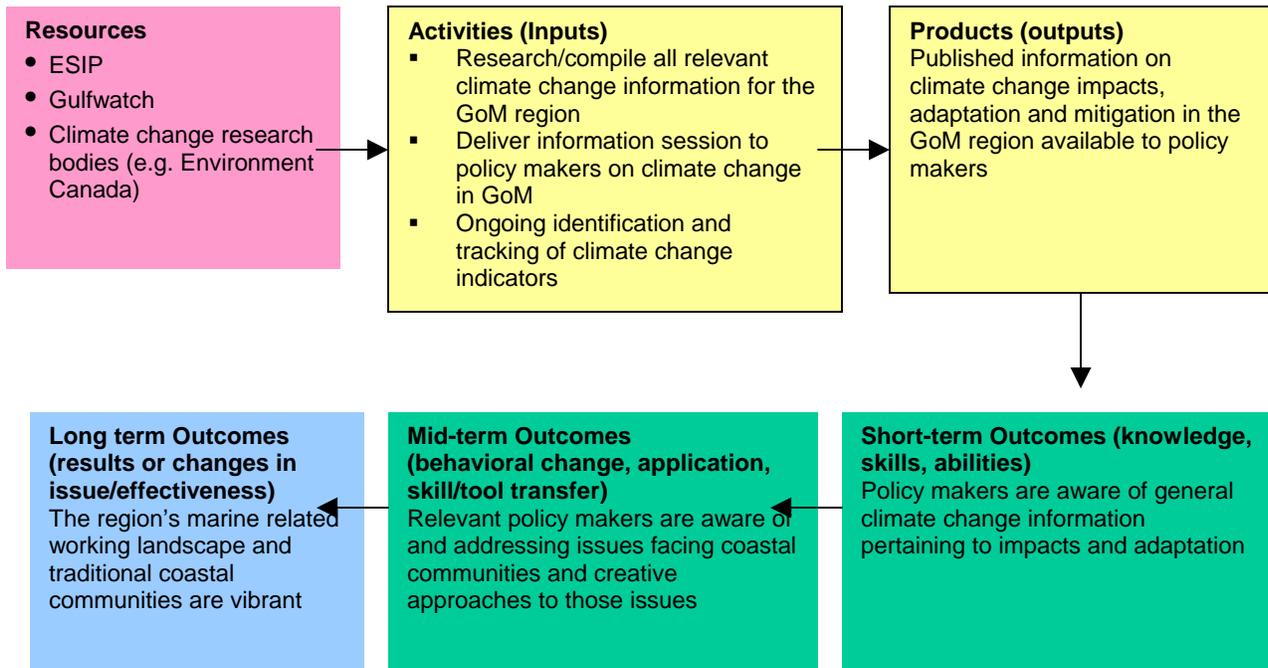
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Long-term Outcome: Healthy coastal communities and healthy marine-based industries are mutually supportive.

Climate Change Cross-Cutting Logic Model





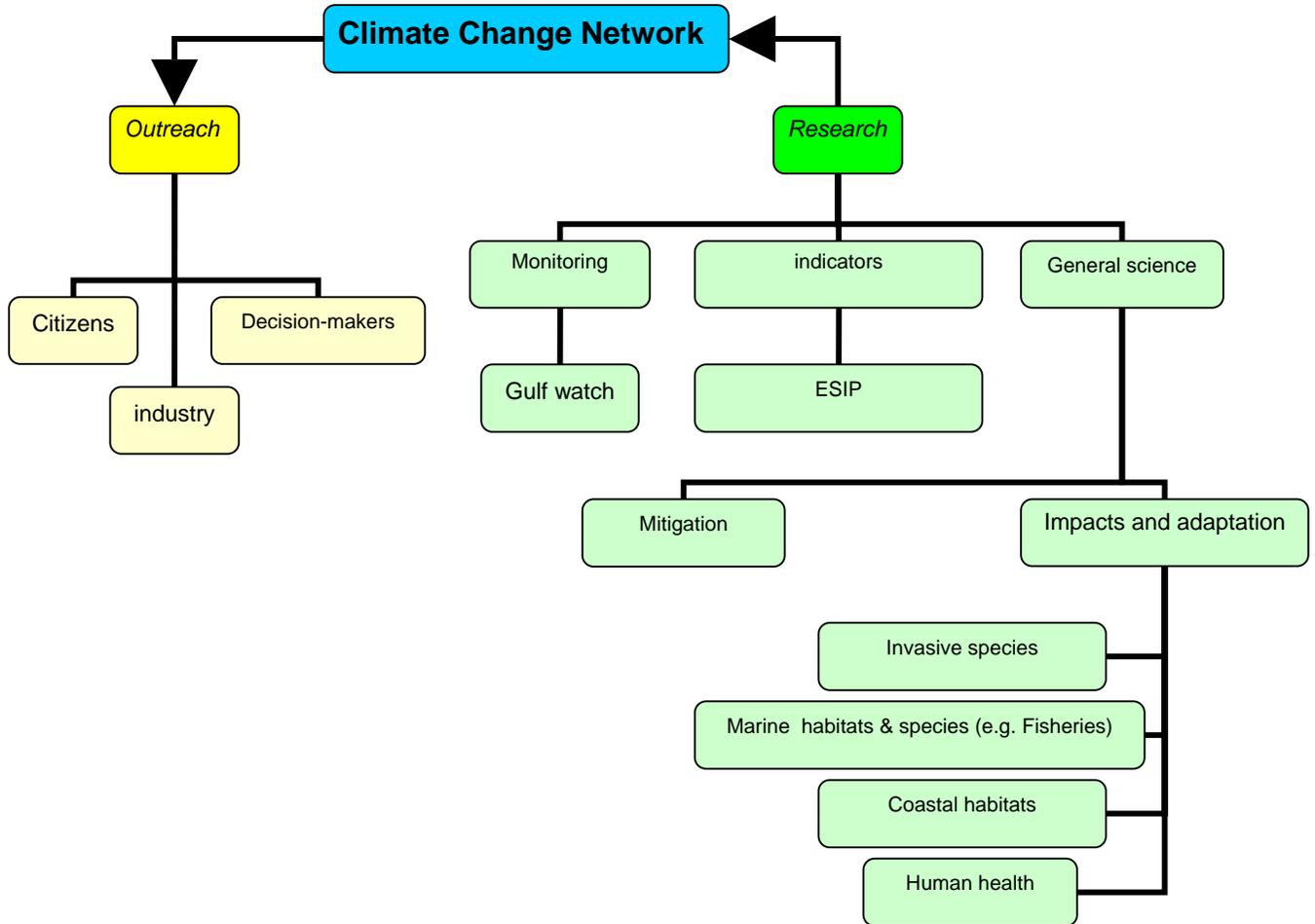
Climate Change GOM Action Plan Items – Activities & Products

ACTIVITIES:

1. Research/compile information on
(Research/compile all relevant climate change information for the GoM region)
 - a. invasive species in GoM whose populations may be increased due to climate change
 - b. coastal habitats at risk due to climate change
 - c. relevant mitigation/GHG reduction strategies
 - d. effective climate change programs (literature review)
 - e. best practices for restoration in the face of climate change
 - f. climate change, air quality and human/ecosystem health
 - g. best practices on energy efficiency for both public and private sectors
 - h. existing green energy infrastructure in the GoM
2. Ongoing monitoring of climate change indicators
 - i. Monitor appearance of certain invasive species as an indicator of climate change
 - j. Monitor indicators of climate change in coastal regions of the GoM (e.g. sea level rise)
 - k. Monitor climate change indicators pertaining to human health
3. Map coastal areas at risk from sea level rise and other climate change impacts
4. Create climate change network
 - l. Create climate change network website
5. Deliver information sessions
(Generally: climate change and...)
 - m. invasive species
 - n. coastal habitats and sea level rise
 - o. mitigation/GHG reduction strategies and programs
 - p. restoration/RSCH
 - q. air quality and human health
 - r. green energy and energy efficiency

PRODUCTS:

1. Climate change network available to all stakeholders in the GoM
Readily available information (e.g. fact sheets, website, other) on
 - a. climate change impacts, adaptation and mitigation in the GoM region (general)
 - b. climate change impacts on invasive species
 - c. climate change impacts on coastal habitat
 - d. 'green' energy options for private and public entities
 - e. mitigation/GHG reduction strategies for municipalities/citizens (compiled)
 - f. air quality and how it relates to human health and ecosystem health
 - g. air quality and how it relates to climate change
 - h. energy efficiency best practices
2. Chapter on climate change impacts and adaptation in best practices manual for
 - i. private landowners with coastal properties
 - j. partners/restoration practitioners
3. Guide to effective climate change programming for private sector



Literacy and communication plans and newsletter/bulletin

Background

While reviewing the current Action Plan the Public Education and Participation Committee decided that a new approach to their activities would be more productive for the next five-year plan. Currently education, outreach, and marketing are identified as a need throughout the Action Plan without specific tools or deliverables to achieve these objectives. PEPC has worked the past month on developing a new strategy which would identify core Committee activities with achievable products to better define their work program.

Actions

PEPC has identified five core projects that meet the overall education, outreach, and marketing needs for the Council. The Educator's Toolkit, an online NGO newsletter for updates on Council activities and opportunities, Gulf of Maine Times, Ocean Literacy Campaign, and ongoing marketing support for Council activities.

PEPC has identified the NOAA "Essential Principles for Ocean Literacy" as a key component of our education strategy and will work to obtain a NOAA "Education Literacy Grant" in partnership with the Gulf of Maine Marine Educators Association and the Maine Coastal Program to incorporate these principles into our education tools such as the Educator's Toolkit website and the Gulf of Maine Times with a goal of having our educators and readers able to address the seven essential principles of Ocean Literacy. Background document attached...

PEPC has identified a need to better communicate with Council Committees. They have determined that Committees need to identify where the PEPC core projects will fit their education and outreach needs and to identify education and marketing needs that they see as needed in the next Action Plan.

PEPC would like to propose a Committee name change which better reflects their goals and objectives at this time and to eliminate the name confusion with the drink PEPSI.

Needed From the Working Group

- Understanding of and approval of the goals and objectives of the core PEPC activities.
- Adoption of the "Essential Principles for Ocean Literacy" strategy.
- Committee feedback on where their projects will benefit from the PEPC core activities and specific education and marketing needs of their projects with time frames and deliverables.
- Adoption of the name change.

Background

PEPC has been requested by members of the working group to help facilitate information exchange for the members. The Working Group identified this as a way to better stay informed between meetings. It was proposed that we take on the task of distributing meeting minutes to the WG.

Proposed Strategy

When reviewing this request along with the overall need to better educate the general public about our activities it was proposed that we develop an email update style newsletter that could be distributed to the Council lists and to the NGO directory. This would have highlights of the WG and Council meetings and other information such as grant opportunities. It would also provide the various Committees and Task Forces a forum in which to communicate their projects and accomplishments. The Massachusetts CZM E-mail newsletter has been recommended as a successful example of this type of communication tool.

Needed From the Working Group

To identify if this communication tool will meet the needs identified in their previous request - to have better information flow within the Council and to others.

Background

The Secretariat Team has requested PEPC to develop a one-page draft 2006-2011 GOMC Action Plan marketing and outreach strategy. Karin and Theresa are working on this and will have a draft available for comment at the March Working Group meeting.

Needed From the Working Group

Comment and / or approval of the AP marketing and outreach strategy.

Gulf of Maine Council self-assessment

The Council, Working Group and Committees have provided their self-assessment on the way we are organized and offered insights on how to improve the way we do our business¹. Below is a synthesis of these comments.

Structural

Council

- Focus on minutia to detriment of policy – as the Council's scope and level of available resources grew there were not commensurate increases in the mechanisms to manage the work. One result is quality Council and WG time is dedicated to details that can be better addressed elsewhere
- Linkage to Governors and Premiers – the linkage between the Governors/Premiers is weak and council members are not fully engaged
- Expand participation – some important partners with coastal and marine mandates in 5-year Plan are not participating
- Better support Council decision-making – meetings are process-oriented and materials can better enable consensus decisions

Working Group and committees

- "Side of the desk/collateral duties" – few people have the policy direction to make their work on implementing the Council's 5-year Plan a priority.
- Volunteer commitment – it is difficult to hold people that volunteer their time accountable to produce materials and meet schedules.
- Coordination – internal coordination is insufficient among all entities of the Council and externally with our partners and media
- Flatten organizational structure – the organization's committee structure is not efficient, too expansive and under-supported.

Policy

- Scope – the policy scope has expanded but limited resources adversely affect the quality of the work (e.g., inch-deep and a mile-wide). Some Council activities do not require or significantly benefit from a regional response.
- Follow-through – the degree of follow-through and application/use of Council products is mixed.
- Jurisdictional priorities – need to make a more overt linkage between Council and jurisdictional coastal/marine priorities and actively report on progress

Funding

- Build capacity – the Council relies in partnerships to implement the 5-year Plan but under-invests in building the capacity of key partners
- Diversify funding sources – over reliance on a single US funding source makes the Council's work too vulnerable.

¹ Coon Council survey 11/05, Working Group via Survey Monkey fall 2005, committee survey 2004



Action Plan 2006-2011 schedule, task, and budget

Timing	Task	Deliverable	Responsible Entity	Budget
February	<p><u>Logic Model – Improvements of WG Draft from Halifax</u></p> <ul style="list-style-type: none"> ▪ Sharpen focus, amend text, add content, compare draft with synthesis report, fill out model, etc. ▪ Blend annotations for each goal/objective ▪ Distribute to Committees for comment – focus on activities ▪ Create measurable baselines & document previous ones ▪ Produce 1 set of consistent logic models <p>Outreach</p> <ul style="list-style-type: none"> ▪ Begin scoping of stakeholder web survey to assess regional priorities, goals and objectives ▪ Finalize template and jurisdictions engage in consultation processes (e.g., convene 2-3 constituent meetings) ▪ One-page Action Plan marketing and outreach strategy <p>Other GOMC Comments on Support, Participation, and Meetings memo (comments due from Sec. Team 2/13)</p>	<p>Revised Halifax draft</p> <p>Annotations Committee comments</p> <p>Documented baselines</p> <p>Materials for 3-06 meeting</p> <p>1st & 2nd drafts of survey</p> <p>Template</p> <p>Strategy for WG</p> <p>Outline of document</p>	<p>David/Michele</p> <p>Michele Committees/Guides Contractors Michele/David</p> <p>Michele</p> <p>Michele</p> <p>PEPC/Cindy</p> <p>David</p>	
March	<ul style="list-style-type: none"> ▪ Prepare draft Action Plan glossary ▪ Council Action Plan Advisory Group is updated ▪ Incorporate committee comments into new Logic Model text ▪ WG meets in St. Andrews <ul style="list-style-type: none"> ○ New Logic model ○ Table of Contents ○ GOMC structural options ○ Methods to evaluate AP measures ○ Outline for 5-yr retrospective ▪ GOMC Ad-hoc group notifies GOMC of progress ▪ Commence drafting of Action Plan (e.g., lead-in sections on it's a plan for GOMC money & members work, sustainable development efforts/ecological footprint, economic value of ocean and coastal sector, etc.) 	<p>Glossary for WG</p> <p>Email on WG progress</p> <p>New Logic Models</p> <p>Version 4</p> <p>1st draft</p> <p>White paper & PP</p> <p>1st draft</p> <p>Outline</p> <p>Email</p> <p>1st draft of lead-in</p>	<p>Peter Wells Liz</p> <p>Michele/David</p> <p>Michele/David David/Michele David Michele Liz David</p>	



April	<ul style="list-style-type: none"> ▪ Post stakeholder survey to web site, list-serves, and Council committees ▪ PEPC commences design of AP marketing/outreach strategy ▪ Analyze web/Survey Monkey results ▪ Commence drafting of AP Evaluation Plan (e.g., needs assessment, measures, etc.) ▪ Commence drafting of annual work plan ▪ GOMC Ad-hoc group is consulted ▪ Crosswalk of Action Plan & jurisdiction priorities 	Survey posted 1 st draft of strategy 3-5 page assessment 3-5 page Plan 1 st draft Conference call 1 st draft	Peter Karin Michele David Cindy Liz David	
May	<ul style="list-style-type: none"> ▪ Amend and add to draft ▪ GOMC Ad-hoc group is consulted 	2 nd draft produced for Council review Conference call	David/Michele Liz	
June	Present final AP draft to Council Present Evaluation Plan Present draft Work Plan Finalize 5-year review/retrospective	PowerPoint and discussion	Michele/David	
July – August	Final editing and layout of Plan & brochure Print 5-year retrospective	Final Action Plan	Contractor	\$12,000
September	Print AP & brochure & implement marketing strategy Create web presence/tools	Boxes delivered Web tools working	Contractor	TBD



In kind Donations Form

US Gulf of Maine Association

PO Box 2246

South Portland, ME 04106

Description

Time in hours

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Value in Dollars

Travel (taxi, tolls, gas, hotel, flight etc)	_____
Meals	_____
Facility Rental	_____
Office Supplies	_____
Telephone	_____
Printing & Copying	_____
Postage	_____
Other (please describe)_____	_____

Organization Name: _____

Date _____

Address: _____

City, State & Zip _____

Signature _____

Printed Name _____