



National Marine Fisheries Service Dockside & At-Sea Monitoring Workshop I

Meeting Report

June 10-11, 2009

Gloucester, MA

July 8, 2009



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Executive Summary

On June 10-11, 2009, the National Marine Fisheries Service (NMFS) Northeast Regional Office (NERO) brought together a number of stakeholders—including NMFS staff, sector proponents, sector managers, vessel owners, and other organizations—to help develop the data and reporting requirements for the new sector management of groundfish that is being proposed under Amendment 16 of the Northeast Multispecies Fisheries Management Plan. This is the first of two planned workshops on this topic.

The purpose of the two-day NMFS Dockside and At-Sea Monitoring Workshop was to come to a shared understanding of the reporting requirements for sector management and provide information to help Sector Managers complete their Sector Operations Plans, due in September, 2009.

The NMFS Dockside and At-Sea Monitoring Workshop I included the following components:

- Presentation and validation of the themes and principles derived from interviews conducted prior to the workshop
- Review of Amendment 16 (A16) and the sector reporting requirements contained within it
- Government presentations of NMFS weekly sector and at-sea reporting requirements
- Mapping of the current and proposed data requirements
- Industry presentations on the Dockside Monitoring Strawman and at-sea monitoring
- Designing and validating the process flow of reported data for the weekly sector reports
- A discussion of the elements of Sector Operations Plans
- Next steps discussion for Workshop II

As a result of this two-day workshop, participants achieved the following outcomes:

- A shared understanding of the sector reporting and monitoring requirements
- A shared understanding of the data elements for reporting
- A shared understanding of the key inputs to the Sector Operations Plans
- An agreement of next steps and action items to be accomplished prior to and at Workshop II

The workshop concluded with an agreement from participants to reconvene on July 8-9, 2009, at the North East Regional Office in Gloucester, MA, for a second workshop. It was requested that Workshop II include a debrief of the results from the New England Fisheries Management Council June 22-25, 2009 meeting, along with a more detailed conversation about the elements of the weekly sector management reports. The following report provides a detailed description of the workshop components, along with the key deliverables created throughout the workshop.



Workshop Day One

Opening

The Deputy Directors for the Northeast Fisheries Science Center, Frank Almeida and Northeast Regional Office, Christopher Mantzaris, kicked-off the workshop by thanking the participants for attending and encouraging a collaborative and open dialogue over the two-day workshop.

Setting the Stage

To set the context for the workshop, guidelines were introduced that would be used to direct discussions and aid participants in making decisions.

The first distinction, “Working Definition of Consensus,” was used to clarify how decisions would be made during the meeting. It ensured that participants’ points of views were heard and the group achieved consensus on desired outcomes.

The following ground rules were developed by the participants as guidelines for how they wanted the meeting to be conducted.

- Be respectful of other’s ideas
- Say your name/affiliation
- Address the issue, but keep moving

**WORKING DEFINITION OF
CONSENSUS**

- The process we used was explicit, rational & fair;
- I was treated well, my inputs were heard;
- And I can live with the outcomes.



Interview Themes

In preparation for the workshop Touchstone Consulting Group (Touchstone) conducted interviews to gather data regarding the various levels of stakeholder agreement and understanding around Amendment 16 reporting requirements, and what would make the workshop a success. Touchstone interviewed over 20 Workshop I attendees prior to the meeting, seeking to develop a very broad, rather than deep, understanding of the issues and points of agreement and disagreement. The interviews produced over 50 pages of raw data. This data was then themed to identify the points of alignment and misalignment among those interviewed. The themes and principles were presented to the attendees at the beginning of the first day. The themes were as follows:

All participants have their own needs that must be met, but all agree on one common need to sustain the fisheries!



Amendment 16 Could Help...

- **The industry is open to move from input to output controls**
 - Improves flexibility
 - Reduces burden
 - Improves the viability of the industry
- **The government is open to seeking input from industry on “how”**
- **There’s opportunity in A16 – if it’s fair and done right**
 - There is a general knowledge about what A16 intends to achieve. However, there is not agreement in how A16 will play out
- **All want a system that works**
 - We must agree on data collection and transfer protocols so we don’t have “two” reporting systems running at once
- **This could be a “win-win” for all**

There are trust issues and baggage within this community

- **Trust is critical up, down and across**
 - Trust that there are no loopholes that could be used to game the system
 - Trust that we (industry) will do it right: We need you (government) to articulate “what” is to be reported but not “how” it should be reported
 - Trust that the government will work together and speak with one voice
- **Transparency and clear communications will help**
 - Answer this: “Who do I report to, where are these data going and why?”
 - Answer this: “Where are these data coming from and why are there differences?”

We All Need Data

- **Different roles and responsibilities drive different needs**
 - Vessel Owners: Run a compliant, profitable and sustainable business/vessel...
 - Sector Managers: Run a compliant, profitable and sustainable sector and protect the fish and the fishermen...



- NERO: Monitor quotas and ensure equity in regulating the industry...
- NEFSC: Provide accurate stock assessments...
- **If needs are met by an efficient system, benefits can be realized**
 - Less wasted fish
 - Fishing businesses are going to be more profitable – the market will respond.

Technology Will Help, But...

- **Both industry and government believe in the use of technology and software to capture and report relevant data**
 - Each have started developing their own tools
- **Lesson Learned: Industry would rather start with At-Sea Monitoring (ASM) early and do it right, then wait and rush**
 - Even though ASM is not required until 2012, industry wants to clarify ASM, along with Dockside Monitoring (DSM) – so that reporting processes can be designed in their totality to the extent possible.
- **Technology will require upfront costs that need to be managed**
 - But could result in long-term benefits
 - Changes could be costly, so proper planning is critical

In addition to what were shared as major themes, the interviewees were asked to envision where this group would be in twelve months' time. This information was also themed and shared at the Workshop:

- The Fisheries Management Council will have made a decision on A16 implementation
- Trust will have been improved between government and industry
- NMFS will be getting sector catch information in the correct format
- The timeliness of reporting will increase and accuracy will improve
- Government will speak with one voice and will have honored commitments (i.e., input controls have been minimized or eliminated)
- DSM systems will be operating
- Monitoring companies (e.g. third party weigh masters) will have relationships with sectors and understand operations of each sector
- Impact of start-up costs for monitoring will be minimized by government assistance



- Staff in will be in place and roles and responsibilities and business process will be clear
- We will start to realize benefits

Principles

From the identified themes, a number of guiding principles were derived and presented to the workshop participants. Principles were compared to the lines on a highway, or the guiding practices which we all recognize and abide by on our journey toward making this transition a success. The principles were received well and prompted a good discussion that helped gain a shared understanding of what the various stakeholders expected as they move forward with sector management:

- **A viable fishery is a shared responsibility**
 - All stakeholders understand and uphold their responsibilities
 - Data must be high quality
- **Costs and value are always considered**
 - Economic viability for the sectors – there is a return on investment
- **Seek to find efficiencies**
 - Gather data once for multiple purposes
 - Minimize reporting burden
- **Transparency is the norm**
 - Data and analysis are available on time
- **Simplicity!**
 - Don't reinvent the wheel if it doesn't need to be reinvented (i.e., tweak it when needed if that is sufficient)

The slide titled "Principles" contains a numbered list of four items. At the bottom right, there are three colored circles (red, yellow, green) and the Touchstone logo. At the bottom left, there is a small number "21" and the text "Proprietary and Confidential".

Principles

1. Take the next 15 minutes at your tables to review and discuss the principles
2. Come up with any suggestions or upgrades to the principles
3. Pick someone to represent your table to report out suggested upgrades
4. We will vote to get a DRAFT set of operating principles

21
Proprietary and Confidential
Touchstone



Amendment 16 Overview

Following the presentation of the interview themes and principles, the group heard a presentation on monitoring requirements under Amendment 16. This presentation was given by Mark Grant from the NMFS Northeast Regional Office. In this presentation Mr. Grant covered the following items:

- Overview of Amendment 16 Timeline
 - June 17: Committee selects preferred alternatives to recommend to Council
 - June 25: Council adopts Final EIS
 - November/December: Proposed rule publishes
 - March, 2010: Final rule target date
 - May 1, 2010: A16 effective
- Overview of Council Decisions
 - Sector allocation method
 - Accountability Measures (e.g., post year trading)
 - Assumed discard rates
 - Sector monitoring measures
 - Dockside and at-sea monitor coverage levels
 - Details of reporting elements
- Overview of Items Proposed in Amendment 16
 - Sector reports to NMFS
 - At-sea monitoring
 - Dockside monitoring
 - Sector/Provider database maintenance
 - Universal exemptions



A number of questions were asked at the end of this presentation that were either answered or captured in the [burning questions](#).



Sector Manager's Report

John Witzig, of the Fisheries Statistics Office (FSO) in NERO, provided the group with a presentation on the sector manager's report, as it might exist under Amendment 16. In this presentation he covered:

- **The reporting systems under both the current and new systems**
- **Current System**
 - Vessel Trip Reports
 - Landings (Dealer) Reports
 - Vessel Monitoring System
 - Observer Program
- **New System**
 - Hail-in / Hail-out
 - Dockside Monitoring
 - At-Sea Monitoring
 - Sector Managers Reports

Much of the conversation centered on the sector manager's reports. John discussed a proposed template for the weekly sector manager's report and the required data elements. He also discussed the resolution of discrepancies between NMFS data and sector reported data for previous weeks and the coordination of data auditing with Sector Managers, FSO, and the Northeast Fisheries Science Center (NEFSC).

Mr. Witzig also discussed the proposed schedule (below) for the development of the sector manager's reports.

- Jun – Aug 2009
 - Workshop I & II
 - Finalize Operations Plan
- Sep – Dec 2009
 - Develop and test data delivery applications
 - Develop data auditing standards requirements
 - Develop sector accounting system
 - Pilot Test Dockside Monitoring protocol
- Jan – Feb 2010
 - Deliver test data to Sector Managers
 - Finalize Dockside Monitoring Protocol
- March – April 2010

The image shows a slide titled "Weekly Sector Report Content" from NOAA Fisheries Service. It contains two tables. The first table, "Weekly Sector Report", has columns for Week ending date, Stock Area, Species, Gear, # of fishing trips completed, Landings (kg), and Retained (kg). It lists data for 2009-10 for the Georges Bank and Gulf of Maine areas across various species like Cod, Haddock, and Atlantic Halibut. The second table, "Weekly Sector Summary Report", has columns for Week ending date, Stock Area, Species, Total # of fishing trips completed, Total Landings (kg), Total Retained (kg), and Total (kg). It provides summary data for 2009-10 for the same areas and species.



- Final test of all applications & data delivery systems
- May 2010
 - Initiate Sector Operations
 - Deliver Managers Reports
- June – August 2010
 - Monthly Data Review Workshops with Sector Managers

A number of questions were asked at the end of this presentation that were either answered or captured in the [burning questions](#).

At-Sea Monitoring Program & Assumed Discard Rate

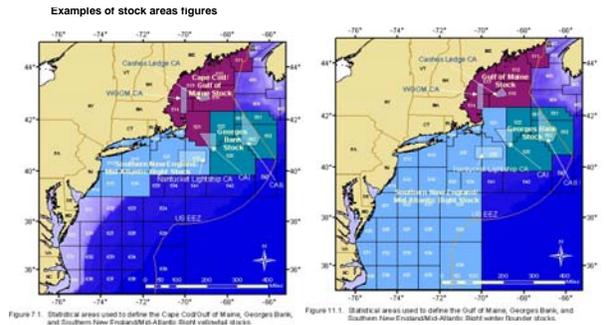
Following the morning’s presentations, Amy van Atten from the NEFSC, presented the reporting requirements for the At-Sea Monitoring Program. These requirements were provided in a detailed hand-out and included the following topics: certification of at-sea monitor providers, training and re-fresher training of at-sea monitors, gear needed, pay, pre-trip notification, vessel safety, vessel selection, data collection and reporting. A workshop for at-sea providers is proposed.

Most of the at-sea monitoring discussion was around at-sea coverage rates and the calculations for the assumed discard rate. Susan Wigley, also from the NEFSC, described how discard rates are calculated and how assumed discard rates would interact with the data provided by either an at-sea monitoring program or on-board observers. She illustrated this through examples of her calculations with the understanding that the data included in the examples were sample data for illustrative purposes only.

Ms. Wigley emphasized the point that the assumed discard rate would only be applied to vessels belonging to a sector that did not have an at-sea monitoring program. Ms. Wigley noted that the assumed discard rate was necessary given the fact some sectors may elect not to have an at-sea monitoring program in FY2010 and FY2011. There was some concern regarding the use of historic data to calculate the assumed discard rates, because some discards were regulatory versus operational and the new sector management would reduce if not eliminate the regulatory discards. There were a number of [action items](#) taken on by both industry and government to resolve this concern.

A number of questions were asked at the end of this presentation that were either answered or captured as [burning questions](#) to be resolved later in the workshop or at a later date.

List of species and statistical areas that define stocks		
Species	Stock area	Statistical areas
Atlantic cod	Georges Bank Gulf of Maine	521, 522, 525, 526, 533, 534, 537 - 539, 541 - 543, 551, 552, 561, 562, 611 - 616, 621 - 629, 631 - 639
Haddock	Georges Bank Gulf of Maine	521, 522, 525, 526, 533, 534, 537 - 539, 541 - 543, 551, 552, 561, 562, 611 - 616, 621 - 629, 631 - 639
Yellowtail flounder	Georges Bank Cape Cod/Gulf of Maine Southern New England	522, 523, 551, 552, 561, 562 464, 465, 511, 512, 513, 514, 515, 521
Winter flounder	Mid-Atlantic (SNE) Georges Bank Gulf of Maine Southern New England	526, 533, 534, 537 - 539, 541 - 543, 611 - 616, 621 - 629, 631 - 639 522, 525, 551, 552, 561, 562 464, 465, 511, 512, 513, 514, 515
Witch flounder	Mid-Atlantic (SNE)	521, 526, 533, 534, 537 - 539, 541 - 543, 611 - 616, 621 - 629, 631 - 639
American plaice	unit stock	464-639
Redfish	unit stock	464, 465, 511 - 515, 521, 522, 525, 526, 551, 551, 561, 562
Pollock	unit stock	464, 465, 511 - 515, 521, 522, 525, 526, 537 - 539, 551, 552, 561, 562, 611, 612, 613
White hake	unit stock	464, 465, 511 - 515, 521, 522, 525, 526, 533, 534, 537 - 539, 551, 552, 561, 562, 611 - 625
Wolfish	unit stock	462 - 467, 511 - 515, 521, 522, 525, 526, 551, 551, 561, 562





Data Mapping

Following the NMFS presentations around sector reporting requirements, the attendees mapped out the proposed reporting requirements under Amendment 16. Participants identified each reporting element, the responsible party who must provide the information, and the section of the trip in which the data must be reported from. This information is captured in the table below.

Source Report	Hail Out	Current Observer	At Sea	Hail In	Dockside Monitoring	Vessel Trip Reporting	Dealer Report
Sector Manager							
Dealer					Dealer provides Dealer -Slip		Dealer Report
3rd Party	Confirmation Email to Vessel		At Sea Monitoring Data Trip Information - NEFAMP		3rd Party Report		
Vessel	Pre-Trip Notification VTR - Trip Serial Number Broad Stock Area Estimated Trip Time Declaration			Notification to 3rd Party Doc Monitor -When Land -Which port -Est. Catch	VTR - Trip Serial Number	VTR - Trip Serial Number	VTR - Trip Serial Number
NMFS	Confirmation Email to Vessel			Trip End Notification			

Data elements by phase and source

The new data elements relating to Amendment 16 and sector requirements are highlighted in red text.

Dockside Monitoring Strawman

Following the data mapping activity, Cindy Smith presented the Dockside Monitoring strawman prepared by a working group facilitated by the Gulf of Maine Research Institute (GMRI) to the group.

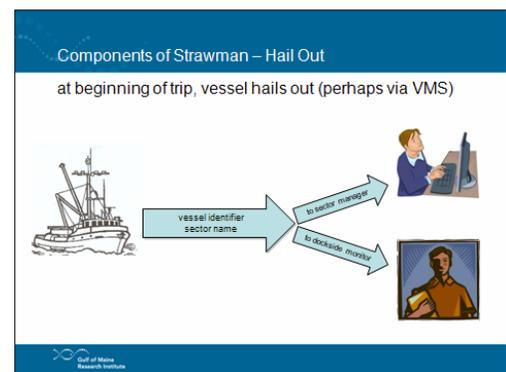
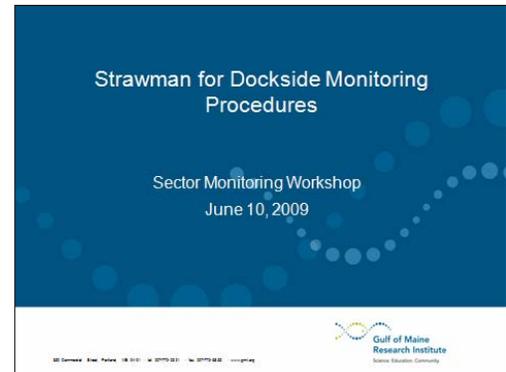
The presentation covered the following items:

- Development of Dockside Monitoring strawman
- Components of strawman
- Studies to explore
 - testing the proposed monitoring plan over the summer
 - feasibility of <100% dockside monitoring

The strawman presented the proposed data flow of information for the dockside monitors. The data flow covered the data suppliers and data receivers during the hail out, hail in, the offloading to the dealer/truck, and additional considerations.

GMRI also indicated that they wish to conduct two studies to further industry's understanding of dockside monitoring implementation:

- Pilot Study to test Dockside /Roving Monitoring procedures and get a better idea of potential costs
 - What will it take to implement the strawman?
 - Port Clyde and CCCHFA sectors are participating in Pilot Study.
 - Funded jointly by EDF and GMRI.
- <100% dockside monitoring feasibility study
 - Is it possible to design a dockside monitoring program with less than 100% coverage that delivers the necessary compliance while reducing costs?
 - Should be ready by June Council meeting.
 - Hope to report to Council to keep <100% option open if feasible.
 - If Council keeps door open, GMRI will issue RFP to design a <100% program.



A number of questions were asked at the end of this presentation that were either answered or captured as [burning questions](#) to be resolved later in the workshop or at a later date.



At-Sea Monitoring Strawman

Melissa Sanderson from the Cape Cod Commercial Hook Fishermen's Association, presented information about the Cape Cod Fixed Gear and Hook Sectors at-sea monitoring program and sector manager tool to the group.

Cape Cod Fixed Gear and Hook Sectors are the first sectors to implement a sector at-sea pilot program based on the proposed requirements of A16.

Ms. Sanderson presented the findings of their pilot program. She discussed the sector management priorities and goals:



- **Priorities**
 - Socio-economic decisions made by the self-defined community
 - Quotas set by best available science to control mortality and restore stocks
 - Increased accountability and monitoring
 - Real-time reporting, analysis, and management
- **Goals**
 - 1) Accurately and transparently quantify catch (landings and discards) in a timely manner
 - 2) Generate high rates of coverage in order to increase certainty of the most accurate and necessary rates of coverage
 - 3) Refine and develop a protocol that meets Goal #1 in a way that doesn't impair fishing abilities
 - 4) Generate fisherman buy-in and investment, to meet Goals #1 and #2
 - 5) Generate "comfort" with the inconvenience of having data collectors on vessels
 - 6) Identify and prioritize data collection based on goals of the program
 - 7) Analyze differences in discard rates between sector data collection, VTR-reported discards, and NEFOP-reported discards
 - 8) Deploy, analyze, and confirm abilities and inabilities of electronic video monitoring
 - 9) Enforce Sector and other regulations

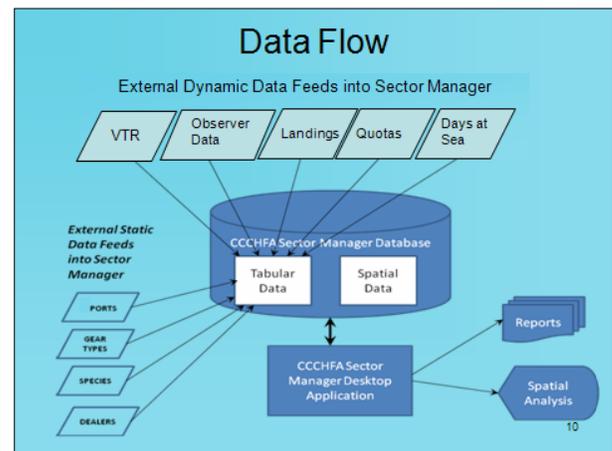
Following this discussion Ms. Sanderson presented the findings of the first two years of the Cape Cod Fixed Gear and Hook Sectors' pilot program, highlighting the at-sea data collection coverage, discard information, and their study of electronic video monitoring. For the results from the first two years of the program, please see the presentation posted on the NMFS website. at :

<http://www.nero.noaa.gov/sfd/sfdmultisector.html>



Ms. Sanderson also discussed the pilot programs data flow and the process which they have implemented for gathering and managing the data necessary to manage their sectors. She spoke of the program’s successes, and there was discussion around what possible modifications might have to be made to their pilot program based on the final wording of Amendment 16.

Following this presentation we captured all burning questions or issues the group had regarding the presentation. Those questions and issues are captured in the [burning questions](#) section of this report.





Burning Questions and Issues from Day One

After each presenter and throughout the day, burning questions and issues were captured from the participants. The questions or issues were characterized as questions or issues which participants wished to consider further or seek answers for, but given the constraints of time and available expertise, the answers were not immediately available. As such, the questions and issues were documented and tabled for the time being, with the understanding that government and/or industry will take these questions and issues and address them in the time after the meeting.

The burning issues/questions from the first day were as follows:

- **Long term cost implications of A16**
 - How will new sector management reporting be paid for?
 - Has anyone conducted a cost analysis of DSM that considers liability issues, sales at remote station, etc.
- **Data and Role Redundancy**
 - Two systems – concern with input and output controls
 - Systems we are developing must be robust enough to handle both sector and non-sector members
- **Two Position Reports are Captured - Which takes precedent?**
- **A16:**
 - Council Decision: Southern New England Winter Flounder Policy
 - Discuss: Abolishing discards?
 - Clarify the purpose of DSM
- **A Standard Stock Attribution Model is requested by industry** – eVTRs would support this but it is not required
 - Allocating the catch to the stock
- **Assumed discard rate** is not well understood – Concerns of inequity
 - Regulatory vs. Operational Discards: these need to be delineated
 - Need a finalized sector list to calculate good faith approximation of sea day coverage for at-sea monitoring (a separate analysis from assumed discard rates). The updated sector list was requested to calculate approximate sea day coverage for each sector.
- **Process of determining vessel selection for monitors**– if less than 100% DSM and At-Sea Monitoring



Workshop Day Two

Day two kicked-off with a review of the themed principles, the new data elements for sector reporting, and a review of the burning issues.

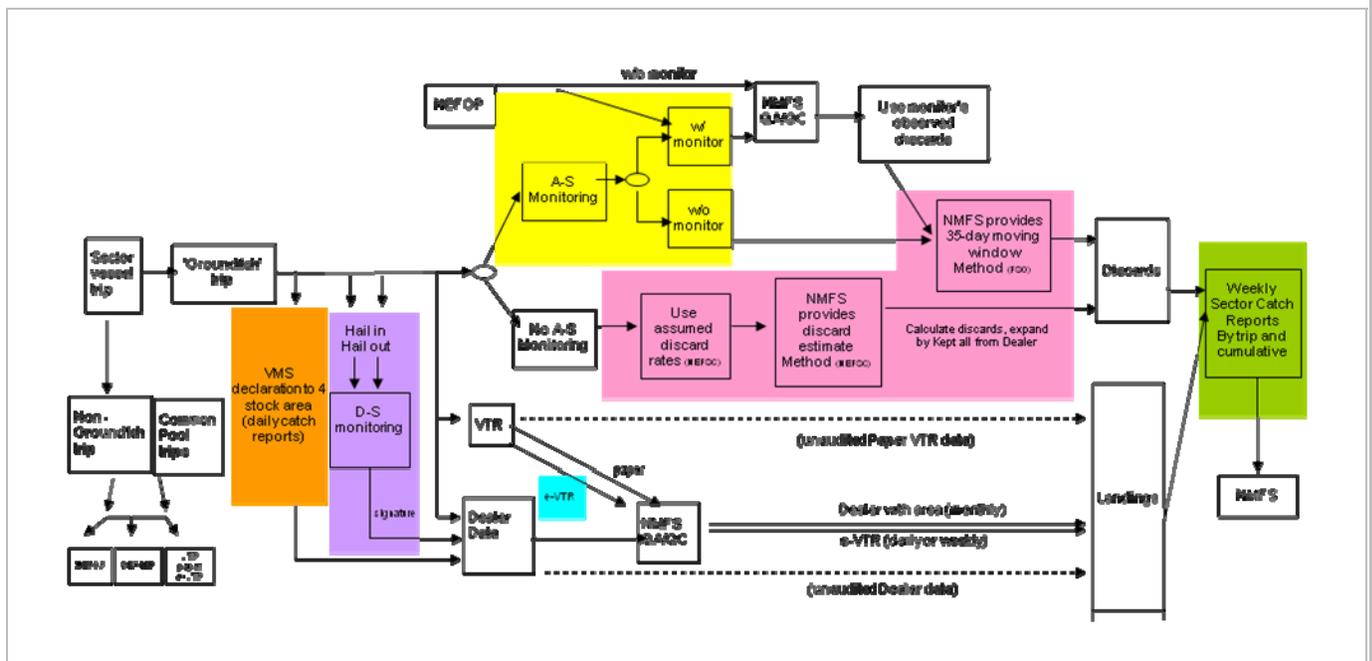
Assumed Discard Rate Calculations

Susan Wigley then took the group through a number of examples for the assumed discard rate calculations. These examples helped the group understand the different methods and equations being used in these calculations. A good faith approximation method to estimate at-sea coverage was also explained. There were questions regarding the discard estimation for vessels that belong to a sector with an at-sea monitoring program. Dan Caless from NERO was asked a number of questions regarding the '35-day moving average' method that were either answered or captured as [burning questions](#) to be resolved later in the workshop or at a later date ([action items](#)).

Data Process Mapping

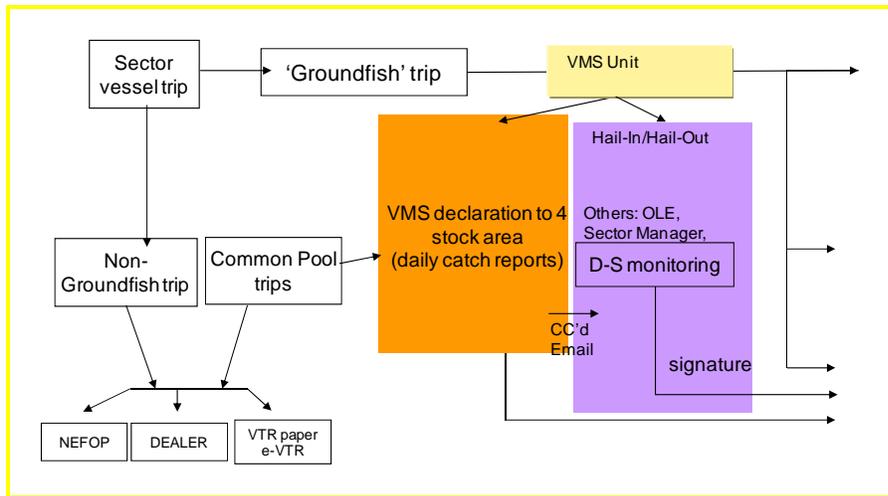
Following Ms. Wigley's demonstration around the assumed discard rates, the group began a discussion of the potential flow of data, after the passing of Amendment 16. This exercise was conducted using a Data Flow Process Map (refer to Diagram below). The group took a look at each individual portion of the map and made edits to reflect the changes based on a shared understanding of Amendment 16.

Original Map



Section One

The group started by discussing the role of the VMS unit. The data flow map was revised to account for the fact that the VMS unit plays a role in both the VMS declaration to the four stock areas, as well as the automatically executed confirmation of the hail-in/hail-out upon the vessel crossing the demarcation line. The participants identified the possibility of interested parties copied on an email from the VMS declaration to the dockside monitors as a solution.



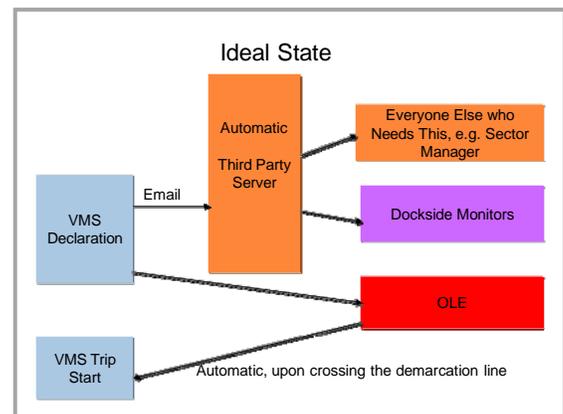
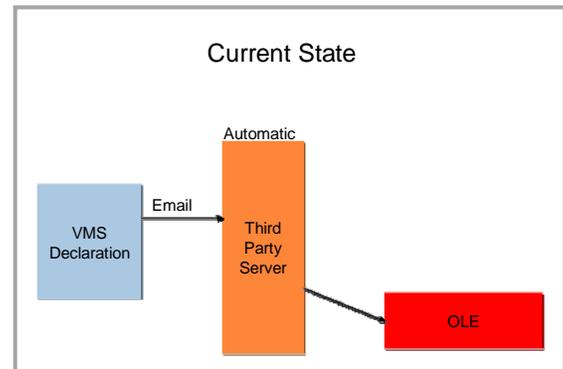
Information Distribution Ideals

The group then proceeded to discuss an ideal state of information dissemination in which the vessels would only have to supply their data once on the front end of each trip. They could, as the group posited, use their VMS unit to send a single information packet, which would then be distributed by an automatic third party server to all of the appropriate parties, including the dockside monitors and the Office of Law Enforcement (OLE). There was some concern that the added functionality for multiple emails to be sent on behalf of each vessel would incur added costs that would burden the vessel owner.

There were also concerns over the acceptability of the VMS Declaration to the OLE if it should pass through an unsecure third party server. The group mapped both the ideal state as well as the current state of the data flow. Those two graphs are captured here.

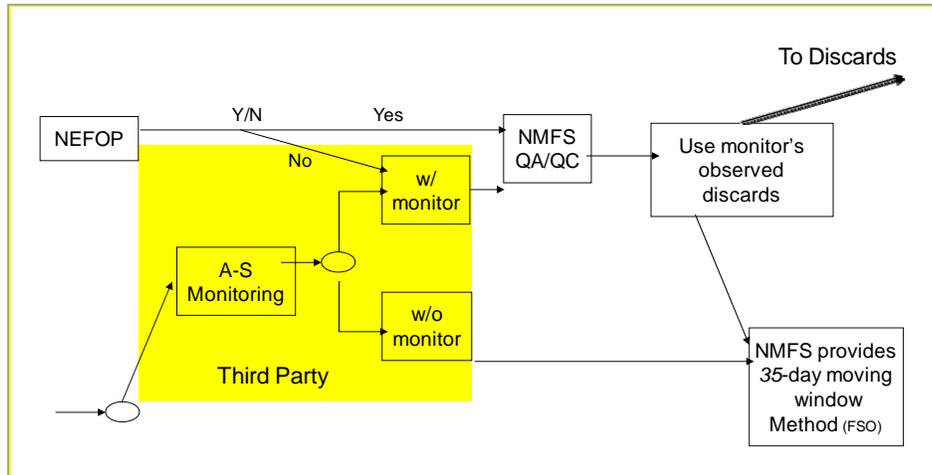
Section Two

In the second section of the data flow, the group examined





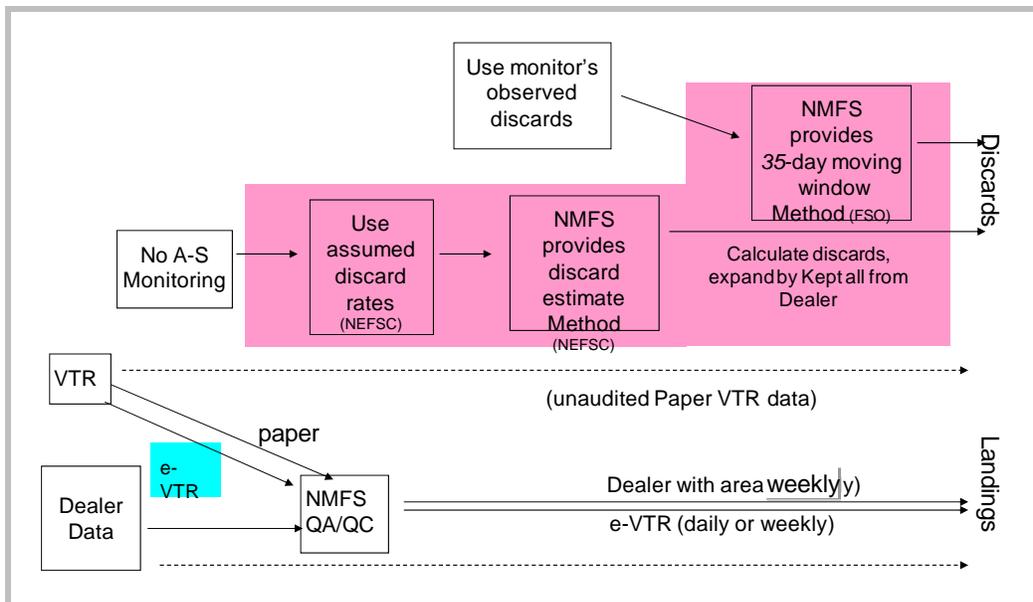
the portion in which NEFOP observers, if there is one on board the vessel, report information regarding the vessel's discards. The only edits or comments made were around the presence of a NEFOP observer. The group agreed that a NEFOP observer would take precedence over an at-sea monitor, but that either the data from an at sea board monitor or a NEFOP observer would be used for discard rate



consideration.

Section Three

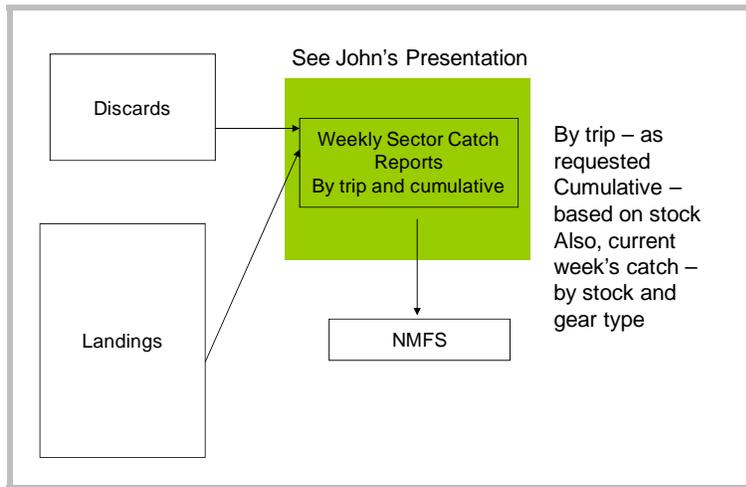
The workshop participants made no edits to section three, but for better clarification, see below for a detailed diagram of the data flow.



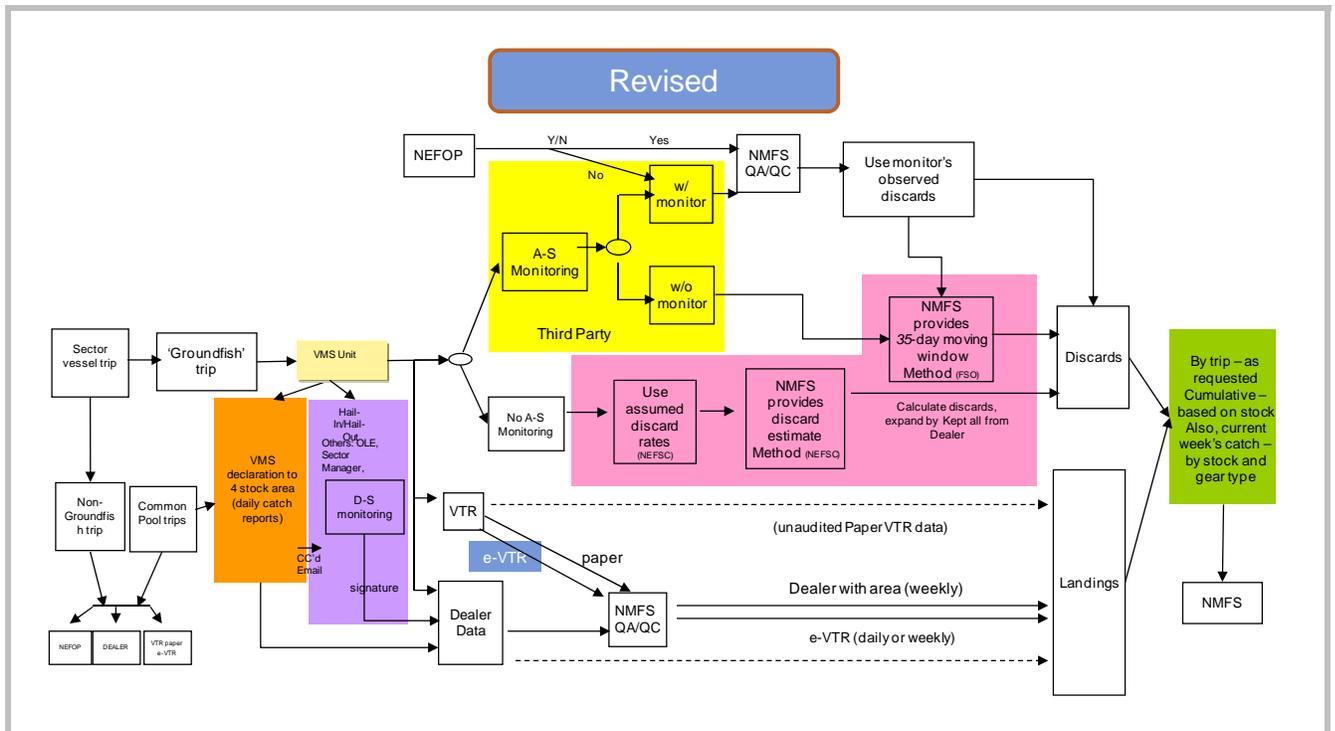


Section Four

The workshop participants made no significant edits to section four; however, they made note that more information regarding the Weekly Sector Catch Reports can be found in the presentation given by John Witzig. For better clarification, see below for a detailed diagram of the data flow.



The final data flow map was as follows:





eVTR Discussion

On the afternoon of the second day, workshop participants had a more detailed, technical discussion around electronic vessel trip reporting (eVTR). The discussion helped industry gain an understanding needed to begin developing this section of their sector operation plans.

There was a discussion on whether the software-generated serial numbers from the VMS unit might take the place of the unique paper identification numbers currently in circulation as a means of vessel identification.

The group also concluded that further investigation was needed into electronic signatures as a verification method for the submission of eVTRs.

The group concluded that General Counsel, FSO, OLE, and the Science Center need to get together to further discuss e-reporting. The group agreed the items on their agenda for this meeting should include:

- An overview of electronic signatures
- Chain of custody for vessel trip report data
- A list of regulatory items for electronic signatures
- Discussion around the gaps between the current paper system and the proposed electronic system
- A discussion around government software capability vs. reporting requirements
 - Determine format for sending and receiving information
- Provide e-signature reference
- Provide high-level report on the benefits of electronic reporting

Burning Questions and Issues from Day Two

The burning issues/questions from the second day were as follows:

- Get clarification on 4 Area Declaration – will the data be reported back to the Sector Manager?
 - Industry Question: What is the location data that we are using?
 - Industry Question: Who are we reporting it to?
- What method will be used for assumed discard rates?
 - Overall catch?
 - Stock specific?
- Industry needs to see the numbers used for the assumed discard rates based on what FMC determines – See Actions



- Need to address legal/technical requirements from a 3rd party report
- Need to know how to get audited data back
- Request: Let industry know what data OLE/NERO will be capturing
- Determine what information NMFS requires for the proposed Hail-In/Hail-Out system.
- Determine if the broad stock area requirements will be a part of the sector reports.
- Determine an approximation of how many dockside monitors would be necessary for successful implementation



Closing

In closing the offsite, the participants felt they had accomplished much and achieved the outcomes they had set out to achieve.

The participants gave one-two words to describe what they were feeling at the workshop's conclusion. Those words are as follows:

Comments

Collaboration

Understanding

Little Clarification

New Perspective

Holistic Approach

Expectations

Better understanding

Clarification

Flexibility

Transparent

Plans

Discards

Informative

Gap Shrinking

Dialogue

Education

Responsibility

Perspective

Education

Communication

Appreciation

Education

Who's Who

Clarity



Action Items

The following action items were recorded.

<p style="text-align: center;">Actions</p> 	<p><i>Touchstone Consulting Group:</i></p> <ul style="list-style-type: none"> • Monitor the outcomes of the upcoming Fisheries Management Council meeting • Provide a meeting report to be distributed to all participants • Provide copies of: <ul style="list-style-type: none"> ○ The themed interview data ○ The meeting principles ○ The data flow map – as designed by the group ○ Themed meeting feedback information <p>Conduct follow-up interviews with additional participants in preparation for Meeting II</p>
	<p><i>Government (Responsible Party):</i></p> <ul style="list-style-type: none"> • Monitor the outcomes of the upcoming Fisheries Management Council meeting – NERO, June 26 • Provide an approximation of their discard rates to sector managers (NEFSC) - Completed <ul style="list-style-type: none"> ○ Present the discard rates with and without regulatory discard - Completed • Convene to further discuss e-reporting (GC, FSO, OLE, and NEFSC). – Regional Center and others to discuss capabilities of Flounder, Initiate by June 22 <ul style="list-style-type: none"> ○ Status – Had two meetings with the regional office, including GC and OLE. • Provide a copy of the excel spreadsheet template of the sector manager’s report and the live-weight conversion rates, June 19 • Determine the data format and file layout for background data submission of the sector manager’s report, June 26 • NERO and NEFSC will meet to discuss stock-apportionment, July 3rd • Review the revised data flow diagram – by NERO/NEFSC, July 3 • Provide an examination of the 35-day rolling average of the by-catch average calculation, July 3 • Provide the reporting exemption information to industry



- Develop a good faith approximation of sea-day coverage, July 3
- The e-reporting agenda should include:
 - Learn more about electronic signatures
 - Develop a list of regulatory items
 - Discuss the gap between the current paper process and the upcoming electronic process
 - Discuss what industry is asking “Government Software Capability vs. Reporting Requirements”
 - Discuss the format of sending and receiving information
 - Learn more about e-signature reference (digitally linked impeded encryption) (Northeast Seafood Coalition)

Industry):

- Monitor the outcomes of the upcoming Fisheries Management Council meeting
- Send the interim roster (Sector Managers),NERO will ask Industry for this data
- Provide a good faith estimate of regulatory versus operational discard rates (Sectors) – contingent on bullet #2.

Develop and distribute to Government a high level report on the benefits of electronic reporting (Northeast Seafood Coalition)



APPENDIX A: NMFS Dockside & At-Sea Monitoring Workshop Feedback

Workshop I – Evaluation Feedback

June 10 – 11, 2009

Introduction

The purpose of this document is to provide a summary of the feedback that Touchstone Consulting Group received by at the conclusion of Workshop I on data monitoring. The purpose of gathering this data is for use in the design of Workshop II scheduled for July 8-9. The recommendations included below are based on the detailed feedback collected from 13 participant surveys.

Background

The National Marine Fisheries Service (NMFS) Northeast Regional Office (NERO) brought together a number of stakeholders including NMFS staff, sector proponents, sector managers, vessel owners, and other organizations to help develop the data and reporting requirements for the new sector management of groundfish that is being proposed under Amendment 16 of the Northeast Multispecies FMP.

The purpose of the two-day workshop was to come to a shared understanding of the reporting requirements for sector management, and provide information to help Sector Managers complete their Sector Operations Plans, due in September of 2009.

Upon conclusion of the workshop, participants were asked to complete a survey. This information was used to develop recommendations that will be used in the design of Workshop 2, scheduled for July 8-9, 2009.

Recommendations

- Utilize a meeting design that provides an opportunity for participants to be heard at the onset of the meeting.
- Continue the use of facilitators combined with a flexible time-format to allow for discussion around complex topics when needed.
- Speak with one voice, and be unified on requirements and expectations.
- Ensure strong follow-up on action between workshops to gain momentum and exhibit commitment.
- Be open, be transparent, and over-communicate.
- Tighten meeting logistics: know who will be in the room, improve the room layout, and send out read-aheads.



Summary of Participant Feedback

What Worked Well

- The overall meeting design was effective – participants felt that they were heard and were satisfied with the outcome of the meeting.
- The free-flowing interaction and conversations between NMFS personnel and fishing industry representatives.
- The group maintained focus during the meeting despite sometimes abrupt suggestions.
- Use of the themed principles and examples from both government and industry.
- Ability to discuss and at times resolve diverse and complex issues that were specific and technical.
- Real-time updates to the shared display to account for revisions or new information.
- Facilitators allowed for discussion and stayed committed to the outcomes of the meeting.
- The facilitators were able to address complex issues and demonstrated an in-depth knowledge of the discussion topics in an unbiased manner.

What Did Not Work Well

- Participants' did not understand nor enjoy the sticky wall activity in the afternoon of Day 1.
- Policy discussions during a technical meeting.
- Government participants avoiding direct answers to industry questions.
- Inability or unwillingness of NERO and NESC to speak with one voice with regards to technical calculations.

Consider these Future Topics

- Resolution, in detail, of issues of confusion and contention – burning issues.
- Detailed requirements of the sector operations plans.
- Standards for weekly reports, dockside monitoring, at-sea monitoring, discards, eVTRs, and communications.



APPENDIX B – Participant List

NAME	AFFILIATION
Terry Alexander	SHS
Frank Almeida	NMFS-NEFSC
Bill Semaru	NMFS-OLE
Eric Anderson	
Walter Anoushian	NMFS-NERO-FSO
Amy Van Atten	NMFS-NEFSC
Rodney Avila	
Ed Barrett	
Richard Burgess	
Dan Caless	NMFS-NERO-FSO
Richard Canastra	
Doug Christel	NMFS-NERO-SFD
Kevin Chu	NERO
Barry Clifford	NMFS-NERO-FSO
Martin Colby	NMFS-NERO-IRM
Ted Coogan	CF (NE-FIMS)
Aaron Dority	Penobscot East Resource Center
Elizabeth (Libby) Etrie	GMRI
Roger Fleming	
Wendy Gabriel	NMFS-NEFSC
Vito Giacalone	NSC
Mark Grant	NMFS-NERO-SFD
Ted Hawes	NMFS-NERO-FSO
Ken Ketcham	
Jonathan Labaree	GMRI
Emilie Litsinger	EDF
Jennifer Litteral	MFA-PC Sector
Bill McCann	Sector
William McCann	
David McCarron	IA-Team
Jo Michaud	AIS
Maggie Mooney-Seus	NMFS-NERO
Dan Morris	NMFS-NERO
Mark Muchelli	NMFS-OLE
Susan Murphy	NMFS-NERO-SFD
Jackie Odell	NSC



Dave Olma	
Jonathan O'Neil	NMFS-NEFSC
Joseph Orlando	
Tom Osmer	
Joan Palmer	NMFS-NEFSC
Mike Palmer	NMFS-NEFSC
Greg Power	NMFS-NEFSC-FSO
Carlos Rafael	
Paula Ryan	GFCPF
Melissa Sanderson	CCCHFA
Patricia Pinto da Silva	NMFS-NEFSC
Cindy Smith	GMRI
Melissa Vasquez	NMFS-NEFSC-SFD
Rob Vincent	NMFS-NEFSC-FSO
Mike Walsh	Pier 6
Joshua Wiersma	URI-NSC
Susan Wigley	NMFS-NEFSC
John Witzig	NMFS-NEFSC-FSO
Steven Wojcicki	