MEMORANDUM

FROM: Tom Balf
TO: EBFM Committee and Plan Development Team
DATE: March 10, 2022
RE: Core Draft Questions for Interviews

Background on Approach to Engaging "Direct" Fishermen

This effort has multiple objective goals but none are probably as important as simply reaching out to people and relationship building – asking, listening, and validating concerns and opinions. Trust, or the lack thereof, is at the center of regulatory or policy change, and this outreach plays a small but critical role in the trust building process, especially during uncertain times when developing an alternative approach.

The methodology – a structured but informal conversation -- will include a series of open-ended, multiple choice, and "ranked" questions. Questions will be clearly tied to the EBFM and the draft GB eFEP, but questions and answers may also connect to broader issues of fishery science and management. The facilitator will guide the conversation toward questions tied to the EBFM strategy. Ultimately, we want the conversation to be sufficiently engaging or informative that the participant is likely to go to an EBFM workshop held in their area.

This mark * indicates the core, recommended question. Unmarked questions are for consideration only at this point. We believe the conversation should cover 6-8 topics/questions.

Suggested edits, revisions, or deletions are welcome.

Preliminary Outline of Core Questions (this one is focused on fishermen) – DRAFT

Category	Question	Outcome
Personal	Who are you? Tell us a little about you and your fishing ….Basic Info *	Demographics & Stakeholder info
EBFM Basics	What do you know about EBFM? * What have you seen about the topic?* (offer to send this information – infographic, brochure, video – if they have not already received or seen)	Interviewer rates respondent on a scale of 1- 5
Fundamental Question	What matters most to you about a fishery management system? What's your top 3?*	Open Ended
EBFM Benefits	What benefits could you see from an EBFM strategy?*	Opinion

	What elements of the eFEP could give you greater flexibility in how you fish? * Choose 2.
	   a) Manage to species complexes, not individual stocks
	   b) MInimize discard issue
	   c) Integration of federal agency permits (e.g., NEFMC vs MAFMC)
	   d) Dynamic and timely information provide greater ability to change fishing gear or strategy
	
	What elements could reduce flexibility?
		Multiple choice

Version 1	Could this example EBFM strategy provide you – in concept – with more consistent and easier to comply with regulations? Could it be more consistent with the way that you fish?	Consensus question

Version 2	What is most important to you? Pick 2
	   a) Ease of compliance
	   b) Regulatory certainty for what you can catch or how you fish
	   c) More time fishing/less time doing administrative tasks
	   d) Maximizing revenue
		Multiple choice

Concerns	What are your concerns about a new fishery management system? *	Open ended
	What would success from EBFM look like?	Opinion
Science	What factors do you see as critical in assessing the GB ecosystem? *	Open ended
	Rank your level of confidence in existing science data that could be used to evaluate the health of the GB ecosystem (1 – 5, Don't Know) *	Ranking
	How could an EBFM strategy collect data in a more dynamic and timely way, and reduce the lag time between assessments and management decisions? *	Open Ended
	Do you believe that an EBFM strategy could better plan for and adapt to climate change effects?	Yes/No or rank
Next Steps	Do you have any questions for me? * Would you be interested in attending a workshop later this year? (1 to 5) *	Ranking

	What would motivate you to attend a workshop that focuses on EBFM strategies? *	
Final Question	To close the conversation, we're asking everyone the following:* Name your favorite seafood dish (or some equivalent soft ball question that everyone has an opinion on)	Opinion

We expect a typical conversation to last 20 – 35 minutes.

Connection to Various Stakeholders

We anticipate asking a few unique questions (or rephrasing) for different stakeholder groups.

Script

We anticipate that a script will be developed to start the conversation. It will articulate who we are, sets expectations for the interview (# of questions, time), why we are doing this/what we hope to get from you, and thank them for their initial participation.