



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE

<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

NOAA Fisheries (the National Marine Fisheries Service) is conducting a study to learn more about charter halibut permit (CHP) holders' views of, and experiences with, the Alaska Halibut Catch Sharing Plan (CSP). We are interested in hearing your opinions about the CSP, particularly about the Guided Angler Fish (GAF) leasing program and similar programs. With your help, we can provide better information to fishery managers to improve and enhance fishery management practices.

Your participation in this survey is completely voluntary. You were selected since you hold a CHP. We are contacting all CHP holders, but the population is small, so your help is critical to the survey's success. In the next few days, you will receive a questionnaire in the mail from <Survey Firm>, a survey research firm that is assisting us in conducting the survey.

Even if you are unfamiliar with the specifics of the CSP and the GAF leasing program, your opinion matters. To keep costs low and to make sure we hear from enough CHP holders for the results to be scientifically valid, we need to hear from you.

Thank you in advance for your help.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration





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<DATE>

John Smith
123 Main Street
Anywhere, USA 12345

Dear <Name>

Enclosed is the questionnaire I wrote to you about last week.

We need your help to learn about the effects of the Alaska Halibut Catch Sharing Plan in Alaska. With your help, we can provide better information to fishery managers that can help them in making sound policy decisions.

The survey discusses the Guided Angler Fish (GAF) leasing program, as well as other related programs. Even if you have no experience with leasing GAF, your opinion matters. Although your participation is voluntary, you are part of a small population of charter halibut permit (CHP) holders being contacted to participate, so hearing from you is really important.

The survey takes most people about 30 minutes to complete, sometimes more, sometimes less. All information you provide in the survey is considered confidential under section 402(b) of the Magnuson-Stevens Act (16 U.S.C. 1801, *et seq.*) and NOAA Administrative Order 216-100. Only aggregated results from the survey will be released publicly. Your personal information will not be disclosed and will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA. The identification number on the survey is there so that <Survey Firm>, a survey firm hired to assist us, can check your name off when the questionnaire is returned. If you have any questions, please call them toll-free at 1-800-XXX-XXXX.

We realize your time is valuable and truly appreciate your participation in this survey.

Thank you for your help, and please remember to complete all the questions.

Sincerely,

Dan Lew
Project Director
National Oceanic and Atmospheric Administration



Last week a questionnaire was mailed to you seeking information about your opinions about the Alaska Halibut Catch Sharing Plan.

If you have already completed and returned the questionnaire, please accept our sincere thanks. If you have not completed and returned it, we ask that you do so today.

It is very important that we hear from you. Since the population of saltwater sport fishing charter businesses is small, your voice matters. Your response will help inform decision makers about this topic. However, a high rate of participation is required to include the results from the questionnaire.

If you need another copy of the questionnaire, please call <Survey Firm>, a survey firm hired to assist us, at **1-800-XXX-XXXX** and a questionnaire will be mailed to you today.

Thank you for your help.

Dan Lew
Project Director
National Oceanic and Atmospheric Administration



Halibut CSP Survey
TELEPHONE FOLLOW-UP

Hello, my name is _____ and I am calling from <Survey contractor> in <location>, on behalf of National Marine Fisheries Service's Alaska Fisheries Science Center. I am trying to reach [name on address].

[IF NOT AVAILABLE] Thank you, I will call back later. When would be a good time to reach [name on address]?

[IF QUALIFIED RESPONDENT IS ON THE PHONE]

QA Recently, we mailed you a questionnaire asking you about your opinions about the recently-implemented Halibut Catch Sharing Plan in Alaska. The survey had a picture of charter boats on the cover and was titled "Your Opinions About GAF in the Halibut Catch Sharing Plan". Do you remember receiving that questionnaire?

1 YES

2 NO [*SKIP TO QA2*]

QA1 As of today, we have not received your completed questionnaire. As a charter halibut permit holder, you are probably aware of the regulatory changes that have occurred in the Alaska saltwater sport fishing charter sector in recent years, including the adoption and implementation of the Halibut Catch Sharing Plan (commonly called the CSP). The purpose of this survey is to gather information from CHP holders like you about their views on the CSP and similar programs. As one of a small population of CHP holders we are contacting, your response is very important, and we would greatly appreciate it if you would participate in the survey. Would it be possible for you to complete the mail survey and return it in the next week?

1 YES [*SKIP TO VERIFY*]

2 NO [*SKIP TO QA3*]

3 SURVEY HAS ALREADY BEEN RETURNED [*THANK YOU, SKIP TO*
CONTINUE]

QA2 We are collecting information Alaska charter halibut permit holders to help the federal government better assess the economic effects of management and regulatory actions (currently in place or potential) on Alaska charter boat fishing businesses. Your input is very important since if too few people respond, the results of the analysis cannot pass scientific standards, and thus will not be used to inform decision makers about CHP holders' views of current and potential management actions. If we sent you a questionnaire in the mail, would it be possible for you to complete it and return it within a week of receiving it?

- 1 YES *[SKIP TO VERIFY]*
- 2 NO TO MAIL SURVEY *[SKIP TO QA3]*
- 3 SURVEY HAS ALREADY BEEN RETURNED *[THANK YOU, SKIP TO CONTINUE]*

QA3 Okay, would you be willing to take the survey over the telephone today?

- 1 YES, telephone survey now – *[SKIP TO TELEPHONE_SURVEY]*
- 2 YES, but not now – *[SKIP TO RESCHED]*
- 3 NO - *[SKIP TO QB]*

RESCHED: (If they indicate they'll take survey by telephone at a later date)

Okay, thanks for agreeing to complete the survey by telephone. We expect it will take about 30 minutes. What date and time would you be available to complete the interview?

Date: _____

Time: _____

Thank you, We will call you back then. If possible, please have the paper questionnaire available when we call, as the interview goes faster if you have the survey handy. *[GO TO QB]*

VERIFY (If new survey needs to be sent)

I would like to verify the address for [name of business] as...

STREET ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____

Is this correct?

- 1- NO – *[RECORD NEW ADDRESS.]*
- 2- YES

Okay, I will send another questionnaire out today. *[GO TO CONTINUE]*

CONTINUE (If they indicate survey has been or will be returned)

Thanks for your participation. *[GO TO QB]*

QB It is very important for our analysis that we understand how those who haven't returned the survey compare to those who did. This way we will not misinterpret the results. Could I take about 4 minutes to ask you a few questions that will help us with our work? I'd like to remind you that all of your answers are confidential and your name will not be revealed to anyone.

- 1 YES [*SKIP TO Q1*]
- 2 NO [*THANK AND TERMINATE*]

Classification Questions

Q1 A main purpose of the Catch Sharing Plan (CSP) is to establish how much of the total allowable catch of Pacific halibut is allocated between the recreational charter and commercial fisheries. In general, how positively or negatively do you view the CSP as a whole?

- Very positively
- Somewhat positively
- Neither positively nor negatively
- Somewhat negatively
- Very negatively

Q2 The CSP allows **charter halibut permit (CHP) holders** to lease **Individual Fishing Quota (IFQ)** from commercial fishermen holding quota shares for Pacific halibut. When leased, the IFQ, which are measured in pounds, are converted to **guided angler fish (GAF)** using an area-specific conversion factor based on the previous year's average weight of GAF. (CHP holders owning commercial IFQ may convert a portion of their IFQ into GAF as well.) GAF can be used by charter clients to harvest up to two fish of any size per person per day, regardless of charter-specific bag and size limits.

In general, how positively or negatively do you view the GAF component of the Catch Sharing Plan?

- Very positively
- Somewhat positively
- Neither positively nor negatively
- Somewhat negatively
- Very negatively

Q3 How positively or negatively do you believe the ability to use GAF will affect your business?

- Very positively
- Somewhat positively
- Neither positively nor negatively
- Somewhat negatively
- Very negatively

Q4 Do you plan to lease GAF during 2015?

- Yes
- No
- Don't know

[IF RETURNING SURVEY] Thank you, this will help with our preliminary analysis. Receiving your completed survey will greatly help improve our understanding of CHP holders' views of halibut management in Alaska. Thanks again, and have a good evening.

[IF NOT RETURNING QUESTIONNAIRE] That's all the questions I have for you. Do you have any comments that you would like to add? Thank you for your time. We really appreciate your participation in this brief survey. Thanks again, and have a good evening.

[END]

TERMINATE

[IF RESCHEDULED FOR TELEPHONE INTERVIEW] Okay, we will call you back at <TIME rescheduled> on <DATE rescheduled> . Thanks again and have a good evening.

[IF NOT] Okay, thank you for your time and have a good evening.

[TO BE COMPLETED BY INTERVIEWER]

Respondent gender: MALE
FEMALE

LANG Language or other barrier:

- 1 YES, POSSIBLE LANGUAGE BARRIER
- 2 YES, DEFINITE LANGUAGE BARRIER
- 3 NO LANGUAGE, BUT OTHER TYPE OF BARRIER [*SPECIFY*]
- 4 NO BARRIERS

OTHER RESPONDENT COMMENTS

QUESTIONS/COMMENTS AND ANSWERS

[If concerned about purpose of the call] This is not a marketing or sales call. We are collecting public input for government, industry, and citizen groups to consider when evaluating ways to manage fish species, like halibut, that are targeted by charter businesses in Alaska. I want to assure you that your answers will be kept confidential and your name will not be revealed to anyone.

[If asking about the study sponsor] This survey is being conducted by the Alaska Fisheries Science Center, a scientific branch of NOAA Fisheries, also known as the National Marine Fisheries Service, a U.S. government agency charged with understanding the effects of federal management actions and policies affecting the nation's saltwater and freshwater fisheries.

[If concerned about confidentiality of information they provide] All information you provide in this phone call and in the survey is considered confidential under federal law, including the Magnuson-Stevens Act or the Trade Secrets Act – the details are described in NOAA Administrative Order 216-100. In short, only aggregated results from the survey will be released publicly. Your personal and business information will not be disclosed and will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA. All authorized personnel have signed nondisclosure agreements specifying penalties for unauthorized use and disclosure of confidential fisheries data.