



UNITED STATES DEPARTMENT OF COMMERCE  
National Oceanic and Atmospheric Administration  
NATIONAL MARINE FISHERIES SERVICE  
Southwest Fisheries Science Center  
8901 La Jolla Shores Drive  
La Jolla, CA 92037-1508

<< Date >>  
<< Name >>  
<< Address >>

Dear << First Name >>,

I am writing to ask your help in improving the understanding of California's recreational fisheries and the Commercial Passenger Fishing Vessel fleet by participating in a voluntary study conducted by NOAA's Southwest Fisheries Science Center. The information collected will be used to provide estimates of the economic contributions of recreational fisheries, and the impact that changes in economic, environmental, and management conditions may have on these fisheries. The study survey will focus on two primary types of information: (1) information on business costs and earnings to be used for assessing the economic contribution and financial performance of this fleet, and (2) *your* opinions about the economic state of California recreational fisheries. The information collected will be aggregated for reporting purposes to insure your confidentiality and reported to resource managers and the public.

As a licensed California CPFV owner, we are hoping that you can help in this study. Your contact information was obtained from the California Department of Fish and Game (CDFG) through a cooperative agreement between CDFG and NOAA National Marine Fisheries Service. Data collected will be kept confidential as required by section 402(b) of the Magnuson-Stevens Act and NOAA Administrative Order 216-100, Confidentiality of Fisheries Statistics, and will not be released for public use except in aggregate statistical form without identification as to its source. While your participation is voluntary, we hope that you can help us in this research. If you have any questions or concerns pertaining to this survey, please contact James Hilger by telephone at 858-546-7140 or by email at james.hilger@noaa.gov.

Surveys will be conducted by Doyle Hanan of Hanan & Associates through an in-person interview at a convenient location near you. Please see the attached FAQ sheet for more information. Doyle Hanan will be contacting you in the upcoming weeks to schedule an in-person interview. You may contact Doyle Hanan by telephone at 858-832-1159 or by email at drhanan@cox.net.

***Your participation is greatly appreciated. Let your voice be heard.***

Sincerely,  
< Signature >

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NOAA Fisheries  
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858-546-7140 (james.hilger@noaa.gov)

