



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE
Northwest Fisheries Science Center
2725 Montlake Boulevard East
Seattle, WA 98112-2097

To Whom It May Concern:

We would like to inform you of a new study focused on individuals who participate in any aspect of the West Coast Groundfish Fishery. Please see the attached flyer for more information. This study aims to gain information about the individuals in the fishery both before and after the upcoming fisheries management change to a 'rationalization' program. The main tool to collect data for this research is a survey. Over the next several months, NOAA Fisheries will be surveying individuals whom are part of the West Coast Groundfish Fishery. The survey will be conducted by the Northwest Fisheries Science Center's (NWFSC) Human Dimensions Program. We invite you, your industry colleagues or employees, or others connected to the fishery to participate in the study.

As social scientists, we study the human dimensions of ecosystems, working to better understand people and their relationship to marine resources. In this study, we are interested in learning more about the people connected to the West Coast Groundfish Fishery. We think of industry members as vessel owners, permit owners, permit lessees, vessel operators/captains, crew members, processor owners, processor employees, buyers/first receivers, shore support companies, as well as others connected to the industry.

The survey will begin in early August 2010 and continue until the implementation of the new 'rationalization' program, currently scheduled for January 1, 2011. The best method for administering the survey is by conducting them in person. This will be done by scheduling an appointment ahead of time; we can conduct the survey at a time and location that is convenient for the person completing the survey. We can also provide any additional information or answer any questions that may arise. The survey may be given to multiple people at once or to individuals. Depending on the person being surveyed, we expect the survey to take about one hour to complete. If it is not possible to meet in person, the survey will be available on-line and through the mail. In addition to the survey, the researchers would greatly appreciate an opportunity to conduct a short interview to obtain any other information that is important to your participation in the fishery.

We understand that your time and that of your employees and colleagues is very valuable. We encourage your participation in this survey as you and other industry members are the only people that can provide the necessary information. By collecting this information we can better understand the industry itself. Please expect a follow up call within two weeks to discuss any questions and schedule appointments.



Thank you very much for your consideration and we look forward to talking to you further. If you have any questions about our program, the study, or would like to schedule your appointment please contact us at the number provided below or email at nwfsc.XXXXXXXXXX@noaa.gov or see our web page at www.nwfsc.XXXXXXXXXX@noaa.gov.

Thank you again for your time and consideration.

Sincerely,

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