

National Fish Habitat Partnership Update

Briefing Book Tab 4

- **FHP Excellence Workshop (informational)**
- **Coastal FHPs collaboration (action)**
- **Major documents approved (informational)**
- **10 Waters to Watch (informational)**



FHP Excellence Workshop

- Board Sponsored Workshop in Portland, OR
- Facilitated by River Network
- Crafted around the responses provided from the FHP self-assessment survey.



FHP Excellence Workshop

Major Topic Areas:

- Vision and Goals
- Communicating Our Vision/ Successful Outreach
- Models for Participant Engagement
- Getting the Money we Need (BLM Resource Center)
- Getting it Done – FHP Leadership Roles and Responsibilities
- Creating Change
- Establishing Strategic Priorities and Tracking Progress toward Outcomes (Board staff)
- Measuring what's Important: Approaches to Tracking Progress and Outcomes (Board staff)

FHP Excellence Workshop

Major Outcomes:

- Opportunity for representatives of each Partnership to meet and share ideas.
- Opportunity to provide feedback to the Board (ie. providing a banking avenue).
- Follow-up webinars in the following topics:
 - Science and Data Network
 - Development and Business Planning Team
 - Coordinator Peer-Learning Groups
- Develop ideas and next steps for partnering with Coastal FHPs
- Develop ideas and next steps for better partnering with the Recreational Fishing Community.

Coastal FHP Collaboration

Coastal Fish Habitat Partnerships Newsletter Spring 2013



Coastal Fish Habitat Partnerships

The mission of the National Fish Habitat Action Plan is to protect, restore and enhance the nation's fish and aquatic communities through partnerships that foster fish habitat conservation and improve quality of life.

This mission is achieved by supporting 18 fish habitat partnerships, mobilizing support, setting goals and measuring progress, and conducting outreach on the importance of fish habitats to our economy, natural resources, and quality of life.

Of the 18 fish habitat partnerships in existence in the United States, a total of eight are focused on coastal fish habitat issues. These partnerships include:

- California Fish Passage Forum
- [Kenai Peninsula FHP](#)
- [SW Alaska FHP](#)
- [Atlantic Coastal FHP](#)
- [Matanuska Susitna Basin FHP](#)
- [Southeast Aquatic Resources Partnership](#)
- [Pacific Marine and Estuarine Fish Habitat Partnership](#)
- [Hawaii Fish Habitat Partnership](#)



SOUTHEAST AQUATIC RESOURCES PARTNERSHIP

SARP



Trash to Treasure: South Carolina Oysters Thrive on Abandoned Crab Traps

by [Lindsay Gardner](#) (SARP) and Dr. [Peter Kingsley-Smith](#) (SCDNR)

Abandoned crab traps are a prevalent form of marine debris on South Carolina and other states' scenic coastal shorelines, detracting from their natural beauty and posing an ecological threat to marine and estuarine wildlife.

In 2009, researchers with the South Carolina Department of Natural Resources (SCDNR), led by Associate Marine Scientist, Dr. Peter Kingsley-Smith, developed a project to revitalize abandoned

-First Newsletter of the Coastal FHPs released April 26

-Currently published by Lisa Bruyckere, coordinator of California Fish Passage Forum and Pacific Marine and Estuarine Fish Habitat Partnership

Coastal FHP Collaboration

Securing Resources for On-The-Ground Fish Habitat Restoration Projects

by [Emily Greene](#)



Atlantic Coastal
Fish Habitat Partnership

Through a funding partnership with the National Fish

Habitat Partnership (NFHP) and the US Fish and Wildlife Service (USFWS), ACFHP has supported several on-the-ground conservation projects. Each year since 2009, ACFHP solicits and evaluates project applications for on-the-ground conservation projects and sends a ranked list to the USFWS and NFHP for funding consideration. Last year, ACFHP's third project solicitation cycle, the following three project proposals submitted to the ACFHP were approved to receive USFWS-NFHP funding:

The following three project proposals submitted to the ACFHP were approved to receive USFWS-NFHP funding:

[James River Atlantic Sturgeon Habitat Restoration](#)



The Indian River Lagoon is a 156-mile bar-built coastal estuary that covers about 3,575 square km and supports coastal mangrove wetlands, salt

marshes, intertidal and subtidal flats, and riparian wetlands and floodplains, which provide important habitat to numerous fish species. The rate of shoreline and wetland destruction has increased because of decades of urbanization and the spread of invasive plant

information on the abundance and distribution of abandoned crab traps in South Carolina coastal waters.



trap

Researchers posted flyers to:

- 1) inform the public about impacts of abandoned crab traps on the environment;
- 2) raise awareness about the project;
- 3) [recruit survey participants](#); and
- 4) obtain unwanted traps.

A total of 755 crab traps have been collected, with many of these traps having already been used as oyster reef substrate as part of this SARP/NOAA grant and a concurrent State Wildlife Grant-funded project.

By the end of the SARP/NOAA project in December 2012, 285 revitalized crab traps had been deployed as substrate by SCDNR staff to support oyster reef development.

The success of this project in terms of its provision of habitat to a variety of fish, crustaceans and mollusks, confirmed the value of "one man's trash" (abandoned crab traps) as an economical and innovative tool to support oyster reefs and the creation of essential

The goal is to feature 2 different partnerships in the main body of the newsletter each quarter (in other words, we'll take turns).

Coastal FHP Collaboration

- Partnering with other Coastal FHPs for future funding

Action: Explore opportunities to jointly apply for future NOAA restoration and/or MSCG funding opportunities

New Board actions / policies affecting FHPs

- Performance evaluation process & procedures
 - The next FHP performance evaluation is scheduled to occur in 2015, though it will cover a 3-year period (2012-2014)
 - Project Endorsement Criteria
 - Project Selection Criteria
 - Legislative Outreach
 - NALCC Habitat Assessment & W2B Science Objectives
- Minimum Benchmark project prioritization criteria
 - Project Endorsement Criteria
 - Project Selection Criteria
- National conservation strategies
 - Project Endorsement Criteria
 - Project Selection Criteria

Cape Fear Project

- 1) Restore 0.5-acre of spawning habitat for the benefit of ASMFC managed species; below Lock & Dam No. 2 in Bladen County**
- 2) Assess benthic habitat along a three-mile stretch of river utilizing sidescan sonar;**
- 3) Develop a substrate map identifying potential spawning habitat restoration areas;**
- 4) Annual post-construction survey of eggs within the vicinity of the restored habitat.**

Cape Fear Selected as a Ten Waters to Watch

- Joint news release with SARP this week



Ten Waters to Watch

- **ACFHP-SARP Cape Fear River Joint Nomination**
 - Ranked 6 by ACFHP for FY13 FWS-NFHP funding
 - Funded by SARP through 2012 NOAA CRP
 - ACFHP Participated in the development of NOAA-led Cape Fear River Basin Action Plan for Migratory Fish
 - ACFHP Invited Cape Fear Partnership to sign on to the MOU

Ten Waters to Watch

- **Possible additional component: funding additional substrate material to increase the acreage of habitat enhancement, as mitigation of a superfund site located at the junction of the Cape Fear and Brunswick Rivers.**
- **Consensus was to move forward with the nomination, removing the sentence in question because the addition was not a part of the original project reviewed by SARP or by ACFHP.**

FHP Performance Evaluation Test - Drive



ACFHP Steering Committee

April 23, 2012

Performance Evaluation Test-Drive



- Ultimate purpose of the test-drive is not to judge current performance of the FHPs but to create a sound evaluation system.

Initial Test-Drive Findings



- The most prominent general observation is that older Fish Habitat Partnerships achieved higher scores.
- Members of the Review team used somewhat different approaches in evaluating responses. The final report will include recommendations on how to achieve more uniform responses from the FHPs. For example:
 - Provide a template for responses
 - Provide an interim opportunity to give additional information following initial evaluation

The Measures We Nailed:



Measure #1 – funded project addresses a strategic priority

Measure #3 – funded project addresses a vulnerable habitat protected or causes and processes behind decline

Measure #4 - Total amount of NFHAP funds allocated and total amount of funding from other sources

Measure #2 – use of project effectiveness measures



- The effectiveness measures were not clearly described so it was difficult to determine how project outcomes were being determined.
- Better describe what specific changes to the habitat indicate that the project was successful. For example, what % of shoreline change is considered to be successful?

Measure #5 – prioritizing projects for funding

- Project selection criteria could be more comprehensive.

Measure #6 - level of engagement with other regional conservation groups



- A little more focus on collaborative efforts would improve the score.

Measure #7 - use of resource condition assessments

- 
- The response didn't provide a clear indication as to the level your partnership is using science-based resource condition assessments and/or analysis to identify its priority conservation actions.
 - Additionally, Performance Measure #7 needs to be better developed; the intent is an important one, but determining how a resource condition assessment is being used by the Fish Habitat Partnerships needs to be given more thought.

Measure #9 – ways that your FHP coordinated it's assessment information with the NFHAP Science and Data Committee

- 
- There is a need to establish a stronger working relationship between the National Science and Data Committee and all Fish Habitat Partnerships.

Measure #8 - quality and quantity of outreach

- 
- Efforts were directed towards information sharing and building visibility;
 - directing more attention towards tailoring activities and events to garner media coverage and
 - developing strategic communications aimed at strengthening relationships among policy-makers would improve the partnership's performance score.

Measure #10 – Progress toward achieving FHP priorities

- More clarity is needed for this performance measure both in the way FHPs respond to this question and how reviewers score the responses.

Take Home Message



Consider developing the Partnership so that it's performance is improved in the following areas:

- **Measure #2** – use of project effectiveness measures
- **Measure #7** - use of resource condition assessments
- **Measure #8** - quality and quantity of outreach

Conserving Fish Habitat from Whitewater to Bluewater



Funding for ACFHP, SARP, EBTJV in the following areas:

- Operations of each of the three Partnerships:
 - scientific resource assessments,
 - communications and outreach, and
 - partnership operations

- Strengthening the coordination among the three Partnerships

Conserving Fish Habitat from Whitewater to Bluewater



Phase 1 (2012-2013): Direct funding from the Multistate Conservation Grant Program (**Received \$87,147 each**)

Phase 2 (2013) : Funding from the Multistate Conservation Grant Program Through the Board (**Received \$65,000 each**)

Phase 3 (2014): Board will submit an LOI to the Multistate Conservation Grant Program, and we have submitted our needs to the Board to consider including in its LOI (**ACFHP Request: \$119,580**)

Scientific Resource Assessments



- + Coordination between Partnerships with regard to the NALCC funded habitat assessment
- + Coordination with the National Coastal Assessment team is underway.
- Hold regular conference calls, develop a set of action items, identify mutual regional fish population and aquatic habitat data and collect/share them
- Provide data to the National Coastal Assessment Team
- Develop a set of priority area maps and list of priority criteria

Communications and Outreach



- + FHPs are implementing individual and joint outreach efforts
- + Through regular conference calls of three FHPs reps have developed a draft communications outreach strategy
- + Initial Whitewater to Bluewater pages on each FHP website have been created
- + A representative from each FHP will attend at least one conference or other meetings to give presentations/updates either individually or jointly where possible

Communications and Outreach



- Develop messaging based on outreach strategy
- Implement strategies previously developed via the Whitewater to Bluewater partnership.
- Further develop a Whitewater to Bluewater page

Partnership Operations

- 
- + Draft RFP for an independent assessment of each FHP's organizational capacities will be released soon.
 - Development of Sustainable FHP plans
 - Implement Sustainable FHP plans
 - Hold one joint meeting of coordinators and leadership (10-15 people) from the ACFHP, EBTJV, and SARP to facilitate inter-FHP exchange of successes and challenges and foster “Whitewater to Bluewater” collaboration

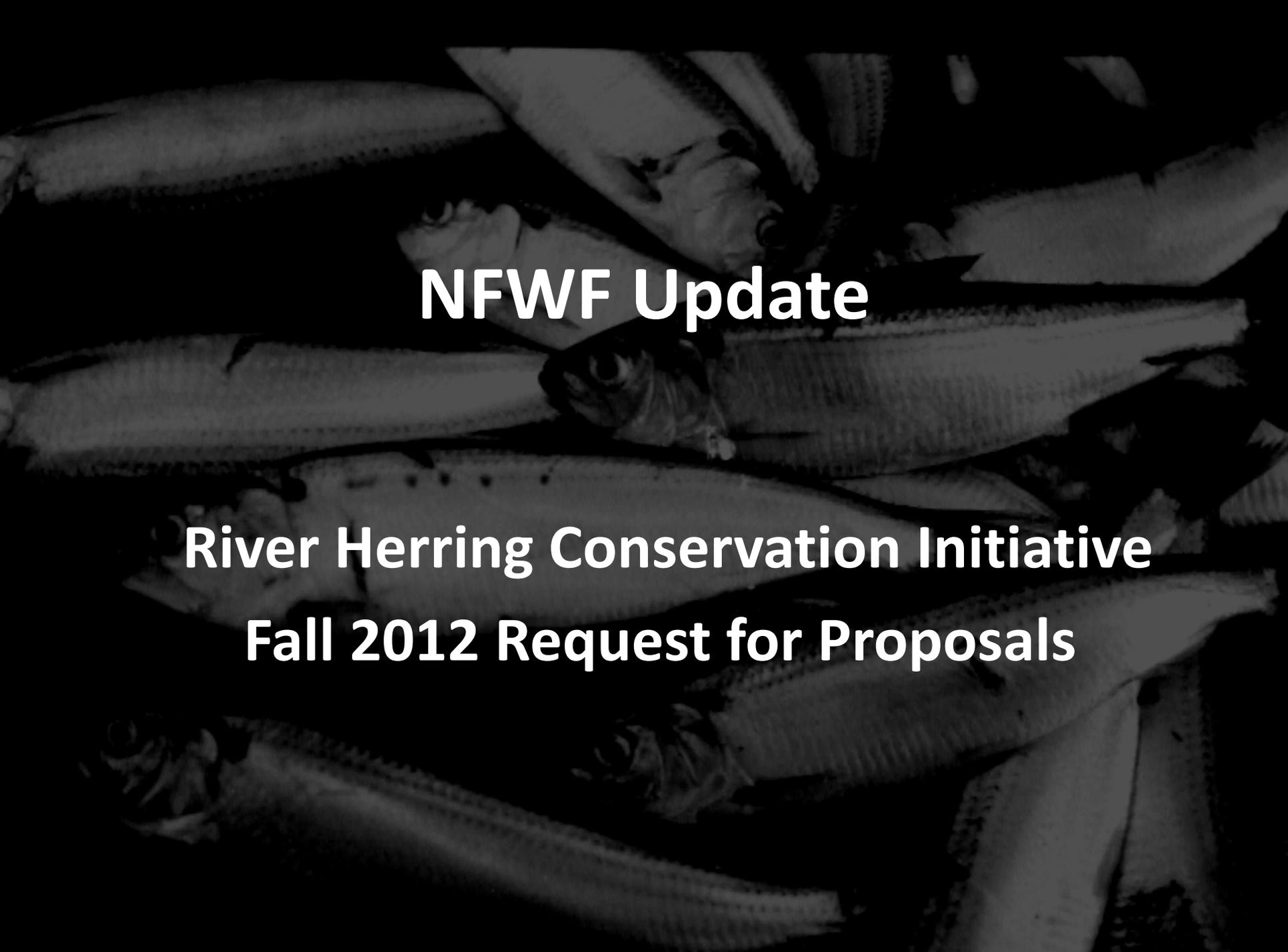
Partnership Operations



- + ACFHP, EBTJV, and SARP each held a partnership meeting during 2012 to review the progress toward achieving their priorities and the need to update their strategic plans. And will continue to hold regular meetings in 2013.
- + Each Partnership solicited and ranked projects for FY13 USFWS-NFHP funding.
- Vet, select, and implement mechanisms for evaluating and reporting fish habitat conservation project outcomes by monitoring region-specific variable(s) that will inform and add to the National Fish Habitat Action Plan tracking efforts.

Future Partnership Operations

- 
- What approach should we take for future MSCG rounds (2015-beyond): Continue Eastern FHPs partnership, explore Coastal FHPs partnership, or go back to ACFHP specific?
 - Do we want to pursue an ASMFC 501(c)(3) or NFHP Board 501(c)(3)?
 - If we do not receive full 2014 MSCG request do we:
 - reduce number of face-to-face meetings, or reduce coordinator funding?
 - use FWS-NFHP funding towards operations (up to 90k) ?



NFWF Update

**River Herring Conservation Initiative
Fall 2012 Request for Proposals**

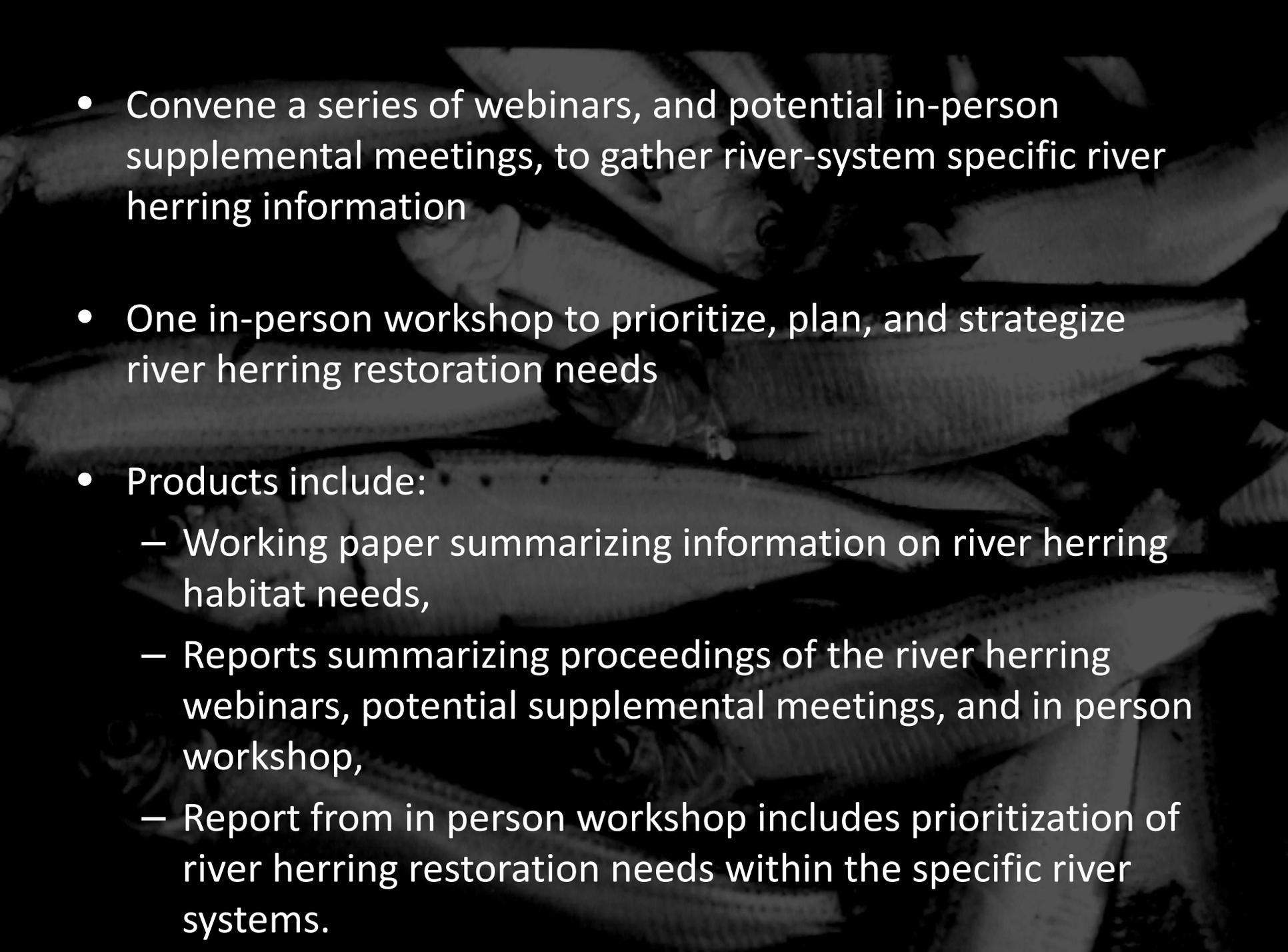
River Herring Conservation Initiative

- Submitted a pre-proposal November 1, 2012
- Submitted a full proposal January 11, 2013
 - Project narrative included in briefing book
- Provided follow-up information in Feb/March
- Approved the grant in April, however final award amount is contingent upon NFWF's receipt of various funds. This process can take up to several months.



River Herring Conservation Initiative

- Total Amount Requested: **\$49,000**
- Proposed Grant Period: **May 1, 2013 – April 30, 2014**
- Project Partners: **ACFHP, TNC, and UNH**

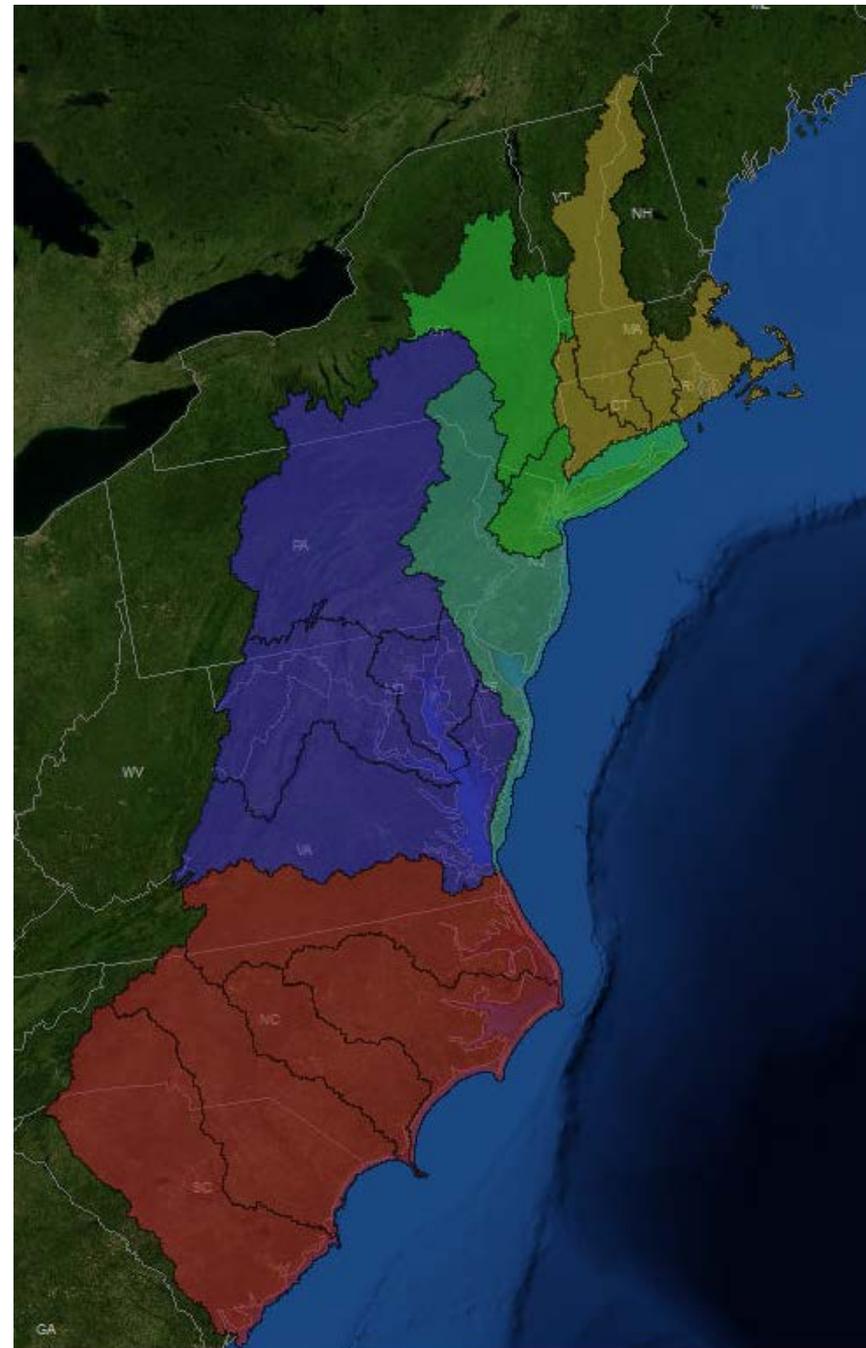
- 
- Convene a series of webinars, and potential in-person supplemental meetings, to gather river-system specific river herring information
 - One in-person workshop to prioritize, plan, and strategize river herring restoration needs
 - Products include:
 - Working paper summarizing information on river herring habitat needs,
 - Reports summarizing proceedings of the river herring webinars, potential supplemental meetings, and in person workshop,
 - Report from in person workshop includes prioritization of river herring restoration needs within the specific river systems.

NFWF's priority river systems specified in the request for proposals:

- RI - Gilbert-Stuart River
- CT - Connecticut River
- Chesapeake Bay - Lower Susquehanna River, Upper Eastern Shore, Middle Eastern Shore, Lower Eastern Shore, Lower Potomac River, Middle Neck, Lower James River.
- SC - Santee/Cooper rivers

Proposed focus areas:

- Southern New England rivers (MA, RI) and the Connecticut River (VT, NH, MA, CT);
- Long Island Sound (CT, NY) and the Hudson River (NY, NJ);
- Delaware River and tributaries (NJ, DE, PA);
- Chesapeake Bay and tributaries (DC, NY, PA, DE, MD, VA); and
- Pamlico Sound (NC) to the Santee- Cooper River (SC).



2013 Bring Back the Natives Funding Priorities

- Projects that address habitat alteration, lack of adequate instream flows, and invasive and/or non-native species
- Projects that protect coastal and marine habitats
- Projects benefitting one or more of the following fish species:
 - Native Atlantic coast estuarine-dependent or anadromous species (alewife, blueback herring, Atlantic and shortnose sturgeon, American eel, and American shad)
 - Native fish species identified by recognized and candidate National Fish Habitat Partnerships

2013 Bring Back the Natives

Criteria for Competitive Proposals

If the project supports implementation of the National Fish Habitat Action Plan (NFHAP) and/or a recognized or candidate Fish Habitat Partnership, describe how the project meets one or more of the NFHAP goals and strategies and how the outcomes will be measured and reported consistent with NFHAP guidelines:

Goal 1: Protect and maintain intact and healthy aquatic systems

Goal 2: Prevent further degradation of fish habitats that have been adversely affected

Goal 3: Reverse declines in the quality and quantity of aquatic habitats to improve overall health of native fish and other aquatic organisms

Goal 4: Increase the quality and quantity of fish habitats that support a broad diversity of native fish and other aquatic species

2013 Bring Back the Natives Criteria for Competitive Proposals

If the project has a NFHAP nexus, applicants are highly encouraged to include a letter of support from the relevant Fish Habitat Partnership with the full proposal.

Bring Back the Natives

ACFHP's 2012 Approach

- Sent out the Bring Back the Natives proposal announcement to the Partnership-at-Large, encouraging them to apply and to highlight:
 - any ACFHP priorities (habitats, objectives, threats) and
 - species from the Species-Habitat Matrix that would benefit
- Reminded them about the ACFHP endorsement program.

Bring Back the Natives

ACFHP's 2013 Approach

Options to consider:

- Same as last year
- Identify a set of focal species
- Solicit projects from our partners and apply for funding accordingly

ASMFC MANAGED

- American Eel
- American Lobster
- Atlantic Croaker
- Atlantic Herring
- Atlantic Menhaden
- Atlantic Sturgeon
- Black Sea Bass
- Black Drum
- Bluefish
- Coastal Sharks
- Horseshoe Crab
- Northern Shrimp
- Red Drum
- Scup
- Shad and River Herring
- Spanish Mackerel
- Spiny Dogfish
- Spot
- Spotted Seatrout
- Striped Bass
- Summer Flounder
- Tautog
- Weakfish
- Winter Flounder

COUNCIL MANAGED

New England FMC

- NE Multispecies
 - Atlantic Cod
 - Haddock
 - Pollock
 - Yellowtail Flounder
 - Witch Flounder
 - Winter Flounder
 - Windowpane Flounder
 - American Plaice
 - Atlantic Halibut
 - Redfish
 - Ocean Pout
 - White Hake
- Scallops
- Monkfish
- Herring
- Small Mesh Multispecies
 - Silver Hake (whiting)
 - Red Hake
 - Offshore Hake
- Dogfish
- Red Crab
- Skates
- Atlantic Salmon

Mid-Atlantic FMC

- Atlantic Mackerel
- Long-finned Squid
- Short-finned Squid
- Butterfish
- Bluefish
- Spiny Dogfish
- Surfclam
- Ocean Quahog
- Summer Flounder
- Scup
- Black Sea Bass
- Tilefish
- Monkfish

South Atlantic FMC

- Coastal Migratory Pelagics (Mackerels)
 - King Mackerel
 - Spanish Mackerel
 - Cero mackerel
 - Cobia
 - Little Tunny
- Dolphin
- Wahoo
- Golden Crab
- Shrimp
 - White Shrimp
 - Brown Shrimp
 - Pink Shrimp
 - Rock Shrimp
 - Roryal Red Shrimp
- Snapper Grouper Complex (see next slide)
- Spiny Lobster
- Coral
- Ecosystem Based Amendments
- Habitat
- Sargassum

- Gag
- Red grouper
- Scamp
- Black grouper
- Rock hind
- Red hind
- Graysby
- Yellowfin grouper
- Coney
- Yellowmouth grouper
- Tiger grouper
- Goliath grouper
- Nassau grouper
- Snowy grouper
- Yellowedge grouper
- Warsaw grouper
- Speckled hind
- Misty grouper
- Black sea bass
- Bank sea bass
- Rock sea bass
- Wreckfish
- Queen snapper
- Yellowtail snapper
- Gray snapper
- Mutton snapper
- Lane snapper
- Cubera snapper
- Dog snapper
- Schoolmaster
- Mahogany snapper
- Vermilion snapper
- Red snapper
- Silk snapper
- Blackfin snapper
- Black snapper
- Red porgy
- Sheepshead
- Knobbed porgy
- Jolthead porgy
- Scup
- Whitebone porgy
- Saucereye porgy
- Grass porgy
- Longspine porgy
- White grunt
- Black margate
- Margate
- Tomtate
- Sailor's choice
- Porkfish
- Bluestriped grunt
- French grunt
- Cottonwick
- Spanish grunt
- Smallmouth grunt
- Greater amberjack
- Crevalle jack
- Blue runner
- Almaco jack
- Banded rudderfish
- Bar jack
- Lesser amberjack
- Yellow jack
- Tilefish
- Blueline tilefish
- Sand tilefish
- Gray triggerfish
- Ocean triggerfish
- Queen triggerfish
- Hogfish
- Puddingwife
- Atlantic spadefish

South Atlantic FMC Snapper Grouper Complex (72 Species)

Unique T&E Fish Species of the US

- Bocaccio
- Catfish, Yaqui
- Cavefish, Alabama
- Cavefish, Ozark
- Chub, bonytail
- Chub, Borax Lake
- Chub, Chihuahua
- Chub, Gila
- Chub, humpback
- Chub, Hutton tui
- Chub, Mohave tui
- Chub, Oregon
- Chub, Pahrnagat roundtail
- Chub, slender
- Chub, Sonora
- Chub, spotfin
- Chub, Virgin River
- Chub, Yaqui
- Cui-ui
- Dace, Ash Meadows speckled
- Dace, blackside
- Dace, Clover Valley speckled
- Dace, desert
- Dace, Foskett speckled
- Dace, Independence Valley speckled
- Dace, Kendall Warm Springs
- dace, Laurel
- Dace, Moapa
- Darter, amber
- Darter, bayou
- Darter, bluemask (=jewel)
- Darter, boulder
- Darter, Cherokee
- Darter, Cumberland
- Darter, duskytail
- Darter, Etowah
- Darter, fountain
- Darter, goldline
- Darter, leopard
- Darter, Maryland
- Darter, Niangua
- Darter, Okaloosa
- Darter, relict
- Darter, rush
- Darter, slackwater
- Darter, snail
- Darter, vermilion
- Darter, watercress
- Darter, yellowcheek
- Eulachon, Pacific
- Gambusia, Big Bend
- Gambusia, Clear Creek
- Gambusia, Pecos
- Gambusia, San Marcos
- Goby, tidewater
- Logperch, Conasauga
- Logperch, Roanoke
- Madtom, chunky
- Madtom, Neosho
- Madtom, pygmy
- Madtom, Scioto
- Madtom, smoky
- Madtom, yellowfin
- Minnow, Devils River
- Minnow, loach
- Minnow, Rio Grande silvery
- Pikeminnow (=squawfish), Colorado
- Poolfish, Pahrupp
- Pupfish, Ash Meadows Amargosa
- Pupfish, Comanche Springs
- Pupfish, desert
- Pupfish, Devils Hole
- Pupfish, Leon Springs
- Pupfish, Owens
- Pupfish, Warm Springs
- Rockfish, Canary
- Rockfish, Yelloweye
- Salmon, Atlantic
- Salmon, chinook
- Salmon, coho
- Salmon, sockeye
- Sawfish, smalltooth
- Sculpin, pygmy
- Shiner, Arkansas River
- Shiner, beautiful
- Shiner, blue
- Shiner, Cahaba
- Shiner, Cape Fear
- Shiner, palezone
- Shiner, Pecos bluntnose
- Shiner, Topeka
- Silverside, Waccamaw
- Smelt, delta
- Spikedace
- Spinedace, Big Spring
- Spinedace, Little Colorado
- Spinedace, White River
- Springfish, Hiko White River
- Springfish, Railroad Valley
- Springfish, White River
- Steelhead
- Stickleback, unarmored threespine
- Sturgeon, Alabama
- Sturgeon, gulf
- Sturgeon, North American green
- Sturgeon, pallid
- Sturgeon, shortnose
- Sturgeon, Shovelnose
- Sturgeon, white
- Sucker, June
- Sucker, Lost River
- Sucker, Modoc
- Sucker, razorback
- Sucker, Santa Ana
- Sucker, shortnose
- Sucker, Warner
- Topminnow, Gila (incl. Yaqui)
- Trout, Apache
- Trout, bull
- Trout, Gila
- trout, Greenback Cutthroat
- Trout, Lahontan cutthroat
- Trout, Little Kern golden
- Trout, Paiute cutthroat
- tui chub, Owens
- Woundfin

-ALSO reviewed species proposed for listing and species that are candidates for listing

Proposed Focal Species:

(Native Estuarine-Dependant and Anadromous)

Atlantic Salmon

Shad

River Herring

Atlantic Sturgeon

American eel

Shortnose Sturgeon

Black Sea Bass

Scup

Summer Flounder

Winter Flounder

Others?

Conservation Moorings Transfer Project

Communicated with individuals in **every state south of New York, plus New Hampshire**, and one or more of the following was the case in each state:

- Mooring over SAV does not occur, or if it does conservation moorings are already in place.
- SAV does not exist or is ephemeral.
- Finding a willing marina owner or mooring owners was an issue.

Photo: Long Island Sound eelgrass

(C) Cornell Cooperative Extension Marine Program / www.SeagrassLI.org

Communications Update

- Migrated Website
- Developed a Facebook Page
- Attended Northeast Fish and Wildlife Conference
- Maintaining a Log of Outreach Activities
 - Presentations Log, Breaking News Archive
- Engage the Recreational Fishing Community
- Develop a Communications Plan

Facebook Page

Update

- Creation and limited audience release in November
- Currently 37 Likes
- Currently, at least one post a week: habitat related item, ACFHP activity takes precedent

Action

- Permission to make known to a wider audience
- Develop a weekly or bi-weekly story, like MD DNR's 'Weird Fish Wednesday' with the Communications Working Group

Facebook Page

Update

- Creation and limited audience release in November
- Currently 37 Likes
- One post a week: habitat related item, ACFHP activity takes precedent

Action

- Permission to announce ACFHP Page to a wider audience (and ACJV)
- Permission to develop a weekly or bi-weekly story, like MD DNR's 'Weird Fish Wednesday' or 'Close-ups' with the Communications Working Group

Communications and Outreach Plan

Update

- Whitewater to Bluewater Communications Strategy
- Communications and Outreach Objectives in the ACFHP Strategic Conservation Plan

Action

- Permission to develop ACFHP Communications Outreach Plan with ACFHP C&O Working Group using current documents as a starting point.
- Any other specific items you'd like to see addressed?

Engaging the Recreational Fishing Community

Engaging the Recreational Fishing Community

- Developed a set of Talking Points for use at tradeshow (see hand out)
- Spoke with CCA representative on the NFHP Board, who is interested in getting more involved with FHPs.
 - Discussed giving a presentation at CCA Steering Committee
 - Endorsing a CCA project

How can we engage or partner with the Recreational Fishing community?

- Engaging rec grps via a blog – what did you catch and where? (getting information from the rec community)
- Engaging rec grps via Facebook – alerting them to RFP opportunities, etc.
- Hit state rec fishing listserves with ACFHP information/activities
- Bring a fishing corporation into ACFHP (MOU?)
- Engage rec fishing community in restoration projects (volunteers, or funding)
- Talk with Commissioners who have ties to rec fishing groups
- Develop an app to help get the word out about habitat to the rec fishing community
- Next Generation of rec fishers: kids!

Why do we want to engage to Rec Fishing community?

- Developing stewardship over habitat
- Developing grass roots support for habitat conservation/restoration
- Convey the importance of habitat via education
- Gather information from anglers about fish habitat use
- Gather input from a group that is currently not officially represented within ACFHP.

America's Great Outdoors Urban Agenda and the Urban Waters Federal Partnership

Restoring Urban Waters, Revitalizing Communities

Briefing, Atlantic Coastal Fish Habitat Partnership, May 7, 2013

Urban River Initiatives in Place

▶ **Total of Seven Active Initiatives**

Within ACFHP Partnership boundaries:

- Anacostia River, Washington DC
- Patapsco River, Baltimore
- Harlem and Bronx River, New York

- **NEW INITIATIVES – 11 total**

- **May 10 Grand Rapids event to Kick-off with top Administration Officials**

Guiding Principles

- ▶ Promote clean urban waters
- ▶ Reconnect people to their waterways
- ▶ Conserve water
- ▶ Use urban water systems as a way to promote economic revitalization and prosperity
- ▶ Encourage community improvements through active partnerships
- ▶ Be open and honest. Listening is the best way to engage communities.
- ▶ Focus on measuring results and evaluation to fuel future success



More at:
urbanwaters.gov

Urban Waters Federal Partnership

Partnership Agencies

▶ Vision

- “Through our Partnership, we will **revitalize urban waters and the communities that surround them**, transforming overlooked assets into treasured centerpieces and drivers of urban revival.”

▶ Multiple Administration Goals:

- Natural Resource Restoration **coupled with Community & Economic Revitalization**
- Environmental Justice
- AGO

EPA
USDA
DOI
HUD
DOT
USACE
NOAA
EDA
CDC
NIEHS
CNCS
ED
DOE

with

WH-DPC
WH- CEQ

Progress to Date

▶ Partner Commitments

- Leadership of Pilots
- Federal Teams @ all 7 locations
- Some resources for Pilot Locations
- National Actions: funding, policy

▶ Strong External Demand

- Locations interested in “joining”
- Eleven new pilot sites and more requests

▶ New Member Agencies

- Education and Energy
- **First Annual Report will be released May 10**
- **Grand Rapids event**

First Year Pilot Locations

Anacostia River
(DC/MD)

Baltimore /
Patapsco River
(MD)

Bronx & Harlem
Rivers (NY)

Denver / South
Platte River (CO)

Los Angeles
River (CA)

New Orleans / Lake
Pontchartrain (LA)

Northwest
Indiana (IN)

Eleven New UWFP Locations

1. Albuquerque, New Mexico (Middle Rio Grande)
2. Atlanta, Georgia (Proctor Creek Watershed)
3. **Chelsea/Everett/North of Boston, Massachusetts (Mystic River Watershed)**
4. Grand Rapids, Michigan (Grand River)
5. Kansas City, Missouri (Middle Blue River)
6. **Passaic, New Jersey (Passaic River)**
7. **Philadelphia, Pennsylvania (Chester, Pa., Wilmington, DE, and Camden, NJ) (Delaware River Watershed)**
8. San Juan, Puerto Rico (Martin Pena Channel)
9. Seattle, Washington (Puget Sound – Green – Duwamish Watershed)
10. St. Louis, Missouri – (Meramec and Big River Watersheds)
11. Toledo, Ohio (Western Lake Erie Basin)

Significant Accomplishments

- ▶ Anacostia Riverwalk
- ▶ USGS Mapping Tool
- ▶ New national NFWF urban fund
- ▶ Pedestrian Bridge to Bronx Parks
- ▶ EPA Urban Waters funding grant
- ▶ Mid-Atlantic LCC incorporation of urban grant criteria
- ▶ Corridor Project—NPS support—Ambassadors

Needs

- ▶ DOI contribution to NFWF urban grant
- ▶ Dedicated bodies (Ambassadors) for individual pilot sites
- ▶ Coalition of the willing—need for more management support among Bureau Directors and Regional and Deputy Directors
- ▶ Once our Federal coordination is fully in place, outreach to key regional, local, municipal partners
- ▶ Review of DOI granting capability/criteria

AGO Urban Agenda

- ▶ Draft report ready for review by Secretary
 - Inventory of urban efforts & funding programs
 - Top 20 cities
 - Roadmap
 - Proposal: 5–7 cities with Bureau commitment
- ▶ Promote new urban conservation ethic
- ▶ \$3 trillion infrastructure backlog
 - Parks as hyper-functional landscapes
 - Urban natural resource managers NEED national champion!

Thanks!