



Collectively advance each partnership's habitat assessments through identification of mutual data needs, data acquisition and landscape-level-analysis techniques for the benefit of fish, mussels, and other aquatic animals.

Assist the National Fish Habitat Science and Data Committee in improving the 2015 status report by identifying major data gaps in regional-specific fish population, habitat, and human impact monitoring data.



- By June 30, 2012, regular webinar meetings of the Science and Data Committees of the three FHPs will be established to enable them to share, identify and assemble existing data pertaining to threats to fish habitats.

- ACFHP Science and Data Working Group has drafted a set of indicators to include in a habitat assessment

- Anticipate a conference call with the SARP and EBTJV in late October or early November



- By December 31, 2012, develop a written list of action items resulting from the joint Science and Data Committee webinars that will be the focus of the efforts of the committees.


Outstanding task



Coordinate ACFHP, SARP, and EBTJV partner engagement and outreach activities to strengthen and expand an already robust base of on-the-ground conservation partners. Assess the structure and function of the three FHPs and identify and implement strategies to enhance their organizational capacity.




**Sub-objective 2.1:** Develop and implement a streamlined communications strategy and outreach products for the three Eastern U.S. Fish Habitat Partnerships that highlights both synergies and distinguishing characteristics across the individual FHPs, and identifies FHP needs that would be best served individually and those that would benefit from a collective message.




- Starting within three months of project approval and continuing throughout the project period, joint FHP Communications and Outreach meetings will be held quarterly via conference call and/or WebEx with coordinators and/or appointed staff from the partner FHPs to provide regular, focused coordination of overall communications and outreach efforts.

- Three calls between SARP communications coordinator, EBTJV communications lead, and ACFHP coordinator have been held



- Starting within three months of project approval and continuing throughout the project period, joint FHP Communications and Outreach meetings will be held quarterly via conference call and/or WebEx with coordinators and/or appointed staff from the partner FHPs to provide regular, focused coordination of overall communications and outreach efforts.

- Drafting document identifying common and unique communications/outreach needs and where efficiencies might be gained by partnering.

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- By June 31, 2012, develop individual FHP and joint messaging strategies that would identify key target audiences and generate core messages for members of the partnerships to communicate clearly and consistently with those audiences.

Draft in Progress

- By December 31, 2012, develop content for and the design of an “Implementing the NFHAP from Whitewater to Bluewater” program web page

Initial webpages in place






- A representative from each FHP will attend at least one conference or other meetings to give presentations/updates either individually or jointly where possible, to various conservation audiences, to inform attendees of FHP purpose and activities, and gain support.

- ✓ American Fisheries Society
- ✓ Restore America's Estuaries



- Throughout the project period, FHPs will maintain their individual websites and outreach materials (e.g. fact sheets, feature article(s) in partner newsletters and other available outlets, existing social networking tools, etc.) that will be dovetailed, where appropriate, with the other Eastern FHPs resources and efforts.
  - ✓ ACFHP-FWS funded project selected as a NFHP Ten Waters to Watch announced in April via breaking news
  - ✓ Endorsed projects announced in July and featured in an ASMFC Fisheries focus
  - ✓ FY12 projects approved for funding was announced via breaking news in October and added to the website funded projects page




- Throughout the project period, FHPs will maintain their individual websites and outreach materials (e.g. fact sheets, feature article(s) in partner newsletters and other available outlets, existing social networking tools, etc.) that will be dovetailed, where appropriate, with the other Eastern FHPs resources and efforts.

- ✓ FY12 project fact sheets developed, posted to website, and on display at the Commission Annual Meeting
- ✓ Maintaining funding opportunities and conference opportunities pages



**Sub-objective 2.2:** Assess the structure and function of the three FHPs; identify strengths and weaknesses with current delivery of the FHPs; and provide recommendations to enhance the effectiveness and capacity of the FHPs to achieve their missions and goals.

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- ACFHP, EBTJV, & SARP develop Terms of Reference (ToR) or Request for Proposals (RFP) for services to evaluate the structure and function of the three FHPs and make recommendations to improve their organizational capacity by February 2012.

✓ Complete

- The FHPs select a qualified applicant by March 2012.

☐ In process



- FHPs in collaboration with the successful applicant complete a review of the FHPs external/internal environment and the past performance to create a detailed understanding of current strategic position and organizational capacity by June 2012.

Outstanding task

- Based on the capacity assessment, the FHPs develop Sustainable FHP Plans, outlining organizational capacity objectives and begin to implement those plans by February 28, 2013.

Outstanding task



**Sub-objective 2.3:** Build sufficient organizational capacity within and across the three Eastern U.S. Fish Habitat Partnerships to fully implement the Sustainable FHP Program and Plan (i.e. Sub-objective 2.2)

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- Each of the FHPs will designate member(s) to serve as part of a collaborative organizational capacity network.

In process

- The successful applicant will present the findings to the Partner reps at the joint meeting (ie. report/recommendations ) by November 30, 2012

Outstanding task





Retain and enhance critical capacity to implement each of the individual FHP's Partnership Strategic Plans by facilitating completion of prioritized, on-the-ground, partner-led fish habitat conservation projects that achieve measurable results towards National Fish Habitat Action Plan goals and interim strategies and are easily communicated and understood.



**Sub-objective 3.1:** Support regular meetings of the individual FHPs to engage with partners, identify opportunities to implement the FHP Strategic Plans, and prioritize actions toward protection and restoring function of eastern aquatic habitats.



- By June 30, 2012, an EBTJV coordinator is hired and effectively working with the EBTJV Committees and partners

In process?

- By December 31, 2012, 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

Outstanding task

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- By December 31, 2012, hold one all-partner meeting each for ACFHP, EBTJV, and SARP to review progress toward objectives and update strategic plans;

✓ Complete



**Sub-objective 3.2:** Enhanced capacity of the ACFHP, EBTJV, and SARP to implement design, construction, and monitoring phases of on-the-ground aquatic habitat conservation projects and aquatic habitat education efforts.



- Each FHP will fund an average of three or more on-the-ground and at least one communication/ outreach project annually;


- In process

- By February 28, 2013, ACFHP, EBTJV, and SARP have begun to implement strategies to improve delivery of FHP as identified in Objective 2

- Outstanding task



**Sub-objective 3.3:** By September 30, 2012, identify and vet mechanisms for evaluating and reporting the benefits of fish habitat conservation projects to a wide range of audiences by monitoring region-specific variable(s) that will inform and add to the National Fish Habitat Action Plan tracking effort.

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- By September 30, 2012, identify and vet among the science and data partners for ACFHP, EBTJV, and SARP potential monitoring / reporting measures that may serve to track progress of FHPs, including consideration of current measures used to report accomplishments achieved with existing federal NFHAP funds.

Outstanding task







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