

**Fish Habitat Discussion at December SFGIT Meeting
December 7, 2016**

Group 1

- Write story, local audience, use CBP to deliver
- USACE Comp plan connections
- Economic benefits at “local” scale, link to other benefits of natural infrastructure
- Refine target audience (planners, developers, farms)
- Incorporate cultural heritage in valuation
- Working waterfronts
- Target messages to recreational interests – hunting, fishing, kayaking
- Connect with Environmental Literacy Workgroup
- Collaborate with Sea Grant Extension (VIMS)
- Collaborate with Cooperative Extension

Group 2

- Start with consistent and simple fish habitat definition and illustrations (Lipson; SERC diagrams)
- Start with activity affecting habitat (impacts)
- Utilize Riverkeepers to reach communities (Specific targets and guidance) – where?
- Science showing which practices are better for habitat
- Connect forage and habitat – how to reach out to influence beyond fish managers
- Message shoreline applications and benefits
- ASMFC Shoreline guidance
- S.E. maps
- ACFHP
- Maps
- Thresholds/metrics

Main Conclusions

- Continue with tidal wetlands and shoreline project by refining the target audience
- Utilize communication techniques – storytelling, connecting cultural, recreational and economic interests, and keep focus local to generate stronger engagement
- Prioritize efforts on habitats that are tied with benefits for forage