



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
Office of National Marine Sanctuaries
Gray's Reef National Marine Sanctuary
10 Ocean Science Circle
Savannah, Georgia 31411

MEMORANDUM FOR: John Armor
Director, Office of National Marine Sanctuaries

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Date: 2019.09.24 13:27:54 -04'00'
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SUBJECT: Completion of Evaluation of Sanctuary Management Plan

Pursuant to section 304(e) of the National Marine Sanctuaries Act (NMSA; 16 U.S.C. § 1434(e)), the National Oceanic and Atmospheric Administration (NOAA), Office of National Marine Sanctuaries (ONMS), Gray's Reef National Marine Sanctuary (GRNMS) staff conducted an evaluation of the substantive progress made toward implementing the GRNMS Final Management Plan published in July 2014. Sanctuary considered the effectiveness of site-specific management techniques and strategies, and also prioritized actions to meet the management goals as outlined in the action plans of the 2014 management plan moving forward. Based on this review, ONMS has determined that no urgent or immediate revisions to the management plan or the regulations are needed at this time. This evaluation demonstrates the sustained relevance of the goals, objectives, and action plans of the existing management plan.

Highlights

- After almost five years, GRNMS staff have completed or successfully implemented nearly 65 percent of programs. Most of this 65 percent are ongoing (successfully implemented over the long-term) with a smaller portion in development (*i.e.*, in process). A third of the overall actions (35 percent) have yet to be implemented, as expected for a management plan with a five to ten year timespan. This evaluation demonstrates successful results and substantive progress toward implementing the 2014 management plan.
- As outlined in the 2014 management plan, GRNMS staff conducted evaluations of two core programs, resource protection and education and outreach. These programs aim to adapt tools and deliver programs focused on reducing threats to sanctuary resources and achieving higher public awareness, understanding, sustainable use, and appreciation of GRNMS, respectively. The evaluation of the education and outreach program resulted in a major and important shift in actions towards a primary focus on communication and outreach to targeted audiences (e.g., sanctuary users, such as recreational fishermen and divers) and a secondary focus on K-12 education. Evaluation of the administration and operations program is almost complete. Evaluation of the research and monitoring program will be scheduled in the future.

- The varied research portfolio pursued by GRNMS staff and partners is a testament to a robust research expertise supported by strong and safe vessel and dive operations. Ongoing projects include the annual NOAA Ship *Nancy Foster* cruise; soundscape and acoustic telemetry monitoring via Navy settlement funds; and Community Service Projects funded through the National Marine Sanctuary Foundation on predator-prey interactions and ocean acidification. A recent accomplishment is the completion of a report that summarizes five years of studies conducted within the GRNMS Research Area (an area of the sanctuary where scientists are able to study the impact of human activities on sanctuary resources). Results from this report indicated that the research area is providing a useful and important function and is being used to inform GRNMS managers and partners of the status and dynamics of the natural resources for which it has a stewardship role and to identify related management issues (e.g., improvement of visitor use data).
- Completion of the Rapid Vulnerability Assessment in 2017 via an expert workshop provided an assessment of the vulnerability of key species of the sanctuary to climate change. The resulting report describes adaptation strategies to reduce vulnerabilities and was published in early 2019 in the ONMS Conservation Series.
- Visitor use monitoring at the sanctuary has advanced, a complex undertaking because the sanctuary is located remotely offshore Georgia. GRNMS staff have taken a collaborative and multi-pronged approach to addressing this action by convening a working group of the advisory council for expert advice; hosting an intern to document the viable ship-based technologies for estimating visitor use; partnering with the National Marine Sanctuary Foundation to initiate and implement a project on estimating visitor use via satellites and other methods; coordinating with ONMS headquarters and partners on a pilot project to estimate visitor use for aquatic areas; and leveraging soundscape research funded by the Navy to determine if acoustic technology can be used to estimate visitor use. A better understanding of visitor use patterns and motivations for use would increase the capacity for effective management of sanctuary resources. In addition, it would help the site better understand carrying capacity and economic benefits to the community.

Background

The 2014 GRNMS management plan¹ was the product of a multi-year process with sanctuary advisory council and other public involvement. The management plan is comprised of action plans and was developed with a five to ten year planning horizon, subject to five-year review as described here. NMSA section 304(e) requires NOAA to review sanctuary management plans at intervals not exceeding five years (16 USC 1434(e)). Specifically, NOAA must (1) evaluate the substantive progress toward implementing the management plan and goals for the sanctuary; (2) include a prioritization of management objectives; and, (3) revise the management plan and regulations as necessary to fulfill the purposes and policies of the NMSA.

¹ <https://graysreef.noaa.gov/management/mgmtplan/welcome.html>

Result of Evaluation

Beginning in February 2019, GRNMS staff reviewed the substantive progress made in implementing the three overarching action plans identified in the 2014 GRNMS management plan: Maintain or Improve the Condition of all Sanctuary Resources; Increase the Awareness of, and Support for, GRNMS; and, Advance Collaborative and Coordinated Management. The three action plans are further divided into objectives with their own set of activities. Because the descriptions of activities in the management plan were broad and did not describe specific actions necessary to accomplish them, staff further divided the activities into separate actions during the review to be able to accurately track implementation of the management plan. The management plan implementation status was evaluated at the level of these actions. Actions that are described as “ongoing” are successfully implemented over the long term. Actions that are partially completed or in development are described as “in process.” Activities are also evaluated as “done” or have “no action.”

A spreadsheet that summarizes the implementation status of the actions of the three action plans accompanies this memo and is described briefly below.

1. **Action Plan I: Maintain or Improve the Condition of all Sanctuary Resources (SR)**
Notable achievements include the evaluation of the resource protection program and completion of the Rapid Vulnerability Assessment for climate impacts. At least half of the 28 actions that have seen no action are expected to begin implementation in the coming five-year time frame, such as a program evaluation for research and monitoring (objectives SR- 1-4); and using visitor use data to better understand compliance with sanctuary regulations (Objective SR-5). Staffing changes in the research program since 2014 have complicated implementation of a few actions. However, the evaluation of the 2014 management plan has catalyzed a momentum to expand research capacity to meet the demands of the research and monitoring programs.
2. **Action Plan II: Increase the Awareness of, and Support for, GRNMS (AS)**
As intended, the remaining 109 actions are an outcome of Objective AS-1 and were developed post-adoption of the 2014 management plan. The aim of the 109 actions is to implement Objective AS-2: *Implement education and outreach programming to achieve the desired outcomes by year 5 of the management plan as defined in Objective 1*. These actions focus on increasing awareness of GRNMS to targeted audiences, communicating the science carried out at the sanctuary, and conducting GRNMS outreach events.
3. **Action Plan III: Advance Collaborative and Coordinated Management**
Notable achievements under Action Plan III include the hiring of a Communications and Public Outreach Coordinator to help GRNMS transition from a focus on K-12 education programming to communication and outreach to the general public and targeted audiences. However, Action Plan III relies in large part on steady and consistent leadership, and since 2014, GRNMS has had seven

superintendents or acting superintendents, which has limited further progress in this action plan. With NOAA/ONMS recently hiring a permanent superintendent, GRNMS will have greater capacity for further completion and implementation of additional actions in this action plan.

Consideration of Revisions and Prioritization of Management Objectives

Since the publication of the 2014 management plan, GRNMS has made significant progress in implementing the strategies associated with these action plans. Overall, six percent of the strategies are done. Another 59 percent of the activities are ongoing, which means they are being successfully implemented over the long term, or “in process.” The final 35 percent of the actions have not yet begun (no action). All of the action plans still contain activities and actions that would benefit from further efforts. This lack of completion does not indicate that the goals and objectives of the management plan have lost relevance. Rather, a large number of activities are designed to be ongoing (e.g., research, monitoring programs, collaborative management, outreach and communications programs, etc.), so while they are successfully being implemented they cannot be considered done.

While some aspects of the human and environmental setting have changed since 2014, most strategies and activities are broad enough to address existing and predicted conditions and can be continued as prioritized in the 2014 management plan. The three actions plans, objectives, activities and actions are still highly relevant, and GRNMS will continue to pursue actions to address them. The evaluation showed that the action plans of the 2014 management plan accurately reflect the current management priorities, science needs, communication and outreach programs, and resource protection issues for GRNMS. The only new action identified during the evaluation that was not anticipated during the 2014 management plan review process is “monitoring of fish movement in relation to the sanctuary’s soundscape.” This new action was added to activity SR-4A: Fish and invertebrate monitoring and research.


Overall, while revision would be appropriate to remove the six percent of completed actions from the plan and address the new action referenced above, there is no urgent or immediate need for overall revision of the management plan because 94 percent of the actions continue to be relevant and adequate for guiding GRNMS operations and programs for the next five years. As such, revisions at this time are not urgently needed and can be revisited during the next periodic evaluation that will follow completion of a new condition report. In 2022, GRNMS staff will start drafting the next version of the condition report, and revisions can wait until or unless future priority actions are identified following completion of the condition report.

Conclusion

The completion of this evaluation of the 2014 GRNMS management plan satisfies the requirements of NMSA section 304(e). Based upon this evaluation, no urgent or immediate revisions to the management plan or to the regulations are needed at this time. NOAA will use this evaluation and an updated condition report as the management and scientific information basis to undertake the next periodic management plan review. The purpose and process of the evaluation of the 2014 GRNMS management plan will be shared with the GRNMS Advisory Council. The summary of implementation status of actions will also be shared to allow for the advisory council to align their work plan with priority needs remaining in the GRNMS management plan.

Approved as written ✓
Denied

Approved with modifications (See below)
Request for additional information



John Armor
Director, Office of National Marine Sanctuaries

9/26/2019

Date

Appendix A: Summary table of implementation status of all action plans

Action Plan	Activities				
	Total Number of Actions	No Action	In Process	Ongoing	Done
Maintain or Improve the Condition of all Sanctuary Resouces (SR)	67	28	14	22	3
Increase the Awareness of, and Support for, GRNMS (AS)	115	35	13	57	10
Advance Collaborative and Coordinated Management (M)	35	12	9	14	0
TOTAL ACTIONS	217	75	36	93	13
TOTAL %	100	34.6	16.6	42.8	6

Summary: Action Plan I to Maintain or Improve the Condition of all Sanctuary Resources (SR)

Objectives	Activities			
	No Action	In Process	Ongoing	Done
Objective SR-1: Maintain good water quality[3] in GRNMS over the next five years				
SR-1A - Water quality monitoring and data analysis				
Action #1: Evaluate existing nearshore and offshore water quality programs (measuring nutrients and contaminants) and select a suite of suitable indicators/parameters to be measured	1			
Action #2: Use data collection to evaluate water quality of GRNMS and compare to nearshore and other offshore areas	1			
SR-1B - Education and Outreach for Water Quality Monitoring				
Action #1: Work with the GRNMS science team, and local and regional water quality partners to develop water quality outreach goals and messages			1	
Action #2: Using data collection results develop outreach messages specific for GRNMS		1		
Action #3: Post outreach messages on ONMS and GRNMS website platforms.		1		
Action #4: NEW: Hold for media outreach and reporting	1			
SR-1C - Water quality program evaluation				
Action #1: Evaluate effectiveness of water quality program in detecting declines in water quality, and adapt accordingly (e.g. should a different indicator be measured, or frequency of measurement increased?)	1			
Action #2: If GRNMS water quality declines below the threshold of 'good', request assistance of the sanctuary advisory council, including its science advisory group, to develop a plan of action.	1			
TOTAL	5	2	1	0
Objective SR-2: Continually monitor and annually assess climate and oceanographic conditions in GRNMS in order to inform other GRNMS projects and assess potential impacts of climate change.				
SR-2A - Ocean observations and data analysis				
Action #1: Monitor oceanographic and climate data (e.g., collected from GRNMS buoy NDBC 41008)			1	
Action #2: Report the GRNMS oceanographic and climate data and results at appropriate intervals (could be annually) at a SAG meeting and in an appropriate report (e.g., Condition Report)			1	
SR-2B - Climate change site scenario				
Action #1: Conduct a rapid vulnerability assessment to determine impacts of climate change to GRNMS.				1
SR-2C - Education and outreach for climate and oceanographic monitoring results				
Action #1: Evaluate effectiveness of water quality program in detecting declines in water quality, and adapt accordingly (e.g. should a different indicator be measured, or frequency of measurement increased?)		1		
Action #2: Post outreach messages on ONMS and GRNMS website platforms		1		
Action #3: NEW: Hold for media outreach and reporting	1			
AS-2D - Climate and oceanographic studies program evaluation				
Action #1: Ocean Observations analyses will be reviewed and evaluated at appropriate intervals (e.g. annually) by GRNMS AC and its SAG to ensure that these programs are producing results needed for management of sanctuary resources.			1	
TOTAL	1	2	3	1
Objective SR-3: Maintain GRNMS habitats in good[4] condition over the next five years				
SR-3A - Habitat mapping				
Action #1: Evaluate existing habitat mapping efforts (multi-beam and side scan sonar) and identify gaps		1		
Action #2: Fill gaps and determine depth, bottom type, and dominant habitat types at highest resolution possible	1			
Action #3: Create maps and share with GRNMS staff and partners			1	
SR-3B - Habitat condition studies				
Action #1: Select a suite of suitable habitat indicators/parameters for dominant habitat types and frequency of measurement			1	

Appendix B: Summary tables for each action plan

Action #2: Measure indicators/parameters inside and outside of the Research Area			1	
Action #3: Report the GRNMS habitat condition of dominant habitat types at appropriate intervals (could be annually) at a SAG meeting and in an appropriate report (e.g., Condition Report)			1	
SR-3C - Contaminants monitoring				
Action #1: Select suite of contaminants to measure in sediments and organisms; select locations for sediment monitoring and which organisms to test	1			
Action #2: Measure contaminants at consistent intervals	1			
Action #3: Report the GRNMS contaminants status and trends at appropriate intervals (could be annually) at a SAG meeting and in an appropriate report (e.g., Condition Report)	1			
SR-3D - Marine debris monitoring and assessment				
Action #1: Coordinate with partners to assess marine debris at established monitoring sites in GRNMS water and organisms (see SR-3C activities 1 -3)	1			
Action #2: Report the GRNMS marine debris status annually at a SAG meeting and in an appropriate report (e.g., Condition Report)	1			
SR-3E - Education and outreach for habitat monitoring results				
Action #1: Using the results from activities SR-3 develop outreach messages specific for GRNMS			1	
Action #2: Post outreach messages on ONMS and GRNMS website platforms			1	
Action #3: NEW: Hold for media outreach and reporting	1			
SR-3F - Habitat program evaluation				
Action #1: Monitoring and research outcomes will be evaluated at appropriate intervals (e.g. annually) by the GRNMS AC and its SAG to ensure these programs are producing results needed for management of sanctuary resources	1			
TOTAL	8	1	6	0
Objective SR-4: Improve the overall status of living resources to good[5]and maintain it at that level for the next five years.				
SR-4A -Fish and invertebrate monitoring and research				
Action #1: Conduct fish and invertebrate monitoring for population parameters inside and outside of the Research Area at GRNMS			1	
Action #2: Conduct fish and invertebrate monitoring for community and ecosystem dynamics and function (e.g. predator-prey interactions or biodiversity indices) and identify gaps in measurements inside and outside of the Research Area at GRNMS. Use key species from the vulnerability assessment (SR-2B) to determine community/ecosystem status.			1	
Action #3: Evaluate efforts, identify, and fill gaps where appropriate and determine frequency of measurements to be conducted by GRNMS and partners for population parameters, and community/ecosystem status	1			
Action #4: NEW: Acoustic monitoring: evaluate soundscape of sanctuary and identify fish movement patterns in relation to sanctuary noise		1		
Action #5: Report the GRNMS population and ecosystem status and trends at appropriate intervals (could be annually) at a SAG meeting and in an appropriate report (e.g., Condition Report)			1	
SR-4B - Invasive species (marine disease)				
Action #1: Monitor the distribution and abundance of green mussels, titan acorn barnacles, orange cup coral (all on artificial substrate)	1			
Action #2: Measure indicators/parameters inside and outside of the Research Area			1	
Action #3:Remain aware of 'emerging' invasive species and marine diseases in the region and vigilant in the monitoring of these threats			1	
SR-4C - Endangered and threatened marine resources				
Action #1: Share information with NMFS and GA Sea Turtle Cooperative for a real-time portal (internal collection and mapping)	1			
Action #2: Monitor sea turtle sightings and condition from GRNMS research ops		1		
Action #3: Monitor sightings and conditions of marine mammals, particularly North Atlantic right whales, and share with NMFS and other entities		1		
Action #4: Monitor sightings and conditions of other ESA listed species	1			
Action #5: Share info about ESA listed species with NMFS and other entities		1		

Appendix B: Summary tables for each action plan

Action #6: Support recovery efforts for North Atlantic Right Whale and other marine mammals, including GRNMS offshore operations to mitigate ship strikes on NARWs.			1	
Action #7: Consult with Office of Protected Resources on allowable takes of protected species from GRNMS operations			1	
SR-4D - Education and outreach for living resources monitoring results				
Action #1: Translate living resources monitoring results into key outreach messages, materials and programs specific to GRNMS			1	
Action #2: Post outreach messages on ONMS and GRNMS website platforms			1	
Action #3: NEW: Hold for media outreach and reporting	1			
SR-4E - Living resource program evaluation				
Action #1: Monitoring and research will be evaluated at appropriate intervals (e.g., annually) by the sanctuary advisory council and its science advisory group to ensure that programs are producing results needed for management of living resources to maintain or improve their status.	1			
TOTAL	6	4	9	0
Objective SR-5: Facilitate compatible sanctuary uses over the next five years ensuring that the resources are being maintained at a level of good[9].				
SR-5A - Regulatory changes				
Action #1: Clarify anchoring prohibition by adding "...or attempting to anchor" to existing regulations and allow the use of weighted marker buoys during diving and fishing through regulatory changes				1
Action #2: Evaluate the impacts on the socioeconomic and natural environment from the anchoring and gear regulations	1			
Action #3: Report the regulatory change impacts on the socioeconomic and natural environment in an appropriate report.	1			
SR-5B - Sanctuary use data				
Action #1: Evaluate existing data collection on sanctuary users and uses (e.g. visitor use information) and identify gaps.		1		
Action #2: Fill gaps in data collection and develop a comprehensive program using all available methods, technologies and resources		1		
SR-5C -Permitting				
Action #1: Issue permits and decision memos in a timely manner			1	
Action #2: Maintain OSPREY Database			1	
Action #3: Ensure permittees submit annual reports on permitted activities			1	
SR-5D - Voluntary compliance				
Action #1: Use data collected in SR-5B to assess compliance to sanctuary regulations	1			
Action #2: Use assessment to craft messages to targeted audiences and to increase enforcement presences during popular fishing times, calm seas, and weekends to look for compliance of all GRNMS regulations		1		
SR-5E - Law enforcement - support and enhance enforcement with LE partners				
Action #1: Use assessment to craft messages to targeted audiences and to increase enforcement presences during popular fishing times, calm seas, and weekends to look for compliance of all GRNMS regulations	1			
Action #2: Use assessment to craft messages to targeted audiences and to increase enforcement presences during popular fishing times, calm seas, and weekends to look for compliance of all GRNMS regulations		1		
Action #3: Consider new and emerging technologies and partnerships to enhance enforcement efforts (e.g., Predictive enforcement and SMART enforcement)	1			
SR-5F - Sanctuary use programs evaluation (Resource Protection Program Evaluation)				
Action #1: Evaluate Resource Protection Program				1
TOTAL	5	4	3	2
Objective SR-6: Evaluate potential areas outside GRNMS that may have connectivity with GRNMS and may benefit from increased protection.				
SR-6A - Connected areas working group				
Action #1: Support Sanctuary Advisory Council in developing a working group to assess ecological connectivity between GRNMS and outside areas		1		

Appendix B: Summary tables for each action plan

Action #2: Support Sanctuary Advisory Council's working group in developing a report on ecological connectivity with GRNMS	1			
Action #3: Based on ecological connectivity results, determine gaps in information and jurisdiction of outside areas of interest	1			
Action #4: Based on ecological connectivity, jurisdictions and ongoing information gathering, assess threats to resources connected to GRNMS to determine if any management actions are required.	1			
TOTAL	3	1	0	0

[3] = "Good" water quality is defined in the GRNMS Condition Report Addendum as: conditions do not appear to have the potential to negatively affect living resources, habitat quality or human health. Few or no activities occur that are likely to negatively affect water quality.

[4] = Habitats in "good" condition are defined in the GRNMS Condition Report Addendum as: habitats are in pristine or near-pristine condition and are unlikely to preclude full community development. Contaminants do not appear to have the potential to negatively affect living resources or water quality. Few or no activities occur that are likely to negatively affect habitat quality.

[5] = To achieve an overall "good" rating for living resources, the following definitions must be met per the GRNMS Condition Report Addendum as: biodiversity appears to reflect pristine or near-pristine conditions and promotes ecosystem integrity. Extraction does not appear to affect ecosystem integrity. Non-indigenous species are not suspected or do not appear to affect ecosystem integrity. Key and keystone species appear to reflect pristine or near-pristine conditions and may promote ecosystem integrity. The condition of key resources appear to reflect pristine or near-pristine conditions. Few or no activities occur that are likely to negatively affect living resource quality.

[9] = Ibid., pages 13, 14 and 16 of management plan

Summary: Action Plan II to Increase the Awareness of, and Support for, GRNMS (AS)

Objectives	Activities			
	No Action	In Process	Ongoing	Done
Objective AS-1 Understand where the tools of education and outreach are needed and how programs should be delivered to achieve higher public awareness, understanding, sustainable use, and appreciation of GRNMS during the first year of management plan implementation				
AS-1A - Articulate the desired outcomes for achieving understanding, sustainable use, and appreciation of GRNMS using education and outreach programming				
Action #1: Establish the education and outreach assessment working group of the sanctuary advisory council				1
Action #2: Task working group to recommend a suite of desired results for GRNMS outreach and education programming.				1
AS-1B - Assess existing programs				
Action #1: Complete assessment of existing programs to see if the programs achieve the desired outcomes and identify gaps in programming				1
AS-1C - Adjust existing programs and develop new programs as necessary				
Action #1: Restructure 2014 outreach and education programs in response to program evaluation findings				1
Action # 2: Develop a new communication and outreach action plan to achieve understanding, sustainable use and appreciation of GRNMS.		1		
Action #3: Outline programming for the remaining life cycle to raise public awareness (primary audience). Education directed at K-12 audiences transitioned to secondary audiences			1	
TOTAL	0	1	1	4
Objective AS-2 Implement education and outreach programming to achieve the desired outcomes by year 5 of the management plan as defined in Objective 1 (above)				
AS-2A - Education and Outreach programming - Building support in Savannah Community (actions from the 2016 Strategic Communication Implementation Plan)				
AS -2A - SAVANNAH COMMUNITY / General Public				
Objective 1: Increase name recognition of GRNMS				

Appendix B: Summary tables for each action plan

Action #1a: For lower lift partner events: Participate in local partner events (e.g. SKIO MSD, Coast Fest, Beach Week, Tybee Film Series) with staff, or ideally volunteers that provide opportunities to introduce Gray's Reef, related issues, and resources. Recruit and train outgoing and engaging volunteers to staff festivals that in turn recruit more volunteers and community support. Send information to events that we do not participate in or attend to make it available. Work with host on the best pieces to send and how they will be distributed. Incorporate Gray's Reef more prominently into messaging our partner programs, activities and events. "Get our name out there"			1	
Action #1b: For higher lift partner events: Participate in larger events that require more time, effort, or funds in order to reach a larger audience and have deeper engagement. These higher profile events will require more time, but the impact should be significant with a large quantity of people being introduced to Gray's Reef and its resources or issues (St Patrick's Day Parade, Film Festival, Nancy Foster Day, GRNMS Expo) .			1	
Action #1c: Other opportunities: Identify relevant opportunities (e.g. MATE ROV competition; Rotary Club) to engage the Savannah community and analyze each opportunity through the decision making matrix. Attending these events is an excellent way to stay connected with key constituent groups and audiences important to Gray's Reef, announce scientific findings, generate press coverage and develop partnerships. It is also a good way to involve administration leadership or elected officials in sanctuary outreach efforts			1	
Action #1d: Local Foundation chapter: Provide content and staff support to the Foundation events (e.g. A Fishy Affair, Rivers to Reefs) that help raise the profile of Gray's Reef, including A Fishy Affair, receptions, summer camp, and other fundraisers. GRNMSF is a vital partner for the long-term success of GRNMS.			1	
Action #2: Host the Film Festival with targeted topics (e.g. marine debris, ocean energy production, vessel ops, marine mammals)				1
Objective 2 Increase local understanding, love, and pride that Savannah is the gateway to GRNMS. Coastal Georgia's amazing underwater park.				
Action #1b: Disseminate knowledge of GRNMS at partner programs (e.g. SKIO Marine Science Day)			1	
Action #2: Conduct public presentations with updated information of our new messages and encourage pride. Ensure presenters are trained in delivering the updated information.			1	
Action #3: Incorporate our new tag line and specific key messages into our social media messaging			1	
Action #4: Review and revise the GRNMS website to incorporate tag line, and key messages			1	
Action #5: Key messages are repeated and shared with media outlets			1	
Action #6: Tag line and key messages are repeated in Blast Emails			1	
Objective 3 Increase local understanding that their actions do affect the ocean and GRNMS and encourage behavior change such as reduced littering and energy use				
Action #1: Provide for outlets for the practical application of information at partner programs so that behavior is changed			1	
Action #2: Participate in GIYS Day; coordinate with local Ecotour operators and develop a rack card for them			1	
Action #3: Update public presentations to include the messages targeting the Savannah Community to achieve objective 3	1			
Action #4a: Develop social media posts with tips on what to do	1			
Action #4b: Develop a buzz feed type quiz game that tests knowledge and behavior on social media	1			
Action #5: Add a section on the website that communicates 'what you do matters' (Add Social Media Content Strategy)		1		
Action #6: Add tips to newsletters				1
Action #7: Add related tips to Blast Emails			1	
Objective 4 Strengthen existing relationships with and engagement of key local individuals and groups				
Action #1a: Develop partnerships and relationships by first identifying and making a list of key influences, community leaders, organizations, and NGOs from the local Savannah community			1	
Action #1b: Coordinate with these organizations and determine issues and areas of shared interest			1	
Action #2: Create a formal, more robust volunteer program			1	

Appendix B: Summary tables for each action plan

AS -2A - ELECTED OFFICIALS				
Objective 1: Develop relationships with key local officials in Savannah				
Action #1: Develop a contact list of local officials for relationship building			1	
Action #2: Create list of events to invite local officials			1	
Action #3: Invite local officials to the opening reception for the Film Festival				1
Action #4a: Create a Presentation Book	1			
Action #4b: Give presentations to local officials and selected island officials on GRNMS			1	
Objective 2: Develop relationships with key state legislators in Atlanta				
Action #1: Determine the key state legislators we need to work with and develop specific messages and call to action for state legislators		1		
Action #2: Participate in Savannah Chatham Day		1		
Objective 3: Strengthen existing relationships with and engagement with Congressional House Representative (Buddy Carter)				
Action #1: Like and follow the House Rep (Buddy Carter) on social media			1	
Action #2: Invite House Rep (Buddy Carter) to GIYS and encourage following and likes from him on GRNMS Twitter and Facebook			1	
Action #3: Arrange annual meetings with House Rep's DC and Savannah staff			1	
Objective 4: Develop relationships with GA senators with Sens. Isakson and Perdue				
Action #1: Like and follow the GA senators on social media			1	
Action #2: Invite GA senators to GIYS and encourage following and likes from him on GRNMS Twitter and Facebook			1	
Action #3: Arrange annual meetings with GA senators DC and Savannah staff			1	
AS -2A - TRAVEL AND TOURISM				
Objective 1: Develop relationship with Savannah travel and tourism board				
Action #1: Meet with appropriate people (movers and shakers) within the Savannah travel and tourism community			1	
Action #2: Encourage information and discussion about the relationship between tourism needs and management of ocean resource to enhance tourism and the ability for rec fishermen and divers to use GRNMS.			1	
Action #3: Encourage linking to GRNMS webpage on their tourism websites			1	
Objective 2: Develop and place information about big events (e.g. Film Festival) into hotels before special events to encourage tourists to attend = Increase attendance of tourists at GRNMS events				
Action #1: Develop and place information about big events (e.g. Film Festival) into hotels before special events to encourage tourists to attend Meet with appropriate people (movers and shakers) within the Savannah travel and tourism community			1	
AS -2A - RECREATIONAL FISHING				
Objective 1: Increase understanding that GRNMS values recreational fishing; fishing is allowed in GRNMS outside of the research area				
Action #1: Create a new program "On the Reef" targeted at all users to incorporate many of the elements listed under tasks/actions for this audience	1			
Action #2: Create public presentations for local recreational fishing groups and marinas that discuss responsible fishing at GRNMS, the regulations, self enforcement and protection for future generations.		1		
Action #3a: Build relationships via our SAC member and a working group		1		
Action #3b: Recruit validators within the recreational community to champion messages and increase trust		1		
Action #3c: Coordinate with NMFS and participate in their recreational fishing summits	1			
Action #3d: Create marina signage for awareness			1	
Action #4a: Update public presentation with recreational fishing messages		1		
Action #4b: Create specific messages and talking points for this audience			1	
Action #4c: Use the visual presentation to recruit Champions of Gray's Reef and have t-shirts or ball caps with GRNMS logo and fishing playground message; fish responsibly; or coastal Georgia's amazing underwater park	1			
Action #5a: Create a YouTube video welcoming fishermen to GRNMS (social media) with info on boundaries, regulations, sound, strikes, litter and proper boating discharge. Fish responsibly (see implementation strategy)	1			
Action #5b: Create an app for recreational fishermen with info they need about regs, boundaries, etc.	1			
Action #5c: Create a Twitter #tag and FB page for fishermen to post their catches	1			

Appendix B: Summary tables for each action plan

Action #6a: Determine list of partner shows we should participate in (e.g. Savannah Boat show) and host table with GRNMS info				1
Action #6b: Attend captain's meetings at fishing tournaments and disseminate info on GRNMS			1	
Action #7: Participate in GIYS Day; coordinate with local party boat or charter boat operators and develop a rack card for them.			1	
Action #8: Review website and create a tab for recreational fishing to include this information we create for recreational fishing		1		
Action #9: Add a tip on what recreational fishers can do to make a difference in newsletters	1			
Action #10: Add related tip to Blast Emails	1			
Action #11: Ongoing media about recreational fishing at GRNMS and publish in trade magazines/other publications			1	
Action #12: Advertise by sponsoring local weather and sea state reports	1			
Objective 2: Increase knowledge of the fishing regulations and encourage self enforcement				
Action #1: same as Action 1 under Objective 1. "Create a new program "On the Reef" targeted at all users to incorporate many of the elements listed under tasks/actions for this audience "	1			
Action #2a: Host a fishing workshop emphasizing successful catch and release techniques	1			
Action #2b: Make available GRNMS floating keyrings, jacket whistles or cozies with regulations attached			1	
Action #2c: Create waterproof, on board reminders cards of best practices		1		
Action #3a: Create a YouTube video on fishing regulations at GRNMS (social media) and encourage self enforcement; and other fishermen to instruct each other. (see Objective 1)	1			
Action #4a: Coordinate with GA DNR (partner)			1	
Action #4b: Share GRNMS messages with GA DNR and USCG to provide to recreational fishers			1	
Action #5: Create a one-pager on fishing in GRNMS and make available as hard copy on the website		1		
Objective 3: Convey the importance of ensuring sustainable fisheries for future generations				
Action #1: Create a new program "On the Reef" targeted at all users to incorporate many of the elements listed under tasks/actions for this audience	1			
Action #2: Create an emotion driven YouTube video about the importance of fishing responsibly for future generations.	1			
Action #3: Create a demonstration YouTube video on fishing regulations in GRNMS	1			
Action #4a: Coordinate with relevant GA DNR (partner)programs to get the word out		1		
Action #4b: Share GRNMS messages with GA DNR and USCG to provide to recreational fishers	1			
Action #5: Share facts and data at the end of the five-year study	1			
AS -2A - RECREATIONAL DIVING				
Objective 1: Increase understanding that GRNMS values recreational diving; diving is allowed in GRNMS outside of the research area				
Action #1: Create a new program "On the Reef" targeted at all users to incorporate many of the elements listed under tasks/actions for this audience	1			
Action #2: Create public presentations for local recreational diving groups and dive shops that discuss responsible fishing (Diving) at GRNMS, the regulations, self enforcement and protection for future generations.			1	
Action #3a: Build relationships via our SAC member and a working group			1	
Action #3b: Recruit validators within the recreational community to champion messages and increase trust			1	
Action #3c: Coordinate with the NOAA dive program and participate in any relevant recreational dive summits			1	
Action #3d: Create dive shop and marina signage for awareness			1	
Action #3e: Have the Foundation make Foundation shirts for sale at dive shops or industry businesses		1		
Action #4a: Update public presentation with recreational dive messages			1	
Action #4b: Create specific messages and talking points for this audience			1	
Action #4c: Use the visual presentation to recruit Champions of Gray's Reef and have t-shirts or ball caps with GRNMS logo and diving playground message; dive responsibly; or coastal Georgia's amazing underwater park	1			

Appendix B: Summary tables for each action plan

Action #5a: Create a YouTube video welcoming divers to GRNMS (social media) with info on boundaries, regulations, sound, strikes, litter and proper boating discharge. Dive responsibly (see implementation strategy)	1			
Action #5b: Create an app for recreational divers with info they need about regs, boundaries, etc	1			
Action #5c: Create a Twitter #tag and FB page for divers to post their underwater photos	1			
Action #6a: Determine list of partner shows we should participate in (e.g. Savannah Boatshow, or PADI meeting) and host table with GRNMS info				1
Action #6b: Attend dive shop or dive club meetings and disseminate info on GRNMS			1	
Action #7: Participate in GIYS Day; coordinate with local dive boat/clubs and develop a rack card for them.			1	
Action #8: Review website and create a tab for recreational diving to include this information we create for recreational diving			1	
Action #9: Add a tip on what recreational divers can do to make a difference in newsletters	1			
Action #10: Add related tip to Blast Emails	1			
Action #11: Write articles about recreational diving at GRNMS and publish in trade magazines/other publications			1	
Action #12: Advertise by sponsoring local weather and sea state reports	1			
Objective 2: Increase knowledge of the dive regulations and encourage self enforcement				
Action #1: same as Action 1 under Objective 1 (leave blank)				
Action #2a: Host a diving workshop emphasizing responsible dive techniques/form	1			
Action #2b: Make available GRNMS floating keyrings, jacket whistles or cozies with regulations attached			1	
Action #2c: Create waterproof, on board reminders cards of best practices			1	
Action #3a: Create a YouTube video on diving regulations at GRNMS (social media) and encourage self enforcement; and other divers to instruct each other. (see Objective 1)	1			
Action #4a: Coordinate with dive shops			1	
Action #4b: Share GRNMS messages with GA DNR and USCG to provide to divers			1	
Action #5: Create a one-pager on diving in GRNMS and make available as hard copy on the website				1
Objective 3: Convey the importance of ensuring responsible diving for future generations				
Action #1: same as Action 1 under Objective 1 (leave blank)				
Action #2: Create an emotion driven YouTube video about the importance of diving responsibly for future generations.	1			
Action #3: Create a demonstration YouTube video on dive regulations in GRNMS	1			
Action #4a: Coordinate with relevant GA DNR (partner)programs to get the word out	1			
Action #4b: Share GRNMS messages with GA DNR and USCG to provide to recreational divers	1			
Action #5: Share facts and data at the end of the five-year study			1	
AS-2A - NOAA HEADQUARTERS - ONMS				
Objective 1: Promote support for GRNMS programs and objectives (e.g. building a visitor center or additional areas of protection) by maintaining				
Action #1: Encourage visits to GRNMS by NOAA Administrator and other NOAA, NOS, ONMS leadership			1	
Action #2: Increase education and awareness of GRNMS needs			1	
Action #3: Encourage and support leadership visits during GRNMS events or other South Atlantic events.			1	
TOTAL	35	12	56	6

Summary: Action Plan III Advance Collaborative and Coordinated Management (M)

Objectives	Activities			
	No Action	In Process	Ongoing	Done
Objective M-1 In year one of the revised management plan fill vacant positions and restructure staffing assignments to improve operational capabilities, efficiency and effectiveness				
M-1A - Staff vacancies				
Action #1: Conduct evaluations of staffing needs based on management plan objectives and other drivers (e.g. external funding opportunities).			1	

Appendix B: Summary tables for each action plan

Action #2: Fill identified staffing vacancies: Research Coordinator, Outreach and Communications Coordinator, Superintendent, State Program Manager, and Marine Operations Coordinator			1	
Action #3: Regularly evaluate staffing needs to ensure positions provide identified expertise (e.g. annually as part of implementation plan of MP, aka annual operating plan)		1		
M-1B - Staff structure analysis				
Action #1: Conduct staff structure analysis to evaluate effectiveness in achieving desired outcomes and needs identified in the GRNMS Management Plan		1		
M-1C - Staff restructuring				
Action #1: Structure staff and align responsibilities according to analysis and other documents evaluating the staffing needs for current and planned activities identified in GRNMS Management Plan		1		
Action #2: Annually evaluate staff performance to ensure effective delivery of activities and programs identified in the GRNMS Management Plan			1	
TOTAL	0	3	3	0
Objective M-2 Continue to maintain, and acquire as necessary, the infrastructure required to accomplish the mission and goals specified in the GRNMS management plan.				
M-2A - Maintain current infrastructure				
Action #1: Evaluate application of the 2010 facilities master plan and if needed update the plan for facilities, vessels/docks, vehicles and other equipment (computers). The master plan should be founded in the GRNMS management plan	1			
Action #2a: Use results of master plan (not used) - INSTEAD used other processes to identify facilities/vehicles for the next 5 years and a develop an implementation plan with budget and staffing needs			1	
Action #2b: Use results of master plan (not used) - INSTEAD used other processes to identify vessels/docks for the next 5 years and a develop an implementation plan with budget and staffing needs		1		
Action #2c: Use results of master plan (not used) - INSTEAD used other processes to identify other equipment (computers etc) for the next 5 years and a develop an implementation plan with budget and staffing needs			1	
Action #3: Improve security and efficiency of existing infrastructure		1		
M-2B - Continue to investigate the implementation of the 2010 plan for facilities and infrastructure, including the concept of a stand-alone visitor's center				
Action #1: Implement the 2010 plan for facilities and infrastructure and if needed first update the plan	1			
Action #2: Conduct a needs assessment for a stand-alone visitor center (include potential locations and partnerships as part of assessment)	1			
Action #3: Share results of needs assessment with the sanctuary advisory council and seek their advice	1			
TOTAL	4	2	2	0
Objective M-3: "Green" GRNMS Facilities and operations to meet standards of the ONMS Climate Smart imitative plan by year five.				
M-3A - Green Operations Assessment				
Action #1: Conduct an audit of carbon emissions, waste management and supplies, water management, and operations to assess carbon footprint of GRNMS operations and business practices.	1			
M-3B - Advance GRNMS greening				
Action #1: Develop a green operations plan based on the audit (or self directed) and implement actions for further greening of facilities and operations per ONMS standards.		1		
TOTAL	1	1	0	0
Objective M-4 Annually develop operating plans that articulate how GRNMS resources would be distributed to meet the site's goals and objectives, and conduct ongoing evaluations of the effectiveness of annual operating plans toward meeting management plan objectives				
M-4A - Annual operating plan				
Action #1: Develop GRNMS annual operating plans to deliver on an annual cycle the priority activities identified post Rapid Management Plan review. This is also known as the annual Implementation of the Management Plan.			1	
Action #2: Conduct a mid-year and end-of-year assessment of implementation of management plan. Develop a calendar for these assessments to optimize inputs for annual planning of the federal and MOA budgets, and identification of activities for performance plans of federal and affiliate staff.		1		

Appendix B: Summary tables for each action plan

M-4B - Operating plan evaluation				
Action #1: Evaluate effectiveness of the operating plan toward meeting program objectives, include SMART objectives where appropriate or available	1			
Action #2: Seek appropriate participation of the GRNMS Advisory Council for activities summarized in Action Plans I , II and III	1			
TOTAL	2	1	1	0
Objective M-5: Continue to maintain and further enhance community-based and partner engagement to improve collaborative and coordinated				
M-5A - Sanctuary Advisory Council				
Action #1: Support at least 3 advisory council meetings per year; and subcommittee/working group meetings as needed			1	
Action #2: Strategically schedule SAC meetings and activities to promote strong participation from members. and to productively focus Council actions on issues of high priority to the site			1	
Action #3: Present to SAC the GRNMS priority activities identified in the management plan to facilitate the development of a SAC workplan that advises on and is related to these priorities.		1		
Action #4: Assist SAC to establish and support working groups and subcommittees			1	
M-5B: Other partner coordination and collaboration				
Maintain and facilitate current partnerships and seek new collaborations as is relevant			1	
M-5C - Volunteer program				
Action #1: Establish and maintain volunteer reporting database that meets the need of GRNMS, ONMS, and NOAA			1	
Action #2a: Develop/update strategies and materials for GRNMS Team Ocean diving Program		1		
Action #2b: Recruit, retain, engage and train volunteers for GRNMS Team Ocean diving Program	1			
Action #2c: Evaluate and report effectiveness of strategy, materials, and volunteer support in GRNMS Team Ocean diving Program	1			
Action #3a: Develop/update strategies and materials for identified GRNMS citizen science projects	1			
Action #3b: Recruit, retain, engage and train volunteers for identified GRNMS citizen science projects	1			
Action #3c: Evaluate and report effectiveness of strategy, materials, and volunteer support in identified GRNMS citizen science projects	1			
Action #4a: Develop/update strategies and materials that incorporate volunteer support in current, new, and evolving events, operations, and programs that support the objectives and activities outlines in GRNMS Management Plan			1	
Action #4b: Recruit, retain, engage, and train volunteers for current, new, and evolving events, operations, and programs			1	
Action #4c: Evaluate and report effectiveness of strategy, materials, and volunteer support in events, operations, and programs			1	
TOTAL	5	2	8	0