

**Continuation of Central California Fisheries Programs
 & Community Development Project**

A. Project Information

Project Location Description	California statewide; Washington, DC., Work will be undertaken primarily at PCFFA's San Francisco, with extensive travel to Sacramento, occasional travel to DC, and frequent travel to ports
Grant Amount Requested	\$49,445
Project Start	April 2018
Project End	April 2019
Brief Description	PCFFA seeks funding to continue core missions and for organizational infrastructure needs to enable it to carry on its history of successful advocacy on behalf of Central California and all West Coast fishing communities

B. Applicant Information

Organization	Pacific Coast Federation of Fishermen's Associations
Type of Entity	501(c)(5) Trade Association
Primary Contact	Noah Oppenheim, Executive Director
Contact Information	PO Box 29370 San Francisco, CA 94129 415-561-5080 noah@ifrfish.org

C. Staff and Experience

Noah Oppenheim, Executive Director	Mr. Oppenheim has pursued a career at the intersection of fisheries industry, science, management, and policy for over nine years. He has published in scientific journals and has worked as a commercial fisherman and an environmental staffer in the US House of Representatives. He has worked as the Executive Director of PCFFA for 13 months.
Glen Spain, PCFFA NW Regional Director & General Counsel	Mr. Spain has worked for decades on behalf of West Coast commercial fisheries as general counsel for PCFFA. He is a licensed attorney in California and Oregon and will be tasked with pursuing litigation on behalf of the Federation, including preparing and filing briefs and appearing at oral arguments in defense of the rights of commercial fishermen during court appearances.

The Proposal Narrative: Continuation of Central California Fisheries Programs & Community Development Project

For 40 years, the Pacific Coast Federation of Fishermen's Associations (PCFFA) has represented the interests of its fourteen commercial fishing member organizations that range from Santa Barbara to Oregon. Most of this work has benefited the Central Coast fleet. More than any other fishery organization on the U.S. West Coast, PCFFA has come to embody the family fisherman - working men and women who bring the ocean's bounty to America's and the world's tables. PCFFA provides a vehicle of empowerment for fishermen to protect their livelihoods, and to assure the sustainable protection of fragile resources upon which we all depend. It has and continues to be the fishing fleet's mechanism for challenging and countering the dictates of big business, big government, even large NGOs. This has included work on many issues related to the business of fishing, including harvesting, protection and rebuilding of port infrastructure, access to fish stocks, seafood consumer and public education, and the protection and enhancement of fish stocks that support our fisheries.

The fishing communities of Morro Bay and Port San Luis are an important part of PCFFA and play an important part in the Federation's overarching mission to protect fish and fisheries in California. These ports represent the southernmost areas of our membership. As such, they bring unique insights, as well as fisheries, to the table in determining the policy positions that PCFFA carries on behalf of the entire fleet. Liaison Committee funding is just as critical to ensure that Morro Bay and Port San Luis are represented at the PCFFA table, as it is to ensure that PCFFA is in a position to represent all fishing ports in larger policy venues.

After completing a year under the new leadership of Executive Director Noah Oppenheim, it is clear that PCFFA needs to re-align its focus on the fisheries that are bringing significant value to our members. While salmon advocacy will continue to be a core focus of the Federation's work along with our affiliated 501(c)(3) organization (the Institute for Fisheries Resources), PCFFA funds and activities have been and will continue to be realigned towards crab fisheries and other fisheries that have received less attention in the past. Committee funds will be used to promote fishing-specific policy objectives in all fisheries in which our members participate, particularly those underexploited stocks that require attention aimed at redevelopment.

This year PCFFA is seeking funding in the amount of \$50,000 for the 2018/19 grant period to continue its core program areas. Liaison Committee funds would support the policy work of PCFFA staff members, including Executive Director Noah Oppenheim, Northwest Regional Director and General Counsel Glen Spain, and the administrative work of Financial Officer Doreen DeSalvo. Ms. DeSalvo joined the Federation in 2017 after the retirement of longtime financial officer Harriet Lew.

Core Program Areas

1. Crab Fisheries Advocacy

West Coast Rock and Dungeness crabbers were severely impacted in 2015-16 by persistent domoic acid contamination in those fisheries, and the season was delayed this year, contributing to severe market strain and further economic pain for many fishermen. It is critical that the fleet have strong advocacy at the political and public outreach levels to assist crabbers in obtaining economic relief from this disaster, as well in restoring consumer confidence to protect the fleet's long-term market for crab.

PCFFA is involved with state and federal agencies that manage the crab fishery. We will continue participate in all legislative and administrative processes, engage in public advocacy aimed at restoring and increasing public support for crab fishing; by producing a newsletter for the fleet addressing developments in the crisis; putting on informational and organizing meetings for the fleet to develop policy positions and outreach tactics; and obtaining a public relations consultant to maximize our efficacy in protecting these markets.

PCFFA was deeply involved in the successful effort to secure millions of dollars in federal fishery disaster aid this past year and will continue to advocate for the prompt and equitable distribution of those funds. PCFFA will continue to engage at the federal, regional, and state level to serve as a forum to design disaster aid distribution algorithms with maximum benefit for our members. PCFFA is also deeply involved in the effort to minimize disruption to crab and other fixed gear fisheries caused by whale entanglements and other organizations. PCFFA is intervening in *CBD v. Bonham* on behalf of the state and its authority to manage the crab fishery. Administrative work ancillary to our legal work on this case, including PR and stakeholder communication, will be critical to maximize our chances of success.

2. Salmon Protection and Recovery

Central Valley Chinook account for 90% of California's salmon production and contribute significantly to fisheries in Oregon and Washington. Consumptive water rights claims for the Central Valley Project (SVP) and State Water Project (SWP) are over five times the average annual surface water supply, creating an unsustainable situation in which constant forceful advocacy is the only option to restore healthy salmon runs.

Cable Committee funds will be instrumental in facilitating PCFFA's participation in several other salmon-related projects. These include the federal drought relief debate, in which PCFFA work will ensure that unfavorable legislation will not roll back environmental protections that are critical to holding on to salmon runs on California's rivers; advocating for inland salmon habitat restoration, via our seats on the Golden Gate Salmon Association board of directors and the Central Valley Salmon Habitat Partnership board of directors; and our general efforts to educate the public on preserving these iconic natural resources.

Participation in these proceedings is critical to ensure that the impacts on the Port San Luis, Morro Bay, and other fishing communities are represented in political and administrative decisions related to salmon. PCFFA staff are in the best position to provide the expertise and advocacy necessary to protect the fleet in these proceedings.

3. Engagement at the Pacific Fishery Management Council

Pacific Fishery Management Council meetings and processes in 2018 will determine the fate of several fisheries in which PCFFA members from Central California participate. There will be opportunities to advocate for equitable open access groundfish allocations, appropriate assessment and management of highly migratory species, and to ensure an adequate salmon season in the face of continued declines. PCFFA's presence at PFMC meetings will allow us to develop and maintain relationships with council members & staff and other policymakers and stakeholders whose influence should be more closely aligned with our policy goals and objectives.

4. Engagement at the Fish and Game Commission

PCFFA has not maintained a strong presence at the Fish and Game Commission in recent years. However, the FGC and its Marine Resources Committee frequently consider issues that are important to our members and we must increase our footprint there. In particular, the FGC is continuing to develop its 'California Coastal Fishing Communities Project', which could provide an opportunity to bring state redevelopment funds to member ports and to enhance marketing efforts. Additionally, a presence at the FGC will allow us to build the relationships with staff and other interested stakeholders with the goal of averting policies that inhibit fishing or place unnecessary burdens on our members and their fishing operations.

5. Fleet Outreach

PCFFA's mission contemplates an organization that is both responsive and proactive in addressing the fleet's needs. To those ends, PCFFA's monthly newsletter, *Fridays*, is aimed at keeping the fleet informed of local, domestic, and international fisheries policy issues, as well as opportunities to participate in fishery management decision-making processes. Liaison Committee funding will ensure both continued production and expanded readership.

Based on positive feedback from the fleet, PCFFA intends to continue production of the hard copy mailer '*PCFFA Fridays*'. *Fridays* allows the organization to get back to its roots and connect with fishermen throughout California regardless of their membership in PCFFA. The mailer will contain news, opportunities for fishermen to submit material, a PCFFA director's message to the fleet. *Fridays* will be printed on its iconic blue legal-sized paper and mailed to members and heads of port associations. This will provide for a more convenient, iconic, and accessible format to reach and coordinate with fishermen.

We will also continue to serve as a communication hub for policy and administrative information for all members of the fleet. Through port visits, open lines of dialog, and facilitation of our members' travel to important meetings and events, we will maintain a visible, thriving, and productive organizational structure for the benefit of Central California ports and all of our members.

Project Milestones and Timeline

PCFFA's projects are ongoing, and are addressed as required. Certain dates, such as opening of salmon seasons, can be noted on a timeline, but the nature of the policy-driven programs requires flexibility. Funding is requested at six month intervals, beginning March 2017, to ensure continuation of PCFFA's work. Progress reports will be submitted every six months, or upon request, and will more clearly document PCFFA's milestones and successes. Please see the enclosed budget proposal for more financial details

Critical Funding & Administrative Dates

- April 2018
 - First half of funding requested
- August 2018
 - Progress report due
 - Second half of funding requested
- April 2019
 - Final report due

Crab Fishery Advocacy

- April/May 2018
 - Trip to DC
 - Whale entanglement working group meetings
 - Legislative advocacy begins
- Summer 2018
 - Development and implementation of Pacific States Marine Fisheries Commission disaster funding allocation algorithm

Salmon Recovery and Restoration

- April 2018 - April 2019
 - Delta Tunnel Evidentiary Hearing meetings throughout the Spring
 - Quarterly CSAMP meetings
 - Periodic CSAMP NGO subpanel meetings

Pacific Fishery Management Council

- April 2018
 - Council meeting in Portland
- June 2018
 - Council meeting in Spokane
- September 2018
 - Council meeting in Seattle
- November 2018
 - Council meeting in San Diego
- March 2019
 - Council meeting in Vancouver, WA

Fish and Game Commission

- April 2018
 - Full Commission meeting in Ventura
- June 2018
 - Full Commission meeting in Sacramento
- July 2018
 - Marine Resources Committee meeting in San Clemente
- August 2018
 - Full Commission meeting in Fortuna
- November 2018
 - Marine Resources Committee meeting in Sacramento
- December 2018
 - Full Commission meeting in Oceanside

Fleet Outreach

- April 2018 - April 2019
 - Produce monthly *Fridays* newsletter
 - Produce other newsletters, e.g. Domoic Acid Updates, as warranted
- August 2018
 - Conduct port outreach meetings/workshops in Morro Bay and Port San Luis

Project	Expected Hours Value (@ \$40.00/hr)	Deliverables
Crab		
Crab Media	20	\$800.00 Field media inquiries
Disaster Relief Advocacy	150	\$6,000.00 Coordinate with fleet to develop and advocate for equitable allocation of fishery disaster relief
Whale Entanglement Working Group advocacy	60	\$2,400.00 Attend meetings and conference calls
Travel & Expenses	n/a	\$2,500.00 One trip to Washington, DC in support of disaster assistance; 5 trips to Sacramento/Santa Rosa
Printing and Supplies		\$500.00 Miscellaneous
Salmon		
Bay Delta Water Quality Control Plan Advocacy	20	\$800.00
State Water Board Hearings	40	\$1,600.00
Drought Relief Advocacy	80	\$3,200.00 Draft comment letters and attend meetings with Congressional representatives as needed
GGSA Executive Board Seat	30	\$1,200.00 Attendance at 3 GGSA board meetings
CVSHP Board Seat	40	\$1,600.00 Attendance at 6 CVSHP meetings
Salmon Media	20	\$800.00 Field media inquiries
Associated Travel		\$2,000.00 Attendance at State Board and CSAMP meetings in Sacramento
Printing and Supplies		\$500.00 Miscellaneous
Pacific Fishery Management Council		
Staffing and outreach	80	\$3,200.00
Travel & Expenses		\$1,500.00
Accommodations		\$2,000.00
California Fish and Game Commission		
Staffing and outreach	40	\$1,600.00
Travel & Expenses		\$1,000.00
Port Outreach		
Staffing (MB, PSL)	30	\$1,200.00
Materials		\$1,000.00
Mileage (approx. 600 total miles)		\$350.00
Accommodations		\$1,200.00
PCFFA Fridays	200	\$8,000.00 Weekly/monthly newsletters distributed to fleet and stakeholder email list/hard copy
Core Programs Budget		\$44,950.00
Administration (10% of total)		\$4,495.00
Total Requested Budget		\$49,445.00