



MSAB Meeting

October 1st and 2nd, 2015
Seattle

Roles of Co-chairs, Agenda Committee, Facilitators, IPHC Staff for this Meeting

Role Title (Persons)	Before This Meeting	This Meeting
Co-chairs (Adam Keizer, Michele Culver)	Role didn't exist	Agenda design, lead some discussions, content facilitation
Agenda Committee (Peggy Parker, Chris Sporer, Rachel Baker)	Role didn't exist	Agenda design
IPHC staff (Bruce Leaman, Steve Martell, Steve Keith)	Agenda design, lead discussions, analysis, meeting summary	Agenda design, lead some discussions
Facilitators (Chris Joseph, David Angus)	none	Agenda design and coordination, lead some discussions, process facilitation, outreach strategy, meeting summary



Meeting Etiquette

- Focus on issues, not people
- Be open to new ideas
- Be brief and share the floor
- Use the 'parking lot'
- Put your phone away



Meeting Objectives

1. Ensure a common understanding among MSAB members of MSAB governance, roles and responsibilities of MSAB participants, the MSE process, and MSAB outreach activities, and reach agreement on how to go forward on these topics.
2. Ensure that MSAB members share a common understanding of meeting discussions and outcomes and have sufficient opportunity to contribute.
3. Establish working capability among MSAB members with the “Shiny tool” and associated models, and achieve measurable progress in the MSE for the Pacific Halibut fishery.
4. Provide time for the MSAB to discuss its needs for future facilitation services.



Draft Agenda for This Meeting

Thursday, October 1

- Introductions
- MSE and MSAB process
- Progress to date
- Coastwide vs. spatially-explicit models
- Management Procedure evaluation with the Shiny Tool

Friday, October 2

- Recap of Day 1
- Management Procedure evaluation with Shiny Tool and debrief
- Possible management metrics

Lunch

- Outreach
- Next steps
- Review our success in terms of meeting objectives
- Future facilitation needs



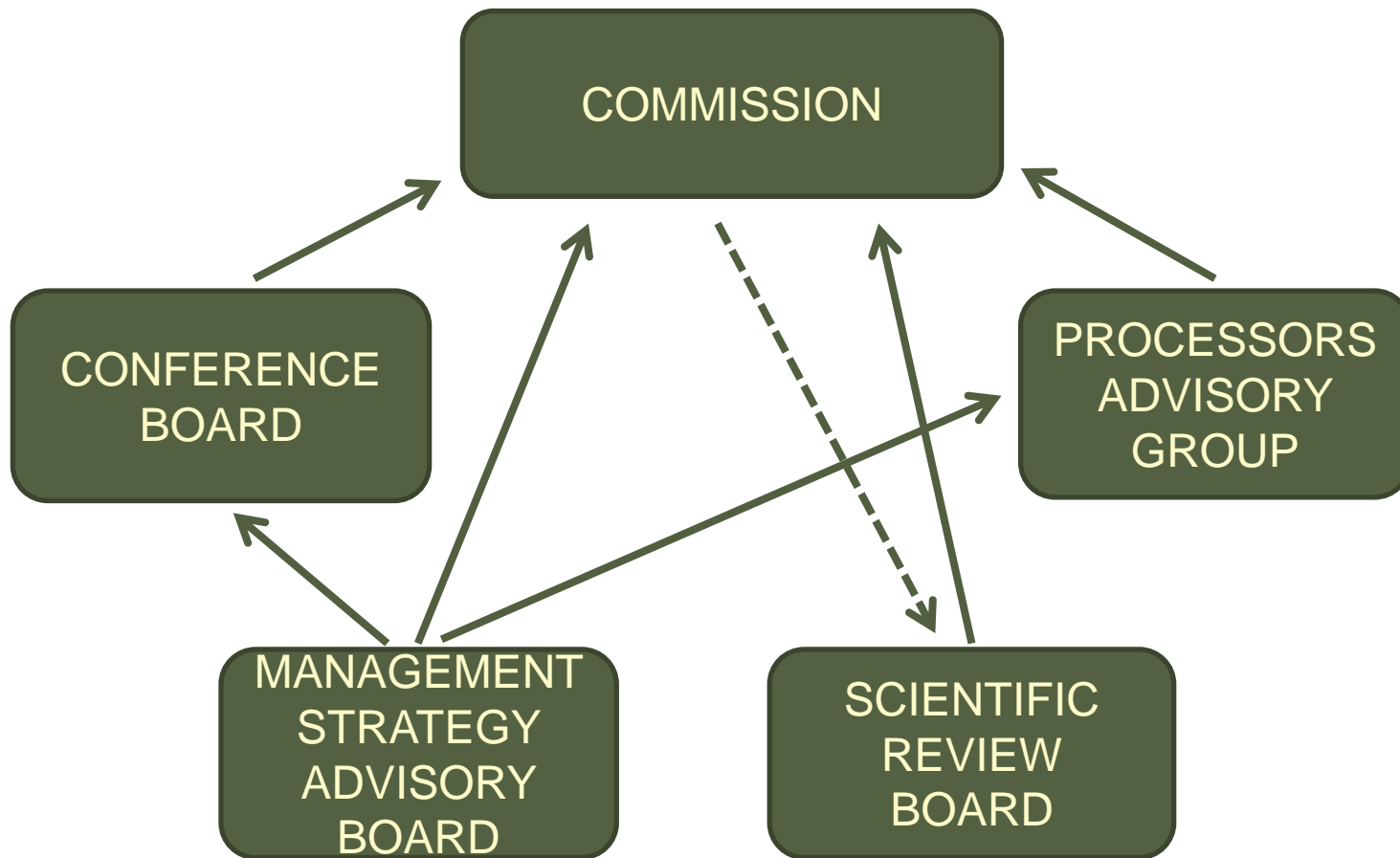
Pacific Halibut MSE Process

Objectives of Session:

1. Ensure common understanding of the purpose of the Pacific halibut MSE process, including as it relates to other IPHC processes
2. Achieve agreement on the appropriate role of MSAB members, IPHC staff, and stakeholder constituents within the MSE process



Relationship of IPHC Advisory Bodies

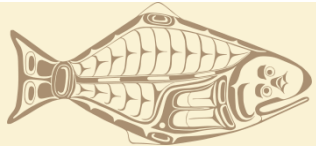


Note: all advisory body reports are shared among all advisory bodies



Roles of MSAB Members, IPHC Staff, and Stakeholder Constituents

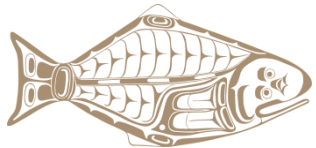
People	Roles at MSAB Meetings	Roles Between MSAB Meetings
MSAB members		
IPHC staff		
Stakeholder constituents		



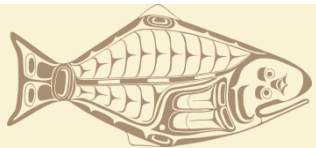
Progress to Date

Objectives of Session:

1. Provide an opportunity for IPHC staff to share their perspective on progress to date
2. Provide an opportunity for rest of meeting participants to share their perspective on progress to date
3. Gather feedback on what progress looks like to board members



IPHC Perspectives...



How do you feel about progress to date?

Exercise:

One minute each on:

1. How you think the MSE process has progressed to date
2. Where you'd like the process to be in a year's time



Coastwide vs. Spatially-Explicit Operating Models

Objectives of Session:

1. Achieve common understanding of the relative utility of the two different operating models
2. Achieve agreement on way forward and achieve a shared sense of responsibility for the path taken



Management Procedure Evaluation using the IPHC MSE Tool

Objectives of Session:

1. Get group refreshed on the fundamentals of the Tool
2. Achieve working capability among board members with Tool
3. Achieve a sense of progress among board members that the Tool is useful and that the MSAB is getting somewhere in terms of evaluation





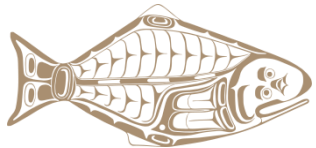
MSAB Meeting

October 2nd, 2015
Seattle

Management Procedure Evaluation using the IPHC MSE Tool

Objectives of Session:

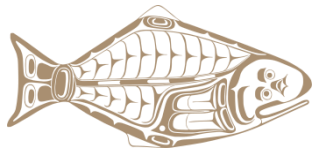
1. Achieve working capability among board members with Tool
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Management Procedure Evaluation using the IPHC MSE Tool: Debrief

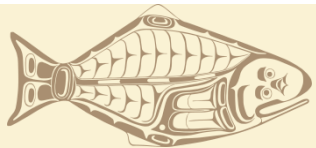
Objectives of Session:

1. Provide an opportunity for the group to reflect on what they learned and where the group got to in the evaluation
2. Identify a tentative way forward with respect to structuring future evaluation exercises

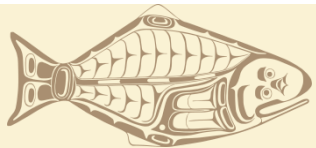


How to Identify Ideal Management Procedures?

1. Chase the latest idea
2. Random selection
3. Hone in systematically on the optimal



Structuring the Evaluation



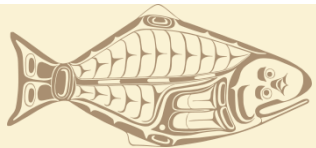
Example Case Study: Cultus Lake Sockeye

- Cultus Lake near Vancouver, with a salmon management problem
- Objectives (and performance measures)
 - Conservation of stock
 - Cost
 - Catch
 - Jobs
- Management alternatives
 - Suites of actions related to exploitation rate, stock enhancement, and freshwater habitat enhancement
- Went through an iterative process of estimating the consequences and trade-offs of management alternatives, then refining alternatives and even objectives and performance measures



Alternative 1: “Status Quo 2005”

Cultus Exp Rate	Lates Harvest Differential	Location	Enhancement	FW Projects
5	0, As Cultus	SQ – Downstream Only	None	None
10-12 (2005)	10	Mixed	Current: Captive Brood	Current Milfoil
20	20	UpRiver (Vedder)	Current Ongoing	Moderate Milfoil
30	30		Double Current Smolt	Full Milfoil
40	Unconstrained		Max Enhancement	Current Pikeminnow (<5%)
			Ongoing dbl current cap	Moderate Pikeminnow (5-20%)
				Full Pikeminnow (+20%)
				Hire Stewardship Co-ordinator



Alternative 6: “Spread the Pain 2”

Cultus Exp Rate	Lates Harvest Differential	Location	Enhancement	FW Projects
5	0, As Cultus	SQ – Downstream Only	None	None
10-12 (2005)	10	Mixed	Current: Captive Brood	Current Milfoil
20	20	UpRiver (Vedder)	Current Ongoing	Moderate Milfoil
30	30		Double Current Smolt	Full Milfoil
40	Unconstrained		Max Enhancement	Current Pikeminnow (<5%)
			Ongoing dbl current cap	Moderate Pikeminnow (5-20%)
				Full Pikeminnow (+20%)
				Hire Stewardship Co-ordinator



Then the consequences were estimated

Objective	Attribute	Direction	Units	Status Quo	Preservation	Commercial	Terminal Benefits	Spread the Pain 1	Spread the Pain 2	Max Rebuilding	Spread the Pain 3	Sports Compromise
Conservation	% meeting Rec Plan Objective 1	H	%	73%	76%	82%	80%	72%	80%	84%	79%	81%
Conservation	% meeting Rec Plan Objective 2	H	%	32%	33%	33%	34%	31%	35%	34%	33%	34%
Conservation	No of returns in 2010	H	# 000	6.3	7.8	12.5	8.7	6.5	8.6	13.2	8.0	8.9
Conservation	No of returns in 2016-2019 (ave)	H	# 000	16.9	24.3	47.7	31.1	16.8	30.1	53.8	28.7	35.7
Conservation	Probability of extinction	L	%	2.4%	1.1%	0.0%	0.3%	3.4%	0.2%	0.0%	0.4%	0.2%
Conservation	% Enhanced fish 2010	L	%	27%	21%	56%	34%	26%	35%	52%	37%	46%
Conservation	% Enhanced ave fish 2016-2019	L	%	33%	29%	45%	41%	32%	42%	41%	45%	46%
Costs	Total Costs	L	\$ Yr As Ave \$00	\$ 171	\$ 309	\$ 588	\$ 488	\$ 171	\$ 523	\$ 588	\$ 328	\$ 440
Catch	Traditional Commercial	H	# 000	1,298	72	5,877	3,088	3,088	4,588	1,298	3,878	4,588
Catch	Available Comm TAC Above Vedder	H	# 000	4,710	5,936	131	2,920	2,920	1,420	4,710	2,130	1,420
Catch	Total First Nations FSC	H	# 000	1,048	842	1,030	1,150	1,150	1,073	1,048	1,115	1,073
Jobs	Total FTEs	H	# FTEs	1.60	2.80	4.10	3.70	1.60	3.30	4.10	2.50	4.10



Then the alternatives were evaluated

- Participants examined the 'trade-offs' between alternatives
- Participants eliminated alternatives through exploring areas of
 - redundancy – where performance measures do not vary across alternatives
 - dominance – where one alternative is better than or equal to all (or, by collective agreement, most) aspects of another



Microsoft Excel - ViSTA-NH-V1.00-Cultus Meeting3.xls

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Focus Alternative (Click cell to Change)
Status Quo

Objective	Attribute	Direction	Units	Status Quo	Preservation	Commercial	Terminal Benefits	Spread the Pain 1	Spread the Pain 2	Max Rebuilding	Spread the Pain 3	Sports Compromise
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Costs	Total Costs	L	!Yr An Ave \$00	\$ 171	\$ 309	\$ 588	\$ 488	\$ 171	\$ 523	\$ 588	\$ 328	\$ 500
Catch	Total Downstream	H	\$ 000	1,925	304	6,601	3,391	3,391	4,642	1,925	4,618	4,642
Catch	Total Upstream	H	\$ 000	637	2,884	504	2,365	2,365	2,335	3,054	2,131	2,335
Catch	Total First Nations	H	\$ 000	777	739	769	796	796	768	797	768	768
Jobs	Total FTEs	H	\$ FTEs	1.60	2.80	4.10	3.70	1.60	3.30	4.10	2.50	4.10



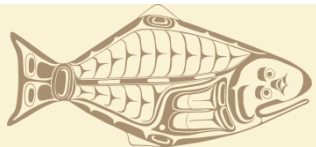
They landed upon three alternatives as likely the way to go

Objective	Attribute	Direction	Units	Commercial	Spread the Pain 1	Spread the Pain 3
Conservation	% meeting Rec Plan Objective 1	H	%	82%	72%	79%
Conservation	No of returns in 2016-2019 (ave)	H	# 000	47.7	16.8	28.7
Conservation	Probability of extinction	L	%	0.0%	3.4%	0.4%
Conservation	% Enhanced fish 2010	L	%	56%	26%	37%
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Catch	Traditional Commercial	H	# 000	5,877	3,088	3,878
Catch	Available Comm TAC Above Vedder	H	# 000	131	2,920	2,130
Jobs	Total FTEs	H	# FTEs	4.10	1.60	2.50



They reflected and came to some conclusions

- Given the interest expressed in one alternative, *Alternative 8*, the sub-committee agreed on the following features of a good compromise solution:
 - It should include a full-scale pikeminnow removal program
 - It should include the continuation of the current milfoil removal program
 - It should include the employment of a “habitat stewardship co-ordinator” to help implement Recovery Plan activities
- The committee then wished to then see variations of *Alternative 8 with these factors held constant in each case, but with varying:*
 - Degree of enhancement (100 or 150 k smolts)
 - Cultus exploitation rate (20% – 40%)



A Possible Way Forward for the Pacific Halibut MSE...

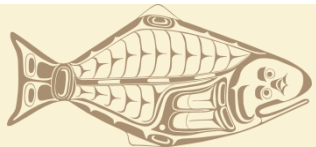
... might be to refine a set of management alternatives based upon various themes...

... then to identify a single scenario to start with – perhaps the ‘most likely’ scenario...

... then using a combination of your models, additional analysis, and expert judgement if necessary, estimate consequences...

... then assemble results in a way that allows you to hone in on management alternatives that best meet your objectives...

... then repeat for other scenarios, but also iterate alternatives to mix and match specific management actions



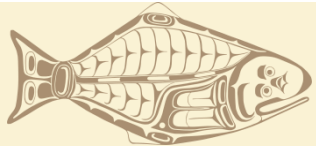
Possible Management Metrics

Objectives of Session:

1. Provide board with an introduction to the key issues with bycatch
2. Provide board with an opportunity to discuss this important issue and related issues



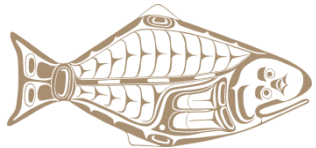
Steve Martell and fishery footprint, etc.



Outreach

Objectives of Session:

1. Summarize current outreach activities
2. Reach agreement on target audience and outreach
3. Confirm a tentative outreach strategy



Session Outline

- Review results of our interviews with you on MSAB outreach
- Review results of our research on an appropriate outreach strategy for the MSAB
- Highlight key elements of our draft outreach strategy
- Gather feedback from you!



What We Did

MSAB Interviews

- Conducted interviews with respect to:
 - Outreach activities and effectiveness
 - Challenges to date with outreach
 - Ideas for improving outreach

Research

- Reviewed outreach strategy plans with respect to:
 - Target audiences
 - Outreach tools
 - Implementation considerations
 - Outreach evaluation



Interview Results:

Current Outreach Activities

- Informal Conversations with Colleagues (Dock Talk)
- Rep Email Updates:
 - Targeted to respective constituents.
 - Request feedback rarely and feedback rarely received.
- MSAB Website: www.iphc.info
 - Facilitates communication between advisory bodies;
 - MSE reference docs and meeting recordings;

Notes on website:

 - Some important materials are difficult to find;
 - Outreach effectiveness difficult to determine.



Interview Results: Current Target Audiences and Outreach Tools

MSAB Reps:

Email updates,
conversations with
colleagues, website content

1. IPHC Committees
 1. IPHC Commission
 2. Conference Board
 3. Processor Advisory Group
 4. Scientific Review Board
2. MSAB Constituents
 1. Fisheries Management Councils
 2. Commercial Fishers
 3. Processors
 4. Aboriginal Organizations
 5. Recreational and Sport Fishers



Interview Results: Challenges with Outreach to Date

- Challenging to describe what MSAB is doing
- Many constituents are looking for “the answer”
- Varying levels of technical expertise on MSAB and within constituent base
- At times outreach message needs to be tailored to recipient group
- Number and structure of US fisheries councils can make feedback more challenging for US reps



Interview Results: Regarding Outreach Objectives

- Communicate MSAB / MSE process and progress to IPHC stakeholders on a consistent basis
 - Use clear and concise language (avoid jargon)
 - Keep costs to a minimum
 - Reach important stakeholders
 - Receive and incorporate feedback when needed
- Outreach should be able to answer:
 - The Five W's – Who, What, Where, When, Why
 - How does the MSE process fit with the processes of the other advisory bodies?
 - How are MSAB decisions made and how might they inform or contribute to the IPHC decision process?



Interview Results: Suggestions for Improving MSAB Outreach

- Distribute meeting minutes more quickly
- Target outreach to respective constituent bases where necessary; use consistent approach otherwise
- Identify linkages to other advisory body activities
- IPHC staff provide progress updates between meetings
- Report on progress made and important upcoming milestones
- Develop MSAB/MSE process and modelling quick reference documents



Research Results

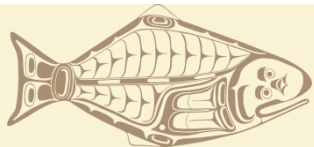
We reviewed other MSE processes:

- Pacific Hake – Stresses collaboration and stakeholder input
- “Light on the Hill” Article – Stresses communication
- CSIRO MSE (Australia) – Stresses communication

We also reviewed other outreach strategies:

- US EPA – Storm Water Management Program
- CAN Federal Procurement Ombudsman
- ONT Health Ministry
- Centre for Chemical Process Safety
- UNC: BMPs in climate change mitigation planning

Good Outreach = strategy + content + tools + relationships



Draft Outreach Strategy – Content

1. Outreach objectives
2. Target audience
3. Outreach tools
4. Implementation plan
5. Next steps



Draft Outreach Objectives

- Inform IPHC advisory bodies and staff of MSAB activities and progress in a timely and consistent manner
- Promote understanding among IPHC stakeholders of the MSE Process
- Seek constituent input on important issues for further consideration by the MSAB
- Engage with stakeholders by being responsive to constituent feedback.



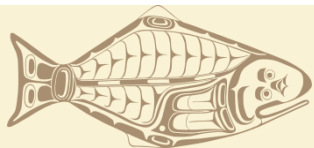
Effectively There are Three Approaches to Outreach

- Actively Inform
- Passively Inform
- Gather Input



Proposed Approach by Target Audience

Target Audience	Active	Passive	Input
IPHC (Commissioners and Staff)	✓		
Conference Board	✓		✓
Processor Advisory Group	✓		✓
Scientific Review Board	✓		✓
Fisheries Mgmt. Councils (E.g. NPFMC)	✓		✓
Commercial Fishers		✓	
Processors		✓	
First Nations (CAN) / Tribal Orgs. (US)		✓	
Recreational / Sport Fisheries		✓	
NOAA (US) / DFO (CAN)	✓		
Other agencies, groups, or organizations?		✓	



Outreach Tools:

Suggested modifications

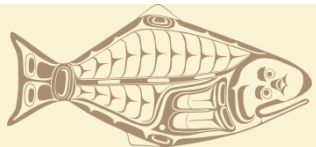
- **MSAB Meeting Minutes:**
 - Develop Executive Summary minutes
 - Existing format: keep and publish to website
- **Informal Updates w/ Colleagues (dock talk)**
 - Use key messages from executive summary
 - Encourage feedback and make commitment to bring forward to MSAB
- **Rep Email Updates**
 - Reps may adopt similar format to email updates
- **MSAB Website**
 - Modify structure and improve clarity of content



Outreach Tools:

Suggested additional

- **MSAB Documents**
 - MSAB Terms of Reference – collate existing documents and presentations
 - MSE Shiny Model Manual – develop layperson manual outlining steps, assumptions, limitations, and include example scenarios (FAQ style).
- **Constituent Feedback Surveys**
 - Online or through emailed feedback documents
 - Use in limited instances for targeted feedback (e.g. ground truth MPs)



Outreach Tools:

For your consideration

- **MSAB Open House Meetings**
 - IPHC staff present MSE results to public for structured feedback
 - When something exciting to show... perhaps one in Seattle and one in Vancouver
- **Social Media**
 - Everybody is doing it... however...
 - Resource intensive and dubious utility for MSE
- **Presentation Support for IPHC Staff**
 - In-kind or contracted support to develop MSAB presentations and materials for IPHC AGM or similar high profile meetings.



Outreach Strategy Scope: Three options to consider

- **Status Quo**

- Website, Email Updates, and Dock Talk

- **Moderate Effort**

- Same as above with addition of: Exec. Summary Meeting Minutes; MSAB ToR; Shiny Model Manual; and Constituent Surveys (if needed).

- **High Effort**

- Same as moderate effort with addition of: MSAB Open House; Presentation Support; and Social Media.
- Also includes formal outreach evaluation



Outreach Strategy: Draft Implementation Plan

- Confirm outreach objectives, target audiences, and recommended option
- Make website structural updates
- Draft templates for outreach
- Draft MSAB Summary docs and post to website
- Evaluate need for feedback on MSE process and model outputs
- Develop targeted survey (as required)
- (Develop evaluation metrics and evaluate outreach with respect to outreach objectives) ?



Outreach Strategy: Proposed Next Steps

1. Compass to adjust proposed outreach strategy based on your feedback
2. We will include our draft outreach strategy with our meeting summary as a separate document
3. MSAB to reflect further on outreach, then to begin implementation.



Next Steps

Objectives of Session:

1. Identify and achieve agreement on next steps (what, who, when)



Next Steps

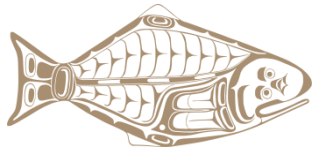
- Reporting at next IPHC annual meeting
- Next MSAB meeting date
- Other action items identified over course of our meeting
- (if time permits) future meeting topics, format, etc.



Review Meeting Objectives

Objectives of Session:

1. Ensure a common understanding of how well we all performed relative to objectives that were set out for this meeting



Key Points of Discussion

- To be filled out by CJ (with advice from co-chairs) Friday at lunch



Major Decisions and Outcomes

- To be filled out by CJ (with advice from co-chairs) Friday at lunch



Objectives of this Meeting

1. Ensure a common understanding among MSAB members of MSAB governance, roles and responsibilities of MSAB participants, the MSE process, and MSAB outreach activities, and reach agreement on how to go forward on these topics.
2. Ensure that MSAB members share a common understanding of meeting discussions and outcomes and have sufficient opportunity to contribute.
3. Establish working capability among MSAB members with the “Shiny tool” and associated models, and achieve measurable progress in the MSE for the Pacific Halibut fishery.
4. Provide time for the MSAB to discuss its needs for future facilitation services.

