

Note: Comments from participants at the May 24-25, 2010 meeting shown in dark red

Draft Vision, Mission, and Goals for the Pacific Marine Estuarine Fish Habitat Partnership

Vision Statement:

Enhance native fish populations and improve resiliency of estuarine and marine ecosystems along the Pacific Coast (*need to clarify based on geographic scope decisions*) through priority habitat conservation work, including protection, restoration, and enhancement activities.

Add text that capture more benefits to ecosystem functions in general

Reactive vision statement-- fish need to be there but strike the word “enhance” native fish populations. In fishery management arenas this means growing them in hatcheries.

Starting off on right foot, but jargon heavy; sounds federal governmentish. “Connectivity” makes sense but “resiliency” doesn't. What would it look like to achieve fvision. Hard to remember what it is. Need something catchy-- like Oregon or bust. Simplify

Need some type of reference to fish , ecosystem services is jargon heavy, but brings to the table the societal values-- including economic and human use.

Ecosystem funcion-- look at goals—write vision statement that reflects goals-- maybe we should be focused on fish habitat, looks like # of fish could be measured. It would be hard to measure resiliency.

Too broad. Important to narrow down and define niche; look at threat. Goals are sort of metric. Policy approach. Looking at policies that would further habitat conservation; need for monitoring. The TNC offshore assessment work provides a strategic direction, as does the PEW oceans report, the West Coast Governor's Agreement on Ocean Health. Find where the vacuum is; try to push group offshore. If can't advocate for protection of offshore at least push for monitoring

Vision way to broad.

Vision statement not verbs; desired actions. Healthy fish, habitat and economy, people. Good because Can quantify. Can step down to something measureable and expresses desired outcome. Community of interest-- something that brings people together. Express as vision statement.

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**Vision is to have healthy fish and habitat, inspire people and increase funding
This is not set in stone until have completed goals and objectives. Look to see if it describes what we say we're going to do.**

Mission Statement:

Identify science-based regional priorities for estuarine and marine habitat conservation along the Pacific Coast (*need to clarify based on geographic scope decisions*) and protect, restore, and enhance habitats in these areas by coordinating, expanding, strengthening, and supporting partnerships and habitat conservation efforts.

Mission could be: Identify science-based regional priorities for estuarine and marine habitat conservation along the Pacific Coast under a changed climate; eliminate and reduce barriers to collaboration between federal, tribal, state and NGO communities.

The issues will drive the geographic scope and vision
We may not work on the single highest priority issue, but chose a comment interest that goes across geographic areas; common themes and needs.

Mission statement is rough

Goals: TBD (*i.e. Desired future condition. What would success look like? Use metrics if possible.*), e.g.

Conserve **X** acres of submerged aquatic vegetation habitat along (define geographic boundaries), including protection of X acres of intact habitat and restoration of X acres of degraded habitats.

Reduce impairment of coastal estuaries from X contaminants of concern.

Reduce habitat fragmentation and increase connectivity across upland, intertidal, and subtidal habitats by X %.

Minimize impacts of aquatic invasive species in coastal estuaries by controlling new spread of X into X estuaries.

The N. American Waterfowl Plan just underwent evaluation by 20 Joint Ventures. Evaluated to see how successful. – decided needed population objectives connected to habitat conservation objectives. It's difficult to monitor by acres. What does acres mean

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unless acreage placed in some positive or negative context – net loss, net gain No net loss good start; by a certain date; net gain by a certain date.

OMB wants to see acres-- if show acres, money keeps coming.

Focus Areas (Objectives): *(set focus areas and metrics to achieve vision and goals; use measurable, time-based statements of intent), for example:*

20% of X type habitat in X estuaries will be in conservation protected status by 2016.

Strategies (e.g.):

Identify and prioritize key habitats for conservation in coastal and marine environments.

Protect habitats that are “intact”, biodiverse, and that have resiliency to climate change .

Restore and enhance habitats on public and private lands to link and enlarge well-functioning fish habitat areas.

Improve habitat management on publicly and privately owned land and water.

Reduce land management conflicts through habitat conservation and coastal floodplain zoning.

Support monitoring and evaluation of conservation projects to understand changes and improve the effectiveness of future projects

Leverage existing funds and personnel and promote new funding sources to meet strategic habitat conservation priorities.

Encourage cooperation between the Partnership’s partners and other regional initiatives to advance habitat conservation objectives.