

**File Name: 119215800**

**Letter to vessel owners the contractor was not able to contact by phone and who did not respond to an earlier mailing**



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

Dear <<potential respondent's name>>,

We are writing to ask for your help in improving the understanding of the west-coast swordfish fisheries by participating in a voluntary study by NOAA's Southwest Fisheries Science Center (SWFSC). We have enclosed the survey in this mailing with a postage paid addressed envelope addressed to the study contractor, [contractor name and firm], who will keep all data confidential. I hope that you will help in this study by taking the time to complete and return the survey.

The most recent data the SWFSC has on the costs and earnings of swordfish fishing businesses in California is from a similar survey conducted in 2021. We are asking you to help provide the information needed to produce updated and accurate estimates of these fisheries' economic contributions to local communities and the West Coast. We will also use this information to estimate the impacts that changes in economic, environmental and management conditions have on these fisheries. The survey focuses on two primary types of information: (1) business costs and earnings, which we will use for assessing the economic contribution and financial performance of this fleet, and (2) *your* opinions about the economic state of swordfish fisheries.

Over the last several months, [contractor name] has tried to reach you to schedule a confidential telephone or video call interview. Please contact [contractor name] at (XXX) XXX-XXXX or by email at [\[contractor's email address\]](#) to indicate whether you prefer to provide the requested survey information during a phone or video interview or by mail.

Data collected with this survey will not be released for public use except in aggregate statistical form without identification as to its source. To protect the confidentiality of the information you provide, the information will be aggregated (averaged with at least two other businesses) in all reports to either resource managers or the public.

While your participation is voluntary, we hope you will help us in this effort to provide better economic information to understand and manage these important fisheries.

Thank you for your time.

Sincerely,

Stephen Stohs, PhD  
NOAA Fisheries, Southwest Fisheries Science Center  
Fisheries Resource Division, Economics Group  
858-546-7084 ([Stephen.stohs@noaa.gov](mailto:Stephen.stohs@noaa.gov))



## First mailing/intro letter with survey included



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Date

Dear <<potential respondent's name>>,

NOAA's Southwest Fisheries Science Center has contracted [contractor's name] to conduct an economic survey of vessel owners, pilots and processors participating in the swordfish fisheries. This survey is similar to one conducted a few years ago. We need the requested economic information to produce updated and accurate estimates of these fisheries' economic contributions to local communities and the West Coast, as well as to estimate the impacts changes in economic, environmental and management conditions have on these fisheries. The Pacific Fishery Management Council will use the estimates for these important fisheries to make informed management decisions based on the economic impacts on fishery participants and local communities. [Contractor's name] will call you in the next two weeks to set up a phone or video interview for the survey or to determine if you prefer to submit the information requested in the attached survey by mail. Please look for his call or call him at (XXX XXX-XXXX).

Thank you,

Stephen Stohs, PhD  
NOAA Fisheries, Southwest Fisheries Science Center  
Fisheries Resource Division, Economics Group  
858-546-7084 ([Stephen.Stohs@noaa.gov](mailto:Stephen.Stohs@noaa.gov))

