



August 2011: Proposal Submitted Jointly by ACFHP, SARP, and EBTJV

October 2011: Received letter from AFWA noting that the proposal could be funded for one year at a reduced amount

Mid to late December 2011: Will receive notification from USFWS if we've been selected for funding.



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



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.



**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)



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.



**Sub-objective 3.3:** By December 31, 2013, develop and implement a consistent mechanism 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.





- Outputs/Milestones (Most of which are time-bound)
- Outcomes
- Measures



- If funding is only available for 2012, ASMFC would accept the grant award, with the understanding that the scope of objectives would be reduced. Note full operational support for the three FHPs will require supplemental funding from sources other than MSCGP.
- Funds will be split among each of the three eastern Partnerships in accordance with unmet needs and other available partner support.



- 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.
- 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.



- 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



- 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
- 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.



- 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 October 1, 2011.
- The FHPs select a qualified applicant by January 1, 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, 2012.
- Based on the capacity assessment, the FHPs develop Sustainable FHP Plans, outlining organizational capacity objectives and begin to implement those plans by 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 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.



- By June 30, 2012, an EBTJV coordinator is hired and effectively working with the EBTJV Committees and partners;
- 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, hold one all-partner meeting each for ACFHP, EBTJV, and SARP to review progress toward objectives and update strategic plans;
- By December 31, 2013, updated strategic or implementation plans are available for ACFHP, EBTJV, and SARP



- Each FHP will fund three or more on-the-ground and at least one communication/ outreach project annually;
- By December 31, 2013, ACFHP, EBTJV, and SARP have implemented strategies to improve delivery of FHP as identified in Objective 2



- 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