

EBFM Public Information and Outreach

Presentation to the EBFM PDT

March 10, 2022

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Project – Phase 1 (a)

- Outreach to EBFM stakeholders to better understand:
 - the interest and appetite of fishery participants to engage in discussions and attend the workshops
 - the types of materials and messaging needed to promote their interest and constructive engagement in thinking about EBFM
- Proposed Research Methodology
- Sharing of EBFM communication materials on a variety of platforms
- Report back to Committee and potential presenters on interviews/conversations as preparation for workshops
- Any questions?

Current progress

- Kickoff February 10th
- Weekly Meetings
- Focus on Database Development
- Additional work on website analysis and preliminary draft of questions for your review
- Use of Google Drive to share and update information

Goals for Today's Meeting

- Meet each other
- Clarify/answer any questions on the background memos
- Discuss and refine draft set of questions
- Review next steps
- Accept recommendations for individuals to contact as part of this process
- tbalf@ocean-vest.com
- 978-204-1475

Master Database Development

Stakeholder Group/Database	Numbers
Georges Bank Fishers (NESC Database)	576
GARFO 2021 Vessel Permit List	4880
GARFO Permitted Dealers/Processors	546
NGO Individuals Involved in Fisheries Management/Ocean	30
Recreational Fishers	12
Scientists	25
Commercial Fishing Leaders/Influencers	40
TOTAL	>6000

Prioritized Fishers on GB

- Trawl (87)
- Hand Gear (31)
- Gillnet (14)
- Mid Water Trawl (5)



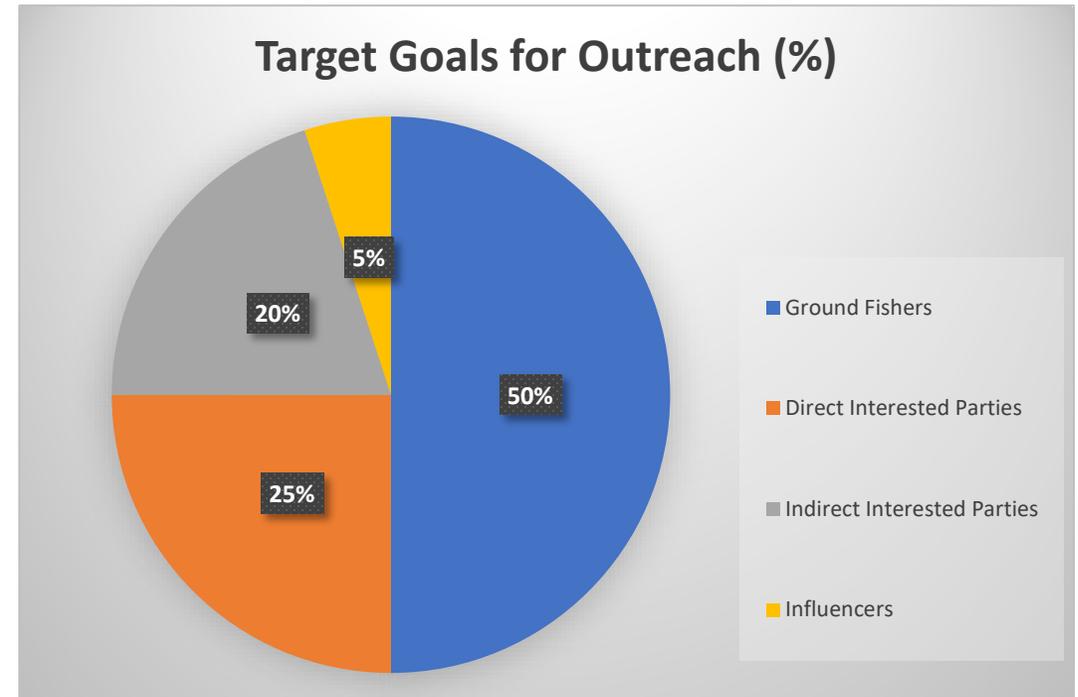
Fishing Ports

- Excluding Lobster and Scallop Vessels
 - Chatham/Harwich, MA
 - New Bedford, MA
 - Gloucester, MA
 - Boston, MA
 - Point Judith, RI
 - Portland, ME
- All Vessels in Database, add
 - Montauk, NY
 - Cape May/Pt. Pleasant, NJ
 - Newington, NH



Prioritize Fishers for Outreach

- Trawl/Hand Gear/Gillnet Only = 25% of the NESCS GB database, or ~ 137 fishers
- 2/3rd from Massachusetts; 10% from RI or ME
- Representative Ports
- “Sales” Call Targets
 - Fishers (30)
 - “Direct Interested Parties” (15)
 - “Indirect Interested Parties” (12)
 - Influences/Big Thinkers (3)



THE DRAFT QUESTIONS

We will share screen with
list of draft questions

Next Steps

- Finalize the draft questions and script
- Pilot with 3-4 individuals (recommendations?)
- Finalize the questions and script
- Begin calls on or about March 22nd

Your Thoughts?

Preferred Approach

- Email introduction
 - Send materials
 - Arrange for a phone call
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- Fishers with Mobile Phone Contact Info Only
 - Text to introduce myself and ask if I can arrange a call?
 - or
 - Just call?