

Fishing Industry Stakeholders Survey

GARFO has contracted with Vision Planning and Consulting (VPC) to develop a Groundfish Monitoring Strategic Communications Plan to help improve communications around the Amendment 23 development process, specifically with fishermen, sectors, dealers, and other fishing industry stakeholders. GARFO knows it can communicate better with the fishing industry. In an effort to close this communications gap, we are surveying various stakeholders.

This survey is intended to gather information on:

- **the types of information you find useful;**
- **how often you would like to receive this information; and**
- **which channels or methods would be most effective for communicating with you.**

This survey can be completed anonymously and should take approximately 10 minutes. Questions marked with a star require a response.

Tell us about you:

* 1. Please identify your industry affiliation (check all that apply).

- | | |
|--|---|
| <input type="checkbox"/> Fisherman/Captain/Vessel Owner | <input type="checkbox"/> Environmental Preservation/Advocacy Group |
| <input type="checkbox"/> Sector Manager/Agent | <input type="checkbox"/> Educational/Institutional |
| <input type="checkbox"/> Dealer/Buyer | <input type="checkbox"/> Local/State Government |
| <input type="checkbox"/> Monitoring Service Provider (ASM or EM) | <input type="checkbox"/> Family Member Associated with Fishing Industry |
| <input type="checkbox"/> Industry Group/Organization | |
| <input type="checkbox"/> Other (please specify) | |

* 2. Which state are you based in?

- | | |
|--|--------------------------------------|
| <input type="radio"/> Maine | <input type="radio"/> Pennsylvania |
| <input type="radio"/> New Hampshire | <input type="radio"/> Delaware |
| <input type="radio"/> Massachusetts | <input type="radio"/> Maryland |
| <input type="radio"/> Rhode Island | <input type="radio"/> Washington DC |
| <input type="radio"/> Connecticut | <input type="radio"/> Virginia |
| <input type="radio"/> New York | <input type="radio"/> North Carolina |
| <input type="radio"/> New Jersey | |
| <input type="radio"/> Other (please specify) | |

3. Would you like to provide your contact information?

Name	<input type="text"/>
Sector or Organization	<input type="text"/>
Port	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

Fisheries and Data Questions

We would like to ask you a few questions about the fisheries, data collection and usage, and Amendment 23.

* 4. Where do you generally fish (check all that apply)?

- | | |
|--|---|
| <input type="checkbox"/> Inshore Georges Bank | <input type="checkbox"/> Inshore Gulf of Maine |
| <input type="checkbox"/> Offshore Georges Bank | <input type="checkbox"/> Offshore Gulf of Maine |
| <input type="checkbox"/> Southern New England/Mid-Atlantic | <input type="checkbox"/> I do not fish |

5. What kind of information would be most helpful to you in learning about monitoring programs and/or participating in the Amendment 23 development process?

Communications Questions

Below are a few questions about **HOW** you receive information from NOAA/GARFO, and the type of information and communications you like or dislike.

* 6. How do you **currently** receive news or information from GARFO regarding the Amendment, industry, sectors, and/or regulations (check all that apply)?

- | | |
|---|---|
| <input type="checkbox"/> Mail | <input type="checkbox"/> Social Media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> Email | <input type="checkbox"/> NOAA Navigator |
| <input type="checkbox"/> Port Agents | <input type="checkbox"/> Meetings |
| <input type="checkbox"/> Sector Managers | <input type="checkbox"/> TV/News |
| <input type="checkbox"/> Industry Groups | <input type="checkbox"/> In Person/Phone Call |
| <input type="checkbox"/> GARFO Website | |
| <input type="checkbox"/> Other (please specify) | |

* 7. How do you **prefer** to receive news or information from GARFO regarding the Amendment, industry, sectors, and/or regulations (check all that apply)?

- | | |
|---|---|
| <input type="checkbox"/> Mail | <input type="checkbox"/> Social Media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> Email | <input type="checkbox"/> NOAA Navigator |
| <input type="checkbox"/> Port Agents | <input type="checkbox"/> Meetings |
| <input type="checkbox"/> Sector Managers | <input type="checkbox"/> TV/News |
| <input type="checkbox"/> Industry Groups | <input type="checkbox"/> In Person/Phone Call |
| <input type="checkbox"/> GARFO Website | |
| <input type="checkbox"/> Other (please specify) | |

* 8. Which communications outlets are least helpful to you (check all that apply)?

- | | |
|--|---|
| <input type="checkbox"/> Mail | <input type="checkbox"/> Social Media (Facebook, Twitter, etc.) |
| <input type="checkbox"/> Email | <input type="checkbox"/> NOAA Navigator |
| <input type="checkbox"/> Port Agents | <input type="checkbox"/> Meetings |
| <input type="checkbox"/> Sector Managers | <input type="checkbox"/> TV/News |
| <input type="checkbox"/> Industry Groups | <input type="checkbox"/> In Person/Phone Call |
| <input type="checkbox"/> GARFO Website | |

* 9. How often would you like to receive news or information from GARFO regarding the New England Groundfish Fishery or the Amendment 23 Development Process?

	Daily	Weekly	Monthly	Quarterly	Annually
Amendment 23 Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				
Groundfish Fishery Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				

10. Please select your top three informational/communications GARFO products.

- Newsletters
- GARFO Website
- Fishery Bulletins/Permit Holder Letters
- Emails
- Manuals/Guides/Reference Documents
- Fishery Information Sheets
- Fishery Management Handbook
- Fish OnLine
- NOAA Navigator
- Posts on Social Media
- Public Events Calendar

* 11. What kind of information do you feel GARFO **is not** communicating clearly or in an easy to understand format (check all that apply)?

- | | |
|---|---|
| <input type="checkbox"/> Amendments | <input type="checkbox"/> Studies/Results |
| <input type="checkbox"/> Frameworks | <input type="checkbox"/> Observer Programs |
| <input type="checkbox"/> Data | <input type="checkbox"/> Managed Species |
| <input type="checkbox"/> Projects | <input type="checkbox"/> Regulations/Quotas |
| <input type="checkbox"/> Scientists/Representatives | |
| <input type="checkbox"/> Other (please specify) | |

* 12. Please rank how well GARFO communicates about various initiatives, projects, and other fisheries-related info.

	Poor	Below Average	Average	Above Average	Excellent
Amendments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frameworks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientists/Representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Studies/Results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observer Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managed Species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulations/Quotas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 13. How often do you use each of the following GARFO outreach products or methods?

	Many times a day	Once a day	3-4 times a week	Once a week	3-4 times a month	Once a month	3-4 times a year	Once a year	Never
Newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GARFO Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Bulletins/Permit Holder Letters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Information Sheets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Management Handbook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish OnLine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NOAA Navigator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Events Calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meetings/Workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. GARFO distributes many outreach products both online and in print. For each of the following GARFO controlled outlets, please answer how you feel about the design of the product.

	Well designed, attractive, and easy to navigate	Somewhat confusing in design; not always easy to navigate	Poor design, and very hard to navigate
GARFO Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Bulletins/Permit Holder Letters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NOAA Navigator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Information Sheets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish OnLine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events Calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery Management Handbook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting Documents (Code Declaration Guide, Quota Reports, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 15. Would you like to see GARFO develop content in a language other than English?

No

Yes

Please specify language

* 16. If GARFO were to host Amendment 23 Communications Workshops, would you feel comfortable speaking about communications efforts, issues, and challenges in the presence of NOAA representatives?

Yes

No

Other (please specify)

In your own words

We would like to ask you a few questions to hear your opinion on GARFO communications in your own words.

17. What kind of information would you like to receive more of from GARFO?

18. What kind of information would you like to receive less of from GARFO?

19. What do you see as the biggest communications challenge for GARFO in the next five years?

20. Closing thoughts: Is there anything else you would like to share with NOAA regarding how GARFO staff communicates with the fishermen, sectors, dealers, or other industry representatives?

Fishing Industry Stakeholders Survey

Thank you for taking the time to fill out the New England Fishing Industry Survey for the GARFO Groundfish Monitoring Strategic Communications Plan. We thank you for the information you have communicated to us in the past, we appreciate the industry involvement, and we hope that this survey targeted towards larger groups allows us to better use the information you provide, and allows us to improve our outreach efforts on Amendment 23 and in other fisheries communications. Survey responses will be kept confidential and will not be distributed outside GARFO. The results of this survey are intended to inform better outreach and communications efforts and will not be used to develop regulatory actions or monitoring requirements.

For more details, or if you have any questions regarding this survey, please contact:

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