

Communications & Outreach Update



Steering Committee Meeting

April 23, 2012

Display

- Developed by members of Communications and Outreach Working Group.
 - Deb Reynolds (FWS) ACJV outreach coordinator; Tina Berger (ASMFC) Public Affairs Specialist; and Chris Powell
- Goal: visually appealing display that catches peoples attention.
- 2- panels: one general, one more specific; can stand together or alone.
- Light weight, easy to travel with or ship to you!



In fulfillment of 2008 multistate conservation grant

Website

- Breaking news items
 - 5 releases in 2011
 - Roughly 200 recipients
- Fact sheets general and funded projects
- Past meeting presentations
- Funding opportunities
- Conference opportunities
 - Useful to you? Sending to your partners?
Posting on your website?
 - Feel free to send items for posting
(egreene@asmfc.org)



In fulfillment of 2008 multistate grant

Other Venues

- Fact sheets and Strategic Plans distributed at
 - Trade Shows (Tina Berger)
 - Commission meetings
- 2012 Ten Waters to watch selection
 - Shoreline and Spartina Marsh stabilization in ACE Basin NERR, SC
- WSFR 75th anniversary feature story at <http://wsfr75.com/>





Presentations

- July 10-11, 2012 NFH Board meeting
- August 19-23, 2012 Annual Meeting of the American Fisheries Society
 - Symposium: The National Fish Habitat Partnership – Building Relationships to Enhance Conservation of Aquatic Ecosystems
 - Co-organized with EBTJV, NFH Board and NFH Science and Data Committee staff
 - NFH booth, possible ACFHP display/hand-out opportunity

In fulfillment of 2012 joint-multistate grant



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 (90% or more of FHP’s projects clearly focused on addressing the above)

Measure #3 – funded project addresses a vulnerable habitat protected or causes and processes behind decline (90% or more of FHP’s projects clearly focus on the above)

Measure #4 - Total amount of NFHAP funds allocated and total amount of funding from other sources (in aggregate the projects were supported by more than a 2:1 match)

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?

(For full points: 90% or more of projects clearly identified and employed effective measures)

Measure #5 – prioritizing projects for funding



- Project selection criteria could be more comprehensive.

(For full points: The FHP's process for prioritizing projects for funding has clear standards in place that are more comprehensive than the criteria listed under 1.10 in FWS Manual 7171 FW1)

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



- A little more focus on collaborative efforts would improve the score (4 out 5 reviewers provided a score of 3).

(For full points: level of engagement with neighboring or overlapping FHPs and other regional habitat conservation entities included collaboration on multiple joint projects)

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.

(For full points: use of science-based resource condition assessments and/or analysis assisted with identifying more than five priority conservation actions)

Measure #7 - use of resource condition assessments



- 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 #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 #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.

(For full points: The FHP facilitated info exchange with the NFHAP SDC by providing regional data sets and project outcomes for integration into the NFHAP Assessment; and, the info and data related to project evaluations were described in an annual report)

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.

(For full points: The FHP has achieved one or more of its strategic priorities)

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



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 ~~filling~~ **identifying** major data gaps with regional-specific fish population, habitat, and human impact monitoring data.



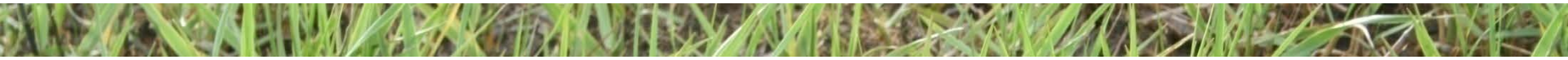
- By June 30, 2012, regular webinar meetings of the Science and Data Committees of the three FHPs will be established to enable them to share, identify and assemble existing data pertaining to threats to fish habitats.
- By December 31, 2012, develop a written list of action items resulting from the joint Science and Data Committee webinars that will be the focus of the efforts of the committees.



- ~~By December 31, 2013, produce refined conservation focus area maps and list of priority criteria for each FHP based on latest habitat assessment information and best available data.~~

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- ~~By March 30, 2013, the FHPs will actively contribute data and participate in the development and refinement of the National Fish Habitat Assessment (coastal and freshwater) and Decision Support tools.~~



- ~~By December 31, 2013, the FHPs and LCCs will collaboratively develop effective methods of collecting, compiling, and managing regional fish population and aquatic habitat data that will provide a platform to~~
 - ~~1) advance knowledge of fish population ecology and habitat relationships,~~
 - ~~2) develop consistent decision support tools for aquatic habitat restoration and conservation actions, and~~
 - ~~3) evaluate and improve the effectiveness and efficiency of FHPs and habitat conservation actions regionally.~~



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.



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



- 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.
- 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.



- ~~By June 31, 2013 and continuing on a semi-annual timeframe, develop and send to partners, legislators, state and federal agencies a “Whitewater to Bluewater” electronic update or newsletter that highlights the work being conducted by the Eastern FHPs~~



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.

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)



- 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** .
- The FHPs select a qualified applicant by **March**, 2012.



- 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 ~~April 1~~ **June**, 2012.
- Based on the capacity assessment, the FHPs develop Sustainable FHP Plans, outlining organizational capacity objectives and begin to implement those plans by **February 28, 2012** ~~December 31, 2012~~.



- Each of the FHPs will designate member(s) to serve as part of a collaborative organizational capacity network.
- The successful applicant ~~(noted in Objective 2.2)~~ will present the findings to the Partner reps at the joint meeting (ie. report/recommendations) by November 30, 2012~~host one training workshop with approximately three pre-workshop webinars.~~



- ~~FHP representatives will prepare/complete homework assignments in preparation for the workshop/webinars, which will train these individuals to begin implementing their Sustainable FHP Plan by October 1, 2013.~~



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.

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.



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



- By December 31, 2012, hold one all-partner meeting each for ACFHP, EBTJV, and SARP to review progress toward objectives and update strategic plans;
- ~~By March 31, 2013, hold at least one all-partner joint meeting of the ACFHP, EBTJV, and SARP to facilitate inter-FHP exchange of successes and challenges and foster “Whitewater to Bluewater” collaboration;~~
- ~~By December 31, 2013, updated strategic or implementation plans are available for ACFHP, EBTJV, and SARP~~



- Each FHP will fund **an average of** three or more on-the-ground and at least one communication/ outreach project annually;
- By **February 23, 2013**, ACFHP, EBTJV, and SARP have **begun to** ~~implemented~~ strategies to improve delivery of FHP as identified in Objective 2



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.



- 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.
- ~~By March 1, 2013, evaluate candidate measures and select measures for implementation~~



- ~~By June 30, 2013, incorporate selected measures as part of all project evaluation and reporting and report on these measures for previously implemented projects~~
- ~~By December 31, 2013, evaluate the effectiveness of these measures and report on the compilation of these measures for the “Whitewater to Bluewater” collaboration~~



- Apply for a 2013 grant to address those outputs/milestones which could not be accomplished in the first year of funding?

Comparative Importance of Benthic Habitats for Coastal Fisheries of the Eastern United States

The Matrix Paper


Proposed authorship:

J. Kritzer, M. Delucia, E. Greene., C. Shumway, M. Topolski, J. Thomas-Blate, L. Chiarella, K. Davy, K. Smith
(i.e., management team + regional leads)

Target journal: *Science*

- The pitch:
 - Timely and topical: NOP, EBM, CMSP.
 - Scale and scope: Coast-wide, 26 habitat types, dozens of contributors.
 - Novel: First ever comparison of this type (I think?).
 - Launch of on-line data portal.
 - Foundational paper for others to follow.

Plan of attack

- Four person writing team, divvied up tasks.
 - Regular conference calls to review progress, modify plan, set new milestones.
 - Writing meeting planned for May 9-10 → full draft ready soon after.
 - Extensive online material, esp. detailed methodology.
 - Flashy graphic as centerpiece + additional figure(s).
- 

Major points

- Similarity of results b/w Nth Atlantic & Mid-Atlantic, & to lesser extent Sth Atlantic.
- Importance of inert substrates in all regions
- Importance of sessile fauna in Sth Florida.
- Importance of riverine habitats in three northern regions based on H/VH score.
- Importance of marshes, oyster reefs and mangroves as nursery habitats (i.e., juv/YOY scores).
- Appropriate caveats:
 - Biased species selection.
 - Not accounting for other ecosystem services.
 - Not reflecting status & vulnerability.



NOAA Habitat Program
Conserving Habitat for the Future

Cape Fear River Project:

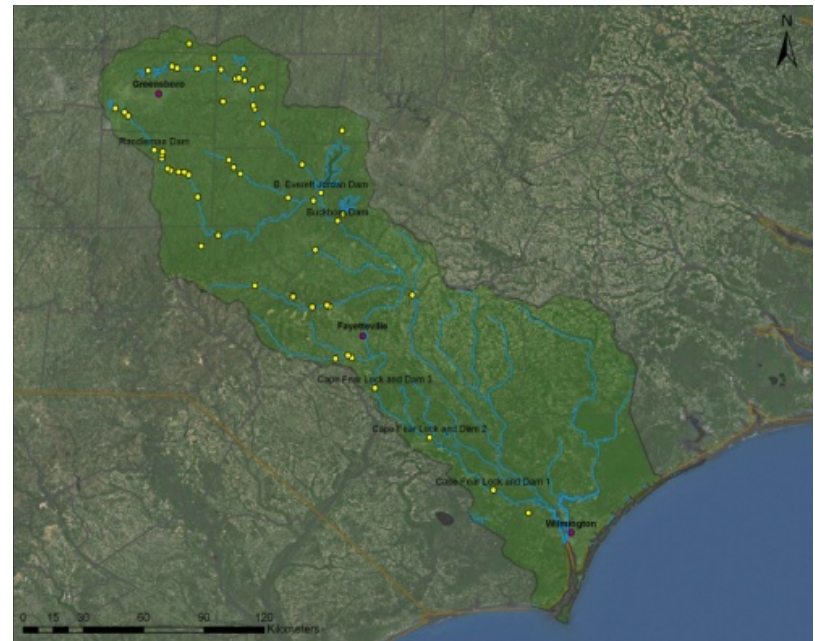
Opportunities for ACFHP Involvement

Melanie Harris
NMFS Office of Habitat Conservation
ACFHP Steering Committee Meeting
April 25, 2012



Objectives

- What is the Cape Fear River Project?
- Status
- Alignment with ACFHP Strategic Plan
- Ideas on potential ACFHP roles





NOAA Habitat Program

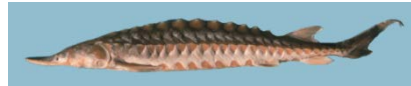
Conserving Habitat for the Future

Why the Cape Fear?

- NMFS HQ wanted to pilot a regional watershed approach to conserve habitat and promote fish passage.
- Reasons for selecting the Cape Fear:
 - Large basin with diverse problems/opportunities (not insurmountable)
 - Momentum of fish passage at Corps Lock and Dam #1
 - Presence and status of protected and managed species
 - Habitat conservation needs
 - Ripe for action: opportunity to make significant improvements for migratory fish and protect from future threats
 - Foundation of active partners interested in migratory fish



Shortnose sturgeon



Atlantic sturgeon



American shad



Blueback herring



American eel



Hickory shad



Striped bass



Alewife



Cape Fear River Project

- New partnership to develop multi-year watershed action plan to improve migratory fish populations
- 50+ partners (> 20 organizations) including federal, state, local, academia, and NGOs
- Will use broad range of authorities, tools, and capabilities to provide long-term habitat-based solutions to most pressing challenges for migratory fish.





Cape Fear River Project

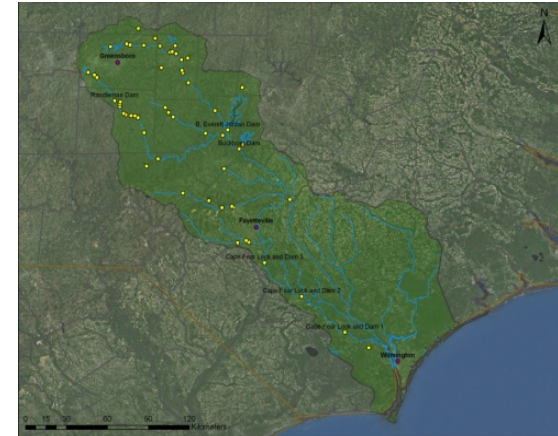
- Overarching goal: self-sustaining, robust, and productive stocks of migratory fish capable of producing sustainable fisheries in the River.
- Plan will accomplish this by focusing on four priority issues:
 - Improving water quality
 - Improving habitat conditions
 - Improving fish passage/access
 - Socioeconomic benefits of improving populations





Status

- Developing short (2013), medium (2014-2017), and long-term (2018 and beyond) actions for watershed action plan
- Addressing protection and restoration challenges through multiple approaches, considering regulatory, voluntary, and grant-based solutions
- Timeline:
 - November 2011 kickoff
 - Goal: draft plan by June 2012
 - Goal: final plan by October 2012
 - Begin implementation





NOAA Habitat Program

Conserving Habitat for the Future

Examples: Draft Plan Actions

<i>Habitat</i> Objective 3: Protect river herring spawning and nursery grounds in flooded hardwood habitats.	Action 3.1: Conduct GIS analysis for remaining inland freshwater wetlands and flooded hardwoods in Cape Fear watershed (amount, location, size of stands) and provide data to the Coastal Land Trust of NC, TNC, and other land trust focused NGOs.
<i>Habitat/Fish Passage</i> Objective 6: Pursue selective dam removal projects to restore appropriate lotic stream habitat and provide benefits to anadromous fish.	Action 6.1: Complete the NC Dam Removal Prioritization Tool and use it to help identify and prioritize dam removal opportunities in the Cape Fear basin.
<i>Fish Passage</i> Objective 5: Gather information about anadromous fish population dynamics to inform future necessary management and restoration actions	Action 5.3: Monitor fish passage past Lock and Dam #1 (striped bass, sturgeon, shad) to determine effectiveness of partial rock ramp structures and whether could be applied elsewhere in basin.
<i>Water Quality & Quantity</i> Objective 1: Define land uses bordering migratory fish spawning and nursery areas (AFSA and PNAs)	Action 1.1: Complete a basin wide analysis to determine where riparian buffers exist and where there are gaps in buffers
<i>Water Quality & Quantity</i> Objective 2: Increase riparian buffers in targeted protection and restoration areas	Action 2.4 : Lay the ground work for tax incentives for increasing buffers through tax credits (based on NC Conservation Tax Credit handled through 'One NC Naturally Program')



Alignment with ACFHP

- Shared interests/goals:
 - Conserving, protecting, restoring, and enhancing habitat for migratory fish, including diadromous fish and endangered species
 - Partnership-based approach
 - Common partners: American Rivers, NC DENR, TNC, USFWS, NOAA
- Cape Fear project focuses on two South Atlantic Subregion priority habitats: Riverine Bottom and Tidal Vegetation



Alignment with ACFHP

- Project addresses several ACFHP priority threats and corresponding Protection and Restoration Objectives:
 - Obstructions to fish movement/habitat connectivity (dams, hydropower, reduced flows, especially impacting important spawning and nursery habitats)
 - Dredging and coastal maintenance (dredging, port expansion)
 - Water quality degradation (quality and quantity, pollution, nutrients)
 - Water withdrawal (flow concerns)
 - Climate change (changing flows)



Potential ACFHP Roles

- Fund a specific Cape Fear action plan project
- Endorse Cape Fear project (overall effort)
- Are specific ACFHP FY12 priority actions applicable/beneficial to Cape Fear?
- Other ideas?





NOAA Habitat Program

Conserving Habitat for the Future

QUESTIONS?



American Rivers
Rivers Connect Us

CAPE FEAR RIVER WATCH



CITY OF WILMINGTON
NORTH CAROLINA



North Carolina Division of
SOIL & WATER
CONSERVATION

NC STATE UNIVERSITY



NCDWR



The Nature Conservancy
Protecting nature. Preserving life.™



Landscape Conservation Cooperatives

1



**PARTNERS WORKING ACROSS GEOPOLITICAL
BOUNDARIES TO DEVELOP A SHARED
UNDERSTANDING OF LANDSCAPE LEVEL
STRESSORS TO INFORM COLLABORATIVE
ACTIONS FOR RESOURCE CONSERVATION**

LCCs - A New Conservation Paradigm

2

- **Historical approaches**
 - Single species management (threatened and endangered species)
 - Place-based management (refuges, parks, forests)
 - Management of species guilds (waterfowl and shorebird plans)
 - Landscape level habitat management for species or species guilds (joint ventures)
- **New approach – conservation cooperatives**
 - All fish, wildlife and their habitats at a landscape scale
 - Conservation through collaborative, self-directed partnerships

LCCs – The Rationale

3

- Resource management challenges often transcend political and jurisdictional boundaries
- Complex management challenges usually require a collaborative approach to conservation to leverage capacity and finite resources
- Partners can participate at many different levels and scales and can contribute to a greater conservation outcome
- Conservation of natural and cultural resources requires a holistic, adaptive, collaborative approach fully grounded in science
- No conservation initiative should be left behind

LCCs – The Vision

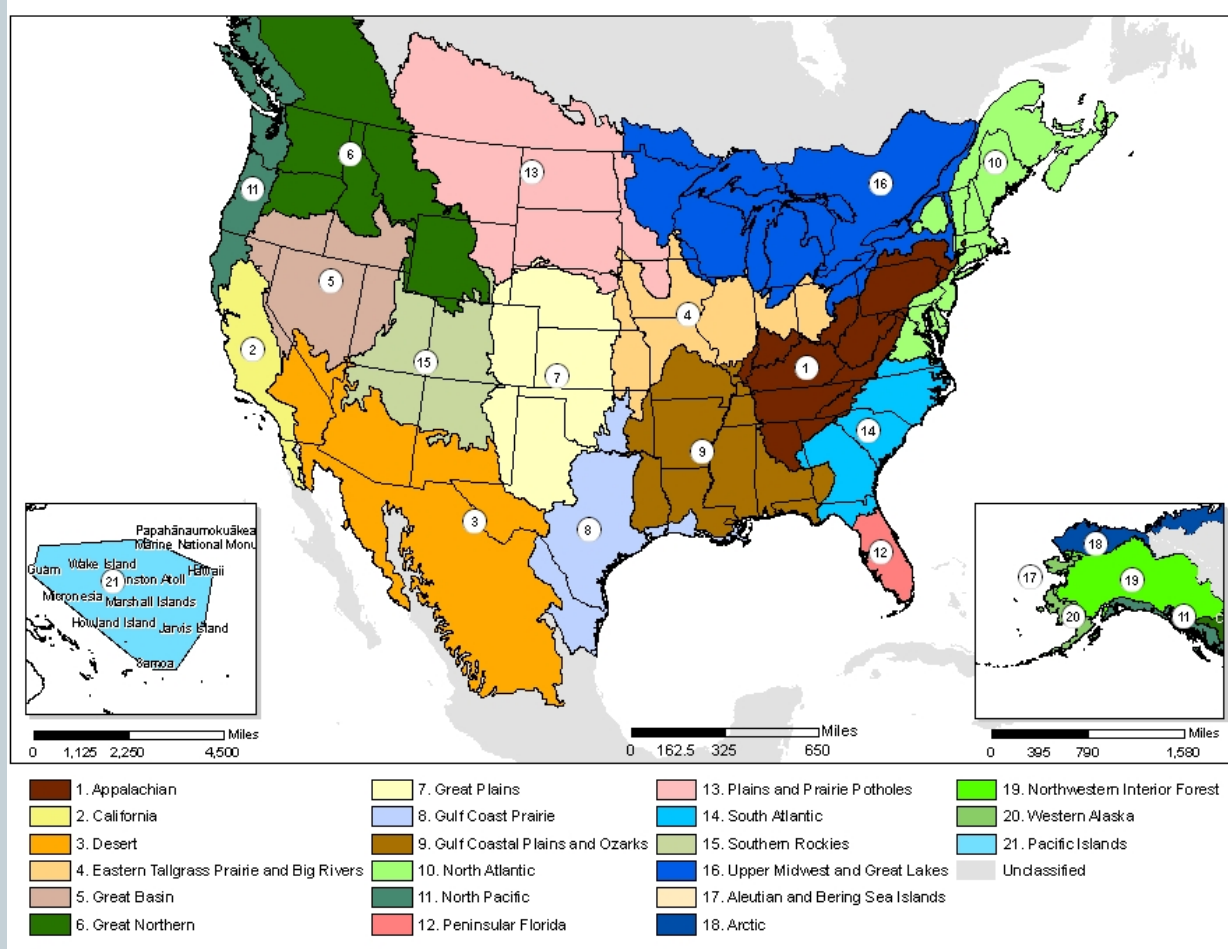
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- Partner agencies and organizations coordinate with each other while continuing to work within their existing authorities and jurisdictions
- Identify science needs and best management practices
- Connect ongoing efforts through establishment of a conservation forum
- Eliminate duplication through improved conservation planning and design



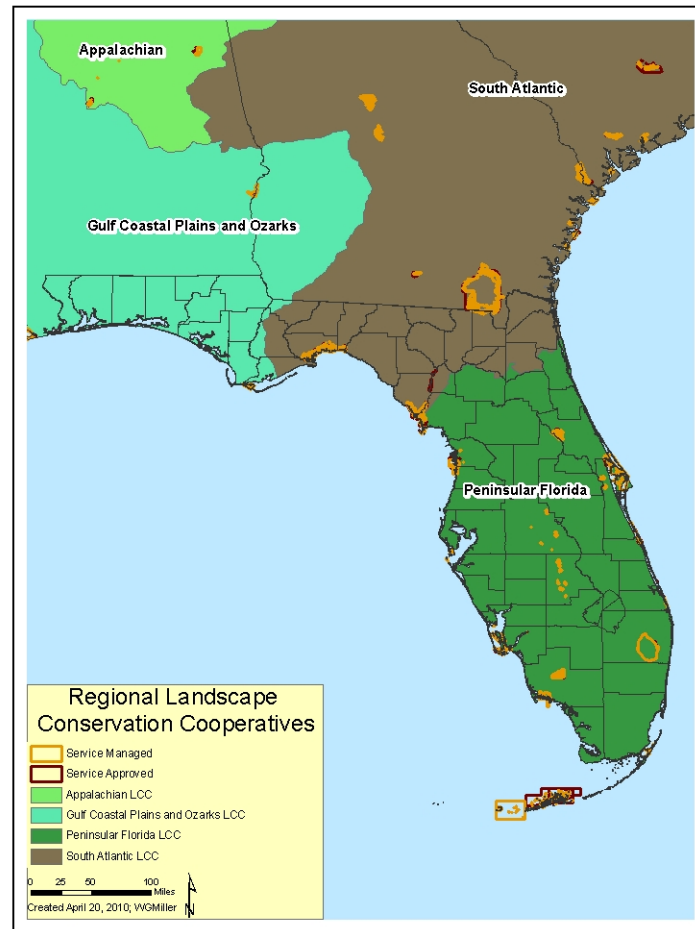
Continental Landscape Conservation Cooperatives

5



Florida and LCC Structure

6



Peninsular Florida Landscape Conservation Cooperative Geography

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Geography was initially defined by watersheds and bird conservation regions

Boundaries are not hard lines but represent ecological transition zones

A Conservation Foundation for PFLCC

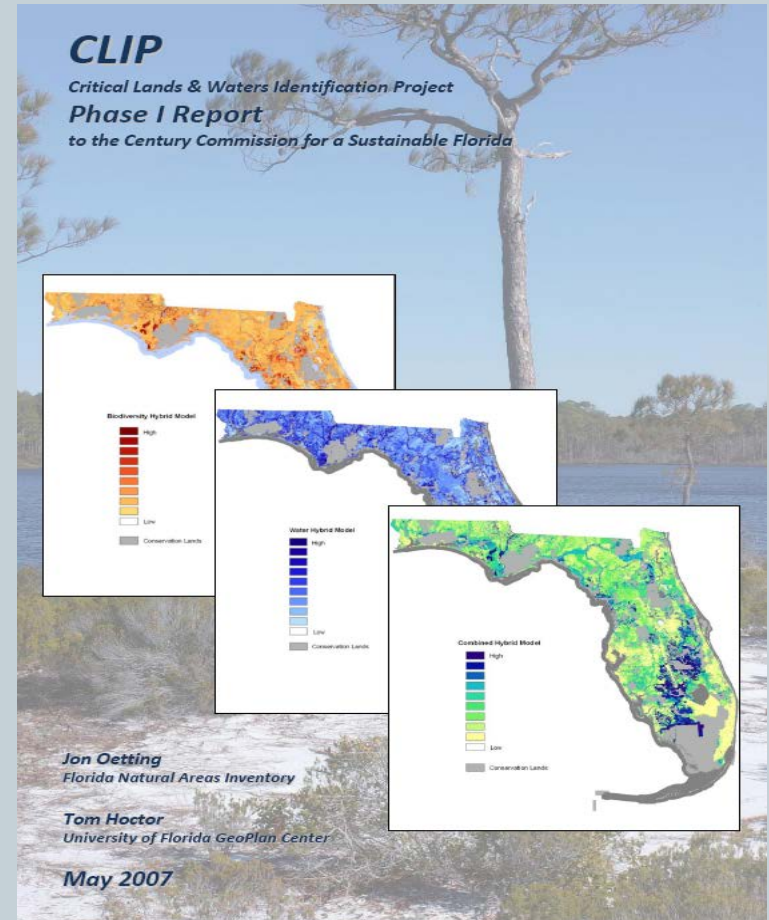
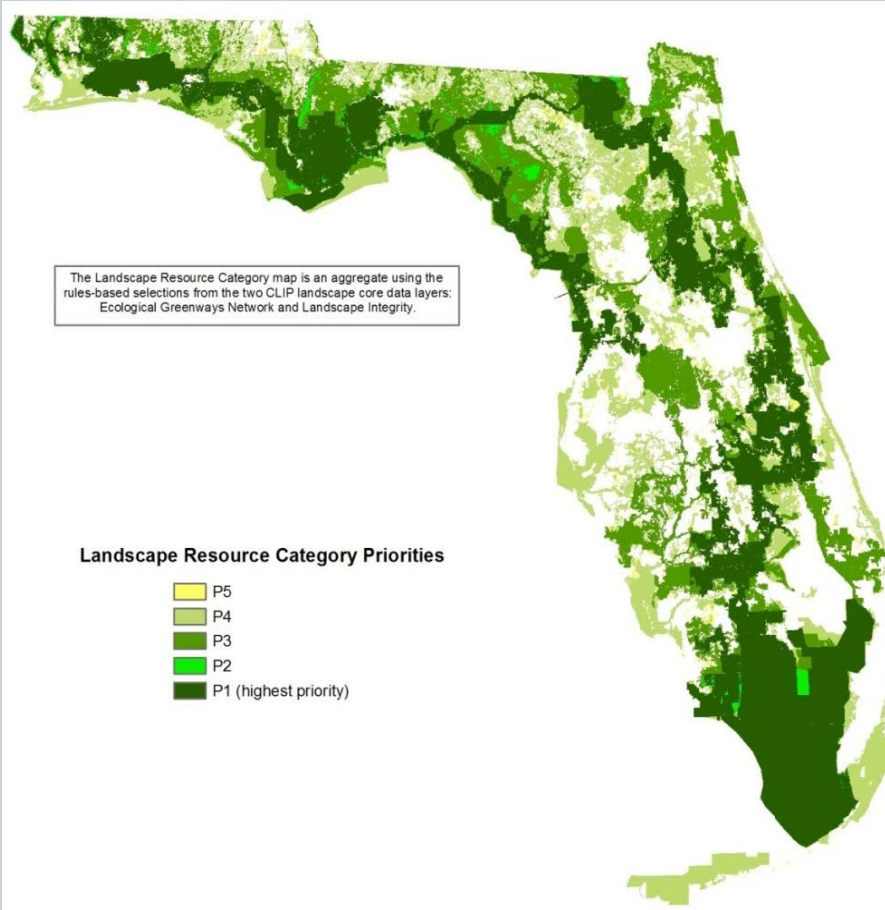
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- Critical Lands and Waters Identification Project (CLIP)
- Cooperative Conservation Blueprint
- Northern Everglades Strategic Habitat Initiative
- Climate Change Planning (USFWS, USGS, FWC, MIT, UF, FNAI)
- Wildlife Action Plan



Critical Lands and Waters Identification Project

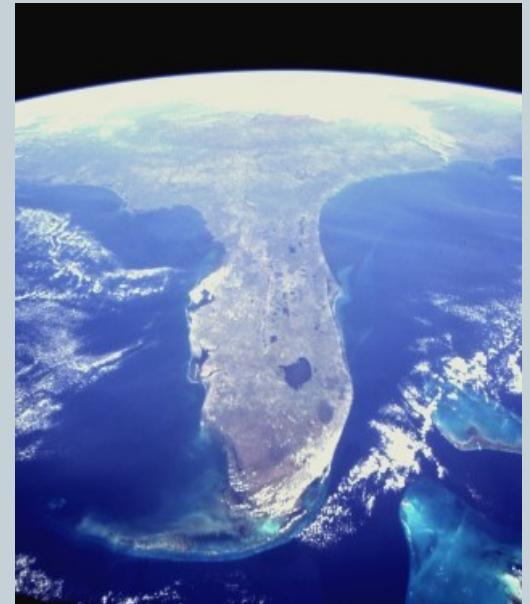
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Cooperative Conservation Blueprint

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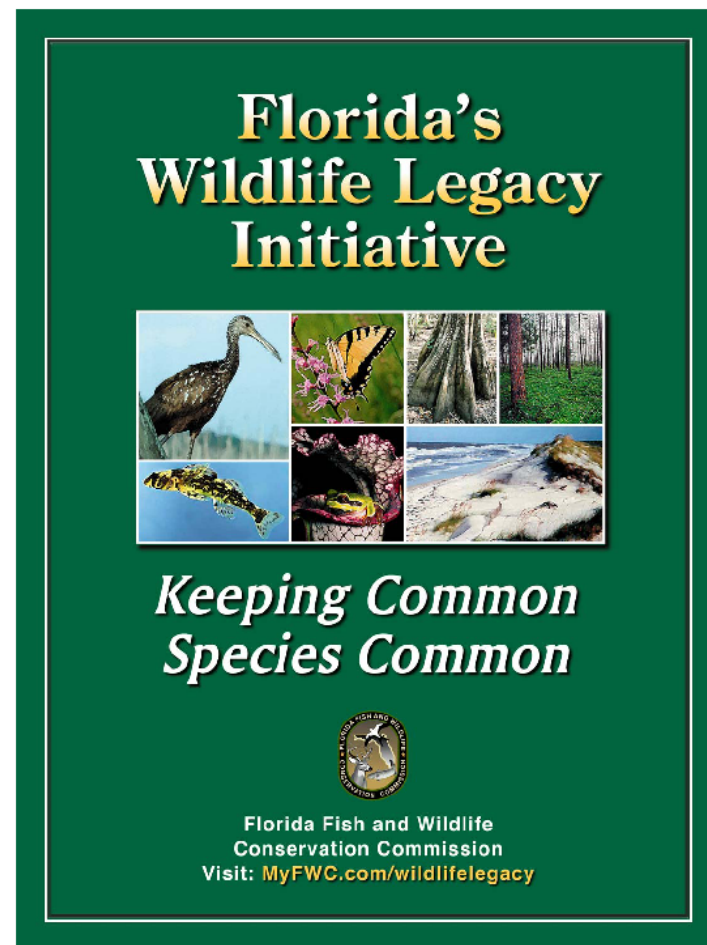
- The CCB is already a major multi-partner strategic planning effort that incorporates wildlife habitat needs as well as social and economic priorities to create a vision of what we want the state to look like in the future.
- Uses the CLIP statewide spatial data as a decision-support tool



Florida Wildlife Action Plan

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- The WAP encompasses the entire state and therefore is too broad for any one individual, group, or agency to develop and implement. Coordination and cooperation among federal and state agencies, local governments, Native American tribes, non-governmental organizations, private entities, and individuals is essential



Peninsular Florida Landscape Conservation Cooperative – The Vision

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- Our conservation cooperative is a valued resource for conservation design and delivery that supports a Florida landscape comprised of functional and interconnected ecosystems valued by citizens that contribute to regional and national conservation landscape connectivity.

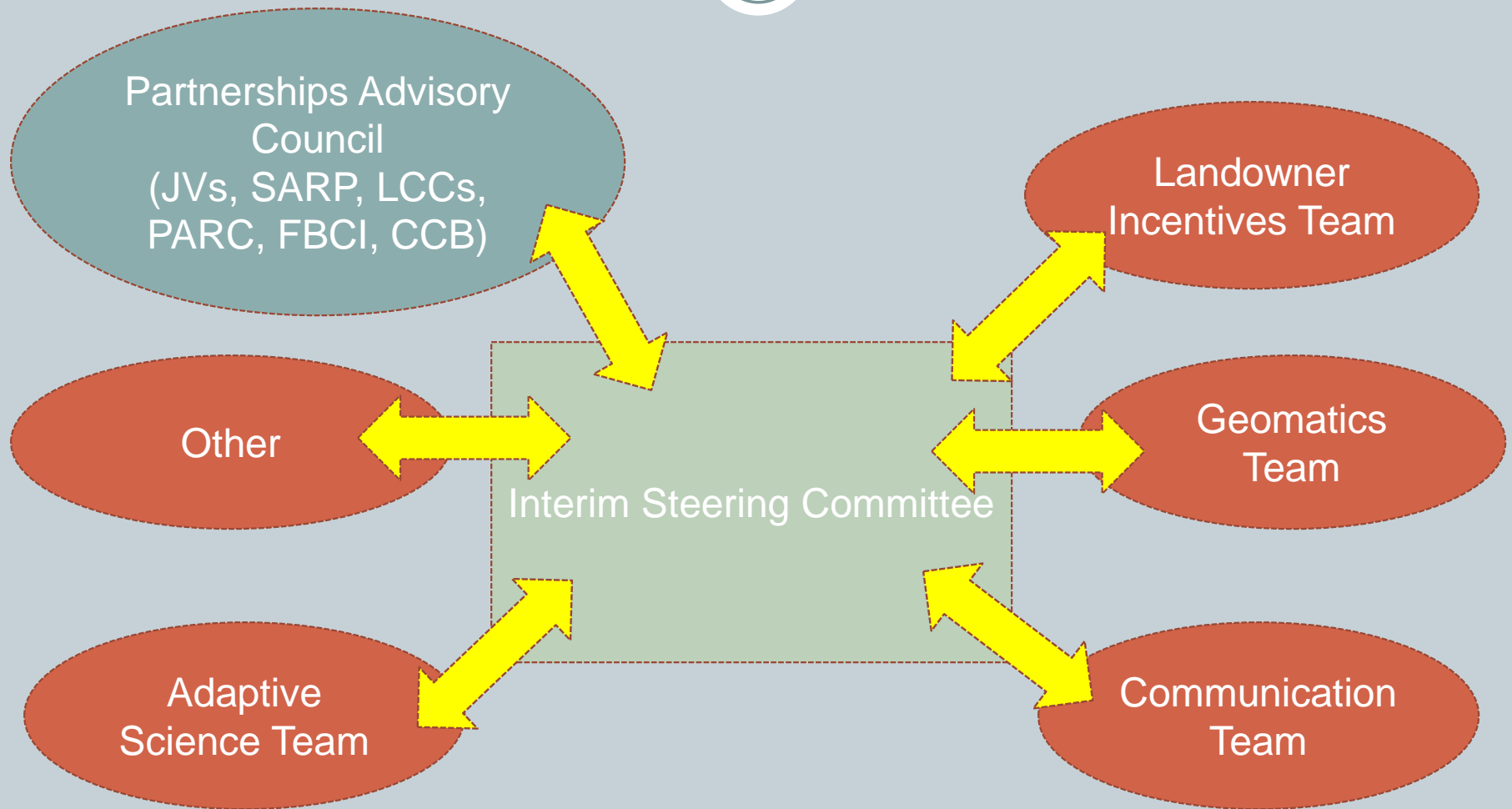
PFLCC – Next Steps

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- Hire a PFLCC Coordinator
- Host a 3rd partnership meeting fall 2011
- Create an Interim Steering Committee and develop a governance structure
- Create a strategic plan
- Continue partnership outreach
- Develop a communication strategy

Potential Organizational Model for PFLCC

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How Do I Keep Track of PFLCC Efforts

15

- The PFLCC has its own networking hub for partners
- Log onto <http://peninsularfloridalcc.org>



PFLCC Partners Network

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PENINSULAR FLORIDA LANDSCAPE CONSERVATION COOPERATIVE

A networking hub for partners in the Peninsular Florida LCC

Sunrise over Arthur R. Marshall Key, St. John's River, NWR. Credit: Charles Stevens

MAIN NEWS PROJECTS CONNECT LCC INFO MY PROFILE CONTACT US

YOUR IDEAS

Post your ideas

EVENTS

+ Add an Event

PHOTOS



+ Add Photos

View All

VIDEOS

+ Add Videos

LATEST ACTIVITY



Kevin_godsea@fws.gov joined Bill Miller's group
Climate Change
June 9



Bill Miller left a comment for Kevin_godsea@fws.gov
June 9



Kevin_godsea@fws.gov and M. H. Marshall, Ph.D. joined

WELCOME

Welcome to the Peninsular Florida Landscape Conservation Cooperative



The Peninsular Florida Landscape Conservation Cooperative (PFLCC) is part of a national network of Landscape Conservation Cooperatives (LCCs). LCCs are applied conservation science partnerships among federal agencies, regional organizations, states, tribes, NGOs, private stakeholders, universities and other entities within a geographic area. They are designed to inform resource management decisions in an integrated fashion across landscapes at a

broader scale than any individual partner's responsibility.

The partnership will consider landscape-scale stressors, including climate change, habitat fragmentation, invasive species, and water scarcity as it attempts to provide a vision for a landscape capable of sustaining healthy populations of fish, wildlife, plants and cultural resources.

LATEST POSTS FROM THE CORE TEAM

Meet the Peninsular Florida LCC Core Team The Peninsular Florida LCC Core Team coordinates the Cooperative's 'standing-up' process. Read more about each Core Team member, our backgrounds, and bio's.

FEATURE PROJECTS OF PENINSULAR FLORIDA LCC MEMBERS

Florida's Cooperative Conservation Blueprint (CCB)



Welcome to
Peninsular Florida Landscape
Conservation Cooperative

Sign Up
or Sign In

GROUPS



Climate Change

4 members



Nuisance Animals

1 member



PFLCC Core Team

2 members



Birds

1 member

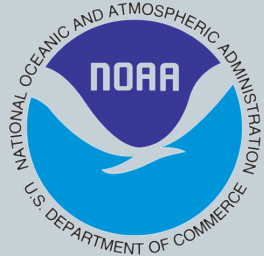
View All

MEMBERS



Potential PFLCC Partners

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Seminole Police



The Promise of Landscape Conservation Cooperatives – Final Thoughts

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“The whole is greater than the sum of its parts” - Aristotle

